

Employer Demand Profile

Enabling Market-Responsive Program Development

Real-time employer demand data identifies the top skills, employers, and occupations for professionals with a bachelor’s degree or above. Use the data and brainstorming questions included here to guide campus discussions about how to grow and direct the development of the program portfolio.

Questions to Inform Initial Program Discussions

Skills

- Which of our current programs integrate high-demand skills?
- What new program opportunities would confer high-demand skills?
- Are these skills relevant to a narrow suite of programs, or should most or all of our programs teach these skills?
- Do we emphasize these high-demand skills in our marketing messages?

Employers

- How often do our students find jobs with these top employers?
- How many employees of these top employers do we or have we previously served?

State in Focus: Arkansas

Most Commonly Sought Job Skills in 2023

n = 95,988 job postings

Skill	Number of Job Postings
Project Management	16,256
Marketing	11,385
Finance	9,584
Computer Science	9,277
Data Analysis	8,449
Accounting	8,408
Auditing	8,208
Nursing	7,161
Process Improvement	6,360
Agile Methodology	5,173

Employers with Greatest Demand in 2023

n = 95,988 job postings

Employer	Number of Job Postings
University of Arkansas	6,171
Walmart	5,090
Tyson Foods	2,131
Entergy	1,954
State of Arkansas	1,893
Elevance Health	1,461
Guidehouse	1,156
Humana	1,049
Johnson & Johnson	894
Northwest Health - Arkansas	816

Questions to Inform Initial Program Discussions

Occupations

- What opportunities do we have to expand programs that already prepare students to find jobs in these popular occupations?
- What new programs should we consider launching that align with employer demand for these occupations?
- How can we attract students to our programs to prepare for these roles?
- How often are students inquiring about education and job opportunities in these occupations?
- What continuing education might professionals in these high-demand occupations require to maintain their qualifications?

Most Commonly Sought Occupations in 2023

n = 95,988 job postings

Occupation	Number of Job Postings
Registered Nurses	4,456
Software Developers	4,147
Managers, All Other	3,273
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	3,130
Medical and Health Services Managers	2,456
Sales Managers	2,412
General and Operations Managers	2,135
First-Line Supervisors of Retail Sales Workers	1,947
Marketing Managers	1,862
Accountants and Auditors	1,729

Additional EAB Resources to Support Market-Responsive Program Development



Market Intelligence Resources

- [Executive Guide to Certify Market Risks and Opportunities](#)
- [Understand the needs and motivations of working professional student segments](#)



Program Launch Resources

- [New Program Launch Guidebook](#)
- [Adult Program Innovation Launch Guide](#)



Program Design Resources

- [Design Credentials to Meet Adult Student Needs](#) roadmap
- [3 tips for innovative and successful program design](#)



Program Revitalization Resources

- [Revitalizing the Program Portfolio](#)
- [Choosing the right undergraduate programs for revitalization](#)
- [Revitalizing Academic Program Performance](#) webinar