

# 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: California

### Most Commonly Sought Job Skills in 2023

n = 1,467,043 job postings

Skill	Number of Job Postings
Project Management	186,900
Marketing	144,220
Accounting	123,586
Finance	118,983
Auditing	118,463
Computer Science	113,246
Nursing	98,099
Data Analysis	83,431
Workflow Management	70,807
Process Improvement	62,194

### Employers with Greatest Demand in 2023

n = 1,467,043 job postings

Employer	Number of Job Postings
University of California	36,529
Kaiser Permanente	22,677
Walmart	10,887
California State University	10,721
Robert Half	10,621
Northrop Grumman	10,395
Randstad	7,679
Boeing	7,662
Apple	7,625
UnitedHealth Group	7,558

*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 = 1,467,043 job postings

Occupation	Number of Job Postings
Registered Nurses	68,156
Software Developers	57,612
Managers, All Other	45,756
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	40,355
Medical and Health Services Managers	38,566
General and Operations Managers	28,203
Accountants and Auditors	27,277
Sales Managers	27,226
Marketing Managers	26,122
Human Resources Specialists	20,881

**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