

# 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: Colorado

### Most Commonly Sought Job Skills in 2023

n = 342,612 job postings

Skill	Number of Job Postings
Nursing	44,190
Project Management	43,374
Marketing	29,571
Accounting	27,139
Finance	25,426
Auditing	24,542
Life Support	23,659
Computer Science	23,195
Cardiopulmonary Resuscitation (CPR)	21,909
Direct Patient Care	20,872

### Employers with Greatest Demand in 2023

n = 342,612 job postings

Employer	Number of Job Postings
UCHealth	17,376
University of Colorado	6,945
Centura Health	3,789
Dish	3,567
Colorado State University	3,192
Lockheed Martin	3,186
Walmart	3,014
State Of Colorado	2,870
Raytheon Technologies	2,832
Trinidad State Junior College	2,712

*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 = 342,612 job postings

Occupation	Number of Job Postings
Registered Nurses	33,646
Software Developers	14,793
Managers, All Other	9,732
Medical and Health Services Managers	8,854
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	8,080
Computer Systems Engineers/Architects	6,939
Accountants and Auditors	6,449
General and Operations Managers	5,840
Sales Managers	5,617
First-Line Supervisors of Retail Sales Workers	4,664

**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