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: Connecticut

Most Commonly Sought Job Skills in 2023

n = 176,954 job postings

Skill	Number of Job Postings
Project Management	23,247
Nursing	18,991
Auditing	16,336
Finance	15,524
Marketing	15,436
Accounting	14,782
Computer Science	10,309
Data Analysis	10,103
Workflow Management	9,646
Agile Methodology	9,413

Employers with Greatest Demand in 2023

n = 176,954 job postings

Employer	Number of Job Postings
Hartford HealthCare	12,772
Yale New Haven Health	4,007
Raytheon Technologies	3,167
State Of Connecticut	2,584
Cigna	2,465
Yale University	2,131
Travelers	2,105
CVS Health	1,720
Community Health Center	1,546
Randstad	1,512

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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 = 176,954 job postings

Occupation	Number of Job Postings
Registered Nurses	13,483
Software Developers	5,593
Managers, All Other	4,786
Medical and Health Services Managers	4,596
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	4,161
Accountants and Auditors	3,279
General and Operations Managers	3,037
Sales Managers	2,851
Marketing Managers	2,545
Financial Managers	2,485

Additional EAB Resources to Support Market-Responsive Program Development

Market Intelligence Resources

- Executive Guide to Certificate 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