

# 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: Florida

### Most Commonly Sought Job Skills in 2023

n = 706,373 job postings

Skill	Number of Job Postings
Project Management	86,300
Marketing	70,109
Accounting	63,547
Nursing	63,209
Auditing	58,343
Finance	56,673
Computer Science	41,881
Data Analysis	35,222
Workflow Management	32,553
Process Improvement	30,982

### Employers with Greatest Demand in 2023

n = 706,373 job postings

Employer	Number of Job Postings
HCA Healthcare	10,552
Citigroup	10,423
State of Florida	8,871
AdventHealth	7,526
University of Miami	6,291
Baptist Health	6,234
University of Florida	5,951
Randstad	5,105
Deloitte	4,261
UnitedHealth Group	3,830

*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 = 706,373 job postings

Occupation	Number of Job Postings
Registered Nurses	45,265
Software Developers	22,294
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	21,766
Managers, All Other	18,760
Medical and Health Services Managers	18,273
Accountants and Auditors	15,837
General and Operations Managers	15,321
Sales Managers	13,002
First-Line Supervisors of Retail Sales Workers	12,334
Human Resources Specialists	10,547

**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