# 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: Idaho

### Most Commonly Sought Job Skills in 2023

n = 72,291 job postings

| Skill | Number of Job Postings |
|-------|------------------------|
| Project Management | 13,231 |
| Marketing | 8,795 |
| Computer Science | 7,442 |
| Finance | 6,664 |
| Auditing | 6,490 |
| Accounting | 6,173 |
| Process Improvement | 5,381 |
| Data Analysis | 5,368 |
| Nursing | 5,009 |
| Agile Methodology | 4,414 |

### Employers with Greatest Demand in 2023

n = 72,291 job postings

| Employer | Number of Job Postings |
|----------|------------------------|
| Cambia | 2,178 |
| Saint Luke's Health System | 1,807 |
| Elevance Health | 1,451 |
| Guidehouse | 1,346 |
| Oracle | 927 |
| Marriott International | 884 |
| CDM Smith | 826 |
| Saint Alphonsus Regional Medical Center | 804 |
| Johnson & Johnson | 796 |
| Humana | 778 |

## EAB

*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 = 72,291 job postings

| Occupation | Number of Job Postings |
|---|---|
| Software Developers | 3,613 |
| Registered Nurses | 3,572 |
| Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products | 2,389 |
| Managers, All Other | 2,334 |
| Medical and Health Services Managers | 1,783 |
| General and Operations Managers | 1,671 |
| Marketing Managers | 1,670 |
| Sales Managers | 1,585 |
| Accountants and Auditors | 1,476 |
| Management Analysts | 1,280 |

**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