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: Illinois

Most Commonly Sought Job Skills in 2023

n = 562,626 job postings

Skill	Number of Job Postings
Project Management	81,010
Marketing	63,483
Finance	55,953
Accounting	51,576
Auditing	49,912
Computer Science	44,078
Nursing	37,009
Data Analysis	36,822
Process Improvement	33,634
Agile Methodology	29,526

Employers with Greatest Demand in 2023

n = 562,626 job postings

Employer	Number of Job Postings
University of Chicago	9,193
Edward Jones	8,471
University of Illinois	7,576
Walgreens Boots Alliance	4,416
Uline	4,302
Capital One	4,192
Randstad	4,050
Northwestern Memorial Healthcare	3,986
Advocate Aurora Health	3,879
Health Care Service Corporation	3,209

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 = 562,626 job postings

Occupation	Number of Job Postings
Registered Nurses	25,243
Software Developers	24,168
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	16,933
Managers, All Other	16,219
Medical and Health Services Managers	12,859
Accountants and Auditors	12,556
Sales Managers	11,256
Marketing Managers	10,582
General and Operations Managers	10,469
Human Resources Specialists	9,149

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