

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: Indiana

Most Commonly Sought Job Skills in 2023

n = 231,460 job postings

Skill	Number of Job Postings
Project Management	27,924
Marketing	21,819
Auditing	19,660
Nursing	17,548
Accounting	17,388
Finance	15,969
Process Improvement	12,166
Computer Science	11,654
Data Analysis	11,599
Workflow Management	10,256

Employers with Greatest Demand in 2023

n = 231,460 job postings

Employer	Number of Job Postings
Indiana University	9,924
Emerson Electric	2,743
Hitachi	2,612
Purdue University	2,371
State of Indiana	2,318
Eli Lilly	2,015
UnitedHealth Group	1,997
Ivy Tech Community College	1,738
Elevance Health	1,701
Walmart	1,622

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 = 231,460 job postings

Occupation	Number of Job Postings
Registered Nurses	12,376
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	6,622
Managers, All Other	6,414
Software Developers	5,980
Medical and Health Services Managers	5,710
General and Operations Managers	4,384
First-Line Supervisors of Retail Sales Workers	4,108
Accountants and Auditors	4,064
Human Resources Specialists	3,827
Sales Managers	3,786

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