

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: Kansas

Most Commonly Sought Job Skills in 2023

n = 139,739 job postings

Skill	Number of Job Postings
Project Management	22,619
Marketing	15,058
Auditing	11,799
Finance	11,758
Nursing	11,703
Accounting	11,355
Computer Science	11,011
Process Improvement	9,146
Data Analysis	8,686
Workflow Management	7,090

Employers with Greatest Demand in 2023

n = 139,739 job postings

Employer	Number of Job Postings
University of Kansas	4,108
The University of Kansas Health System	2,648
Elevance Health	1,955
Guidehouse	1,789
Johnson & Johnson	1,242
Black & Veatch	1,136
Kansas State University	1,130
HCA Healthcare	1,119
Marriott International	1,111
Oracle	1,068

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 = 139,739 job postings

Occupation	Number of Job Postings
Registered Nurses	8,164
Software Developers	5,615
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	4,803
Managers, All Other	4,457
Medical and Health Services Managers	4,065
Sales Managers	2,934
General and Operations Managers	2,766
Accountants and Auditors	2,379
Human Resources Specialists	2,300
Marketing Managers	2,238

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