

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: Louisiana

Most Commonly Sought Job Skills in 2023

n = 140,386 job postings

Skill	Number of Job Postings
Project Management	17,174
Marketing	13,491
Nursing	12,459
Auditing	12,369
Accounting	11,867
Finance	9,664
Occupational Safety And Health	8,988
Medical Privacy	8,538
Communicable Diseases	7,562
Data Entry	7,542

Employers with Greatest Demand in 2023

n = 140,386 job postings

Employer	Number of Job Postings
Ochsner Health	7,178
State of Louisiana	5,937
Louisiana State University	3,209
Entergy	2,244
Tulane University	1,750
Cox Communications	1,401
Walmart	1,169
Elevance Health	1,167
KPMG	1,132
Lafayette General Health	1,131

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 = 140,386 job postings

Occupation	Number of Job Postings
Registered Nurses	7,933
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	4,599
Managers, All Other	4,387
Software Developers	3,556
Medical and Health Services Managers	3,230
Accountants and Auditors	2,952
General and Operations Managers	2,749
Sales Managers	2,454
Human Resources Specialists	2,249
First-Line Supervisors of Retail Sales Workers	2,212

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