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: Maine

Most Commonly Sought Job Skills in 2023

n = 47,913 job postings

Skill	Number of Job Postings
Project Management	8,118
Marketing	4,616
Computer Science	4,359
Nursing	3,871
Auditing	3,782
Finance	3,768
Data Analysis	3,707
Agile Methodology	3,381
Accounting	3,103
Process Improvement	3,088

Employers with Greatest Demand in 2023

n = 47,913 job postings

Employer	Number of Job Postings
Maine Medical Center	2,590
Oracle	935
University of Maine System	822
Maine State Library	820
Elevance Health	807
Humana	689
Intel	641
Guidehouse	622
TD Bank	574
ICF International	573

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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 = 47,913 job postings

Occupation	Number of Job Postings
Registered Nurses	2,966
Software Developers	2,279
Managers, All Other	1,456
Medical and Health Services Managers	1,248
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	1,086
First-Line Supervisors of Retail Sales Workers	930
General and Operations Managers	876
Marketing Managers	833
Nurse Practitioners	796
Management Analysts	779

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