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: Michigan

Most Commonly Sought Job Skills in 2023

n = 368,218 job postings

Skill	Number of Job Postings
Project Management	50,757
Marketing	36,505
Nursing	36,114
Auditing	30,795
Finance	30,076
Accounting	28,135
Computer Science	27,286
Process Improvement	21,486
Data Analysis	20,412
Nursing Care	18,041

Employers with Greatest Demand in 2023

n = 368,218 job postings

Employer	Number of Job Postings
Corewell Health	10,852
University Of Michigan	6,675
Beaumont Health	6,037
Deloitte	4,906
ProMedica	3,771
State of Michigan	3,609
Ford	3,215
Trinity Health	2,888
Michigan State University	2,796
Henry Ford Health System	2,580

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 = 368,218 job postings

Occupation	Number of Job Postings
Registered Nurses	25,085
Software Developers	15,758
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	11,415
Managers, All Other	10,662
Medical and Health Services Managers	8,263
Sales Managers	6,671
Accountants and Auditors	6,643
General and Operations Managers	5,999
Human Resources Specialists	5,661
First-Line Supervisors of Retail Sales Workers	5,594

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