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: Minnesota

Most Commonly Sought Job Skills in 2023

n = 223,981 job postings

Skill	Number of Job Postings
Project Management	32,542
Marketing	23,455
Finance	20,397
Accounting	19,493
Auditing	19,036
Nursing	13,108
Data Analysis	13,106
Process Improvement	12,906
Computer Science	12,461
New Product Development	10,416

Employers with Greatest Demand in 2023

n = 223,981 job postings

Employer	Number of Job Postings
University of Minnesota	7,173
State of Minnesota	5,226
Mayo Clinic	3,629
UnitedHealth Group	2,958
Fairview Health Services	2,330
Robert Half	2,242
US Bank	1,964
Allina Health	1,831
Randstad	1,694
Actalent	1,572

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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 = 223,981 job postings

Occupation	Number of Job Postings
Registered Nurses	8,841
Software Developers	7,366
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	6,968
Managers, All Other	6,692
Medical and Health Services Managers	5,406
Accountants and Auditors	4,709
General and Operations Managers	4,273
Human Resources Specialists	4,252
First-Line Supervisors of Retail Sales Workers	4,023
Sales Managers	3,875

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