

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: Mississippi

Most Commonly Sought Job Skills in 2023

n = 65,764 job postings

Skill	Number of Job Postings
Project Management	7,386
Marketing	6,884
Auditing	5,913
Nursing	4,755
Finance	4,372
Accounting	4,350
Computer Science	3,758
Process Improvement	3,575
Data Analysis	3,315
Workflow Management	2,968

Employers with Greatest Demand in 2023

n = 65,764 job postings

Employer	Number of Job Postings
University of Mississippi Medical Center	1,824
Guidehouse	1,155
Elevance Health	1,088
Entergy	943
State of Mississippi	902
Mississippi State University: Agricultural Economics	810
University of Southern Mississippi	786
Johnson & Johnson	771
Walmart	759
Marriott International	685

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 = 65,764 job postings

Occupation	Number of Job Postings
Registered Nurses	3,083
Software Developers	2,066
Managers, All Other	2,027
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	1,773
Medical and Health Services Managers	1,679
General and Operations Managers	1,392
Sales Managers	1,215
First-Line Supervisors of Retail Sales Workers	1,210
Human Resources Specialists	1,175
Accountants and Auditors	1,150

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