

# 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: Missouri

### Most Commonly Sought Job Skills in 2023

n = 243,201 job postings

Skill	Number of Job Postings
Project Management	33,320
Marketing	23,123
Auditing	20,586
Accounting	20,039
Computer Science	19,713
Nursing	19,438
Finance	18,836
Data Analysis	13,482
Process Improvement	13,217
Agile Methodology	11,898

### Employers with Greatest Demand in 2023

n = 243,201 job postings

Employer	Number of Job Postings
Edward Jones	5,479
BJC HealthCare	5,096
Boeing	4,566
University of Missouri	4,474
Mercy Health	4,251
Washington University in St. Louis	3,654
Randstad	2,423
State of Missouri	2,305
SSM Health Care	2,185
Walmart	1,986

*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 = 243,201 job postings

Occupation	Number of Job Postings
Registered Nurses	12,143
Software Developers	9,534
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	7,246
Medical and Health Services Managers	6,381
Managers, All Other	6,324
Accountants and Auditors	5,232
General and Operations Managers	4,330
Sales Managers	4,049
First-Line Supervisors of Retail Sales Workers	4,034
Human Resources Specialists	3,697

**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