

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: Montana

Most Commonly Sought Job Skills in 2023

n = 29,893 job postings

Skill	Number of Job Postings
Project Management	4,105
Marketing	3,047
Nursing	2,843
Accounting	2,495
Auditing	2,381
Finance	2,318
Computer Science	2,075
Talent Management	1,662
Process Improvement	1,616
Data Analysis	1,584

Employers with Greatest Demand in 2023

n = 29,893 job postings

Employer	Number of Job Postings
State of Montana	1,399
Montana State University	968
The University of Montana	876
Billings Clinic	646
GPAC	557
Humana	550
Community Medical Center	408
Bozeman Health	391
Logan Health	357
CDM Smith	354

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 = 29,893 job postings

Occupation	Number of Job Postings
Registered Nurses	1,789
Software Developers	962
Medical and Health Services Managers	907
Managers, All Other	841
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	818
First-Line Supervisors of Retail Sales Workers	546
Sales Managers	539
Accountants and Auditors	509
General and Operations Managers	504
Postsecondary Teachers, All Other	453

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