

# 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: Nevada

### Most Commonly Sought Job Skills in 2023

n = 121,181 job postings

Skill	Number of Job Postings
Project Management	17,262
Marketing	13,359
Accounting	11,790
Auditing	11,605
Finance	10,170
Nursing	9,344
Computer Science	8,057
Data Analysis	6,574
Process Improvement	6,197
Workflow Management	5,603

### Employers with Greatest Demand in 2023

n = 121,181 job postings

Employer	Number of Job Postings
Clark County School District	3,339
University of Nevada	2,844
UnitedHealth Group	1,709
Valley Health System	1,354
Elevance Health	1,291
State of Nevada	1,279
Caesars Entertainment	1,158
MGM Resorts International	1,091
Guidehouse	1,034
HCA Healthcare	916

*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 = 121,181 job postings

Occupation	Number of Job Postings
Registered Nurses	5,935
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	3,802
Software Developers	3,695
Managers, All Other	3,331
Medical and Health Services Managers	3,231
Accountants and Auditors	3,080
General and Operations Managers	2,935
Sales Managers	2,525
Financial Managers	1,992
Human Resources Specialists	1,851

**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