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: New Mexico

Most Commonly Sought Job Skills in 2023

n = 80,521 job postings

Skill	Number of Job Postings
Project Management	11,047
Nursing	9,038
Accounting	8,201
Auditing	7,051
Marketing	5,819
Finance	5,552
Computer Science	4,856
Data Analysis	4,267
Social Work	3,658
Procurement	3,554

Employers with Greatest Demand in 2023

n = 80,521 job postings

Employer	Number of Job Postings
Sandia Corporation	2,544
University of New Mexico	2,389
State Of New Mexico	2,232
Los Alamos National Laboratory	1,874
Presbyterian Healthcare Services	1,278
Albuquerque Public Schools	1,206
Unm Medical Group	898
University of New Mexico Hospital	871
Lovelace Health System	804
New Mexico State University	774

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 = 80,521 job postings

Occupation	Number of Job Postings
Registered Nurses	5,797
Managers, All Other	2,426
Medical and Health Services Managers	2,294
Software Developers	2,055
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	1,512
Mechanical Engineers	1,269
General and Operations Managers	1,257
Accountants and Auditors	1,218
Computer Systems Engineers/Architects	1,200
Human Resources Specialists	1,151

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