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 York

Most Commonly Sought Job Skills in 2023

n = 634,403 job postings

Skill	Number of Job Postings
Project Management	84,613
Finance	70,151
Marketing	67,706
Accounting	64,872
Auditing	63,542
Nursing	55,906
Computer Science	41,264
Data Analysis	38,234
Workflow Management	33,037
Social Work	25,961

Employers with Greatest Demand in 2023

n = 634,403 job postings

Employer	Number of Job Postings
Northwell Health	10,243
Citigroup	9,187
State University of New York	7,058
State of New York	6,181
NewYork-Presbyterian Hospital	5,454
NYU Langone Health	4,933
Columbia University	4,905
Walmart	4,549
Mount Sinai Health System	4,543
JPMorgan Chase	4,501

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 = 634,403 job postings

Occupation	Number of Job Postings
Registered Nurses	37,712
Managers, All Other	20,363
Software Developers	18,804
Medical and Health Services Managers	17,587
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	17,075
General and Operations Managers	15,599
Accountants and Auditors	12,902
Marketing Managers	12,482
Financial Managers	10,904
Sales Managers	10,406

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