# 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: North Carolina

### Most Commonly Sought Job Skills in 2023

n = 408,669 job postings

| Skill | Number of Job Postings |
|---|---|
| Project Management | 56,857 |
| Nursing | 46,972 |
| Marketing | 38,742 |
| Auditing | 34,365 |
| Accounting | 32,077 |
| Finance | 31,402 |
| Computer Science | 28,145 |
| Data Analysis | 23,412 |
| Nursing Care | 22,620 |
| Process Improvement | 20,561 |

### Employers with Greatest Demand in 2023

n = 408,669 job postings

| Employer | Number of Job Postings |
|---|---|
| Duke University | 9,402 |
| Randstad | 8,201 |
| Mission Health | 6,916 |
| Atrium Health | 6,285 |
| University of North Carolina | 6,261 |
| Novant Health | 4,838 |
| UNC Health | 3,346 |
| State of North Carolina | 2,847 |
| Actalent | 2,427 |
| Atrium Health Floyd | 2,427 |

*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 = 408,669 job postings

| Occupation | Number of Job Postings |
|---|---|
| Registered Nurses | 34,115 |
| Software Developers | 16,539 |
| Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products | 11,085 |
| Medical and Health Services Managers | 11,031 |
| Managers, All Other | 10,613 |
| General and Operations Managers | 7,076 |
| Accountants and Auditors | 6,992 |
| Sales Managers | 6,911 |
| First-Line Supervisors of Retail Sales Workers | 6,233 |
| Project Management Specialists | 5,745 |

## 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