

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 Dakota

Most Commonly Sought Job Skills in 2023

n = 38,405 job postings

Skill	Number of Job Postings
Nursing	6,251
Project Management	5,925
Marketing	4,670
Auditing	3,660
Nurse Licensure Compact	3,617
Finance	3,497
Accounting	3,328
Nurse Education	3,278
Care Coordination	3,106
Triage	2,732

Employers with Greatest Demand in 2023

n = 38,405 job postings

Employer	Number of Job Postings
Sanford Health	3,439
University of North Dakota	1,208
Sanford	916
Humana	572
Job Service North Dakota	399
Good Samaritan Society	381
Intel	377
Catholic Health Initiatives	354
Spherion Staffing	339
Essentia Health	333

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 = 38,405 job postings

Occupation	Number of Job Postings
Registered Nurses	3,437
Software Developers	1,099
Medical and Health Services Managers	1,044
Managers, All Other	1,008
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	968
General and Operations Managers	667
Accountants and Auditors	663
Sales Managers	554
Human Resources Specialists	548
Marketing Managers	525

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