

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: Ohio

Most Commonly Sought Job Skills in 2023

n = 407,462 job postings

Skill	Number of Job Postings
Project Management	55,707
Marketing	36,647
Nursing	35,605
Auditing	34,933
Finance	30,859
Accounting	30,687
Computer Science	23,421
Process Improvement	22,090
Data Analysis	21,556
Workflow Management	17,452

Employers with Greatest Demand in 2023

n = 407,462 job postings

Employer	Number of Job Postings
Cleveland Clinic	9,166
Ohio State University	6,580
ProMedica	4,780
Mercy Health	3,939
JPMorgan Chase	3,797
University of Cincinnati	3,371
Nationwide Children's Hospital	3,245
Actalent	2,912
Huntington Bancshares	2,546
Deloitte	2,448

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 = 407,462 job postings

Occupation	Number of Job Postings
Registered Nurses	21,122
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	12,637
Software Developers	12,472
Managers, All Other	11,132
Medical and Health Services Managers	9,120
General and Operations Managers	7,829
Accountants and Auditors	7,579
Sales Managers	7,092
Human Resources Specialists	6,339
First-Line Supervisors of Retail Sales Workers	6,215

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