

# 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: Oklahoma

### Most Commonly Sought Job Skills in 2023

n = 132,302 job postings

Skill	Number of Job Postings
Project Management	18,771
Marketing	13,028
Accounting	11,986
Auditing	11,869
Nursing	10,721
Finance	10,121
Computer Science	10,115
Data Analysis	7,570
Workflow Management	6,723
Process Improvement	6,549

### Employers with Greatest Demand in 2023

n = 132,302 job postings

Employer	Number of Job Postings
State of Oklahoma	2,642
University of Oklahoma	2,170
Norman Regional Hospital	1,407
Oklahoma State University	1,355
Elevance Health	1,346
OU Medicine	1,303
PricewaterhouseCoopers	1,209
Walmart	1,169
Boeing	1,158
Ou Health	1,153

*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 = 132,302 job postings

Occupation	Number of Job Postings
Registered Nurses	7,060
Software Developers	4,688
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	4,526
Managers, All Other	4,253
Medical and Health Services Managers	3,518
Accountants and Auditors	2,865
General and Operations Managers	2,426
Human Resources Specialists	2,204
Sales Managers	2,158
First-Line Supervisors of Retail Sales Workers	1,856

**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