

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: Oregon

Most Commonly Sought Job Skills in 2023

n = 172,043 job postings

Skill	Number of Job Postings
Project Management	25,697
Marketing	17,219
Finance	14,582
Accounting	14,215
Nursing	14,182
Auditing	13,589
Computer Science	11,669
Data Analysis	10,003
Process Improvement	9,520
Workflow Management	8,508

Employers with Greatest Demand in 2023

n = 172,043 job postings

Employer	Number of Job Postings
Providence	3,480
Asante	3,309
Oregon Health & Science University	2,653
University of Oregon	2,044
Oregon State University	2,040
Kaiser Permanente	1,422
Intel	1,251
Robert Half	1,170
Nike	968
Cambia	938

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 = 172,043 job postings

Occupation	Number of Job Postings
Registered Nurses	10,564
Software Developers	6,111
Managers, All Other	5,730
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	5,256
Medical and Health Services Managers	4,866
Sales Managers	3,312
Accountants and Auditors	3,153
General and Operations Managers	3,133
Mental Health Counselors	2,647
Human Resources Specialists	2,644

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