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: South Carolina

Most Commonly Sought Job Skills in 2023

n = 171,378 job postings

Skill	Number of Job Postings
Project Management	23,018
Auditing	17,595
Nursing	17,137
Marketing	16,449
Accounting	13,871
Finance	12,291
Computer Science	10,127
Process Improvement	8,727
Data Analysis	8,480
Workflow Management	8,009

Employers with Greatest Demand in 2023

n = 171,378 job postings

Employer	Number of Job Postings
State of South Carolina	16,184
Medical University of South Carolina	6,276
Prisma Health	3,868
University of South Carolina	3,060
Clemson University	1,664
Black & Veatch	1,386
Walmart	1,182
Bluecross Blueshield of South Carolina	1,030
The University Of South Carolina Press	949
Robert Half	943

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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 = 171,378 job postings

Occupation	Number of Job Postings
Registered Nurses	10,079
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	4,684
Managers, All Other	4,618
Software Developers	4,336
Medical and Health Services Managers	4,293
General and Operations Managers	3,008
First-Line Supervisors of Retail Sales Workers	2,972
Human Resources Specialists	2,672
Accountants and Auditors	2,610
Sales Managers	2,527

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