

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 Dakota

Most Commonly Sought Job Skills in 2023

n = 42,670 job postings

Skill	Number of Job Postings
Nursing	8,313
Project Management	6,453
Marketing	4,791
Auditing	4,080
Computer Science	3,808
Finance	3,762
Care Coordination	3,746
Nursing Process	3,733
Accounting	3,573
Nurse Education	3,414

Employers with Greatest Demand in 2023

n = 42,670 job postings

Employer	Number of Job Postings
Avera Health	3,573
Monument Health	2,537
Sanford Health	2,148
State Of South Dakota	751
South Dakota State University	710
Humana	533
Sanford	483
Good Samaritan Society	438
GPAC	433
University of South Dakota	426

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 = 42,670 job postings

Occupation	Number of Job Postings
Registered Nurses	5,637
Software Developers	2,096
Medical and Health Services Managers	1,000
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	969
Managers, All Other	873
General and Operations Managers	742
Accountants and Auditors	614
Human Resources Specialists	609
Sales Managers	606
Social Workers, All Other	553

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