

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: Tennessee

Most Commonly Sought Job Skills in 2023

n = 230,680 job postings

Skill	Number of Job Postings
Project Management	29,594
Marketing	24,476
Accounting	20,374
Auditing	20,071
Nursing	19,543
Finance	18,448
Data Analysis	15,761
Computer Science	13,197
Process Improvement	13,004
Workflow Management	11,373

Employers with Greatest Demand in 2023

n = 230,680 job postings

Employer	Number of Job Postings
University of Tennessee	4,866
HCA Healthcare	4,439
Oak Ridge National Laboratory	2,462
Methodist Le Bonheur Healthcare	2,368
St. Jude Children's Research Hospital	1,880
State of Tennessee	1,855
Randstad	1,671
Deloitte	1,532
Vanderbilt Univ Medical Center	1,525
Humana	1,497

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 = 230,680 job postings

Occupation	Number of Job Postings
Registered Nurses	12,274
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	8,130
Managers, All Other	6,517
Medical and Health Services Managers	6,462
Software Developers	6,302
General and Operations Managers	5,110
Accountants and Auditors	4,582
Sales Managers	4,541
Human Resources Specialists	4,316
First-Line Supervisors of Retail Sales Workers	4,109

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