

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: Texas

Most Commonly Sought Job Skills in 2023

n = 1,041,620 job postings

Skill	Number of Job Postings
Project Management	136,604
Marketing	102,352
Nursing	99,180
Accounting	93,775
Auditing	88,745
Finance	88,439
Computer Science	77,835
Data Analysis	58,546
Process Improvement	54,462
Workflow Management	46,191

Employers with Greatest Demand in 2023

n = 1,041,620 job postings

Employer	Number of Job Postings
The University of Texas System	13,592
Houston Methodist	8,851
State Of Texas	8,795
HCA Healthcare	7,997
Texas A&M University	7,853
Memorial Hermann	7,437
Randstad	6,586
Robert Half	5,699
UnitedHealth Group	5,429
Baylor Scott & White Health	5,336

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 = 1,041,620 job postings

Occupation	Number of Job Postings
Registered Nurses	70,548
Software Developers	42,940
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	33,070
Managers, All Other	29,409
Medical and Health Services Managers	25,341
Accountants and Auditors	21,028
General and Operations Managers	20,650
Sales Managers	19,351
Human Resources Specialists	16,807
Marketing Managers	13,320

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