

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: Utah

Most Commonly Sought Job Skills in 2023

n = 110,505 job postings

Skill	Number of Job Postings
Project Management	16,527
Marketing	11,820
Finance	9,832
Accounting	9,466
Auditing	9,225
Computer Science	8,320
Data Analysis	7,432
Agile Methodology	6,042
Process Improvement	5,818
Nursing	5,453

Employers with Greatest Demand in 2023

n = 110,505 job postings

Employer	Number of Job Postings
Northrop Grumman	5,107
University of Utah	3,983
Intermountain Healthcare	3,024
L3Harris Technologies	1,650
State of Utah	1,385
Utah State University	1,345
Brigham Young University	973
Humana	966
Salt Lake Community College	925
Utah Valley University	885

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 = 110,505 job postings

Occupation	Number of Job Postings
Software Developers	5,399
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	3,874
Registered Nurses	3,636
Managers, All Other	3,548
General and Operations Managers	2,369
Medical and Health Services Managers	2,247
Computer Systems Engineers/Architects	2,191
Accountants and Auditors	2,188
Sales Managers	2,092
Marketing Managers	2,024

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