

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: Vermont

Most Commonly Sought Job Skills in 2023

n = 37,916 job postings

Skill	Number of Job Postings
Project Management	7,271
Marketing	4,410
Computer Science	4,011
Finance	3,738
Auditing	3,564
Data Analysis	3,299
Accounting	3,241
Agile Methodology	3,085
Process Improvement	2,483
Automation	2,375

Employers with Greatest Demand in 2023

n = 37,916 job postings

Employer	Number of Job Postings
State of Vermont	1,718
University of Vermont	1,345
Intel	1,157
Humana	834
Elevance Health	818
PricewaterhouseCoopers	779
CDM Smith	773
Guidehouse	655
Johnson & Johnson	590
Marriott International	508

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 = 37,916 job postings

Occupation	Number of Job Postings
Software Developers	2,080
Registered Nurses	1,478
Managers, All Other	1,355
Medical and Health Services Managers	989
Marketing Managers	876
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	840
Accountants and Auditors	793
Sales Managers	787
General and Operations Managers	752
Management Analysts	723

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