

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: Wisconsin

Most Commonly Sought Job Skills in 2023

n = 194,053 job postings

Skill	Number of Job Postings
Project Management	26,872
Marketing	19,897
Auditing	16,762
Nursing	16,122
Accounting	15,360
Finance	14,863
Process Improvement	11,620
Computer Science	9,888
Workflow Management	9,881
New Product Development	9,819

Employers with Greatest Demand in 2023

n = 194,053 job postings

Employer	Number of Job Postings
University of Wisconsin System	6,259
Uline	5,090
Advocate Aurora Health	3,258
UW Health	2,326
ProHealth Care	2,230
Froedtert & The Medical College of Wisconsin	2,020
Actalent	2,000
Walgreens Boots Alliance	1,713
Randstad	1,598
GPAC	1,270

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 = 194,053 job postings

Occupation	Number of Job Postings
Registered Nurses	10,450
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	6,296
Software Developers	5,852
Managers, All Other	5,113
Medical and Health Services Managers	4,175
Accountants and Auditors	3,733
Sales Managers	3,562
General and Operations Managers	3,328
First-Line Supervisors of Retail Sales Workers	3,288
Human Resources Specialists	3,271

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