

# 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: Wyoming

### Most Commonly Sought Job Skills in 2023

n = 22,178 job postings

Skill	Number of Job Postings
Project Management	4,127
Auditing	2,688
Marketing	2,597
Accounting	2,284
Finance	2,074
Nursing	2,048
Data Analysis	1,803
Computer Science	1,629
Workflow Management	1,460
Process Improvement	1,360

### Employers with Greatest Demand in 2023

n = 22,178 job postings

Employer	Number of Job Postings
State of Wyoming	1,467
University of Wyoming	1,003
Elevance Health	337
Humana	301
CDM Smith	289
Guidehouse	251
United States Department of Veterans Affairs	250
GPAC	241
The College Board	232
Cheyenne Regional Medical Center	227

*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 = 22,178 job postings

Occupation	Number of Job Postings
Registered Nurses	1,019
Software Developers	630
Managers, All Other	629
Medical and Health Services Managers	610
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	459
Accountants and Auditors	359
General and Operations Managers	351
Human Resources Specialists	324
Civil Engineers	314
Project Management Specialists	278

**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