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?

Region in Focus: Arkansas

Most Commonly Sought Job Skills in 2024

n = 90,566 job postings

Skill	Number of Job Postings
Project Management	14,319
Marketing	10,617
Finance	9,424
Computer Science	8,583
Data Analysis	8,036
Auditing	7,830
Accounting	7,364
Nursing	6,622
Process Improvement	6,503
Continuous Improvement Process	6,027

Employers with Greatest Demand in 2024

n = 90,566 job postings

Employer	Number of Job Postings
Walmart	10,355
University of Arkansas	4,527
State of Arkansas	2,045
Entergy	1,686
Tyson Foods	1,122
Sam's Club	851
Ford	828
Accenture	791
Arkansas Children's Hospital	765
Johnson & Johnson	747

Source: EAB analysis. Lightcast Analyst.

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 2024

n = 90,566 job postings

Occupation	Number of Job Postings
Registered Nurses	4,558
Software Developers	2,697
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	2,031
Bookkeeping, Accounting, and Auditing Clerks	1,765
Marketing Managers	1,707
Sales Managers	1,652
General and Operations Managers	1,650
Project Management Specialists	1,539
First-Line Supervisors of Retail Sales Workers	1,534
Financial Managers	1,365

Additional EAB Resources to Support Market-Responsive Program Development

Market Intelligence Resources

- Executive Guide to Certificate 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

Source: EAB analysis. Lightcast Analyst.

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