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: Colorado

Most Commonly Sought Job Skills in 2024

n = 295,582 job postings

Skill	Number of Job Postings
Project Management	47,024
Marketing	32,862
Auditing	26,601
Finance	26,119
Accounting	25,797
Computer Science	23,448
Nursing	20,728
Data Analysis	18,703
Process Improvement	15,766
Workflow Management	15,536

Employers with Greatest Demand in 2024

n = 295,582 job postings

Employer	Number of Job Postings
University of Colorado	5,570
UCHealth	5,355
Walmart	4,421
Dish	2,554
State of Colorado	2,444
CommonSpirit Health Mountain Region	2,018
Raytheon Technologies	1,863
Intermountain Health	1,746
Colorado State University	1,683
Sierra Nevada Corporation	1,669

Source: EAB analysis. Lightcast Analyst.

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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 = 295,582 job postings

Occupation	Number of Job Postings
Registered Nurses	15,589
Software Developers	10,270
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	6,102
Project Management Specialists	6,010
General and Operations Managers	5,022
Sales Managers	4,882
Computer Systems Engineers/Architects	4,762
Accountants and Auditors	4,540
Medical and Health Services Managers	4,358
Financial Managers	4,126

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