

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: Connecticut

Most Commonly Sought Job Skills in 2024

n = 177,721 job postings

Skill	Number of Job Postings
Project Management	25,078
Nursing	18,026
Marketing	17,944
Finance	16,972
Auditing	16,078
Accounting	14,322
Data Analysis	11,368
Computer Science	10,901
Continuous Improvement Process	10,425
Workflow Management	10,342

Employers with Greatest Demand in 2024

n = 177,721 job postings

Employer	Number of Job Postings
Hartford HealthCare	10,823
Yale New Haven Health	3,531
CVS Health	2,479
State of Connecticut	2,238
Travelers	2,180
Raytheon Technologies	2,025
Yale University	1,916
Walmart	1,891
ATX Learning	1,600
Echn	1,422

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 = 177,721 job postings

Occupation	Number of Job Postings
Registered Nurses	13,613
Software Developers	4,487
Medical and Health Services Managers	3,761
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	3,661
Project Management Specialists	3,178
General and Operations Managers	3,133
Sales Managers	3,082
Accountants and Auditors	3,046
Financial Managers	2,669
Mental Health Counselors	2,471

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