

# 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: Hawaii

### Most Commonly Sought Job Skills in 2024

n = 56,053 job postings

Skill	Number of Job Postings
Project Management	8,076
Marketing	5,711
Accounting	5,405
Auditing	5,264
Finance	4,738
Computer Science	4,338
Data Analysis	3,660
Workflow Management	2,905
Process Improvement	2,677
Nursing	2,617

### Employers with Greatest Demand in 2024

n = 56,053 job postings

Employer	Number of Job Postings
University of Hawai'i	2,848
Hilton	1,317
Hawai'i Department Of Education	799
Marriott International	783
Ford	768
Kaiser Permanente	709
Johnson & Johnson	673
State of Hawai'i	669
Hawai'i State Department of Education	660
The Queen's Health Systems	643

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 = 56,053 job postings

Occupation	Number of Job Postings
Registered Nurses	1,690
Software Developers	1,203
Project Management Specialists	1,059
Accountants and Auditors	977
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	931
Medical and Health Services Managers	892
General and Operations Managers	868
Secondary School Teachers, Except Special and Career/Technical Education	834
Sales Managers	799
First-Line Supervisors of Office and Administrative Support Workers	787

**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