

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: Idaho

Most Commonly Sought Job Skills in 2024

n = 67,809 job postings

Skill	Number of Job Postings
Project Management	12,671
Marketing	8,897
Finance	6,731
Auditing	6,681
Computer Science	6,269
Accounting	5,870
Data Analysis	5,715
Process Improvement	5,238
Continuous Improvement Process	4,260
Workflow Management	3,725

Employers with Greatest Demand in 2024

n = 67,809 job postings

Employer	Number of Job Postings
Micron Technology	2,288
Cambia	1,769
Saint Luke's Health System	1,694
Walmart	1,303
ATX Learning	979
Deloitte	874
Humana	838
Johnson & Johnson	791
Marriott International	789
Idaho National Laboratory	775

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 = 67,809 job postings

Occupation	Number of Job Postings
Registered Nurses	2,961
Software Developers	2,081
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	1,798
Project Management Specialists	1,577
Sales Managers	1,301
Marketing Managers	1,272
Medical and Health Services Managers	1,213
General and Operations Managers	1,132
Accountants and Auditors	1,071
Financial Managers	1,010

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