

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: Illinois

Most Commonly Sought Job Skills in 2024

n = 512,050 job postings

Skill	Number of Job Postings
Project Management	79,125
Marketing	64,884
Finance	54,995
Auditing	48,227
Accounting	46,406
Computer Science	40,667
Data Analysis	35,303
Continuous Improvement Process	33,770
Process Improvement	31,839
Workflow Management	29,888

Employers with Greatest Demand in 2024

n = 512,050 job postings

Employer	Number of Job Postings
Walmart	10,023
University of Chicago	8,569
Swing Education	6,550
University of Illinois	4,996
AbbVie	3,932
Northwestern Memorial Healthcare	3,867
Walgreens Boots Alliance	3,655
Advocate Aurora Health	3,529
Uline	3,384
GPAC	3,372

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 = 512,050 job postings

Occupation	Number of Job Postings
Registered Nurses	20,426
Software Developers	14,625
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	12,594
General and Operations Managers	9,875
Marketing Managers	9,849
Sales Managers	9,505
Medical and Health Services Managers	9,173
Project Management Specialists	9,091
Financial Managers	8,429
Accountants and Auditors	8,404

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