

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: Indiana

Most Commonly Sought Job Skills in 2024

n = 212,637 job postings

Skill	Number of Job Postings
Project Management	28,238
Marketing	21,956
Auditing	18,818
Nursing	16,867
Finance	15,844
Accounting	15,682
Continuous Improvement Process	14,135
Process Improvement	12,564
Data Analysis	11,545
Workflow Management	11,027

Employers with Greatest Demand in 2024

n = 212,637 job postings

Employer	Number of Job Postings
Indiana University	8,072
Walmart	7,188
Eli Lilly	2,513
Elevance Health	2,260
State of Indiana	2,198
GPAC	2,098
Purdue University	1,840
Corewell Health	1,304
CVS Health	1,139
Starbucks	1,069

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 = 212,637 job postings

Occupation	Number of Job Postings
Registered Nurses	11,565
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	4,645
General and Operations Managers	4,523
Medical and Health Services Managers	4,013
Project Management Specialists	3,919
Software Developers	3,650
Sales Managers	3,340
Accountants and Auditors	3,276
Pharmacists	3,240
Child, Family, and School Social Workers	3,188

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