

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: Kansas

Most Commonly Sought Job Skills in 2024

n = 125,322 job postings

Skill	Number of Job Postings
Project Management	19,467
Marketing	14,555
Finance	11,498
Auditing	11,228
Accounting	10,759
Computer Science	9,136
Nursing	9,090
Process Improvement	8,573
Data Analysis	7,608
Continuous Improvement Process	7,389

Employers with Greatest Demand in 2024

n = 125,322 job postings

Employer	Number of Job Postings
Walmart	3,662
University of Kansas	2,503
The University of Kansas Health System	1,969
Accenture	1,268
GPAC	1,159
Garmin International	1,106
Kansas State University	990
Kiewit Corporation	949
HCA Healthcare	906
Ford	865

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 = 125,322 job postings

Occupation	Number of Job Postings
Registered Nurses	6,972
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	3,432
Software Developers	3,357
Project Management Specialists	2,557
Medical and Health Services Managers	2,393
General and Operations Managers	2,291
Sales Managers	2,266
Accountants and Auditors	1,893
Marketing Managers	1,815
Financial Managers	1,688

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