

# 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: Kentucky

### Most Commonly Sought Job Skills in 2024

n = 125,696 job postings

Skill	Number of Job Postings
Project Management	15,556
Marketing	12,344
Auditing	11,592
Nursing	10,588
Finance	9,580
Accounting	9,527
Continuous Improvement Process	8,058
Process Improvement	7,255
Data Analysis	6,824
Workflow Management	6,793

### Employers with Greatest Demand in 2024

n = 125,696 job postings

Employer	Number of Job Postings
Walmart	4,563
University of Kentucky	3,677
Molina Healthcare	2,538
University of Louisville	1,868
UofL Health	1,625
Norton Healthcare	1,428
Commonwealth of Kentucky	1,377
Chewy	1,343
Baptist Health	1,216
GPAC	1,106

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 = 125,696 job postings

Occupation	Number of Job Postings
Registered Nurses	7,196
Pharmacists	3,019
General and Operations Managers	2,752
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	2,713
Medical and Health Services Managers	2,381
Project Management Specialists	2,039
Software Developers	2,009
First-Line Supervisors of Retail Sales Workers	1,970
Nurse Practitioners	1,950
Accountants and Auditors	1,902

**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