

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: Michigan

Most Commonly Sought Job Skills in 2024

n = 324,050 job postings

Skill	Number of Job Postings
Project Management	44,169
Marketing	33,846
Nursing	29,407
Finance	27,799
Auditing	27,573
Accounting	25,269
Computer Science	22,661
Continuous Improvement Process	21,846
Process Improvement	19,456
Data Analysis	18,667

Employers with Greatest Demand in 2024

n = 324,050 job postings

Employer	Number of Job Postings
Corewell Health	13,503
Walmart	7,179
University of Michigan	5,411
Ford	3,859
Henry Ford Health	3,528
Deloitte	3,361
Trinity Health	2,865
State of Michigan	2,666
General Motors	2,610
Michigan State University	2,418

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 = 324,050 job postings

Occupation	Number of Job Postings
Registered Nurses	21,354
Software Developers	9,703
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	7,871
General and Operations Managers	6,014
Child, Family, and School Social Workers	5,956
Project Management Specialists	5,668
Medical and Health Services Managers	5,441
Sales Managers	4,956
First-Line Supervisors of Retail Sales Workers	4,397
Accountants and Auditors	4,338

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