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: Missouri

Most Commonly Sought Job Skills in 2024

n = 220,072 job postings

Skill	Number of Job Postings
Project Management	31,035
Marketing	23,469
Auditing	19,965
Finance	18,705
Accounting	18,598
Nursing	18,448
Computer Science	15,933
Data Analysis	12,603
Process Improvement	12,573
Workflow Management	11,548

Employers with Greatest Demand in 2024

n = 220,072 job postings

Employer	Number of Job Postings
Walmart	7,278
BJC HealthCare	5,050
University of Missouri	4,228
Mercy Health	4,227
Washington University in St. Louis	3,025
Boeing	2,787
GPAC	2,019
State of Missouri	1,948
Edward Jones	1,861
Deloitte	1,842

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 = 220,072 job postings

Occupation	Number of Job Postings
Registered Nurses	12,348
Software Developers	5,432
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	4,850
Project Management Specialists	4,060
General and Operations Managers	3,997
Medical and Health Services Managers	3,918
Accountants and Auditors	3,658
Sales Managers	3,401
Financial Managers	3,232
First-Line Supervisors of Retail Sales Workers	3,024

Additional EAB Resources to Support Market-Responsive Program Development

Market Intelligence Resources

- Executive Guide to Certificate 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

Source: EAB analysis. Lightcast Analyst.