

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: Nevada

Most Commonly Sought Job Skills in 2024

n = 103,484 job postings

Skill	Number of Job Postings
Project Management	15,730
Marketing	12,233
Auditing	9,801
Accounting	9,021
Finance	8,971
Nursing	8,193
Computer Science	7,068
Data Analysis	6,374
Process Improvement	5,928
Continuous Improvement Process	5,462

Employers with Greatest Demand in 2024

n = 103,484 job postings

Employer	Number of Job Postings
Clark County School District	1,992
Cleveland Clinic	1,824
University of Nevada	1,572
State of Nevada	1,434
Walmart	1,392
Valley Health System	1,077
MGM Resorts International	887
Caesars Entertainment	861
College of Southern Nevada	855
HCA Healthcare	853

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 = 103,484 job postings

Occupation	Number of Job Postings
Registered Nurses	5,759
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	2,556
Project Management Specialists	2,255
Software Developers	2,238
General and Operations Managers	2,178
Medical and Health Services Managers	2,033
Accountants and Auditors	1,927
Sales Managers	1,900
Secondary School Teachers, Except Special and Career/Technical Education	1,603
Marketing Managers	1,506

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