

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: New Mexico

Most Commonly Sought Job Skills in 2024

n = 82,370 job postings

Skill	Number of Job Postings
Project Management	10,461
Nursing	9,032
Marketing	7,232
Accounting	7,149
Auditing	6,831
Finance	5,825
Computer Science	5,206
Data Analysis	5,091
Patient Safety	4,149
Process Improvement	4,055

Employers with Greatest Demand in 2024

n = 82,370 job postings

Employer	Number of Job Postings
State of New Mexico	2,511
University of New Mexico	2,336
Walmart	2,149
University of New Mexico Hospital	1,833
Presbyterian Healthcare Services	1,338
Sandia Corporation	1,128
Albuquerque Public Schools	1,111
CHRISTUS Health	981
Los Alamos National Laboratory	934
Intel	911

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 = 82,370 job postings

Occupation	Number of Job Postings
Registered Nurses	6,852
Medical and Health Services Managers	1,878
Software Developers	1,674
Project Management Specialists	1,506
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	1,465
General and Operations Managers	1,350
Secondary School Teachers, Except Special and Career/Technical Education	1,267
Accountants and Auditors	1,027
Child, Family, and School Social Workers	961
Sales Managers	947

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