

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: North Dakota

Most Commonly Sought Job Skills in 2024

n = 42,232 job postings

Skill	Number of Job Postings
Nursing	10,862
Nurse Licensure Compact	9,312
Nursing Interventions Classification	8,348
Nurse Education	8,093
Health Maintenance	8,036
Triage	7,913
Care Coordination	7,753
Nursing Care	6,868
Nursing Practices	6,783
Administrative Law	6,405

Employers with Greatest Demand in 2024

n = 42,232 job postings

Employer	Number of Job Postings
Sanford Health	9,513
University of North Dakota	1,002
Walmart	891
Sanford	559
Humana	493
Lumen Technologies	390
Prime Therapeutics	377
GPAC	369
Doosan Bobcat	365
North Dakota State University	342

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 = 42,232 job postings

Occupation	Number of Job Postings
Registered Nurses	8,292
Critical Care Nurses	1,701
Software Developers	843
Project Management Specialists	775
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	743
General and Operations Managers	659
Accountants and Auditors	563
Sales Managers	558
Marketing Managers	554
Medical and Health Services Managers	515

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