

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: Ohio

Most Commonly Sought Job Skills in 2024

n = 408,578 job postings

Skill	Number of Job Postings
Project Management	56,754
Marketing	40,525
Auditing	37,112
Nursing	36,726
Finance	33,336
Accounting	30,952
Continuous Improvement Process	27,440
Computer Science	25,125
Data Analysis	24,997
Process Improvement	24,054

Employers with Greatest Demand in 2024

n = 408,578 job postings

Employer	Number of Job Postings
Walmart	9,195
Cleveland Clinic	8,660
Ohio State University	5,963
Mercy Health	4,234
Sondermind	4,166
GPAC	3,191
University of Cincinnati	3,180
Elevance Health	3,119
Deloitte	3,034
Accenture	2,780

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 = 408,578 job postings

Occupation	Number of Job Postings
Registered Nurses	23,782
Software Developers	9,806
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	9,344
General and Operations Managers	7,675
Project Management Specialists	7,398
Medical and Health Services Managers	6,627
Sales Managers	6,277
Accountants and Auditors	6,145
Mental Health Counselors	6,004
Financial Managers	5,584

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