

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?

Source: EAB analysis. Lightcast Analyst.

Region in Focus: Oklahoma

Most Commonly Sought Job Skills in 2024

n = 120,192 job postings

Skill	Number of Job Postings
Project Management	15,807
Marketing	11,943
Nursing	11,355
Auditing	10,760
Accounting	10,072
Finance	9,324
Computer Science	7,871
Data Analysis	6,979
Process Improvement	6,230
Workflow Management	6,086

Employers with Greatest Demand in 2024

n = 120,192 job postings

Employer	Number of Job Postings
Walmart	5,198
Norman Regional Hospital	2,786
Oklahoma State University	2,253
OU Health	1,828
University of Oklahoma	1,760
State of Oklahoma	1,363
Mercy Health	1,043
Accenture	1,010
BCT Greater Austin and the State of Oklahoma	978
Deloitte	879

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 = 120,192 job postings

Occupation	Number of Job Postings
Registered Nurses	7,998
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	2,826
Software Developers	2,725
Project Management Specialists	2,255
General and Operations Managers	2,207
Medical and Health Services Managers	2,155
Accountants and Auditors	1,999
Sales Managers	1,808
First-Line Supervisors of Retail Sales Workers	1,613
Financial Managers	1,565

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