

# 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: Oregon

### Most Commonly Sought Job Skills in 2024

n = 166,673 job postings

Skill	Number of Job Postings
Project Management	26,177
Marketing	18,363
Finance	15,654
Auditing	14,043
Accounting	13,679
Nursing	12,531
Computer Science	12,367
Data Analysis	10,772
Continuous Improvement Process	10,633
Process Improvement	10,207

### Employers with Greatest Demand in 2024

n = 166,673 job postings

Employer	Number of Job Postings
Providence	2,858
Walmart	2,539
Oregon Health & Science University	1,987
Oregon State University	1,786
University of Oregon	1,583
Kaiser Permanente	1,366
Nike	1,330
Intel	1,180
Starbucks	1,081
Legacy Health	1,026

*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 = 166,673 job postings

Occupation	Number of Job Postings
Registered Nurses	8,280
Software Developers	4,709
Medical and Health Services Managers	3,887
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	3,884
Project Management Specialists	3,369
Sales Managers	2,915
General and Operations Managers	2,812
Marketing Managers	2,525
Mental Health Counselors	2,397
Accountants and Auditors	2,251

**Additional EAB Resources to Support Market-Responsive Program Development**



Market Intelligence Resources

- [Executive Guide to Certicate 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