

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: Rhode Island

Most Commonly Sought Job Skills in 2024

n = 63,891 job postings

Skill	Number of Job Postings
Project Management	10,712
Marketing	7,629
Finance	6,878
Auditing	6,309
Computer Science	5,984
Accounting	5,450
Data Analysis	5,408
Process Improvement	4,174
Nursing	4,016
Workflow Management	3,901

Employers with Greatest Demand in 2024

n = 63,891 job postings

Employer	Number of Job Postings
CVS Health	1,985
Brown University	1,148
Citizens Bank	1,057
Care New England Health System	916
Lifespan	851
Johnson & Johnson	775
Marriott International	708
Prime Therapeutics	697
Lumen Technologies	601
Ford	525

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 = 63,891 job postings

Occupation	Number of Job Postings
Registered Nurses	2,862
Software Developers	2,084
Medical and Health Services Managers	1,388
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	1,314
Project Management Specialists	1,302
Marketing Managers	1,299
Accountants and Auditors	1,198
General and Operations Managers	1,060
Sales Managers	1,052
Financial Managers	968

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