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: South Dakota

Most Commonly Sought Job Skills in 2024

n = 47,571 job postings

Skill	Number of Job Postings
Nursing	11,097
Project Management	6,126
Nursing Care	5,751
Marketing	4,916
Care Coordination	4,753
Nurse Education	4,655
Nurse Licensure Compact	4,544
Nursing Interventions Classification	4,188
Finance	3,984
Health Maintenance	3,949

Employers with Greatest Demand in 2024

n = 47,571 job postings

Employer	Number of Job Postings
Avera Health	6,077
Sanford Health	4,832
Walmart	824
GPAC	777
South Dakota State University	637
Monument Health	469
State of South Dakota	380
Good Samaritan Society	309
Lumen Technologies	287
Sioux Falls School District	273

Source: EAB analysis. Lightcast Analyst.

eab.com

EAB

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 = 47,571 job postings

Occupation	Number of Job Postings
Registered Nurses	9,373
Software Developers	1,034
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	860
Child, Family, and School Social Workers	788
Project Management Specialists	778
Medical and Health Services Managers	777
Critical Care Nurses	771
General and Operations Managers	704
Sales Managers	682
Marketing Managers	655

Additional EAB Resources to Support Market-Responsive Program Development

Market Intelligence Resources

- Executive Guide to Certificate 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

Source: EAB analysis. Lightcast Analyst.