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: Texas

Most Commonly Sought Job Skills in 2024

n = 990,302 job postings

Skill	Number of Job Postings
Project Management	143,979
Marketing	110,412
Finance	95,348
Auditing	90,927
Accounting	89,859
Nursing	81,192
Computer Science	80,842
Data Analysis	64,413
Process Improvement	58,621
Continuous Improvement Process	56,383

Employers with Greatest Demand in 2024

n = 990,302 job postings

Employer	Number of Job Postings
Walmart	20,010
The University of Texas System	12,904
Houston Methodist	9,062
HCA Healthcare	8,186
Baylor Scott & White Health	7,521
CHRISTUS Health	6,319
Texas A&M University	5,681
Raytheon Technologies	5,475
GPAC	5,447
Deloitte	5,138

Source: EAB analysis. Lightcast Analyst.

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 = 990,302 job postings

Occupation	Number of Job Postings
Registered Nurses	60,547
Software Developers	32,182
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	23,297
Project Management Specialists	20,223
General and Operations Managers	18,329
Sales Managers	17,599
Accountants and Auditors	16,185
Medical and Health Services Managers	15,956
Secondary School Teachers, Except Special and Career/Technical Education	13,895
Financial Managers	13,762

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.