

# 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: Utah

### Most Commonly Sought Job Skills in 2024

n = 117,753 job postings

Skill	Number of Job Postings
Project Management	19,736
Marketing	14,915
Finance	11,908
Auditing	10,932
Accounting	10,674
Computer Science	10,244
Data Analysis	9,450
Process Improvement	7,363
Continuous Improvement Process	7,079
Workflow Management	6,722

### Employers with Greatest Demand in 2024

n = 117,753 job postings

Employer	Number of Job Postings
University of Utah	3,891
Intermountain Health	3,481
Walmart	2,998
Northrop Grumman	2,248
L3Harris Technologies	1,699
State of Utah	1,208
Brigham Young University	891
Salt Lake Community College	883
Utah State University	883
The Church of Jesus Christ of Latter-Day Saints	864

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 = 117,753 job postings

Occupation	Number of Job Postings
Software Developers	4,017
Registered Nurses	3,813
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	3,139
Project Management Specialists	2,663
Sales Managers	2,220
Marketing Managers	2,152
General and Operations Managers	2,022
Accountants and Auditors	1,989
Computer Systems Engineers/Architects	1,822
Financial Managers	1,750

### 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