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: Vermont

Most Commonly Sought Job Skills in 2024

n = 31,638 job postings

Skill	Number of Job Postings
Project Management	5,541
Marketing	3,880
Computer Science	3,202
Finance	3,187
Auditing	2,858
Accounting	2,598
Data Analysis	2,525
Nursing	2,250
Continuous Improvement Process	2,241
Process Improvement	2,081

Employers with Greatest Demand in 2024

n = 31,638 job postings

Employer	Number of Job Postings
State of Vermont	1,656
University of Vermont	1,042
The University of Vermont Medical Center	1,001
Humana	658
Ford	522
Johnson & Johnson	483
Marriott International	466
Lumen Technologies	465
Cardinal Health	444
PricewaterhouseCoopers	430

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 = 31,638 job postings

Occupation	Number of Job Postings
Registered Nurses	1,574
Software Developers	1,122
Medical and Health Services Managers	801
Marketing Managers	690
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	670
Sales Managers	668
Project Management Specialists	603
General and Operations Managers	577
Financial Managers	572
Information Technology Project Managers	479

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.