

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: Wisconsin

Most Commonly Sought Job Skills in 2024

n = 199,972 job postings

Skill	Number of Job Postings
Project Management	29,507
Marketing	22,633
Auditing	18,389
Nursing	17,648
Finance	16,566
Accounting	15,915
Continuous Improvement Process	15,439
Process Improvement	12,985
Data Analysis	11,463
Computer Science	11,185

Employers with Greatest Demand in 2024

n = 199,972 job postings

Employer	Number of Job Postings
Walmart	5,606
University of Wisconsin System	4,658
Uline	3,943
Froedtert & The Medical College of Wisconsin	3,192
UW Health	2,894
Advocate Aurora Health	2,790
GPAC	1,570
Walgreens Boots Alliance	1,570
Rogers Behavioral Health	1,541
Actalent	1,540

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 = 199,972 job postings

Occupation	Number of Job Postings
Registered Nurses	12,054
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	4,785
Software Developers	4,416
Project Management Specialists	3,970
General and Operations Managers	3,521
Sales Managers	3,483
Accountants and Auditors	3,399
Medical and Health Services Managers	3,204
Marketing Managers	2,875
First-Line Supervisors of Retail Sales Workers	2,689

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