

# 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: Wyoming

### Most Commonly Sought Job Skills in 2024

n = 18,140 job postings

Skill	Number of Job Postings
Project Management	3,205
Marketing	2,266
Auditing	1,750
Finance	1,662
Accounting	1,581
Data Analysis	1,549
Computer Science	1,459
Process Improvement	1,199
Workflow Management	1,093
Continuous Improvement Process	1,020

### Employers with Greatest Demand in 2024

n = 18,140 job postings

Employer	Number of Job Postings
State of Wyoming	1,162
University of Wyoming	755
Walmart	683
Lumen Technologies	316
Headway	290
GPAC	272
Prime Therapeutics	269
Cardinal Health	262
Ford	192
Humana	192

*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 = 18,140 job postings

Occupation	Number of Job Postings
Registered Nurses	725
Software Developers	443
Project Management Specialists	432
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	343
Medical and Health Services Managers	334
Sales Managers	309
General and Operations Managers	299
Marketing Managers	291
Mental Health Counselors	266
Financial Managers	253

**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