

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: Alaska

Most Commonly Sought Job Skills in 2025

n = 34,725 job postings

Skill	Number of Job Postings
Project Management	5,867
Auditing	3,595
Marketing	3,568
Finance	3,549
Computer Science	2,991
Workflow Management	2,934
Accounting	2,911
Nursing	2,899
Data Analysis	2,727
Continuous Improvement Process	2,366

Employers with Greatest Demand in 2025

n = 34,725 job postings

Employer	Number of Job Postings
Cardinal Health	1,003
Providence	972
State of Alaska	827
GovCIO	571
University of Alaska Fairbanks	438
Merck & Co.	437
Soliant Health	425
Intermountain Health	381
Southeast Alaska Regional Health Consortium	381
Ford	380



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 2025

n = 34,725 job postings

Occupation	Number of Job Postings
Registered Nurses	2,181
Medical and Health Services Managers	1,098
Software Developers	1,007
Project Management Specialists	731
General and Operations Managers	634
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	612
Mental Health Counselors	595
Marketing Managers	554
Sales Managers	508
Child, Family, and School Social Workers	507

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](#)