

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: Colorado

Most Commonly Sought Job Skills in 2025

n = 290,880 job postings

Skill	Number of Job Postings
Project Management	44,889
Marketing	31,980
Finance	27,337
Auditing	25,906
Accounting	24,422
Computer Science	23,359
Nursing	22,558
Data Analysis	20,874
Continuous Improvement Process	19,589
Workflow Management	19,471

Employers with Greatest Demand in 2025

n = 290,880 job postings

Employer	Number of Job Postings
UCHealth	5,647
University of Colorado System Office	4,569
Northrop Grumman	2,698
Lockheed Martin	2,514
Soliant Health	2,456
Intermountain Health	2,248
GPAC	2,084
Sondermind	1,902
CommonSpirit Health Mountain Region	1,803
Colorado State University	1,706

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 = 290,880 job postings

Occupation	Number of Job Postings
Registered Nurses	16,613
Software Developers	10,186
Project Management Specialists	6,277
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	5,974
Medical and Health Services Managers	5,747
General and Operations Managers	4,926
Sales Managers	4,924
Computer Systems Engineers/Architects	4,582
Accountants and Auditors	4,348
Financial Managers	4,119

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