

# 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: Connecticut

### Most Commonly Sought Job Skills in 2025

n = 182,981 job postings

Skill	Number of Job Postings
Nursing	32,343
Project Management	22,758
Finance	17,338
Auditing	17,156
Marketing	16,745
Nursing Care	14,179
Accounting	13,382
Data Collection	13,229
Continuous Improvement Process	12,873
Nursing Practices	12,231

### Employers with Greatest Demand in 2025

n = 182,981 job postings

Employer	Number of Job Postings
Yale New Haven Health	15,028
Hartford HealthCare	10,441
CVS Health	4,063
Soliant Health	2,656
Echn	2,448
Raytheon Technologies	2,001
Travelers	1,410
Yale University	1,392
Cigna	1,200
The Hartford	1,109



### 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 = 182,981 job postings

Occupation	Number of Job Postings
Registered Nurses	26,500
Medical and Health Services Managers	4,327
Software Developers	4,219
Physical Therapists	3,652
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	3,097
General and Operations Managers	3,003
Project Management Specialists	2,987
Nurse Practitioners	2,923
Accountants and Auditors	2,784
Financial Managers	2,726

### 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](#)