

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: Hawaii

Most Commonly Sought Job Skills in 2025

n = 50,252 job postings

Skill	Number of Job Postings
Project Management	7,113
Marketing	5,039
Auditing	4,723
Accounting	4,348
Finance	4,138
Computer Science	3,827
Data Analysis	3,586
Workflow Management	3,164
Continuous Improvement Process	2,693
Process Improvement	2,553

Employers with Greatest Demand in 2025

n = 50,252 job postings

Employer	Number of Job Postings
Hawaii State Department of Education	2,555
University of Hawaii System Office	2,473
Cardinal Health	983
Hilton	978
Lumen Technologies	837
State of Hawaii	763
The Queen's Health Systems	666
Kaiser Permanente	559
GovCIO	546
Leidos	475



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 = 50,252 job postings

Occupation	Number of Job Postings
Registered Nurses	1,652
Software Developers	1,224
Medical and Health Services Managers	1,102
Project Management Specialists	1,013
Secondary School Teachers, Except Special and Career/Technical Education	962
General and Operations Managers	923
Managers, All Other	909
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	819
Sales Managers	756
Accountants and Auditors	702

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](#)