

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: Idaho

Most Commonly Sought Job Skills in 2025

n = 68,463 job postings

Skill	Number of Job Postings
Project Management	12,852
Marketing	7,999
Auditing	7,121
Finance	7,046
Data Analysis	6,135
Computer Science	6,093
Process Improvement	5,775
Workflow Management	5,631
Accounting	5,385
Continuous Improvement Process	5,203

Employers with Greatest Demand in 2025

n = 68,463 job postings

Employer	Number of Job Postings
Molina Healthcare	4,039
St. Lukes Health System	1,424
Cambia	1,229
Humana	1,172
Cardinal Health	957
CDM Smith	957
Micron Technology	922
Lumen Technologies	911
CVS Health	865
Idaho National Laboratory	740

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 = 68,463 job postings

Registered Nurses	3,450
Software Developers	2,231
Medical and Health Services Managers	1,941
Project Management Specialists	1,810
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	1,653
General and Operations Managers	1,505
Sales Managers	1,249
Marketing Managers	1,246
Accountants and Auditors	1,067
Financial and Investment Analysts	1,029

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