

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: Indiana

Most Commonly Sought Job Skills in 2025

n = 211,575 job postings

Skill	Number of Job Postings
Project Management	29,798
Marketing	21,397
Auditing	20,521
Nursing	18,606
Continuous Improvement Process	18,051
Finance	16,946
Accounting	14,955
Process Improvement	14,303
Workflow Management	13,294
Data Analysis	13,179

Employers with Greatest Demand in 2025

n = 211,575 job postings

Employer	Number of Job Postings
Indiana University-Bloomington	7,510
Lilly	3,714
GPAC	2,725
Soliant Health	2,631
State of Indiana	1,908
CVS Health	1,893
Elevance Health	1,830
Cardinal Health	1,182
Purdue University	1,159
Actalent	1,067



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 = 211,575 job postings

Occupation	Number of Job Postings
Registered Nurses	13,027
Medical and Health Services Managers	5,811
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	4,796
Project Management Specialists	4,620
General and Operations Managers	4,274
Software Developers	4,113
Sales Managers	3,562
Child, Family, and School Social Workers	3,367
Accountants and Auditors	3,054
Speech-Language Pathologists	2,728

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](#)