

# 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: Iowa

### Most Commonly Sought Job Skills in 2025

n = 117,468 job postings

Skill	Number of Job Postings
Project Management	15,710
Marketing	12,649
Nursing	11,659
Auditing	11,460
Finance	10,406
Data Analysis	9,731
Continuous Improvement Process	9,180
Accounting	9,178
Workflow Management	8,003
Process Improvement	7,610

### Employers with Greatest Demand in 2025

n = 117,468 job postings

Employer	Number of Job Postings
University of Iowa	4,920
GPAC	2,655
Raytheon Technologies	2,420
UnityPoint Health	1,555
Molina Healthcare	1,474
Trinity Health	1,169
State of Iowa	1,051
Cardinal Health	1,002
Accenture	981
CVS Health	937



### 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 = 117,468 job postings

Occupation	Number of Job Postings
Registered Nurses	8,666
Medical and Health Services Managers	3,244
Software Developers	2,943
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	2,595
Project Management Specialists	2,177
General and Operations Managers	2,140
Accountants and Auditors	2,010
Sales Managers	1,990
Child, Family, and School Social Workers	1,552
Financial and Investment Analysts	1,417

### 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](#)