

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: Kentucky

Most Commonly Sought Job Skills in 2025

n = 128,686 job postings

Skill	Number of Job Postings
Project Management	15,515
Nursing	13,734
Marketing	12,737
Auditing	12,686
Finance	10,393
Continuous Improvement Process	10,236
Accounting	9,396
Process Improvement	8,057
Workflow Management	7,756
Data Analysis	7,479

Employers with Greatest Demand in 2025

n = 128,686 job postings

Employer	Number of Job Postings
University of Kentucky	3,413
Commonwealth of Kentucky	2,166
GPAC	1,813
Norton Healthcare	1,709
CVS Health	1,399
Cardinal Health	1,053
LifePoint Health	1,015
University of Louisville	1,002
UofL Health	896
Lumen Technologies	843



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 = 128,686 job postings

Occupation	Number of Job Postings
Registered Nurses	10,929
Medical and Health Services Managers	3,288
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	3,137
General and Operations Managers	2,638
Software Developers	2,218
Project Management Specialists	2,173
Sales Managers	2,073
Nurse Practitioners	2,000
Child, Family, and School Social Workers	1,912
Accountants and Auditors	1,788

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](#)