

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: Louisiana

Most Commonly Sought Job Skills in 2025

n = 125,527 job postings

Skill	Number of Job Postings
Project Management	16,595
Nursing	15,814
Marketing	12,704
Auditing	11,984
Finance	10,576
Medical Privacy	10,225
Occupational Safety and Health	10,204
Accounting	10,071
Communicable Diseases	9,258
Continuous Improvement Process	8,402

Employers with Greatest Demand in 2025

n = 125,527 job postings

Employer	Number of Job Postings
Ochsner Health	9,127
State of Louisiana	4,218
CHRISTUS Health	3,912
Tulane University	2,108
Entergy	2,041
Soliant Health	1,390
Louisiana State University	1,114
CVS Health	1,103
GPAC	1,048
Cardinal Health	1,046

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 = 125,527 job postings

Occupation	Number of Job Postings
Registered Nurses	11,657
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	3,167
Project Management Specialists	3,013
Medical and Health Services Managers	2,954
General and Operations Managers	2,288
Sales Managers	2,213
Secondary School Teachers, Except Special and Career/Technical Education	2,193
Software Developers	2,158
Accountants and Auditors	2,040
Financial Managers	1,643

Additional EAB Resources to Support Market-Responsive Program Development



Market Intelligence Resources

- [Executive Guide to Certify 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