

# 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 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](#)