

# 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: Michigan

### Most Commonly Sought Job Skills in 2025

n = 298,227 job postings

Skill	Number of Job Postings
Project Management	40,181
Marketing	30,386
Nursing	29,111
Finance	27,600
Auditing	26,899
Continuous Improvement Process	24,616
Accounting	22,568
Process Improvement	20,047
Data Analysis	19,643
Computer Science	19,156

### Employers with Greatest Demand in 2025

n = 298,227 job postings

Employer	Number of Job Postings
Corewell Health	7,524
University of Michigan	4,352
Henry Ford Health	4,236
General Motors	3,991
Soliant Health	3,782
Ford	3,196
State of Michigan	2,863
Trinity Health	2,564
GPAC	2,453
Detroit Medical Center	1,900

### 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 = 298,227 job postings

Occupation	Number of Job Postings
Registered Nurses	21,699
Software Developers	8,232
Medical and Health Services Managers	6,757
Child, Family, and School Social Workers	6,679
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	6,638
Project Management Specialists	5,522
Sales Managers	5,159
General and Operations Managers	5,131
Accountants and Auditors	4,131
Speech-Language Pathologists	4,125

### 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