

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: Minnesota

Most Commonly Sought Job Skills in 2025

n = 258,528 job postings

Skill	Number of Job Postings
Project Management	42,248
Marketing	31,519
Finance	26,152
Auditing	24,020
Continuous Improvement Process	22,927
Accounting	20,699
Process Improvement	18,911
Data Analysis	18,629
Nursing	18,416
Workflow Management	17,176

Employers with Greatest Demand in 2025

n = 258,528 job postings

Employer	Number of Job Postings
State of Minnesota	7,461
University of Minnesota	6,523
Sanford Health	4,544
Mayo Clinic	3,670
Boston Scientific	3,595
Sondermind	3,399
Soliant Health	3,158
Fairview Health Services	2,770
Medtronic	2,712
GPAC	2,249

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 = 258,528 job postings

Occupation	Number of Job Postings
Registered Nurses	13,645
Software Developers	6,729
Mental Health Counselors	5,938
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	5,815
Medical and Health Services Managers	5,709
Project Management Specialists	5,371
General and Operations Managers	4,491
Accountants and Auditors	4,450
Sales Managers	4,436
Marketing Managers	4,348

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