

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: Nebraska

Most Commonly Sought Job Skills in 2025

n = 79,501 job postings

Skill	Number of Job Postings
Project Management	11,707
Marketing	9,267
Auditing	8,271
Finance	7,710
Computer Science	6,504
Accounting	6,316
Nursing	6,078
Continuous Improvement Process	6,034
Workflow Management	5,973
Data Analysis	5,721

Employers with Greatest Demand in 2025

n = 79,501 job postings

Employer	Number of Job Postings
State of Nebraska	1,942
GPAC	1,465
Soliant Health	1,116
Cardinal Health	1,072
Fiserv	976
Nelnet	925
CVS Health	896
Lumen Technologies	849
Prime Therapeutics	662
Children's Nebraska	659



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 = 79,501 job postings

Occupation	Number of Job Postings
Registered Nurses	4,452
Software Developers	2,830
Medical and Health Services Managers	2,044
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	1,871
Sales Managers	1,615
Project Management Specialists	1,611
General and Operations Managers	1,480
Accountants and Auditors	1,366
Marketing Managers	1,150
Financial and Investment Analysts	1,033

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](#)