

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: North Dakota

Most Commonly Sought Job Skills in 2025

n = 50,344 job postings

Skill	Number of Job Postings
Nursing	13,414
Nurse Licensure Compact	10,964
Nursing Interventions Classification	10,076
Nursing Practices	10,061
Nursing Care	9,832
Care Coordination	9,774
Nurse Education	9,406
Health Maintenance	9,237
Administrative Law	8,839
Triage	8,057

Employers with Greatest Demand in 2025

n = 50,344 job postings

Employer	Number of Job Postings
Sanford Health	9,446
Good Samaritan	2,531
Cardinal Health	972
Lumen Technologies	839
CVS Health	816
University of North Dakota	770
Prime Therapeutics	663
GPAC	548
GovCIO	542
Good Samaritan Society	531



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 = 50,344 job postings

Occupation	Number of Job Postings
Registered Nurses	10,505
Critical Care Nurses	1,662
Software Developers	1,334
Medical and Health Services Managers	1,100
Project Management Specialists	949
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	929
General and Operations Managers	809
Marketing Managers	773
Sales Managers	764
Financial and Investment Analysts	624

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](#)