

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: Oklahoma

Most Commonly Sought Job Skills in 2025

n = 114,513 job postings

Skill	Number of Job Postings
Project Management	15,178
Marketing	11,421
Auditing	11,261
Nursing	11,121
Finance	10,516
Accounting	9,776
Data Analysis	7,735
Workflow Management	7,378
Continuous Improvement Process	7,339
Computer Science	7,046

Employers with Greatest Demand in 2025

n = 114,513 job postings

Employer	Number of Job Postings
OU Health	2,453
University of Oklahoma	1,907
Norman Regional Hospital	1,607
State of Oklahoma	1,417
BCT Greater Austin and the State of Oklahoma	1,204
CVS Health	1,153
Soliant Health	1,094
Oklahoma State University	1,031
GPAC	1,030
Cardinal Health	1,007

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 = 114,513 job postings

Occupation	Number of Job Postings
Registered Nurses	7,896
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	2,883
Medical and Health Services Managers	2,803
Software Developers	2,662
Project Management Specialists	2,314
Accountants and Auditors	2,270
General and Operations Managers	2,081
Sales Managers	1,894
Financial Managers	1,500
Child, Family, and School Social Workers	1,471

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