

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: Oregon

Most Commonly Sought Job Skills in 2025

n = 164,175 job postings

Skill	Number of Job Postings
Project Management	23,115
Marketing	17,285
Finance	15,346
Nursing	15,323
Auditing	15,085
Accounting	12,469
Continuous Improvement Process	11,798
Mental Health	11,623
Process Improvement	11,050
Computer Science	10,667

Employers with Greatest Demand in 2025

n = 164,175 job postings

Employer	Number of Job Postings
Providence	5,357
Nike	2,831
Sondermind	2,390
Soliant Health	2,214
Oregon Health & Science University	1,824
Kaiser Permanente	1,767
Oregon State University	1,540
Fisher Investments	1,295
University of Oregon	1,127
Cardinal Health	1,004

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 = 164,175 job postings

Occupation	Number of Job Postings
Registered Nurses	11,437
Mental Health Counselors	4,607
Medical and Health Services Managers	4,432
Software Developers	4,386
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	3,639
Project Management Specialists	3,052
Sales Managers	2,787
General and Operations Managers	2,746
Marketing Managers	2,544
Accountants and Auditors	2,396

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