

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: South Dakota

Most Commonly Sought Job Skills in 2025

n = 47,991 job postings

Skill	Number of Job Postings
Nursing	7,415
Project Management	6,960
Marketing	5,634
Nursing Practices	5,045
Finance	4,934
Nurse Education	4,926
Nurse Licensure Compact	4,925
Nursing Care	4,735
Care Coordination	4,444
Workflow Management	4,341

Employers with Greatest Demand in 2025

n = 47,991 job postings

Employer	Number of Job Postings
Sanford Health	3,901
Avera Health	1,571
Good Samaritan	1,270
GPAC	1,220
Cardinal Health	959
Lumen Technologies	832
CVS Health	771
Prime Therapeutics	659
Good Samaritan Society	624
Soliant Health	580



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 = 47,991 job postings

Occupation	Number of Job Postings
Registered Nurses	5,947
Software Developers	1,589
Medical and Health Services Managers	1,142
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	1,029
Project Management Specialists	844
Sales Managers	843
Marketing Managers	835
General and Operations Managers	817
Accountants and Auditors	703
Financial and Investment Analysts	649

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](#)