

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: Texas

Most Commonly Sought Job Skills in 2025

n = 1,023,915 job postings

Skill	Number of Job Postings
Project Management	151,199
Marketing	111,490
Finance	104,922
Auditing	98,522
Accounting	89,977
Nursing	89,959
Computer Science	86,202
Data Analysis	74,522
Continuous Improvement Process	72,036
Workflow Management	69,547

Employers with Greatest Demand in 2025

n = 1,023,915 job postings

Employer	Number of Job Postings
CHRISTUS Health	18,565
HCA Healthcare	10,046
GPAC	6,733
Soliant Health	6,499
Baylor Scott & White Health	6,318
Houston Methodist	5,320
Amazon	5,131
Memorial Hermann	4,767
IDEA Public Schools	4,642
Texas A&M University	4,259



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 = 1,023,915 job postings

Occupation	Number of Job Postings
Registered Nurses	70,628
Software Developers	36,623
Project Management Specialists	23,556
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	22,825
Medical and Health Services Managers	19,475
Sales Managers	19,311
General and Operations Managers	18,045
Accountants and Auditors	17,901
Secondary School Teachers, Except Special and Career/Technical Education	16,384
Financial and Investment Analysts	14,893

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](#)