

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: Vermont

Most Commonly Sought Job Skills in 2025

n = 41,545 job postings

Skill	Number of Job Postings
Project Management	6,690
Marketing	4,890
Auditing	4,364
Finance	4,251
Computer Science	4,029
Continuous Improvement Process	3,650
Workflow Management	3,330
Data Analysis	3,296
Accounting	3,062
Process Improvement	3,056

Employers with Greatest Demand in 2025

n = 41,545 job postings

Employer	Number of Job Postings
State of Vermont	1,380
Cardinal Health	1,029
CVS Health	952
Lumen Technologies	930
Humana	874
CDM Smith	864
The University of Vermont Medical Center	697
University of Vermont	662
Soliant Health	608
GovCIO	563

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 = 41,545 job postings

Occupation	Number of Job Postings
Registered Nurses	2,332
Software Developers	1,616
Medical and Health Services Managers	1,207
Marketing Managers	924
General and Operations Managers	873
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	840
Project Management Specialists	823
Sales Managers	727
Financial and Investment Analysts	650
Financial Managers	611

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