

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: Wisconsin

Most Commonly Sought Job Skills in 2025

n = 207,895 job postings

Skill	Number of Job Postings
Project Management	31,982
Marketing	23,241
Auditing	20,920
Continuous Improvement Process	19,874
Finance	19,118
Nursing	19,036
Accounting	16,175
Process Improvement	15,745
Workflow Management	14,005
Data Analysis	13,036

Employers with Greatest Demand in 2025

n = 207,895 job postings

Employer	Number of Job Postings
Uline	4,382
Froedtert & The Medical College of Wisconsin	4,339
GPAC	3,234
UW Health	2,749
Advocate Aurora Health	2,468
Actalent	1,944
University of Wisconsin-System Administration	1,521
University of Wisconsin-Madison	1,503
Soliant Health	1,450
Molina Healthcare	1,416

Source: EAB analysis. Lightcast Analyst.



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 = 207,895 job postings

Occupation	Number of Job Postings
Registered Nurses	13,136
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	5,003
Software Developers	4,946
Medical and Health Services Managers	4,838
Project Management Specialists	4,510
Sales Managers	3,995
General and Operations Managers	3,668
Accountants and Auditors	3,583
Marketing Managers	3,123
Child, Family, and School Social Workers	2,802

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](#)