HOW TO BUILD THE GRADUATES PLOYERS WAN

While hiring prospects look slightly better for this year's college graduates, higher education institutions closely track the occupations with the highest growth potential and demand, ensuring they are building the graduates employers will want to hire for these positions.

WHAT EMPLOYERS WANT

IN-DEMAND OCCUPATIONS

TOP 10 OCCUPATIONS, BY AD VOLUME

(4-1-18 TO 6-30-18)

	OCCUPATION	TOTAL ADS
	Registered Nurses	490,937
	Software Developers, Applications	335,108
	Management Analysts	218,682
	Human Resources Specialists	199,798
	Network and Computer Systems Administrators	189,789
	Financial Managers, Branch or Department	166,325
4	Medical and Health Services Managers	159,455
	Marketing Managers	156,168

MUST HAVE: BACHELOR'S DEGREE

OCCUPATIONS REQUIRING BACHELORS' DEGREES

(2016-2026)



HIGH-GROWTH

- Information Security Analysts (28.4%)
- Operations Research Analysts (27.5%)
- Substance Abuse and Behavioral Disorder Counselors (19.9%)

HIGH-GROWTH

Nursing Instructors and Teachers, Postsecondary

Occupational Therapists

Physician Assistants (37.4%)



HIGH-VOLUME

- ▶ Registered Nurses (3,392,200)
- ▶ General and Operations Managers (2,469,000)
- ▶ Accountants and Auditors (1,538,000)



HIGH-DEMAND

- ▶ Software Developers, **Applications** (30.5%, 253,400)
- Market Research Analysts and Marketing Specialists (22.8%, 136,000)
- ▶ Financial Managers (18.7%, 688,800)

MUST HAVE: ADVANCED DEGREE

OCCUPATIONS REQUIRING ADVANCED DEGREES

(2016-2026)



HIGH-VOLUME



- Lawyers (867,400)
- Pharmacists (330,100)
- ▶ Educational, Guidance, School, and Vocational Counselors (324,700)



HIGH-DEMAND

- ▶ Nurse Practitioners (36%, 211,500)
- ▶ Health Specialties Teachers, Postsecondary (25.9%, 294,000)
- ▶ Physical Therapists (25%, 299,800)

Source: NACE*

HOW EMPLOYERS HIRE

(24%)

(21.2%)

Source: BLS

HOW EMPLOYERS DECIDE BETWEEN TWO EQUALLY QUALIFIED CANDIDATES

2018 AVERAGE INFLUENCE RATING, ON A SCALE OF 1-5



Sales Managers

Source: JobsEO

Has completed an internship with your organization



Has internship experience in your industry



relevant major



Has held leadership position



Has general work experience



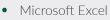
CERTIFICATIONS

OFFER JOB-CRITICAL

- Registered Nurse (RN)
- Advanced Cardiac Life Support Certification (ACLS)
- Certified Public Accountant (CPA)
- Secret Clearance
- Pediatric Advanced Life Support (PALS)
- Project Management Professional (PMP)
- Certified Information Systems Security Professional (CISSP)
- Licensed Clinical Social Worker (LCSW)
- Child Development Associate
- Neonatal Resuscitation Program (NRP)

124,349

2. EMBED CORE OFFERINGS WITH HARD SKILLS



- Sales
- Computer Programming/Coding
- Mathematics
- Microsoft Word
- Teaching/Training
- Presentation
- Language Courses/Learning
- Personal Computers
- Computer Networking

3. PROVIDE OPPORTUNITIES TO DEVELOP SOFT SKILLS

- Communication
- **Customer Service**
- Cooperative/Team Player
- Self-Motivated/Ability to Work Independently/Self Leadership
- Supervision/Management
- Adaptability/Flexibility
- Detail-Oriented/Meticulous
- Problem Solving
- Organization
- Interpersonal Relationships

The Bureau of Labor Statistics (BLS) reports long-term employment projections for all occupations over a ten-year period (2016-2026). For BLS projections, used 50,000 (median: 55,000) of total jobs available in 2026 to filter out niche/small jobs.

"Job Outlook 2018." National Association of Colleges and Employers (NACE), 2017. p. 3. http://careerservices.wayne.edu/pdfs/2018-nace-job-outlook-survey.pdf