



HOW TO BUILD THE GRADUATES EMPLOYERS WANT TO HIRE







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
 Medical and Health Services Managers	159,455
 Marketing Managers	156,168
 Sales Managers	124,349

Source: JobsEQ

MUST HAVE: BACHELOR’S DEGREE

OCCUPATIONS REQUIRING BACHELORS’ DEGREES

(2016-2026)

 HIGH-GROWTH	 HIGH-VOLUME	 HIGH-DEMAND
<ul style="list-style-type: none">Information Security Analysts (28.4%)Operations Research Analysts (27.5%)Substance Abuse and Behavioral Disorder Counselors (19.9%)	<ul style="list-style-type: none">Registered Nurses (3,392,200)General and Operations Managers (2,469,000)Accountants and Auditors (1,538,000)	<ul style="list-style-type: none">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-GROWTH	 HIGH-VOLUME	 HIGH-DEMAND
<ul style="list-style-type: none">Physician Assistants (37.4%)Nursing Instructors and Teachers, Postsecondary (24%)Occupational Therapists (21.2%)	<ul style="list-style-type: none">Lawyers (867,400)Pharmacists (330,100)Educational, Guidance, School, and Vocational Counselors (324,700)	<ul style="list-style-type: none">Nurse Practitioners (36%, 211,500)Health Specialties Teachers, Postsecondary (25.9%, 294,000)Physical Therapists (25%, 299,800)

Source: BLS

HOW EMPLOYERS HIRE

HOW EMPLOYERS DECIDE BETWEEN TWO EQUALLY QUALIFIED CANDIDATES

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

Source: NACE*



HOW HIGHER EDUCATION INSTITUTIONS CAN HELP THEIR STUDENTS



1. OFFER JOB-CRITICAL CERTIFICATIONS

- 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)



2. EMBED CORE OFFERINGS WITH HARD SKILLS

- Microsoft Excel
- 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

Source: JobsEQ

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>

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