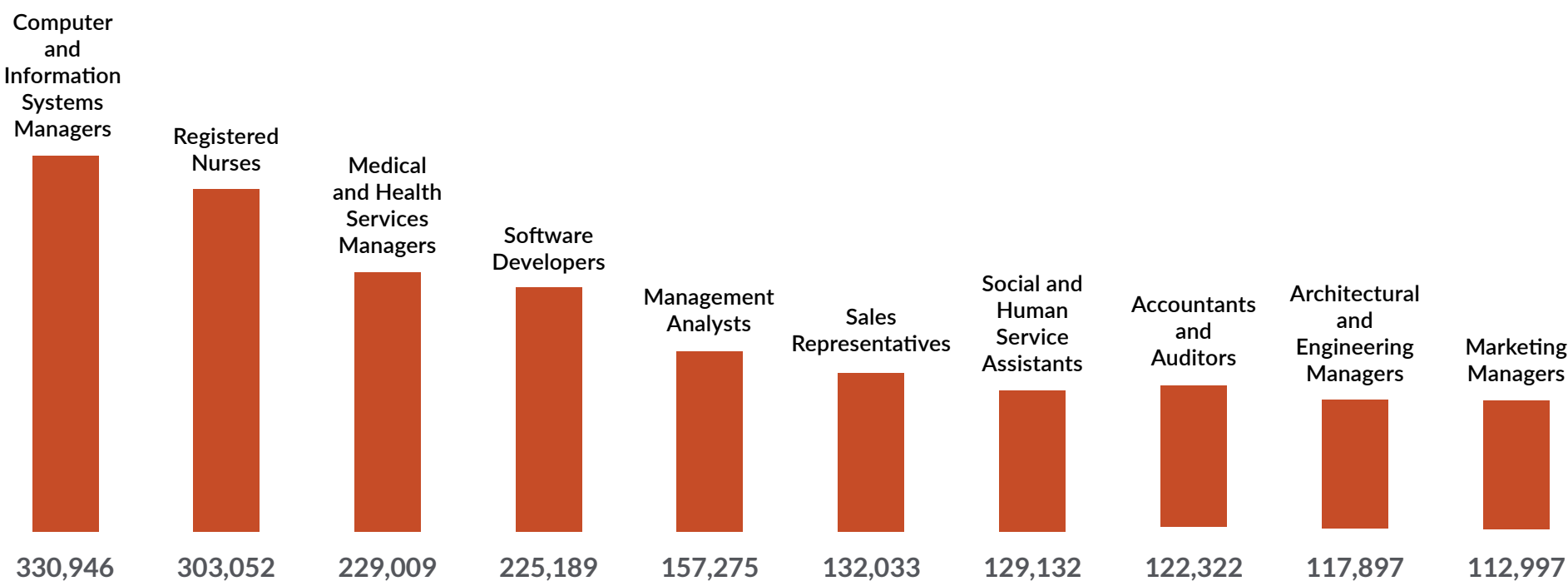


The workforce and workplace are shifting rapidly. Today's college students must develop hard and soft skills that will satisfy tomorrow's employers. Take note of the following employer trends to ensure your institution's academic programs and curricula boost graduates' ability to thrive in future careers.

### IN-DEMAND PROFESSIONS

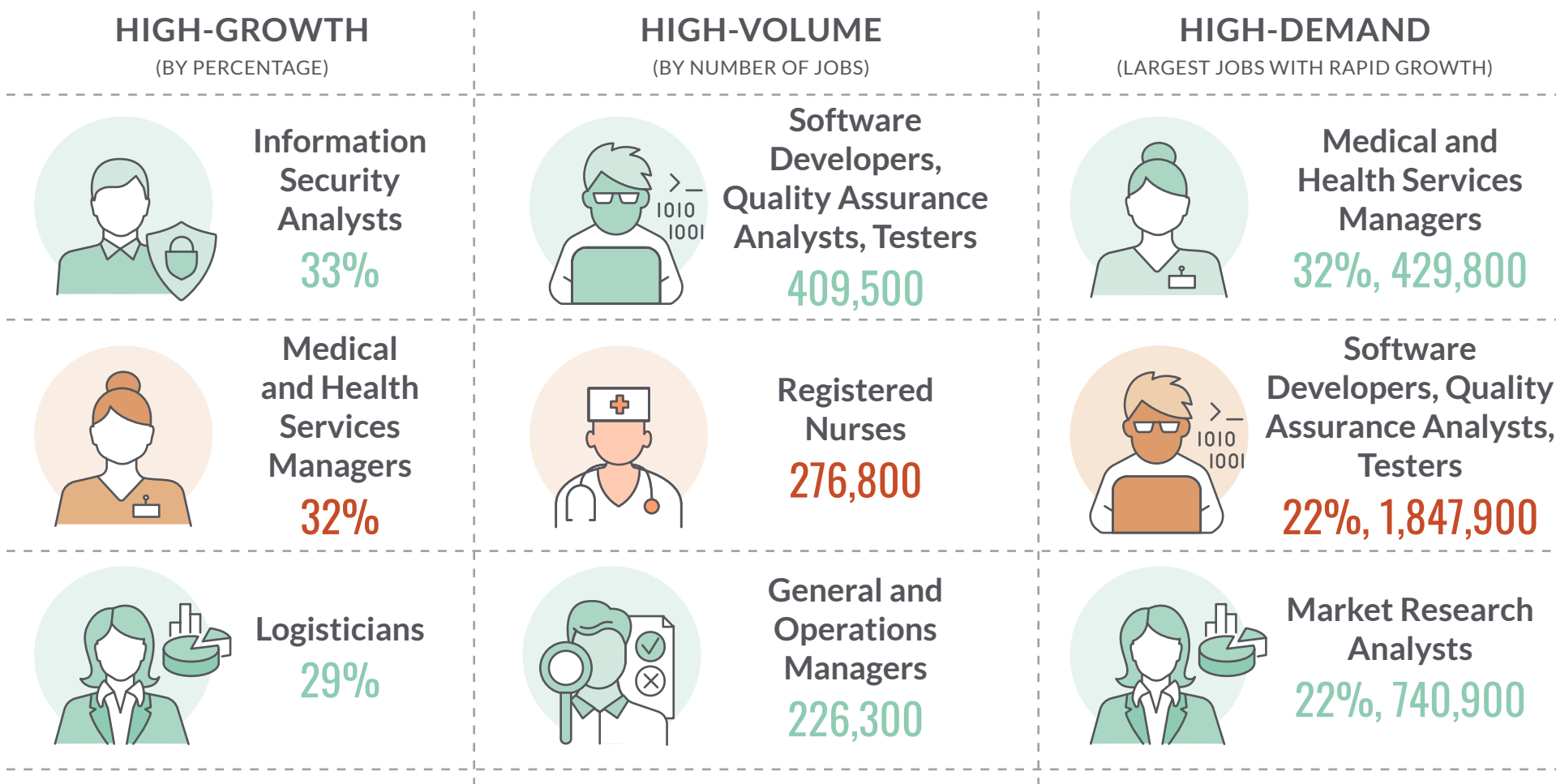
#### TOP 10 JOB OPENINGS BY AD VOLUME

December 2021 to March 2022



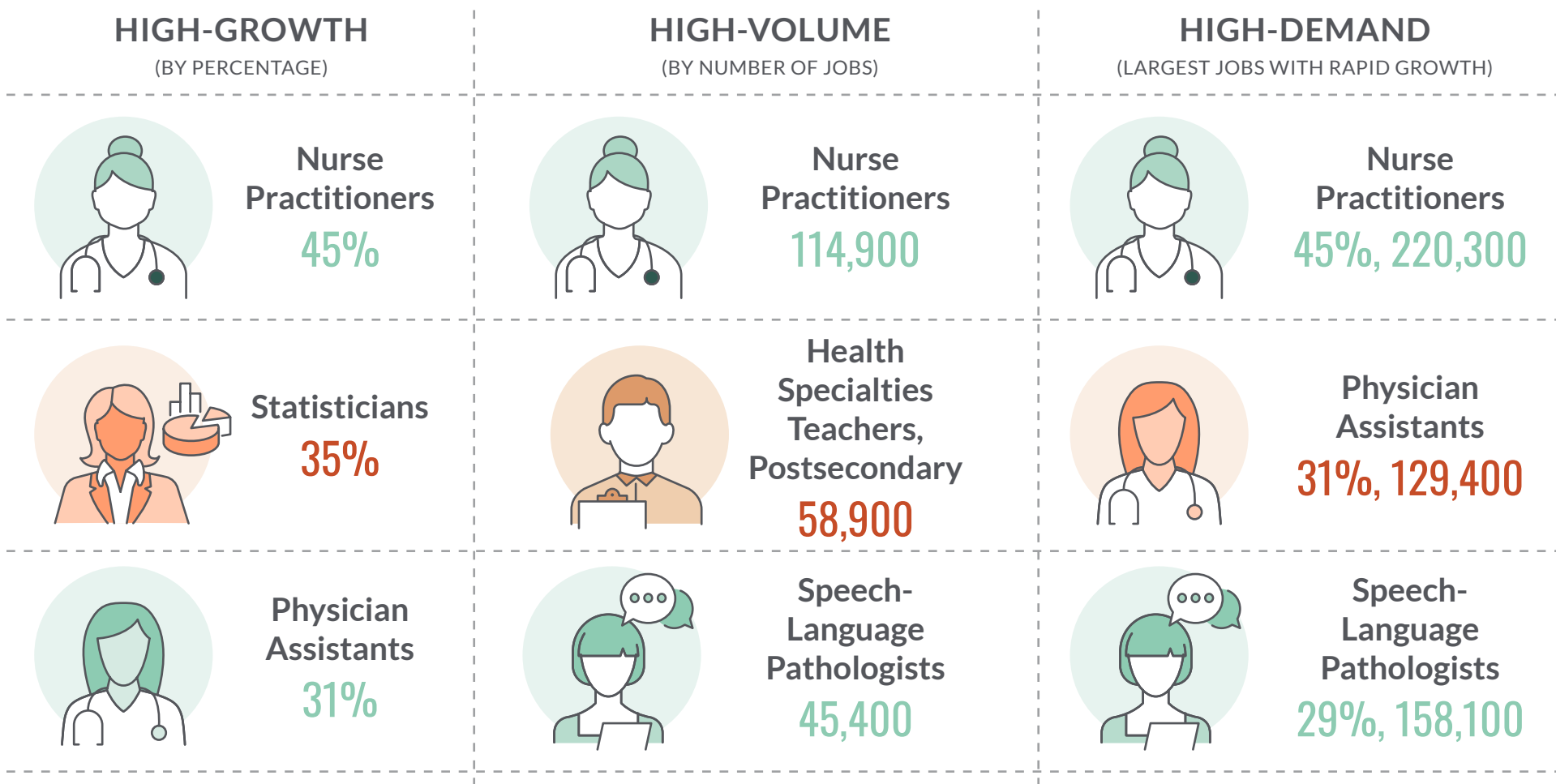
#### OCCUPATIONS ON THE RISE REQUIRING A BACHELOR'S DEGREE

2020-2030



#### OCCUPATIONS ON THE RISE REQUIRING AN ADVANCED DEGREE

2020-2030



### IN-DEMAND TRAITS

Employers are more likely to consider hiring recent college graduates if they have engaged in particular applied learning experiences or developed key skills.



#### MOST VALUED EXPERIENCES:

- ▶ Had an internship or apprenticeship
- ▶ Worked in a community setting with people from diverse backgrounds or cultures
- ▶ Participated in a work-study program or had other employment during college



#### MOST VALUED SKILLS:

- ▶ Works effectively in teams
- ▶ Demonstrates critical thinking
- ▶ Analyzes and interprets data

### 3 WAYS TO PREPARE STUDENTS FOR SUCCESS

As part of their academic offerings, colleges and universities should include in-demand learning experiences and certifications that prepare students to enter the workforce.



#### 1. OFFER THESE JOB-CRITICAL CERTIFICATIONS:

- Registered Nurse (RN)
- Basic Life Support (BLS)
- Cardiopulmonary Resuscitation (CPR)
- Driver's License
- Advanced Cardiac Life Support (ACLS)
- Certified Public Accountant (CPA)
- Project Management Professional (PMP)
- Pediatric Advanced Life Support (PALS)
- Licensed Clinical Social Worker (LCSW)



#### 2. EMBED THESE HARD SKILLS IN CORE OFFERINGS:

- Microsoft Office
- Agile
- Presentation
- Structured Query Language (SQL)
- Python
- Computer programming/Coding
- Finance
- Java
- Mathematics
- Data analysis



#### 3. DEVELOP STUDENTS' SOFT SKILLS IN:

- Communication (verbal and written)
- Cooperation and being a team player
- Problem solving
- Analytical thinking
- Organization
- Supervision and management
- Interpersonal relationships
- Self-motivation, working independently, self-leadership
- Detail-oriented precision
- Project management

How well do your academic programs stack up to both employer and student demand?

See this year's fastest-growing programs in our **Top 10 Degrees on the Rise** infographic.