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

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.

TOP 10 JOB OPENINGS BY ADVOLUME

December 2021 to March 2022

TOP CAREER SKILLS FOR NEW GRADS

A Snapshot of Employer Needs

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Volume</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market Research Analyst</td>
<td>740,900</td>
<td>22%</td>
</tr>
<tr>
<td>Registered Nurses</td>
<td>740,900</td>
<td>22%</td>
</tr>
<tr>
<td>General and Operations Managers</td>
<td>690,900</td>
<td>21%</td>
</tr>
<tr>
<td>Software Developers, Quality Assurance Analysts</td>
<td>600,900</td>
<td>18%</td>
</tr>
<tr>
<td>Medical and Health Services Managers</td>
<td>600,900</td>
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<td>600,900</td>
<td>18%</td>
</tr>
<tr>
<td>Information Security Analysts</td>
<td>550,900</td>
<td>16%</td>
</tr>
<tr>
<td>Computer and Information Systems Managers</td>
<td>550,900</td>
<td>16%</td>
</tr>
<tr>
<td>Management Analysts</td>
<td>550,900</td>
<td>16%</td>
</tr>
</tbody>
</table>

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.

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)
   - Licensed Clinical Social Worker (LCSW)
   - Certified Medical Assistant (CMA)
   - Certified Nurse Midwife (CNM)

2. EMBED THESE HABITS IN CORE OFFERINGS:

   - Multilingual ability
   - Age
   - Prior experience
   - In-depth query Language (SQL), Python
   - Computer programming/Coding
   - Finance
   - IDA
   - Big data
   - Data analysis

3. DEVELOP STUDENTS SOFT SKILLS IN:

   - Communication
   - Critical thinking
   - Problem solving
   - Teamwork
   - Leadership
   - Ethics, values, and diversity
   - Social responsibility
   - Emotional intelligence
   - Written and oral communication