

# 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
Information Security Analysts (28.4%)	Registered Nurses (3,392,200)	Software Developers, Applications (30.5%, 253,400)
Operations Research Analysts (27.5%)	General and Operations Managers (2,469,000)	Market Research Analysts and Marketing Specialists (22.8%, 136,000)
Substance Abuse and Behavioral Disorder Counselors (19.9%)	Accountants and Auditors (1,538,000)	Financial Managers (18.7%, 688,800)

### MUST HAVE: ADVANCED DEGREE

#### OCCUPATIONS REQUIRING ADVANCED DEGREES

(2016-2026)

HIGH-GROWTH	HIGH-VOLUME	HIGH-DEMAND
Physician Assistants (37.4%)	Lawyers (867,400)	Nurse Practitioners (36%, 211,500)
Nursing Instructors and Teachers, Postsecondary (24%)	Pharmacists (330,100)	Health Specialties Teachers, Postsecondary (25.9%, 294,000)
Occupational Therapists (21.2%)	Educational, Guidance, School, and Vocational Counselors (324,700)	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>

For more information regarding our services, contact [info@hanoverresearch.com](mailto:info@hanoverresearch.com)