

Employer Demand Profile

Enabling Market-Responsive Program Development

Real-time employer demand data identifies the top skills, employers, and occupations for professionals with a bachelor’s degree or above. Use the data and brainstorming questions included here to guide campus discussions about how to grow and direct the development of the program portfolio.

Questions to Inform Initial Program Discussions

Skills

- Which of our current programs integrate high-demand skills?
- What new program opportunities would confer high-demand skills?
- Are these skills relevant to a narrow suite of programs, or should most or all of our programs teach these skills?
- Do we emphasize these high-demand skills in our marketing messages?

Employers

- How often do our students find jobs with these top employers?
- How many employees of these top employers do we or have we previously served?

State in Focus: Delaware

Most Commonly Sought Job Skills in 2023

n = 39,938 job postings

Skill	Number of Job Postings
Project Management	6,688
Finance	4,552
Auditing	4,244
Marketing	4,229
Agile Methodology	3,606
Computer Science	3,509
Accounting	3,450
Data Analysis	3,352
SQL (Programming Language)	3,173
Python (Programming Language)	2,707

Employers with Greatest Demand in 2023

n = 39,938 job postings

Employer	Number of Job Postings
JPMorgan Chase	2,268
University of Delaware	1,719
Capital One	1,155
Citigroup	965
Nemours	801
ChristianaCare	743
Humana	679
AstraZeneca	629
Oracle	492
Red Clay Consolidated School District	420

Questions to Inform Initial Program Discussions

Occupations

- What opportunities do we have to expand programs that already prepare students to find jobs in these popular occupations?
- What new programs should we consider launching that align with employer demand for these occupations?
- How can we attract students to our programs to prepare for these roles?
- How often are students inquiring about education and job opportunities in these occupations?
- What continuing education might professionals in these high-demand occupations require to maintain their qualifications?

Most Commonly Sought Occupations in 2023

n = 39,938 job postings

Occupation	Number of Job Postings
Software Developers	2,578
Registered Nurses	1,275
Managers, All Other	1,231
General and Operations Managers	1,144
Medical and Health Services Managers	947
Marketing Managers	943
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	800
Accountants and Auditors	750
Management Analysts	722
Financial Managers	651

Additional EAB Resources to Support Market-Responsive Program Development



Market Intelligence Resources

- [Executive Guide to Certify Market Risks and Opportunities](#)
- [Understand the needs and motivations of working professional student segments](#)



Program Launch Resources

- [New Program Launch Guidebook](#)
- [Adult Program Innovation Launch Guide](#)



Program Design Resources

- [Design Credentials to Meet Adult Student Needs](#) roadmap
- [3 tips for innovative and successful program design](#)



Program Revitalization Resources

- [Revitalizing the Program Portfolio](#)
- [Choosing the right undergraduate programs for revitalization](#)
- [Revitalizing Academic Program Performance](#) webinar