

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: Maryland

Most Commonly Sought Job Skills in 2023

n = 331,271 job postings

Skill	Number of Job Postings
Project Management	45,574
Computer Science	40,794
Auditing	27,385
Data Analysis	25,313
Marketing	24,549
Nursing	24,142
Agile Methodology	22,986
Finance	22,801
Accounting	22,727
Python (Programming Language)	22,386

Employers with Greatest Demand in 2023

n = 331,271 job postings

Employer	Number of Job Postings
Johns Hopkins	12,227
University of Maryland	10,541
Leidos	9,468
State of Maryland	5,408
Northrop Grumman	4,606
MedStar Health	4,148
Guidehouse	3,822
Capital One	3,555
Lockheed Martin	3,508
AstraZeneca	2,448

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 = 331,271 job postings

Occupation	Number of Job Postings
Software Developers	22,382
Registered Nurses	15,021
Computer Systems Engineers/Architects	9,934
Managers, All Other	9,283
Medical and Health Services Managers	7,542
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	5,746
Information Security Analysts	5,734
Management Analysts	5,117
Accountants and Auditors	4,979
General and Operations Managers	4,884

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