

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: Pennsylvania

Most Commonly Sought Job Skills in 2023

n = 425,380 job postings

Skill	Number of Job Postings
Project Management	56,564
Marketing	38,609
Nursing	37,163
Auditing	35,547
Finance	33,911
Accounting	32,752
Computer Science	25,079
Data Analysis	22,661
Process Improvement	20,661
Psychology	20,202

Employers with Greatest Demand in 2023

n = 425,380 job postings

Employer	Number of Job Postings
University of Pennsylvania	11,081
University of Pittsburgh Medical Center	9,432
Pennsylvania State University	5,602
University of Pittsburgh	4,462
Lehigh Valley Health Network	4,403
Geisinger Health System	3,263
Highmark Health	3,180
Commonwealth Of Pennsylvania	2,989
Capital One	2,974
Comcast	2,892

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 = 425,380 job postings

Occupation	Number of Job Postings
Registered Nurses	22,429
Software Developers	13,772
Managers, All Other	11,586
Medical and Health Services Managers	11,440
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	11,224
Accountants and Auditors	8,077
General and Operations Managers	7,728
Postsecondary Teachers, All Other	6,892
Sales Managers	6,755
Human Resources Specialists	6,342

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