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: Virginia

Most Commonly Sought Job Skills in 2023

n = 464,308 job postings

Skill	Number of Job Postings
Project Management	70,426
Computer Science	52,596
Auditing	46,602
Agile Methodology	42,906
Accounting	41,893
Marketing	34,546
Finance	33,185
Data Analysis	32,584
Nursing	31,999
Python (Programming Language)	30,040

Employers with Greatest Demand in 2023

n = 464,308 job postings

Employer	Number of Job Postings
Leidos	14,207
Capital One	9,509
Booz Allen Hamilton	6,363
Sentara Healthcare	6,349
University of Virginia	5,637
General Dynamics	4,043
Peraton	3,892
Deloitte	3,657
SAIC	3,643
Elevance Health	3,620

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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 = 464,308 job postings

Occupation	Number of Job Postings
Software Developers	31,482
Registered Nurses	20,202
Managers, All Other	14,582
Computer Systems Engineers/Architects	13,432
Information Security Analysts	10,505
Management Analysts	9,775
Medical and Health Services Managers	9,250
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	7,926
Computer Systems Analysts	7,188
General and Operations Managers	6,962

Additional EAB Resources to Support Market-Responsive Program Development

Market Intelligence Resources

- Executive Guide to Certificate 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