

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: Washington

Most Commonly Sought Job Skills in 2023

n = 284,238 job postings

Skill	Number of Job Postings
Project Management	41,728
Computer Science	29,070
Marketing	25,989
Nursing	22,434
Auditing	22,228
Finance	21,865
Accounting	20,851
Data Analysis	17,782
Process Improvement	16,398
Social Work	13,618

Employers with Greatest Demand in 2023

n = 284,238 job postings

Employer	Number of Job Postings
State of Washington	7,939
Boeing	6,720
Amazon	6,229
University of Washington	5,811
Providence	4,895
Blue Origin	3,323
MultiCare Health System	3,159
Walmart	2,245
EvergreenHealth	2,223
Raytheon Technologies	2,043

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 = 284,238 job postings

Occupation	Number of Job Postings
Registered Nurses	17,187
Software Developers	12,308
Managers, All Other	10,038
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	7,876
Medical and Health Services Managers	7,092
General and Operations Managers	5,750
Sales Managers	4,955
Marketing Managers	4,812
Computer Systems Engineers/Architects	4,097
Human Resources Specialists	3,964

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