

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: West Virginia

Most Commonly Sought Job Skills in 2023

n = 33,355 job postings

Skill	Number of Job Postings
Project Management	6,856
Nursing	2,986
Auditing	2,819
Marketing	2,640
Data Collection	2,379
Accounting	2,042
Biology	1,802
ArcGIS (GIS Software)	1,796
Finance	1,788
Environmental Engineering	1,767

Employers with Greatest Demand in 2023

n = 33,355 job postings

Employer	Number of Job Postings
West Virginia University	2,420
Humana	828
State Of West Virginia	625
Sam Houston State University	594
Marshall University	486
Charleston Area Medical Center	471
Walmart	429
United States Department of Veterans Affairs	414
Walgreens Boots Alliance	413
Leidos	331

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 = 33,355 job postings

Occupation	Number of Job Postings
Civil Engineers	1,983
Registered Nurses	1,582
Medical and Health Services Managers	947
Environmental Engineers	930
Environmental Scientists and Specialists, Including Health	899
Software Developers	861
Sustainability Specialists	839
Human Resources Specialists	657
Pharmacists	645
Managers, All Other	640

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