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, D.C.
Most Commonly Sought Job Skills in 2023
n = 150,217 job postings

Skill	Number of Job Postings
Project Management	30,886
Computer Science	17,192
Finance	16,480
Data Analysis	14,143
Marketing	14,051
Accounting	13,612
Auditing	13,368
Agile Methodology	10,175
Workflow Management	9,818
Procurement	8,731

Employers with Greatest Demand in 2023
n = 150,217 job postings

Employer	Number of Job Postings
Georgetown University	3,645
MedStar Health	2,248
Booz Allen Hamilton	1,957
George Washington University	1,795
Leidos	1,542
Children's National Medical Center	1,268
United States Government	1,218
General Dynamics	1,189
Randstad	1,046
Guidehouse	1,002

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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 = 150,217 job postings

Occupation	Number of Job Postings
Computer Occupations, All Other	8,401
Software Developers	6,975
Management Analysts	4,369
Project Management Specialists	4,313
Managers, All Other	3,617
Data Scientists	3,612
Registered Nurses	3,439
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	3,119
Public Relations Managers	2,822
Financial and Investment Analysts	2,614

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

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