

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?

Region in Focus: Delaware

Most Commonly Sought Job Skills in 2024

n = 44,539 job postings

Skill	Number of Job Postings
Project Management	7,967
Marketing	5,575
Finance	5,206
Auditing	4,772
Data Analysis	4,111
Computer Science	4,004
Accounting	3,870
Process Improvement	3,381
Continuous Improvement Process	3,191
SQL (Programming Language)	3,184

Employers with Greatest Demand in 2024

n = 44,539 job postings

Employer	Number of Job Postings
JPMorgan Chase	1,087
Nemours	1,065
Christianacare Health Systems	1,058
University of Delaware	833
Citigroup	742
Capital One	694
AstraZeneca	693
Humana	684
Walmart	559
ChristianaCare	495

Source: EAB analysis. Lightcast Analyst.

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 2024

n = 44,539 job postings

Occupation	Number of Job Postings
Registered Nurses	1,795
Software Developers	1,710
Marketing Managers	1,013
Project Management Specialists	922
Medical and Health Services Managers	883
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	842
Accountants and Auditors	832
General and Operations Managers	828
Sales Managers	800
Management Analysts	768

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