

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: District of Columbia

Most Commonly Sought Job Skills in 2024

n = 133,125 job postings

Skill	Number of Job Postings
Project Management	28,583
Computer Science	15,660
Finance	15,220
Data Analysis	13,373
Marketing	13,338
Auditing	12,319
Accounting	11,784
Workflow Management	9,316
Agile Methodology	9,215

Employers with Greatest Demand in 2024

n = 133,125 job postings

Employer	Number of Job Postings
MedStar Health	7,115
Booz Allen Hamilton	5,570
Georgetown University	4,979
Amgen	2,740
George Washington University	3,853
United States Government	2,910
Children's National Medical Center	2,186
General Dynamics	2,392
United States Department of the Treasury	2,014

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 = 133,125 job postings

Occupation	Number of Job Postings
Computer Occupations, All Other	15,281
Software Developers	11,029
Project Management Specialists	7,602
Management Analysts	8,666
Data Scientists	7,289
Managers, All Other	6,604
Registered Nurses	7,602
Lawyers	6,499
Public Relations Managers	5,554
Financial and Investment Analysts	4,880

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