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: Maryland

Most Commonly Sought Job Skills in 2024

n = 265,955 job postings

Skill	Number of Job Postings
Project Management	37,829
Computer Science	33,790
Auditing	21,791
Marketing	21,666
Data Analysis	19,800
Finance	19,179
Accounting	17,696
Python (Programming Language)	17,450
Agile Methodology	15,453
Workflow Management	15,110

Employers with Greatest Demand in 2024

n = 265,955 job postings

Employer	Number of Job Postings
University of Maryland	6,947
Johns Hopkins	6,604
Leidos	4,986
State of Maryland	4,139
Northrop Grumman	3,706
MedStar Health	3,010
Walmart	2,944
Montgomery County Public Schools	2,053
AstraZeneca	1,888
Booz Allen Hamilton	1,838

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 = 265,955 job postings

Occupation	Number of Job Postings
Software Developers	13,898
Registered Nurses	10,229
Computer Systems Engineers/Architects	6,147
Project Management Specialists	5,232
Medical and Health Services Managers	4,550
General and Operations Managers	4,149
Network and Computer Systems Administrators	4,013
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	3,592
Computer Network Architects	3,475
Sales Managers	3,324

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