

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?

Source: EAB analysis. Lightcast Analyst.

Region in Focus: West Virginia

Most Commonly Sought Job Skills in 2024

n = 34,909 job postings

Skill	Number of Job Postings
Project Management	3,697
Marketing	3,278
Nursing	3,105
Auditing	2,788
Finance	2,192
Accounting	2,188
Computer Science	1,894
Workflow Management	1,770
Data Analysis	1,680
Merchandising	1,653

Employers with Greatest Demand in 2024

n = 34,909 job postings

Employer	Number of Job Postings
West Virginia University	2,599
Walmart	2,045
State of West Virginia	1,273
ATX Learning	651
Sam Houston State University	534
Charleston Area Medical Center Health System	512
GPAC	426
United States Department of Veterans Affairs	336
Marshall University	320
Lumen Technologies	317

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 = 34,909 job postings

Occupation	Number of Job Postings
Registered Nurses	1,891
Medical and Health Services Managers	755
Speech-Language Pathologists	706
Pharmacists	614
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	611
Software Developers	607
First-Line Supervisors of Retail Sales Workers	555
General and Operations Managers	533
Nurse Practitioners	504
Project Management Specialists	492

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