

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: West Virginia

Most Commonly Sought Job Skills in 2025

n = 52,070 job postings

Skill	Number of Job Postings
Project Management	6,242
Nursing	5,904
Marketing	5,161
Auditing	4,583
Finance	4,071
Continuous Improvement Process	3,650
Computer Science	3,635
Accounting	3,536
Workflow Management	3,300
Data Analysis	3,134

Employers with Greatest Demand in 2025

n = 52,070 job postings

Employer	Number of Job Postings
West Virginia University	3,397
Cardinal Health	1,025
CVS Health	1,004
State of West Virginia	917
Lumen Technologies	848
GovCIO	641
Sam Houston State University	605
Genesis HealthCare	569
GPAC	538
WVU Medicine	519

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 2025

n = 52,070 job postings

Occupation	Number of Job Postings
Registered Nurses	3,856
Medical and Health Services Managers	1,502
Software Developers	1,445
Child, Family, and School Social Workers	1,387
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	1,021
General and Operations Managers	892
Project Management Specialists	831
Physical Therapists	784
Speech-Language Pathologists	782
Sales Managers	766

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