

Employer Priorities for Most Important College Learning Outcomes



★ Knowledge of Human Cultures and the Physical and Natural World

- Knowledge and understanding of democratic institutions and values 87% ■
 - Broad knowledge in the liberal arts and sciences 78% ■
 - Intercultural skills and understanding of societies and cultures outside the US 78% ■
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★ Intellectual and Practical Skills

- Oral communication 85% ❖
 - Teamwork skills in diverse groups 83% ❖
 - Written communication 82% ❖
 - Critical thinking and analytic reasoning 81% ❖
 - Complex problem solving 70% ❖
 - Information literacy 68% ❖
 - Innovation and creativity 65% ❖
 - Technological skills 60% ❖
 - Quantitative reasoning 56% ❖
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★ Personal and Social Responsibility

- Problem solving in diverse settings 96% ■
 - Civic knowledge, skills, and judgment essential for contributing to the community and to our democratic society 86% ■
 - Ethical judgment and decision making 81% ❖
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★ Integrative and Applied Learning

- Applied knowledge in real-world settings 80% ❖

Note: These data are taken from *Falling Short? College Learning and Career Success*, a 2015 report on findings from a survey of employers and a survey of college students conducted for AAC&U by Hart Research Associates. For a full report on this survey and earlier reports on employer views, see www.aacu.org/leap.

■ indicates percentage of employers who “strongly agree” or “somewhat agree” that, “regardless of a student’s chosen field of study,” every student should attain this area of knowledge or skill.

❖ indicates percentage of employers who rate this outcome as very important (8-10 on a 10 point scale) for recent graduates entering the job market.