Key Findings from 2013 Survey of Employers

- **Innovation a Priority**: 95% of employers say they give hiring preference to college graduates with skills that enable them to contribute to innovation in the workplace.

- **It Takes More than a Major**: 93% of employers say that a demonstrated capacity to think critically, communicate clearly, and solve complex problems is more important than a candidate's undergraduate major. More than 75% want higher education to place more emphasis on critical thinking, complex problem solving, written and oral communication, and applied knowledge.

- **Broad Learning is Expected**: 80% of employers agree that, regardless of their major, all college students should acquire broad knowledge in the liberal arts and sciences.

- **Students Need Liberal and Applied Learning**: Employers strongly endorse educational practices that involve students in active, effortful work—practices including collaborative problem solving, research, internships, senior projects, and community engagements.

- **E-Portfolios Would Add Value**: 83% of employers say an electronic portfolio would be useful to indicate that job applicants have the knowledge and skills they need to succeed.

**Employer Priorities and Consensus on College Learning Outcomes**

**Knowledge of Human Cultures and the Physical and Natural World**
- Broad knowledge in the liberal arts and sciences: 80% ●
- Global issues and knowledge about societies and cultures outside the US: 78% ●
- Knowledge about science and technology: 56% ●

**Intellectual and Practical Skills**
- Critical thinking and analytic reasoning: 82% ●
- Complex problem solving: 81% ●
- Written and oral communication: 80% ●
- Information literacy: 72% ●
- Innovation and creativity: 71% ●
- Teamwork skills in diverse groups: 67% ●
- Quantitative reasoning: 55% ●

**Personal and Social Responsibility**
- Problem solving in diverse settings: 91% ●
- Ethical issues/public debates important in their field: 87% ●
- Civic knowledge, skills, and judgment essential for contributing to the community and to our democratic society: 82% ●
- Ethical decision making: 64% ●

**Integrative and Applied Learning**
- Direct experiences with community problem solving: 86% ●
- Applied knowledge in real-world settings: 78% ●

**NOTES:**
- ● 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 say they want colleges/universities to "place more emphasis" on this area of knowledge/skill.


**LEAP**