

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% ❖

Note: These data are taken from *It Takes More than a Major: Employer Priorities for College Learning and Student Success*, a report on findings from a 2013 survey of employers 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 say they want colleges and universities to “place more emphasis” on this area of knowledge or skill.

Employer Support for Inquiry and Engaged Learning Practices



- **91%** of employers say that, whatever their major, all students should have experiences in solving problems with people whose views are different than their own.
- **83%** of employers say an electronic portfolio demonstrating a student's work and key skill and knowledge areas would be useful in evaluating potential candidates for hire.

Employer Endorsement of Select Practices

Among ten existing and emerging educational practices tested, employers believe several have the potential to improve the education of today's college students and prepare graduates to succeed in the workplace. These include:

	Will Help a Lot/ Fair Amount
<p>Research Expecting students to develop the skills to research questions in their field and develop evidence-based analyses</p>	83%
<p>Senior Projects Expecting students to complete a significant project before graduation that demonstrates their depth of knowledge in their major AND their acquisition of analytical, problem-solving, and communication skills</p>	79%
<p>Internships Expecting students to complete an internship or community-based field project to connect classroom learning with real-world experiences</p>	78%
<p>Collaborative Research Expecting students to develop the skills to conduct research collaboratively with their peers</p>	74%
<p>Scientific Inquiry Expecting students to acquire hands-on or direct experience with the methods of science so they will understand how scientific knowledge is developed</p>	69%
<p>Ethical Questions Expecting students to work through ethical issues and debates to form their own judgments about the issues at stake</p>	66%
<p>Flipped Classroom Using new approaches that deemphasize lectures in the classroom and instead have students listen to lectures online and devote classroom time to dialogue, debate, and problem solving, in groups or alone, and with guidance from the instructor</p>	59%



Source: Hart Research Associates. *It Takes More Than a Major: Employer Priorities for College Learning and Student Success* (Washington, DC: AAC&U, 2013), www.aacu.org/leap/public_opinion_research.cfm

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