Percentage of Employers Who Want Colleges to “Place More Emphasis” on Essential Learning Outcomes

Knowledge of Human Cultures and the Physical and Natural World

- Science and technology: 70%
- Global issues: 67%*
- The role of the United States in the world: 57%
- Cultural diversity in the United States and other countries: 57%
- Civic knowledge, participation, and engagement: 52%*

Intellectual and Practical Skills

- Written and oral communication: 89%
- Critical thinking and analytic reasoning: 81%
- Complex problem solving: 75%
- Teamwork skills in diverse groups: 71%*
- Creativity and innovation: 70%
- Information literacy: 68%
- Quantitative reasoning: 63%

Personal and Social Responsibility

- Ethical decision making: 75%
- Intercultural competence (teamwork in diverse groups): 71%*
- Intercultural knowledge (global issues): 67%*
- Civic knowledge, participation, and engagement: 52%*

Integrative and Applied Learning

- Applied knowledge in real-world settings: 79%

Note: These findings are taken from Raising the Bar: Employers’ Views on College Learning in the Wake of the Economic Downturn, a survey of employers conducted for AAC&U by Hart Research Associates and published in 2010. For a full report on this survey and related employer findings, see www.aacu.org/leap.

*Starred items are shown in multiple learning outcome categories because they apply to more than one.