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%

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%

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%

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.