Three in five employers believe that it takes BOTH specific knowledge/skills and broad knowledge/skills to achieve long-term career success.

Which is more important for recent college graduates to have who want to pursue advancement and long-term career success at your company?

(employers)

Range of knowledge and skills that apply to a range of fields or positions

Knowledge and skills that apply to a specific field or position

college students:

Specific 15%
Both 63%
Broad range 22%