### 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.