FOR CAREER | FOR CITIZENSHIP | FOR LIFE

chArts&Sciences

Higher education is at a crossroads. Rather than reducing the purpose of college education to specialized training for short-term returns, America must confirm the life-long value of a broad-based Arts & Sciences education. A four-year Arts & Sciences education expands opportunity, drives ingenuity and innovation, and is an investment in America. The Arts & Sciences: Education for the unpredictable. Learning for all of life.

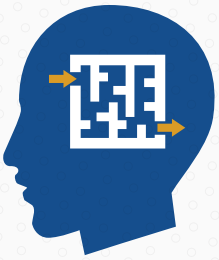
An Arts & Sciences education develops leadership skills and prepares graduates for a lifetime career, not simply their first job.

80%

Employers say all students should acquire broad knowledge in the arts and sciences.[1]

Average number of jobs held by young Baby Boomers by age 46 [4]

11.3



More than 80%

Employers want colleges to increase their focus on critical thinking, analytical reasoning, complex problem solving, analysis, and written and oral communication.[2]

Almost

3 in 4

Business leaders believe that being well rounded is more important than industry-specific skills.[3]

"Developing one's mind is no different from developing a strong body: exercise and, specifically, cross training. By studying art, science, the humanities, social science, and languages, the mind develops the mental dexterity that opens a person to new ideas, which is the currency for success in a constantly changing environment."

–A.G. Lafley, President & CEO, Procter & Gamble

Visit www.pbk.org/arts&sciences for more information.

1 "It Takes More Than a Major," AAC&U/Hart Research Associates, Jan. 9-13, 2013
2 "It Takes More Than a Major," AAC&U/Hart Research Associates, Jan. 9-13, 2013
3 "Innovation Imperative: Enhancing Higher Education Outcomes," Northeastern University/FTI Consulting, Aug. 16-28, 2013
4 Young Boomers defined as those born from 1957 to 1964; "Number of Jobs Held, Labor Market Activity, and Earnings Growth among the Youngest Baby Boomers: Results from a Longitudinal Survey," Bureau of Labor Statistics, 2012

The PHI BETA KAPPA Society
National Arts & Sciences Initiative
LEARNING FOR ALL OF LIFE

Companies founded or headed by an Arts & Sciences graduate include:

CNN | Amazon | Reddit | Walt Disney | IBM
JP Morgan Chase | Hewlett-Packard | American Express
Pinterest | Goldman Sachs | Delta Air Lines
Bank of America | Blackstone Group | Sherwin-Williams

Texas Pacific Group | Time Warner Cable | NBC Universal
Capital One | eBay | Avon | Procter & Gamble
Caesars Entertainment Group | Kraft Foods | Starbucks
Pepsico | DirecTV | and many, many more

Based on degree fulfilled in the liberal arts and sciences or fulfilled through membership in The Phi Beta Kappa Society; includes founders, current CEOs, and past CEOs

A four-year Arts & Sciences education expands personal horizons and equips graduates for lifelong civic engagement.

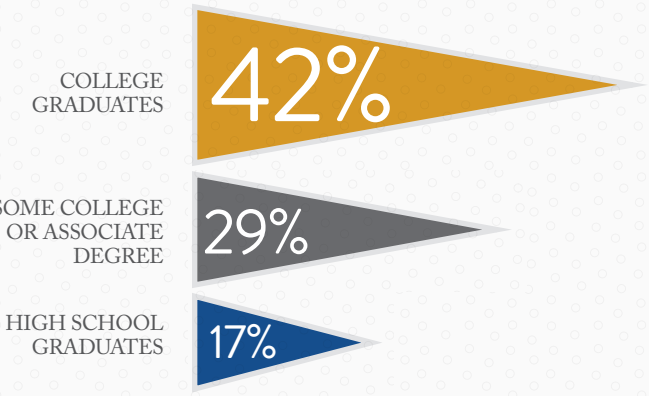
93%

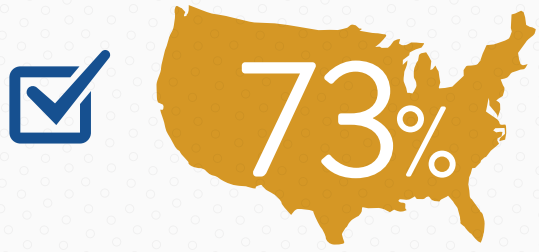
College students strongly or somewhat agree that community involvement should be a major focus of their college.[5]

"For the sake of the spirit of liberty, humane learning, humane teaching in the United States must not get short shrifted."

– David H. Souter, Retired U.S. Supreme Court Associate Justice

Four-year college graduates are more than twice as likely to volunteer compared to high school graduates.[6]





Four-year college graduates aged 25-44 were **1.7 times** more likely to vote in the 2012 election than high school graduates in the same age group (73% to 42%).[7]

"I think it's important not to forget that there is out there a need for creativity and innovation of a different type that might not simply come through math and the sciences and so as we're thinking about the future of the university… that it has to be a broad university."

– Former Secretary of State Condoleezza Rice

80%

Nobel Laureates in science point to specific ways arts training boosted their innovative ability.[8]

Visit www.pbk.org/arts&sciences for more information.

5 "Civic Responsibility: What Is the Campus Climate for Learning?" AAC&U, 2009
6 "Education Pays 2013: The Benefits of Higher Education for Individuals and Society," College Board, 2013
7 "Education Pays 2013: The Benefits of Higher Education for Individuals and Society," College Board, 2013
8 "Arts Foster Scientific Success: Avocations of Nobel, National Academy, Royal Society, and Sigma Xi Members," Dr. Robert Root-Bernstein et al., 2008

The PHI BETA KAPPA Society
National Arts & Sciences Initiative
LEARNING FOR ALL OF LIFE