

# KEY FINDINGS FROM 2018 EMPLOYER RESEARCH

• **A College Degree Is Important.** **82%** of executives and **75%** of hiring managers believe that it is very important or essential to complete a college education. **88%** of executives and **85%** of hiring managers consider the money and time involved in getting a college degree to be worthwhile.

• **Employers Have More Confidence in Colleges and Universities than Does the American Public.** Among executives and hiring managers, **63%** express confidence in colleges and universities, a notably higher proportion than among the American public. In a 2018 Gallup poll, **45%** of adults nationwide express confidence in colleges and universities.\*



## Employer Priorities on Select College Learning Outcomes

### Intellectual and Practical Skills

- Oral communication
- Teamwork skills with diverse groups
- Written communication
- Critical thinking and analytic reasoning
- Complex problem solving
- Information literacy
- Innovation and creativity
- Technological skills
- Quantitative reasoning

Very important for recent grads

Executives      Hiring Managers

<b>80%</b>	<b>90%</b>
<b>77%</b>	<b>87%</b>
<b>76%</b>	<b>78%</b>
<b>78%</b>	<b>84%</b>
<b>67%</b>	<b>75%</b>
<b>73%</b>	<b>79%</b>
<b>61%</b>	<b>66%</b>
<b>60%</b>	<b>73%</b>
<b>54%</b>	<b>55%</b>

### Personal and Social Responsibility

- Ethical judgment and decision making
- Work independently—set priorities, manage time/deadlines
- Self-motivated—ability to take initiative and be proactive

<b>77%</b>	<b>87%</b>
<b>77%</b>	<b>85%</b>
<b>76%</b>	<b>85%</b>

### Integrative and Applied Learning

- Applied knowledge in real-world settings

<b>76%</b>	<b>87%</b>
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