

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

80%	90%
77%	87%
79%	78%
78%	84%
67%	75%
73%	79%
61%	66%
60%	73%
54%	55%

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

77%	87%
77%	85%
76%	85%

Integrative and Applied Learning

- Applied knowledge in real-world settings

73%	79%
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