

Raising The Bar

*Employers' Views On College Learning
In The Wake Of The Economic Downturn*

Key findings from survey among 302 employers
Conducted October 27 – November 17, 2009
for



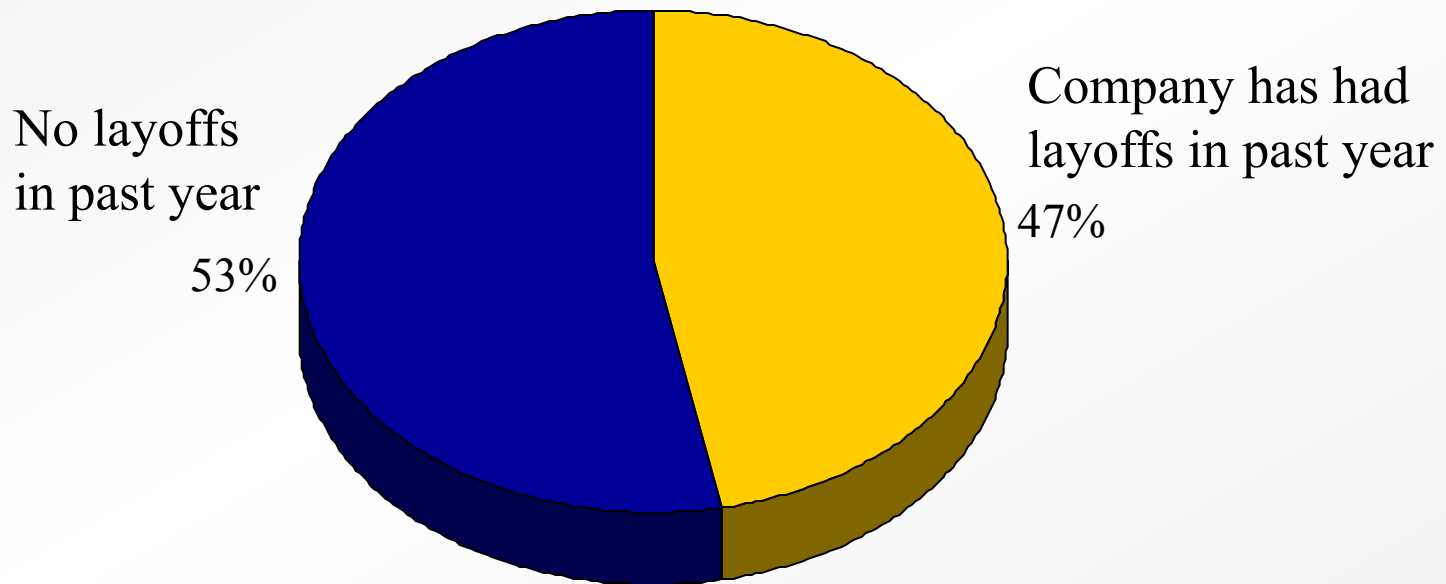
Association of American Colleges and Universities

Methodology

- ◆ Survey among 302 executives at private sector and non-profit organizations that have 25 or more employees
- ◆ Each reports that 25% or more of their new hires hold an associate's degree from a two-year college or a bachelor's degree from a four-year college.
- ◆ Overall margin of error = ± 5.7 percentage points

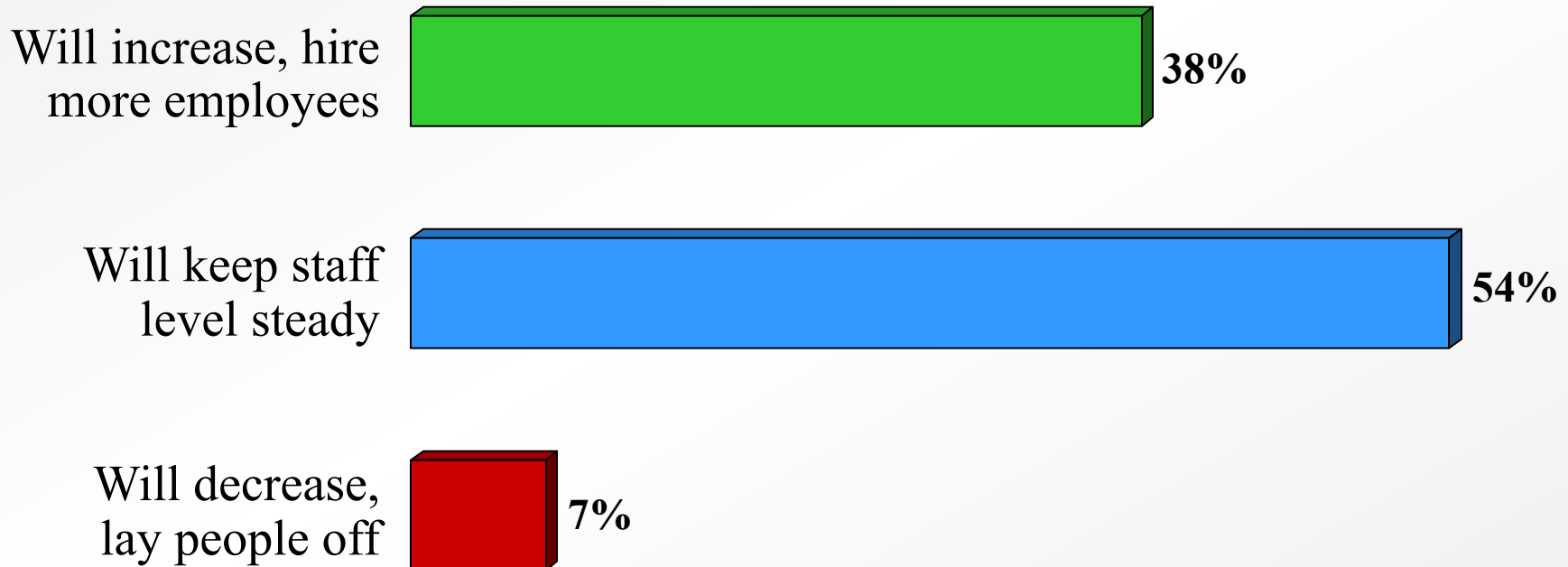
Nearly half of employers have had layoffs in the past 12 months.

Did your company downsize or lay off any employees over the last twelve months because of the downturn in the economy?



Nearly two in five employers expect to increase staff level in the next year.

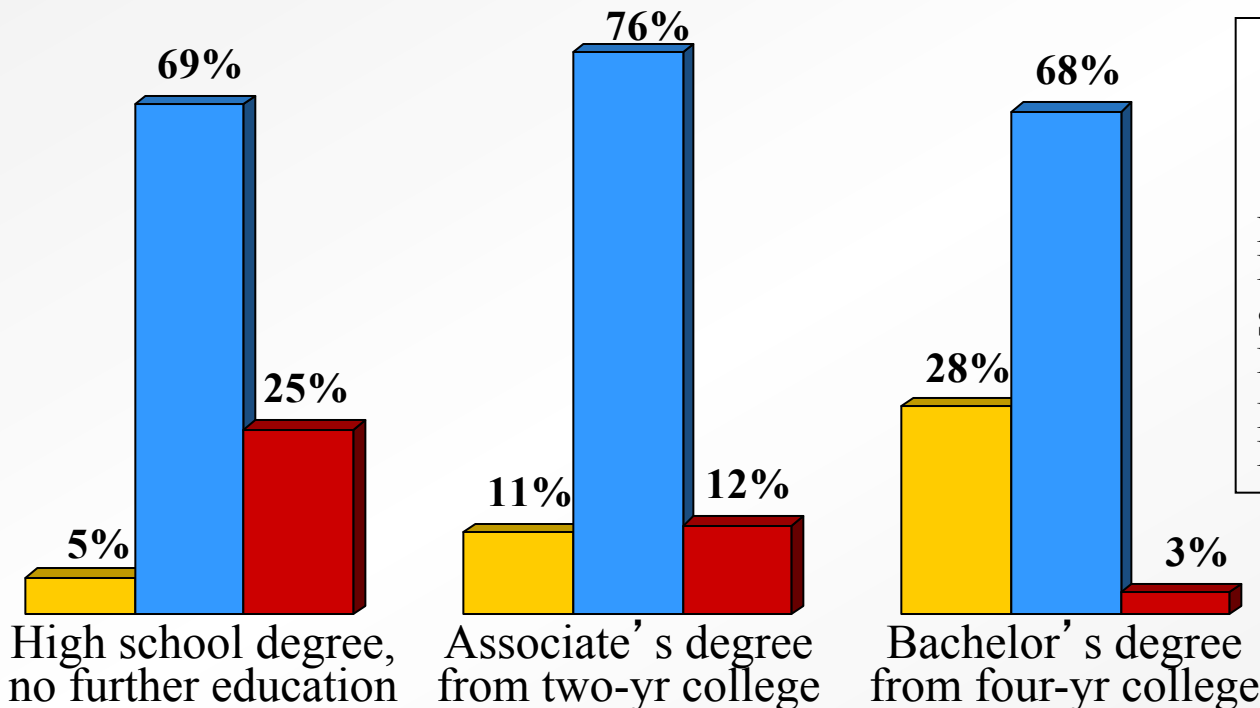
Expectations of Company's Staff Level in the Next Year



Employers expect increased emphasis on hiring people with a bachelor's degree.

Expectations of Company's Emphasis on Education Level of Hirees

- Will put MORE emphasis on hiring people with this level of education
- Will put the same emphasis as before on hiring people with this level of education
- Will put LESS emphasis on hiring people with this level of education



| | Plan to increase staffing | Do not plan to increase staffing |
|-------------------------------|---------------------------|----------------------------------|
| More emphasis on BA/BS degree | 38% | 21% |
| Same emphasis on BA/BS degree | 58% | 75% |
| Less emphasis on BA/BS degree | 4% | 3% |

Employers' expectations of employees have increased.

% who agree with each statement

Our company is asking employees to **take on more responsibilities** and to **use a broader set of skills** than in the past



Employees are expected to **work harder to coordinate with other departments** than in the past



The **challenges** employees face within our company are **more complex today** than they were in the past



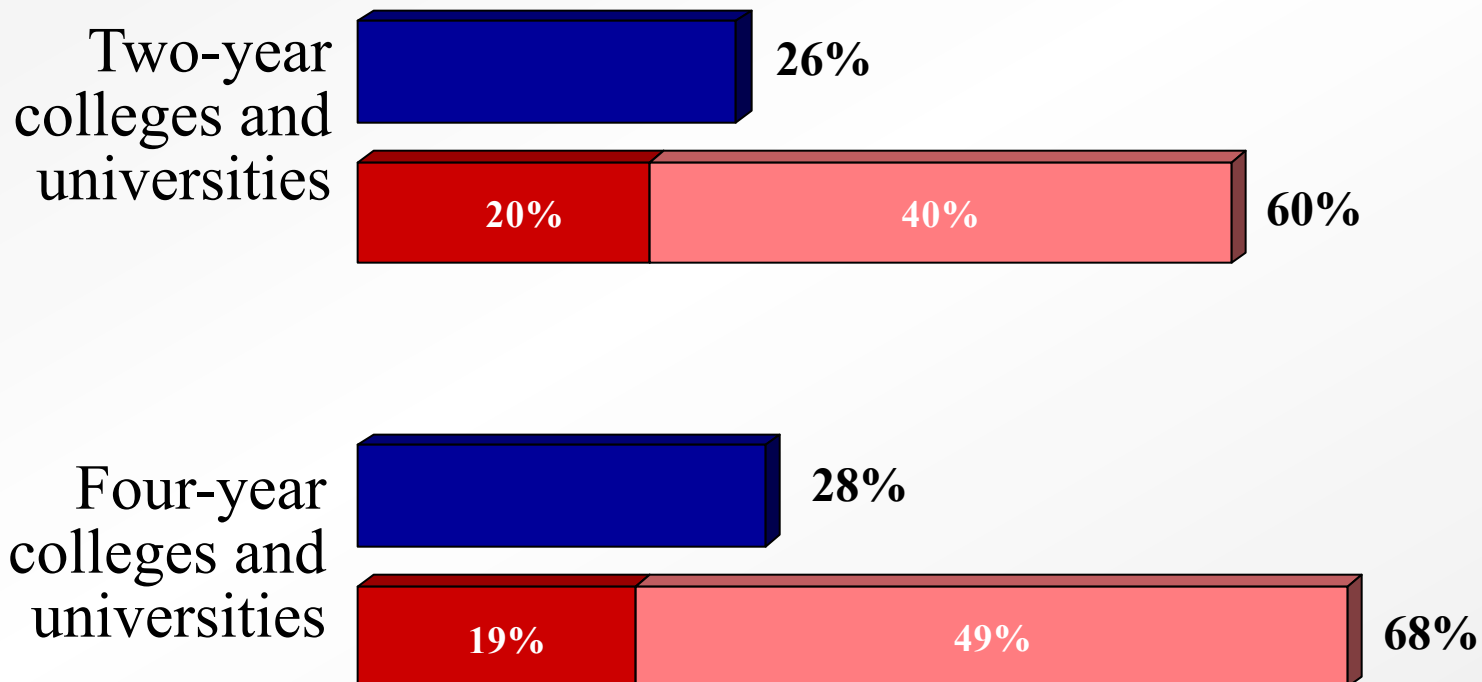
To succeed in our company, employees need **higher levels of learning and knowledge** today than they did in the past



Employers perceive room for two-year and four-year colleges to improve.

How good a job are our colleges/universities doing in preparing students effectively for the challenges of today's global economy?

■ Doing good job ■ Some improvement needed ■ Significant improvement needed



Broad skills/knowledge AND specific skills/knowledge are needed for career success.

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

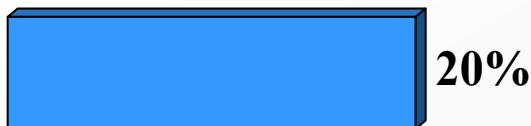
BOTH in-depth AND broad range of skills and knowledge



In-depth knowledge and skills that apply to a specific field or position



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



Employers assess the potential value of high impact educational practices.

% saying each would help a lot/fair amount to prepare college students for success

- 84%** Expecting students to complete a significant project before graduation that demonstrates their depth of knowledge in their major AND their acquisition of analytical, problem-solving, and communication skills *(62% help a lot)*
- 81%** Expecting students to complete an internship or community-based field project to connect classroom learning with real-world experiences *(66%)*
- 81%** Ensuring that students develop the skills to research questions in their field and develop evidence-based analyses *(57%)*
- 73%** Expecting students to work through ethical issues and debates to form their own judgments about the issues at stake *(48%)*



Employers assess the potential value of high impact educational practices.

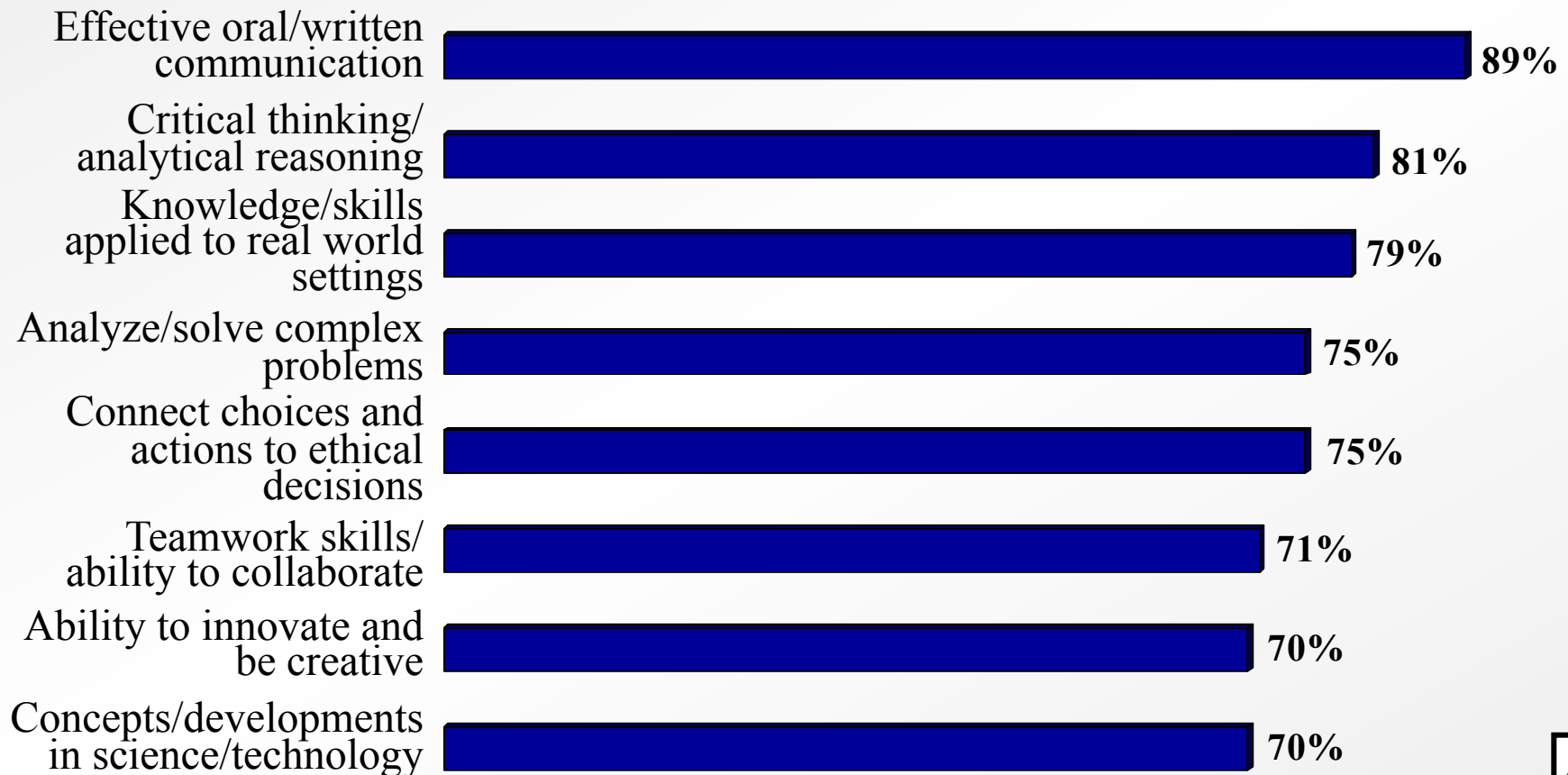
% saying each would help a lot/fair amount to prepare college students for success

- 65%** Expecting students to acquire hands-on or direct experience with the methods of science so they will understand how scientific judgments are reached (*40% help a lot*)
- 60%** Expecting students to learn about cultural and ethnic diversity in the context of the United States (*34%*)
- 58%** Expecting students to learn about the point of view of societies other than those of Western Europe or North America (*35%*)
- 50%** Expecting students to take courses that explore big challenges facing society, such as environmental sustainability, public health, or human rights (*28%*)



Employers' Top Priorities For Student Learning Outcomes In College

% saying two- and four-year colleges should place MORE emphasis on helping students develop these skills, qualities, capabilities, knowledge



Other Areas Of Learning Needing Increased Emphasis

% saying two- and four-year colleges should place MORE emphasis on helping students develop these skills, qualities, capabilities, knowledge

