The Skills & Experiences Employers Value
2018 AAC&U Employer Research

Compared to the general public, employers see value in higher education

**GENERAL PUBLIC**

48%
Have a “great deal” or “a lot” of confidence in higher education*

**EMPLOYERS**

79%
Say completing a college degree is essential or very important

87%
Believe a college degree is worth the time and money

4 out of 5 employers say these skills matter most when hiring college graduates

- Oral Communication
- Ethical Judgment
- Teamwork
- Ability to Work Independently
- Critical Thinking/Analytical Reasoning

Most employers think

81%
it is very important for recent graduates to be able to apply knowledge and skills in real-world settings

But only 36% of employers think that students are well prepared to do so

Employers want students to showcase their skills in new ways

80%
ePortfolios very/somewhat useful

50%
Transcripts very/somewhat useful

Employers are looking for students with these experiences

93% Internships
81% Collaborative research project
78% Senior project

Employers also value experience in the community

78% Working with people from different backgrounds
74% Service learning
51% Study abroad

“The skills you are taught in college including responsibility for your actions, accountability, earnestness, dedication, determination, and dependability are all assets in the corporate world.”

— Hiring Manager


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