In a survey of college educated, full-time employees, ages 25+, 85 percent agreed that creative thinking is critical for problem solving in their career. 71 say creative thinking should be taught as a course, like math and science. And, while 78 percent stated that creativity is very important to their career, only 57 percent thought so when they were in college.

72 percent of employers say creativity is of primary concern when they’re hiring, yet 85 percent of these employers can’t find the creative applicants they seek.

Employers (56 percent) and superintendents (79 percent) agree that a college degree in the arts is the most significant indicator of creativity in a prospective job candidate.

97 percent of superintendents surveyed agreed that music develops creativity, yet only 17 percent of their schools require music courses for graduation.

Sources: Adobe Systems Inc. and Ready to Innovate, a collaboration between The Conference Board, Americans for the Arts, and the American Association of School Administrators.