Arts are Key to Preparing Students as Creative Workers in the Global Marketplace

Creativity is one of the top three personality traits most important to career success, according to U.S. employers
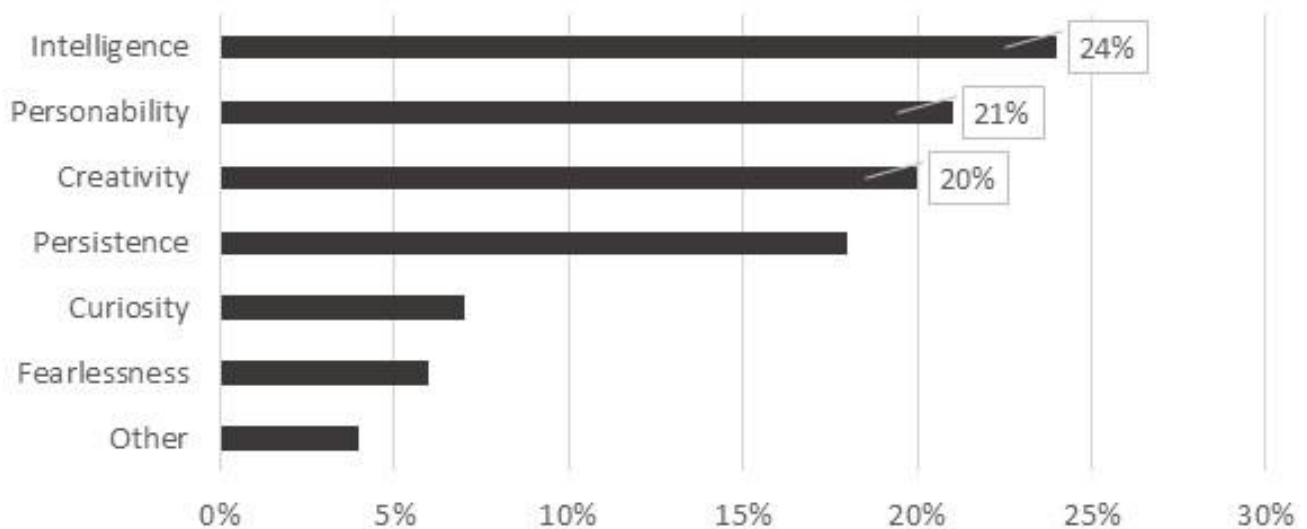
- Teaching creativity develops critical thinking, engages students, and fosters innovation.

- 85 percent of people agreed that creative thinking is critical for problem solving in their career. 71 percent of college-educated professionals say creative thinking should be taught as a course, like math and science. Additionally, 78percent of the respondents (1,000 U.S., college-educated and full-time salaried employees ages 25+) stated that creativity is very important to their career but 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.

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