

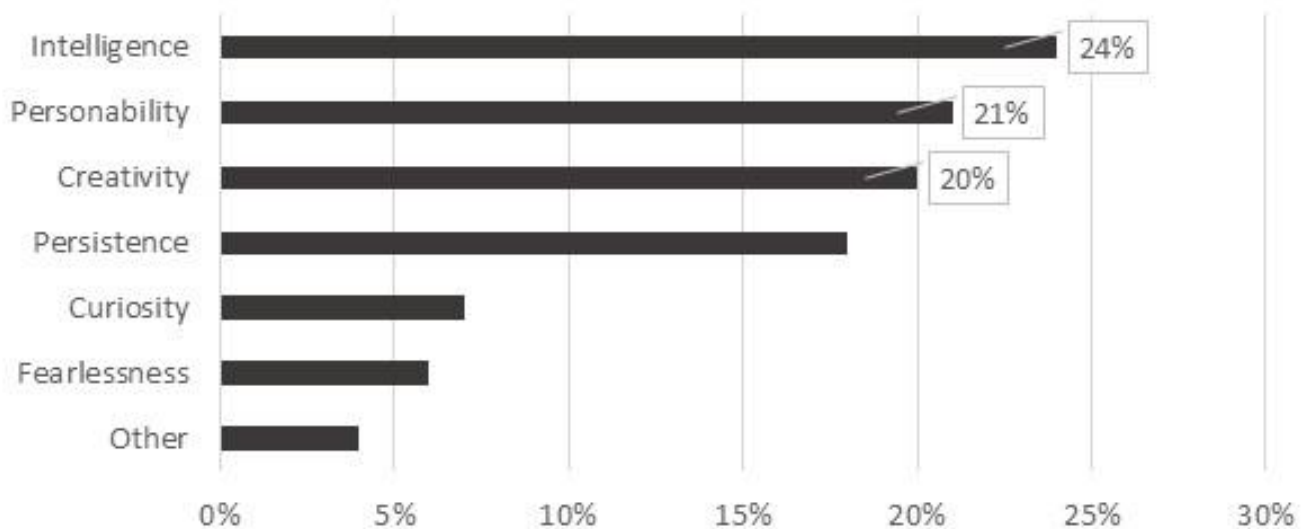


### Arts Facts . . . Preparing Students for the Workplace

Schools and employers rank a *degree in the arts* among the most significant indicator of a job candidate's creativity and innovation skills.

## 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, 78 percent 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.

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.