A degree should...

...provide a broad, well-rounded education that enables discovery of interests and abilities to help students realize their full potential in life.

“I’m thinking that if I realize my full potential, and discover that here, and have a broad range of appreciating who people are and cultures outside my own, then I will be okay. [The] second will come from the first.”

Student, California State University System

...provide students with specific career knowledge and skills to help them realize their full potential in the workforce.

“I worry that if I go through this great diverse education, but I can’t go out and find a decent paying wage at the end of it, then, while I may be a better person for it, I’m still basically [out of luck].”

Student, Oregon University System
What is a Liberal Education?

Liberal Education = A philosophy of learning that empowers & prepares individuals to deal with complexity, diversity, & change.

Broad knowledge combined w/ in-depth study
To help students develop a sense of social responsibility, strong & transferable intellectual and practical skills & a demonstrated ability to apply knowledge.

“Knowledge is nothing without imagination”
What is Happening Nationally?
It Takes More Than A Major:

Employer Priorities for College Learning and Student Success

Key findings from survey among 318 employers
Conducted January 9 – 13, 2013

for

Association of American Colleges and Universities
Consensus among employers is that innovation, critical thinking, and a broad skill set are important for taking on complex challenges in the workplace.

- Our company puts a priority on hiring people with the intellectual and interpersonal skills that will help them contribute to innovation in the workplace: 57% strongly agree, 95% somewhat agree.

- Candidates’ demonstrated capacity to think critically, communicate clearly, & solve complex problems is more important than their undergraduate major: 59% strongly agree, 93% somewhat agree.

- Our company is asking employees to take on more responsibilities and to use a broader set of skills than in the past: 52% strongly agree, 93% somewhat agree.

- Innovation is essential to our company/organization’s continued success: 51% strongly agree, 92% somewhat agree.

- The challenges employees face within our company are more complex today than they were in the past: 50% strongly agree, 91% somewhat agree.
Key Findings

◆ **Innovation is a priority** for employers, and they report that the challenges their employees face today are more complex and require a broader skill set than in the past.

◆ Employers recognize **capacities that cut across majors** as critical to a candidate’s potential for career success, and they view these skills as more important than a student’s choice of undergraduate major.

◆ Employers recognize the **importance of a liberal education** and the liberal arts. The majority agree that having both field-specific knowledge and skills and a broad range of skills and knowledge is most important for long-term career success.

◆ Employers endorse education practices that involve students in active, effortful work and the **application of skills**.

◆ Employers express **interest in e-portfolios** and **partnerships** with colleges to ensure college graduates’ successful transition to the workplace.
What does a Liberal Education Pay?: Salary by Skill Demand (Quintiles)

Source: Georgetown Center for Education and the Workforce (Anthony Carnavale)
“More big-picture thinking in the professions and more real-world application in the liberal arts and sciences.”

Stephen H. Weiss (1935-2008)
Former Managing Director,
Neuberger Berman LLC

“I don’t know too many jobs that the job is being well-rounded. You know, it’s not like you’re going to work at ‘Well-Rounded, Inc.’ or something.”

Student, University of Wisconsin System
It’s More than the First Job
The **Gallup-Healthways Well-Being Index** defines this as people liking what they do each day and being motivated to achieve their goals.

<table>
<thead>
<tr>
<th>Purpose Well-Being, by College Major</th>
<th>% Thriving</th>
</tr>
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<tbody>
<tr>
<td>All college graduates %</td>
<td>2000-2014 college graduates %</td>
</tr>
<tr>
<td>Social sciences /Education</td>
<td>56</td>
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<tr>
<td>Sciences/Engineering</td>
<td>54</td>
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<td>Arts and humanities</td>
<td>53</td>
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<tr>
<td>Business</td>
<td>48</td>
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Feb. 4-March 7, 2014, Gallup-Purdue Index
<table>
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<tr>
<th>Variety</th>
<th>Computer Processing Using Deductive Rules</th>
<th>Computer Processing Using Inductive Rules</th>
<th>Problem is Unscripted and Rules for Solution Cannot be Routinized</th>
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<tr>
<td>Examples</td>
<td>Calculate Basic Income Taxes</td>
<td>Speech Recognition</td>
<td>Writing a Convincing Legal Brief</td>
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<td></td>
<td>Issuing a Boarding Pass</td>
<td>Predicting a Mortgage Default</td>
<td>Adapting or Developing a New Product or Service</td>
</tr>
<tr>
<td>Computer Role</td>
<td>Execute Tasks, Except in Non-Routine Cases</td>
<td>Support Human Problem Solving</td>
<td>Assist Human Problem Solving</td>
</tr>
</tbody>
</table>

Figure 3: Index of Changing Work Tasks in the U.S. Economy 1960-2009

- Red: Working with New Information
- Blue: Solving Unstructured Problems
- Orange: Routine Manual Tasks
- Yellow: Non-Routine Manual Tasks
- Green: Routine Cognitive Tasks

Index Value: 1960 = 50
Changing Nature of the Degree

**FROM**
- Credits tied to seat time
- Major and GE
- Grades
- Knowledge Transmission
- Limited Access to Engaged Learning

**TO**
- Competency or proficiency
- Entire educational pathway
- Demonstrated through actual work over time
- Meaning-making, sense-making
- High Impact Practices for all, everywhere
Purpose and Vision for General Education

Change the dialogue currently focused on:

Access → Completion

To...

Quality → Success

From and Through...

Current GE → GE to support Student Learning Success
Questions?

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