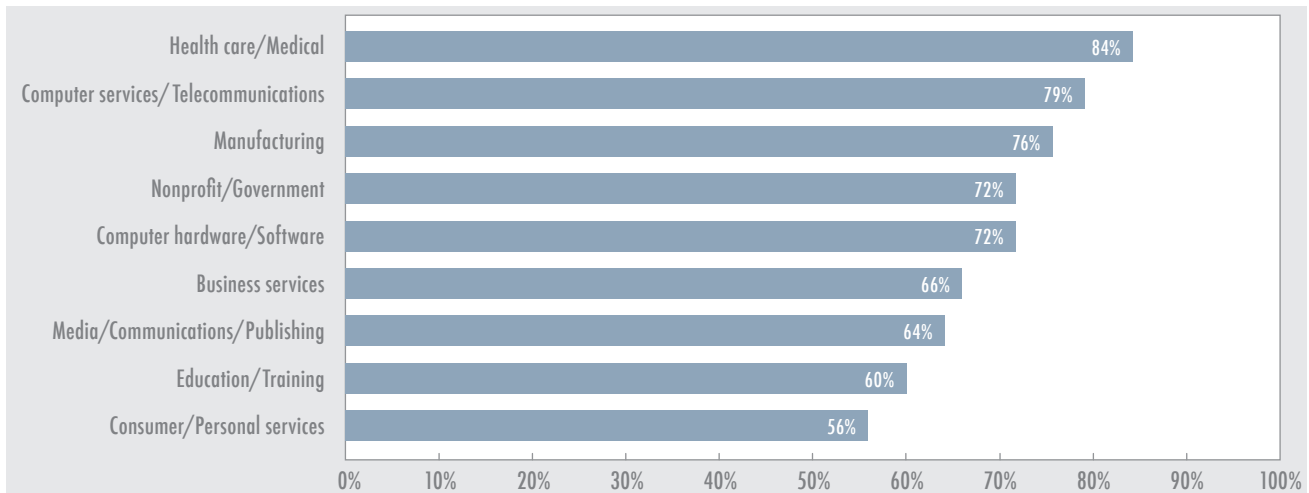


COMMUNICATION SKILLS NECESSARY FOR CAREER SUCCESS

In 2017, *The Chronicle of Higher Education* and Maguire Associates conducted a survey of college and university leaders and employers. Institutional administrators surveyed included those from private, public, two-year, and four-year institutions, and employers surveyed represented a variety of industries. Survey goals included determining how well colleges are doing at producing successful employees, as well as ascertaining the skills employers are seeking and whether new college hires possess those skills.

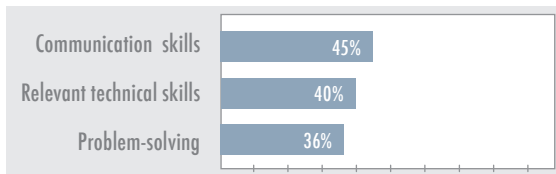
Eighty-four percent of employers in the health care/medical field indicated satisfaction with colleges and their ability to produce successful employees. By contrast, employers in consumer/personal services reported the least satisfaction with newly graduated employees. Just 56 percent of these employees indicated being satisfied with new employees' preparation. Sixty-four percent of employers in media/communications/publishing indicated satisfaction with colleges' ability to prepare new hires.

Percent of Employers, by Industry, Who Believe Colleges are Doing a Good Job of Preparing Students for Success

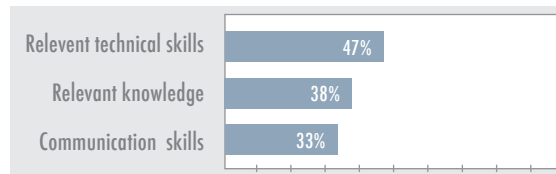


Employers and administrators were asked about the three specific skills that recent college graduates most need to be successful, as well as the actual skills these graduates possess. Communication was cited by both groups as the skill most needed by new hires. Communication was also ranked as one of the top three skills new graduates possess.

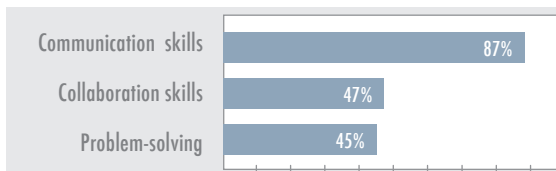
Percent of Employers Citing Top Three Skills Graduates Need to Succeed



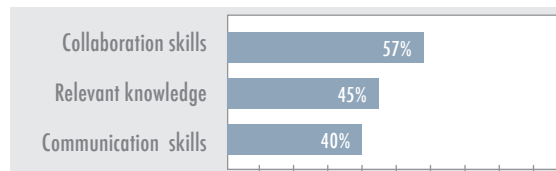
Percent of Employers Citing Top Three Skills Graduates Actually Possess



Percent of Colleges Citing Top Three Skills Graduates Need to Succeed



Percent of Colleges Citing Top Three Skills Graduates Actually Possess



Source: "What Graduates Need to Succeed: Colleges and Employers Weigh In," *The Chronicle of Higher Education*, 2017.