

**Skills Employers Seek in Entry-Level College Graduate Applicants
How Students can Acquire Skills and
Where Colleges need to pay more attention**

2013 NACE EMPLOYER Rankings	Employer Rankings in 2011, 2009 and 2007	% of AAC&U surveyed employers who say colleges should pay more attention to developing this skill	Ability to demonstrate through work in CLASSROOM	Ability to develop through CO-CURRICULAR OPPORTUNITY	Ability to develop through INTERNSHIPS	Could acquire through CAREER CENTER PROGRAMS
#1 ranking: Verbal Communications	#2: 2011 #1: 2009 #1: 2007	80% effectively communicate orally	X	X	X	X
#2 ranking: Ability to make decisions and solve problems	#3: 2011 Not ranked in top ten in 09 & 07	81% analyze and solve complex problems	X	X	X	X
#3 ranking: Ability to obtain and process information	#4: 2011 Not ranked in top ten in 09 & 07	72% locate, organize, and evaluate information from multiple sources	X	X	X	X
#4 ranking: Ability to plan, organize, & prioritize work	#5: 2011 #10: 2009 #10 :2007		X	X	X	X
#5 ranking: Ability to analyze quantitative data	#6: 2011 Not ranked in top ten in 2009 & 2007	55% Ability to work with numbers and understand statistics	X		X	
#6 ranking: Technical knowledge related to the job	Not ranked in top ten in 2009 & 2007	78% apply knowledge & skills to real world settings	X		X	
#7 ranking: Proficiency with computer software programs	#8: 2011 #8:2009 #7: 2007		X		X	
#8 ranking: Ability to create and/or edit written reports	#9: 2011 Was included in #1 ranked oral and written communication skills in 2009 & 2007	80% effectively communicate in writing	X		X	X
#9 ranking: Ability to sell or influence others	#10: 2011 Not ranked in top ten in 2009 & 2007			X	X	

Top Skills & Characteristics sought by Employers in 2009 or 2007, but not in top 9 for 2013						
	NACE Employer Ranking in 2009 and 2007	% of AAC&U surveyed employers who say colleges should pay more attention to developing this skill	Ability to demonstrate through work in CLASSROOM	Ability to develop through CO-CURRICULAR OPPORTUNITY	Ability to develop through INTERNSHIPS	Could acquire through CAREER CENTER PROGRAMS
Strong Work Ethic	#2: 2009 #5: 2007		X	X	X	
Teamwork Skills	#1: 2011 #3: 2009 #6: 2007	67% Teamwork skills & the ability to collaborate with others in diverse group settings	X	X	X	X
Initiative	#4: 2009 #4: 2007		X	X	X	
Analytical Skills	#5: 2009 #8: 2007		X		X	
Honesty & Integrity	#6: 2009 #2: 2007	64% Ability to connect choices and actions to ethical decisions	X			
Interpersonal Skills	#7: 2009 #3: 2007			X	X	X
Flexibility & Adaptability	#9: 2009 #9: 2007			X	X	

Additional, unrated skills, to which over half of American Association of College and University (AAC&U) employers believe colleges and universities should pay greater attention:

- Ability to innovate and be creative: 71%
- Knowledge about science and technology: 56%

Information Sources:

National Association of Colleges and Universities (NACE) Job Outlook 2013 Spring Update

NACE, *Getting Noticed, Getting Hired*, NACE Journal, November 2011

It Takes More than a Major: Employer Priorities for College Learning and Student Success, Hart Research Associates on behalf of The Association of American Colleges and Universities, April 2013

Assessment of where students can acquire skills: Curran Consulting Group; curranconsultinggroup.com