

## AACU Survey of Employers 2013 and Strategic Plan Alignment of Survey Data and Goals

The following chart is based on the report "Key Findings from 2013 Survey of Employers." The data indicates percentages for two response categories: (1) agree that the area of knowledge or skill is important *regardless of a student's major* and (2) want colleges and universities to "place more emphasis" on the area of knowledge or skill.

85% + 75% -84%

1. Area of Knowledge or Skill Important Regardless of Major	%	Strategic Plan (Values/Goals*)	
<ul> <li>Knowledge of Human Cultures and the Physical and Natural World</li> <li>Broad Knowledge in the liberal arts and sciences</li> <li>Global issues and knowledge about societies and cultures</li> </ul>	80 78	Quality education SG 1, 2 Diversity	
Intellectual and Practical Skills None indicated for this response category. See "More Emphasis Needed" below.		'	
<ul> <li>Personal and Social Responsibility</li> <li>Problem solving in diverse settings</li> <li>Ethical issues/public debates important in their field</li> <li>Civic knowledge, skills, and judgment essential for contributing to the community and to our democratic society</li> </ul>	91 87 82	Quality education Community SG 1, 2 Innovation	
<ul> <li>Integrative and Applied Learning</li> <li>Direct experiences with community problem solving</li> </ul>	86	Quality education Community Innovation SG 1, 2	
2. More Emphasis Desired	%	Strategic Plan (Values/Goals*)	
<ul> <li>Knowledge of Human Cultures and the Physical and Natural World</li> <li>Knowledge about science and technology</li> <li>Intellectual and Practical Skills</li> </ul>	56	Quality education SG 2	
<ul> <li>Critical thinking and analytical reasoning</li> <li>Complex problem solving</li> </ul>	82 81	Quality education Innovation SG 2	



2. More Emphasis Desired (cont.)	%	Strategic Plan (Values/Goals)	
Intellectual and Practical Skills (cont.)		-	
Written and oral communication	80		
Information literacy	72	Quality education	
<ul> <li>Innovation and creativity</li> </ul>	71	Innovation	SG 1, 2
<ul> <li>Teamwork skills in diverse groups</li> </ul>	67		
<ul> <li>Quantitative reasoning</li> </ul>	55		
Personal and Social Responsibility			
Ethical decision making	64	Quality education	
_		Integrity	SG 1
Integrative and Applied Learning			
Applied knowledge in real-world settings	78	Quality education	
		Innovation	SG 1, 2
		Community	

Strategic Goal 1: Enhance access to Lamar University's educational programs and student services

<u>Strategic Goal 2</u>: Leverage Lamar University's core strengths while elevating the quality of educational programming and scholarship throughout the university

<sup>\*</sup>Values = university values identified in the Strategic Plan; Goals = strategic goals relevant to student learning articulated in the Strategic Plan