Higher education is at a crossroads. Rather than reducing the purpose of college education to specialized training for short-term returns, America must confirm the life-long value of a broad-based Arts & Sciences education. A four-year Arts & Sciences education expands opportunity, drives ingenuity and innovation, and is an investment in America. The Arts & Sciences: Education for the unpredictable. Learning for all of life.

An Arts & Sciences education develops leadership skills and prepares graduates for a lifetime career, not simply their first job.

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
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<tr>
<td>80%</td>
<td>Employers say all students should acquire broad knowledge in the arts and sciences.</td>
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Employers want colleges to increase their focus on critical thinking, analytical reasoning, complex problem solving, analysis, and written and oral communication.

Almost 3 in 4 Business leaders believe that being well rounded is more important than industry-specific skills.

Average number of jobs held by young Baby Boomers by age 46:

11.3

“Developing one’s mind is no different from developing a strong body: exercise and, specifically, cross training. By studying art, science, the humanities, social science, and languages, the mind develops the mental dexterity that opens a person to new ideas, which is the currency for success in a constantly changing environment.”

– A.G. Lafley, President & CEO, Procter & Gamble

Visit www.pbk.org/arts&sciences for more information.

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A four-year Arts & Sciences education expands personal horizons and equips graduates for lifelong civic engagement.

93%

College students strongly or somewhat agree that community involvement should be a major focus of their college.⁵

"For the sake of the spirit of liberty, humane learning, humane teaching in the United States must not get short shrifted."

— David H. Souter, Retired U.S. Supreme Court Associate Justice

73%

Four-year college graduates aged 25–44 were 1.7 times more likely to vote in the 2012 election than high school graduates in the same age group (73% to 42%).⁷

80%

Nobel Laureates in science point to specific ways arts training boosted their innovative ability.⁸

FOR CAREER | FOR CITIZENSHIP | FOR LIFE

Companies founded or headed by an Arts & Sciences graduate include:

- CNN | Amazon | Reddit | Walt Disney | IBM
- JP Morgan Chase | Hewlett-Packard | American Express
- Pinterest | Goldman Sachs | Delta Air Lines
- Bank of America | Blackstone Group | Sherwin-Williams
- Texas Pacific Group | Time Warner Cable | NBC Universal
- Capital One | eBay | Avon | Procter & Gamble
- Caesars Entertainment Group | Kraft Foods | Starbucks
- Pepsico | DirecTV | and many, many more

Four-year college graduates are more than twice as likely to volunteer compared to high school graduates.⁶

College Graduates 42%

Some College or Associate Degree 29%

High School Graduates 17%

"I think it's important not to forget that there is out there a need for creativity and innovation of a different type that might not simply come through math and the sciences and so as we're thinking about the future of the university... that it has to be a broad university."

— Former Secretary of State Condoleezza Rice

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⁸ "Arts Foster Scientific Success: Avocations of Nobel, National Academy, Royal Society, and Sigma Xi Members," Dr. Robert Root-Bernstein et al., 2008