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.

Employers say all students should acquire broad knowledge in the arts and sciences.\(^1\)

More than 80% Employers want colleges to increase their focus on critical thinking, analytical reasoning, complex problem solving, analysis, and written and oral communication.\(^2\)

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

Average number of jobs held by young Baby Boomers by age 46 \(^4\)

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.

**FOR CAREER**

Based on degree fulfilled in the liberal arts and sciences or fulfilled through membership in the Phi Beta Kappa Society; includes founders, current CEOs, and past CEOs.

- 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
- DirectTV
- and many, many more

**FOR CITIZENSHIP**

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

<table>
<thead>
<tr>
<th>College Graduates</th>
<th>42%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Some College or Associate Degree</td>
<td>29%</td>
</tr>
<tr>
<td>High School Graduates</td>
<td>17%</td>
</tr>
</tbody>
</table>

**FOR LIFE**

- 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

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*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

*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