



**Arts Facts . . . Preparing Students for the Workplace**  
Schools and employers rank a *degree in the arts* as the most significant indicator of a job candidate's creativity and skills of innovation.

## **Business and School Leaders See the Arts as Key to Preparing Students to Be Creative Workers for the Global Marketplace**

85 percent of surveyed business executives indicated that they are currently having difficulty recruiting individuals who possess creative ability. The demand for creative people will increase as U.S. firms pursue innovation.

- U.S. employers rate creativity/innovation among the top five skills that will increase in importance over the next five years, and rank it among the top challenges facing CEOs.
- Employers (56 percent) and superintendents (79 percent) agree that a college degree in the arts is the most significant indicator of creativity in a prospective job candidate.
- Among eleven subjects offered in high school, superintendants rank arts activities in the top four that are most likely to develop creativity. Yet, three out of four top rated arts subjects are offered as an only as elective by a majority of respondents. Creative writing is the sole required course in more than half the districts. Less than 1 in 5 require a music class.

**Improving access to arts education for all students and strengthening the arts in NCLB is critical to building tomorrow's creative workforce.**

The source for this information comes from *Ready to Innovate*, a new study conducted by The Conference Board, Americans for the Arts, and the American Association of School Administrators.



The Conference Board is a global, independent association of business executives dedicated to creating and disseminating knowledge about management and the marketplace.