



# Falling Short? College Learning and Career Success

In 2014, Hart Research Associates conducted an online survey on behalf of the Association of American Colleges and Universities among 400 employers whose organizations have at least 25 employees and report that 25% or more of their new hires hold either an associate degree from a two-year college or a bachelor's degree from a four-year college. Respondents are executives at private sector and nonprofit organizations, including owners, CEO's, presidents, C-suite level executives, and vice presidents. The objective of the survey is to understand which learning outcomes employers believe are most important to acquire to be able to succeed in today's economy, how prepared they believe recent college graduates are in these areas, and employers' feelings about the importance of applied and project-based learning in college.

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