AMERICANS
for the
ARTS

**Creativity** is one of the top three personality traits most important to **career success**, according to **U.S. employers**



Creativity 20%
Personability 21%
Persistence 18%
Curiosity 7%
Fearlessness 6%
Other 4%
Intelligence 24%
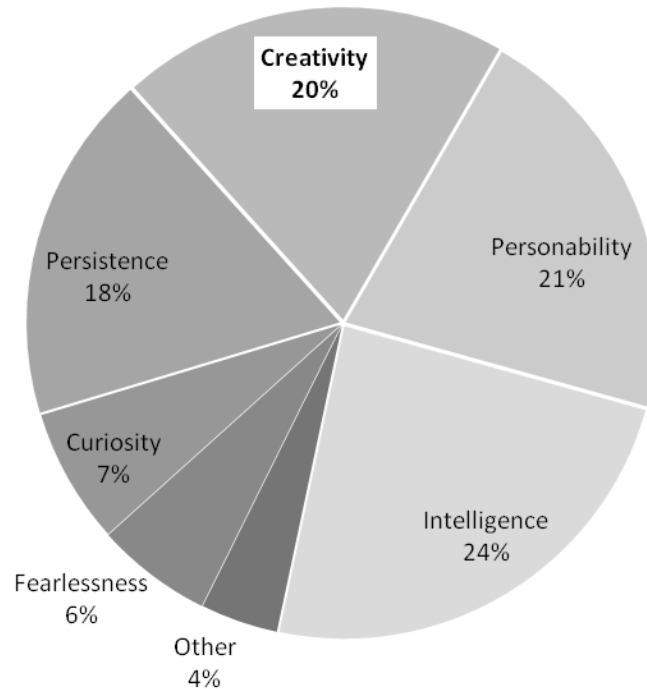
- Teaching creativity develops critical thinking skills, engages students, and fosters innovation.

- In a survey of college educated, full-time employees, ages 25+, 85 percent agreed that creative thinking is critical for problem solving in their career. 71 say creative thinking should be taught as a course, like math and science. And, while 78 percent stated that creativity is very important to their career, only 57 percent thought so when they were in college.

- 72 percent of employers say creativity is of primary concern when they're hiring, yet 85 percent of these employers can't find the creative applicants they seek.

- 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.

- 97 percent of superintendents surveyed agreed that music develops creativity, yet only 17 percent of their schools require music courses for graduation.

**www.AmericansForTheArts.org**