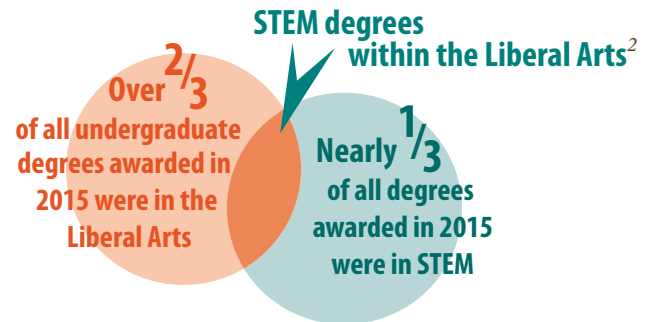


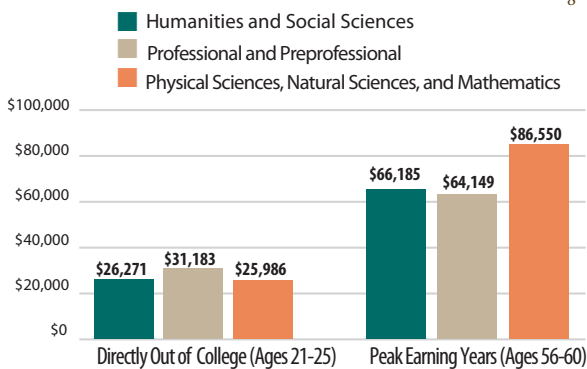
The Value of a Liberal Arts Education: Washington's Public Four-Year Institutions

What are the liberal arts?

The liberal arts are a combination of general education and discipline expertise. The majority of degrees awarded by Washington's public baccalaureate institutions are in the liberal arts which include a core set of disciplines related to the humanities, social sciences, mathematics, and natural sciences including STEM fields. ¹

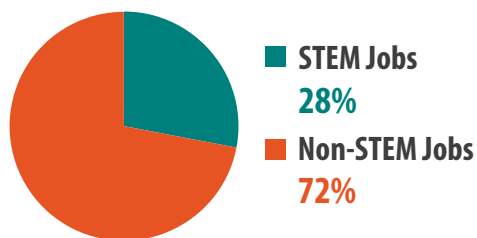


Liberal Arts and Sciences Majors Close Earnings Gaps with Professional Majors ⁸



The Liberal Arts represent both STEM and non-STEM fields. While jobs in STEM fields are increasingly important to the state's economy, it is with noting that a significant portion of the state's current job market include non-STEM fields.⁹

Composition of Washington's Job Market ⁹

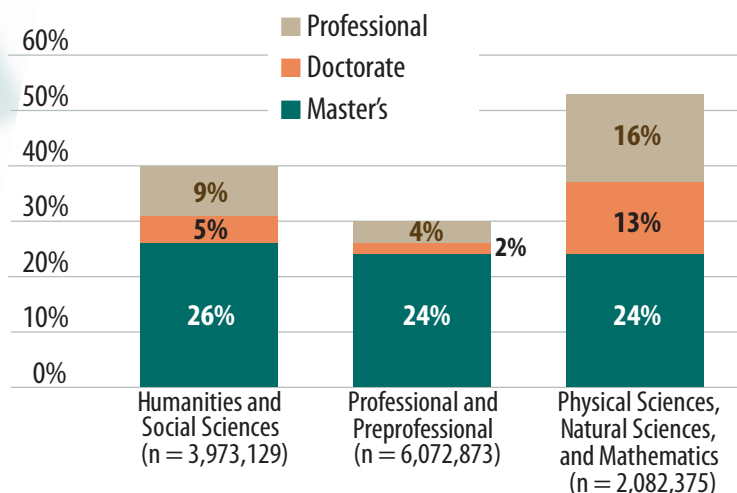


Work in the 21st Century: Changing Rapidly and Demanding Diverse Skills	Liberal Arts Education Meets 21st Century Workforce Needs	The Result: Liberal Arts Highly Valued in Today's Workforce
<ul style="list-style-type: none"> ◆ Each year, more than 1/3 of the entire US labor force changes jobs. ◆ Today's students may have between 10-14 jobs by the time they are 38. ◆ 50% of workers have been with their company less than 5 years. ◆ Every year, more than 30 million Americans are working in jobs that did not exist in the previous quarter. ◆ 93% of employers agree that candidates' demonstrated capacity to think critically, communicate clearly, and solve complex problems is more important than their undergraduate major.^{3,4} 	<ul style="list-style-type: none"> ◆ Inquiry and analysis ◆ Critical and creative thinking ◆ Written and oral communication ◆ Quantitative literacy ◆ Information literacy ◆ Teamwork and problem solving ◆ Civic knowledge and engagement—local and global ◆ Intercultural knowledge and competence ◆ Ethical reasoning and action ◆ Foundations and skills for lifelong learning⁵ 	<ul style="list-style-type: none"> ◆ 55% of employers want both field-specific knowledge and a broad range of knowledge and skills. ◆ 40% of liberal arts graduates are drivers of intellectual capital: 40% attain an advanced degree compared to 30% of graduates from professional and preprofessional programs and 53% of STEM graduates. ◆ While liberal arts graduates earn less directly out of college versus their peer graduates from professional and preprofessional programs (\$26,271 versus \$31,183), they out earn those same peers during their peak earning years (\$66,185 versus \$64,149). Both groups out earn their STEM graduate peers directly out of college (\$25,986).⁶

A liberal [arts] education helps students develop a sense of social responsibility, as well as strong and transferable intellectual and practical skills such as communication, analytical and problem-solving skills, and a demonstrated ability to apply knowledge and skills in real-world settings.¹

According to the Association of American Colleges & Universities (AAC&U)

Drivers of U.S. Intellectual Capital: More Liberal Arts and Sciences Majors Attain Advanced Degrees⁸



Ten Notable CEO's

1. Howard Schultz, Starbucks (Communications)
2. Richard Plepler, HBO (Government)
3. Kenneth Frazier, Merck & Co. (Political Science)
4. Richard Anderson, Delta (Political Science)
5. Christopher Conner Sherwin-Williams (Sociology)
6. Bob Iger, The Walt Disney Company (Television and Radio)
7. Kenneth Chenault, American Express (History)
8. Lloyd Blankfein, Goldman Sachs (History)
9. Les Moonves, CBS (Spanish)
10. Denise Morrison, Campbell Soup Company (Psychology and Economics)⁷

Promoting Liberal Arts in Washington state education

Thirty-five public and private colleges and universities and seven educational organizations and consortia are members of The Washington Consortium for the Liberal Arts (WaCLA). Founded in 2012, this association promotes the value of a liberal arts education to the people and communities of the state.

It's in Apple's DNA that technology alone is not enough – it's technology married with liberal arts, married with the humanities, that yields us the result that makes our heart sing and nowhere is that more true than in these post-PC devices.

Steve Jobs, CEO, Apple, Inc.

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