



STRATEGIC NATIONAL ARTS ALUMNI PROJECT

TRACKING THE LIVES AND CAREERS OF ARTS GRADUATES

2012 Invitation to Participate



"SNAAP helps us connect with our graduates, learn how their education contributed to their success, and continuously improve to keep our programs on the leading edge."

*—Joseph H. Seipel, Dean, School of the Arts,
Virginia Commonwealth University*

Register by June 15, 2012, at snaap.indiana.edu.



What Is SNAAP?

The Strategic National Arts Alumni Project (SNAAP) is an annual online survey and institutional improvement system designed to enhance the impact of arts-school education in North America. SNAAP investigates the educational experiences and career paths of arts graduates and provides comparative data with other institutions. SNAAP also publishes an annual report and produces research to help better understand the contributions of arts graduates to the creative economy.

Since SNAAP's inception in 2008, more than 230 institutions from 43 states and three Canadian provinces have participated in the annual survey. So far, about 55,000 arts alumni have responded to the survey.

SNAAP is administered by the Indiana University Center for Postsecondary Research in collaboration with the Vanderbilt University Curb Center for Art, Enterprise, and Public Policy. Staff includes George Kuh, Director, and Steven J. Tepper, Senior Scholar.

What Kinds of Institutions Can Participate?

Any institution that offers high school, baccalaureate, and/or graduate degrees with majors or concentrations in any arts field is eligible to administer the SNAAP survey. Both undergraduate and graduate alumni are included. We define the arts in the broadest sense, to include art, architecture, design, media arts, film, music, theater, dance, and creative writing.

Eligible institutions can include:

- Arts departments, programs, and schools within comprehensive colleges and universities
- Independent colleges of art, design, and the performing arts
- Arts high schools



“We’re using SNAAP data to reengage with our alumni, to demonstrate to university officials and accreditors how our students benefit from their education in the arts, and to illustrate the importance of donors investing in fine arts education. Most important of all, we’re using these results to reexamine the rigor and currency of our curriculum, for the future benefit of our students.”

—Douglas Dempster, Dean, College of Fine Arts, University of Texas at Austin

What Kinds of Questions Are Asked?

The full questionnaire can be viewed at snaap.indiana.edu. Arts alumni respond to questions about:

- satisfaction with their arts education
- educational path and other degrees pursued
- current and past employment and education
- relevance of arts education to work and further education
- support and resources needed after graduation
- types of art practiced and how often
- income and support, student debt, and other financial issues

What Are the Benefits of Participating?

Institutions need good data to recruit students, plan effectively, and meet accreditation requirements. Institutions can use their SNAAP data for:

- alumni engagement and support
- recruitment, marketing, public relations, and development
- career advising
- accreditation and assessment
- curriculum development and reform

What Does a Participating Institution Receive?

Institutions receive detailed confidential analyses and information tools, including:

- **Customized Institutional Report**—Presents your alumni responses to all questions on the SNAAP questionnaire, including an executive summary and all open-ended comments
- **Comparative Results**—Detailed comparative data showing your alumni responses alongside those of alumni from peer schools that you select
- **Institutional Data File**—Includes alumni responses to all survey items, including student identifiers for additional in-depth analyses
- **Updated Alumni Files**—A national research firm searches for your graduates for whom you do not have an e-mail address and you receive these updates
- **Workshops and Webinars**—SNAAP staff help institutional users understand their reports and how to use their data



“From SNAAP, we get an honest reflection from our graduates about their educational experiences and their subsequent careers. The reports we receive give us direction as we move forward to offer the very best in arts education to future students.”

—Scott Allen, Principal, High School for the Performing and Visual Arts, Houston

How Is SNAAP Administered?

SNAAP partners with institutions to administer the survey to all living arts alumni for whom a valid e-mail address can be found.

- Step 1: Using templates provided by SNAAP, participating schools provide an alumni data file and customized e-mail messages to SNAAP.
- Step 2: Alumni with valid e-mail addresses receive an e-mail invitation to complete the survey at a secure website.
- Step 3: SNAAP handles all other aspects of survey administration (follow-up with non-respondents, data collection, and analysis).
- Step 4: Institutions receive detailed reports in early spring 2013.

How Often Should Institutions Participate?

We expect that most institutions will participate in the annual SNAAP survey every three to four years. In the future, we may add modules with questions on specialized topics. We recommend that institutions that participated in a field test (2008–2010) register again because the questionnaire has changed significantly. In addition, SNAAP now surveys all alumni, not just selected cohorts.



What Does It Cost to Participate in SNAAP?



Colleges and Universities

Registration fee \$300 (nonrefundable)

Administration fee

<u>Number of Alumni Submitted</u>	<u>Fee</u>
Fewer than 1,000 alumni	\$3,000
1,000–2,499 alumni	\$4,000
2,500–4,999 alumni	\$5,500
5,000 or more alumni	\$7,500

High Schools

Registration fee \$300 (nonrefundable)

Administration fee

<u>Number of Alumni Submitted</u>	<u>Fee</u>
Fewer than 1,000 alumni	\$1,000
1,000–1,999 alumni	\$1,750
2,000 or more alumni	\$2,500

Notes:

One *Institutional Report* is included with the administration fee. If you wish to have your data analyzed by different departments, schools, or programs within your institution, you can request additional reports for \$500 each.

Multiple arts schools or programs on one campus require only one registration. Multiple campuses of the same university system require separate registrations.

Six or more institutions can form a consortium to add specialized questions. For example, in 2011 the University of California system formed a consortium. Please contact SNAAP for more information.

Colleges and Universities Participating in SNAAP (2008–2011)

Alberta College of Art + Design
 Albion College
 Alfred University
 Alma College
 American Academy of Dramatic Arts
 Arkansas State University
 Art Center College of Design
 Art Institute of Boston at Lesley University
 Baldwin-Wallace College
 Barnard College
 Belmont University
 Berry College
 Bloomsburg University of Pennsylvania
 Bluffton University
 Boston Conservatory
 Boston University
 Bowling Green State University
 Brigham Young University
 Bucknell University
 California Baptist University
 California College of the Arts
 California Institute of the Arts
 California Lutheran University
 California State University—Dominguez Hills
 Capital University
 Central Connecticut State University
 Chapman University
 Chicago State University
 City College of New York
 Clemson University
 Cleveland Institute of Art

Cleveland Institute of Music
 Cleveland State University
 Coker College
 College for Creative Studies
 College of Charleston
 College of New Jersey
 College of Visual Arts
 Colorado State University
 Colorado State University—Pueblo
 Columbia College
 Columbia College Chicago
 Columbus College of Art & Design
 Columbus State University
 Converse College
 Cooper Union School of Art
 Corcoran College of Art + Design
 Cornish College of the Arts
 Culver-Stockton College
 Curtis Institute of Music
 Davis & Elkins College
 Delta State University
 DePaul University
 Drake University
 East Carolina University
 Ferris State University
 Florida International University
 Florida State University
 George Mason University
 Georgia College & State University
 Georgia Southern University
 Greensboro College
 Hamilton College
 Hiram College
 Hope College
 Indiana University Bloomington
 Indiana University—Purdue University Indianapolis
 Iowa State University
 James Madison University
 Judson College
 Juilliard School
 Kansas City Art Institute
 Kansas State University
 Kennesaw State University
 Kent State University
 Lamar University
 Louisiana State University
 Loyola Chicago University
 Lyme Academy College of Fine Arts
 Maine College of Art
 Manhattan School of Music
 Marshall University
 Maryland Institute College of Art

Maryville College
 Marywood University
 Massachusetts College of Art and Design
 Memphis College of Art
 Miami University
 Millikin University
 Milwaukee Institute of Art & Design
 Minneapolis College of Art and Design
 Montclair State University
 Moore College of Art & Design
 Morehead State University
 Morningside College
 New England Conservatory
 New England School of Art & Design at Suffolk University
 New World School of the Arts
 New York School of Interior Design
 New York University
 North Dakota State University
 Northern Kentucky University
 Northern State University
 Nova Scotia College of Art & Design
 OCAD University
 Ohio State University
 Ohio Wesleyan University
 Old Dominion University
 Oregon College of Art and Craft
 Otis College of Art and Design
 Otterbein University
 Pacific Lutheran University
 Pacific Northwest College of Art
 Palm Beach Atlantic University
 Parsons The New School for Design
 Peabody Institute, Johns Hopkins University
 Penn State University Park
 Pennsylvania College of Art & Design
 Portland State University
 Pratt University
 Purchase College
 Purdue University
 Rhode Island School of Design
 Rice University
 Ringling College of Art and Design
 Roosevelt University
 Rowan University
 San Francisco Art Institute
 San Francisco Conservatory of Music
 San Francisco State University
 School of the Art Institute of Chicago
 School of the Museum of Fine Arts, Boston
 School of Visual Arts





Seton Hall University
 Shenandoah University
 Shorter University
 Skidmore College
 Southern Methodist University
 St. Cloud State
 St. Mary's College
 St. Olaf College
 SUNY Fredonia
 SUNY New Paltz
 Syracuse University
 Texas Christian University
 University of Akron
 University of Alabama
 University of Alaska Anchorage
 University of California—Berkeley
 University of California—Davis
 University of California—Irvine
 University of California—Los Angeles
 University of California—Riverside
 University of California—San Diego
 University of California—Santa Barbara
 University of California—Santa Cruz
 University of Colorado at Boulder
 University of Delaware
 University of Denver
 University of Hawaii at Manoa
 University of Houston
 University of Idaho
 University of Kentucky
 University of Mary Hardin—Baylor College
 University of Massachusetts Amherst
 University of Miami
 University of Michigan—Ann Arbor
 University of Minnesota Duluth
 University of Missouri—St. Louis
 University of Mobile
 University of Montana—Missoula
 University of Montevallo

University of Nebraska—Lincoln
 University of Nebraska at Omaha
 University of North Carolina at Charlotte
 University of North Carolina at Greensboro
 University of North Carolina School of the Arts
 University of North Dakota Main Campus
 University of North Texas
 University of Northern Iowa
 University of Rhode Island
 University of Rochester Eastman School of Music
 University of South Florida
 University of South Carolina Columbia
 University of Southern California
 University of Texas at Austin
 University of Texas at El Paso
 University of the Arts
 University of the Incarnate Word
 University of Utah
 University of Wisconsin—Eau Claire
 University of Wisconsin—Green Bay
 University of Wisconsin—Whitewater
 University of Wyoming
 Vanderbilt University
 Virginia Commonwealth University
 Washington State University
 Weber State University
 Webster University
 Wesleyan College
 West Virginia Wesleyan College
 Western Carolina University
 Western Connecticut State University
 Western Michigan University
 Whitworth University
 William Paterson University of New Jersey
 Winona State University
 Winthrop University
 Wittenberg University

Arts High Schools Participating in SNAAP (2008–2011)

Baltimore School of the Arts
 Boston Arts Academy
 Chicago Academy for the Arts
 Cleveland School of the Arts
 Douglas Anderson School of the Arts
 Duke Ellington School of the Arts

Fine Arts Center
 High School for the Performing and Visual Arts
 Idyllwild Arts Academy
 Interlochen Arts Academy
 La Guardia High School of Music & Art and the Performing Arts
 Los Angeles County High School for the Arts
 Louisiana School for Math, Science, and the Arts
 New Orleans Center for Creative Arts
 New World School of the Arts
 North East School of the Arts
 Oakland School for the Arts
 Orange County High School of the Arts
 South Carolina Governor's School for the Arts and Humanities
 University of North Carolina School of the Arts
 Walnut Hill School

SNAAP Sponsors

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 Barr Foundation
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“SNAAP is of major significance to our field. Accountability is our future, and SNAAP is providing data that heretofore we have not had. There are significant implications related to what the data reveal.”

—Ron Jones, President,
Memphis College of Art



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**Strategic National Arts Alumni Project
(SNAAP)**

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Web: snaap.indiana.edu

**When and How Do I
Register for SNAAP?**

The deadline to register is
June 15, 2012.

To register, or for additional
information, go to snaap.indiana.edu
or call 812-856-5824.

**Important Dates to
Remember for SNAAP 2012**

February–June 2012

Registration open

June 15, 2012

Registration deadline

Summer 2012

Institutions submit population
files and customized survey
invitations

Fall 2012

Survey is administered online
to arts alumni

Spring 2013

Institutions receive
customized reports

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