“SNAAP data shapes critical strategic planning. Both the comprehensive quantitative data on our graduates’ lives and careers and the open-ended comments provide remarkable insights.”

—Sarah B. Cunningham, Executive Director of Research, Virginia Commonwealth University School of the Arts

Register by July 15, 2013, 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 300 institutions from 46 states and three Canadian provinces have participated in the annual survey. Thus far, over 85,000 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 Sally Gaskill, director; George Kuh, senior advisor; and Steven Tepper, research director.

What Kinds of Institutions Can Participate?

Any institution that offers high school, associate, 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
- Community colleges (new this year!)
- Arts high schools

“Graduate success and persistence in the field are two things in which our university and state take more and more interest. SNAAP gives us both an anecdotal and statistical look at those two important outcomes, and helps us reconnect with our alumni.”

—George Sparks, Dean, College of Visual and Performing Arts, James Madison University
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
- types of art practiced and how often
- community engagement after graduation
- 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:

- advocacy
- benchmarking with other institutions
- alumni engagement and support
- recruitment, marketing, public relations, and fundraising
- 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, a special report on recent alumni, 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
- Improved Alumni Records—A national research firm searches for your graduates for whom you do not have an email address and you receive these updates
- Workshops and Webinars—SNAAP staff help you understand your reports and how to use your data
How Is SNAAP Administered?

SNAAP partners with institutions to administer the survey to all living arts alumni.

- **Step 1:** Using templates provided by SNAAP, participating schools provide an alumni data file to SNAAP.
- **Step 2:** SNAAP partners with a national research firm to find missing email addresses for your alumni.
- **Step 3:** Institutions can customize invitation messages sent by SNAAP.
- **Step 4:** Alumni with valid email addresses receive an email invitation to complete the survey at a secure website.
- **Step 5:** SNAAP handles all other aspects of survey administration (follow-up with non-respondents, data collection, and analysis).
- **Step 6:** Institutions receive detailed reports in spring 2014.

How Often Should Institutions Participate?

Some schools participate every year, so they can annually report new alumni outcomes. 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; the questionnaire has changed significantly and you can choose comparison groups from any institution participating in 2011–2013 (see pages 6–7).

“Our SNAAP results are helping us to address key questions that our stakeholders have been asking us for many years.”

—Chris Ford, Director, Baltimore School for the Arts
What Does It Cost to Participate in SNAAP?

Colleges and Universities

Registration fee $300 (nonrefundable)

Administration fee

<table>
<thead>
<tr>
<th>Number of Alumni Submitted*</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fewer than 1,000 alumni</td>
<td>$3,000</td>
</tr>
<tr>
<td>1,000–2,499 alumni</td>
<td>$4,000</td>
</tr>
<tr>
<td>2,500–4,999 alumni</td>
<td>$5,500</td>
</tr>
<tr>
<td>5,000 or more alumni</td>
<td>$7,500</td>
</tr>
</tbody>
</table>

High Schools

Registration fee $300 (nonrefundable)

Administration fee

<table>
<thead>
<tr>
<th>Number of Alumni Submitted*</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fewer than 1,000 alumni</td>
<td>$1,000</td>
</tr>
<tr>
<td>1,000–1,999 alumni</td>
<td>$1,750</td>
</tr>
<tr>
<td>2,000 or more alumni</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

Notes:

*SNAAP requires participating institutions, schools, or programs to submit records for all living arts alumni. In some cases, exceptions can be made; please consult with SNAAP staff.

No payment is required until October 2013.

One Institutional Report is included with the administration fee. If you wish to have your data broken down by different departments, schools, or programs within your institution, you can request additional reports for $600 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 customized questions! For example, consortiums have been formed by members of the Association of Independent Colleges of Art and Design and the University of California system. Please contact SNAAP for more information.
Colleges and Universities Participating in SNAAP (2008–2012)

Alberta College of Art + Design*
Albion College*
Alfred University*
Alma College*
American Academy of Dramatic Arts
Arizona State University*
Arkansas State University
Art Center College of Design*
Art Institute of Boston at Lesley University*
Baldwin-Wallace College
Barnard College
Bellarmine University*
Belmont University
Berry College
Bloomsburg University of Pennsylvania*
Bluffton University
Boston Conservatory
Boston University
Bowling Green State University
Brigham Young University
Brigham Young University—Idaho
Bucknell University
Butler University*
California Baptist University*
California College of the Arts*
California Institute of the Arts*
California Lutheran University*
California State University—Dominguez Hills
Capital University
Case Western Reserve University*
Central Connecticut State University
Chapman University*
Chicago State University
City College of New York
Clemson University
Cleveland Institute of Art*
Cleveland 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*
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
Evangel University*
Ferris State University*
Florida Atlantic University*
Florida International University*
Florida State University
George Mason University
Georgia College & State University
Georgia Southern University*
Georgia State University*
Greensboro College
Hamilton College*
Hiram College
Hope College
Indiana University Bloomington*
Indiana University Pennsylvania*
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*
Knox College*
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
Oakland University*
OCAD University*
Ohio Northern University*
Ohio State University*
Ohio Wesleyan University
Old Dominion University
Oregon College of Art and Craft
Otis College of Art and Design*
Otterbein University
Pace 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
Pennsylvania Academy of the Fine Arts*
Park Pennsylvania College of Art & Design
Pittsburg State University*
Portland State University
Pratt Institute*
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
Santa Fe University of Art and Design*
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 University*
St. Mary's College
St. Olaf College
Stetson University*
SUNY Fredonia
SUNY New Paltz
Syracuse University*
Texas Christian University
Texas State University—San Marcos*
The Colburn School*
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 Hartford*
University of Hawaii at Manoa
University of Houston*
University of Idaho
University of Illinois at Urbana-
Champaign*
University of Kansas*
University of Kentucky
University of Louisiana at Monroe*
University of Mary Hardin—Baylor College
University of Massachusetts
Amherst*
University of Massachusetts
Dartmouth*
University of Miami
University of Minnesota Duluth
University of Missouri—Kansas City*
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 New Orleans*
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 Colorado*
University of Northern Iowa
University of Rhode Island
University of Richmond*
University of Rochester Eastman School of Music
University of South Carolina
Columbia
University of South Florida
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
Utah State University*
Valdosta State University*
Vanderbilt University
Virginia Commonwealth University*
Washington State University
Weber State University
Webster University
Wesleyan College
West Virginia University*
West Virginia Wesleyan College
Western Carolina University
Western Connecticut State University
Western Kentucky University*
Western Michigan University*
Whitworth University
William Paterson University
University of New Jersey
Winona State University
Winthrop University
Wittenberg University
Woodbury University

Arts High Schools Participating in SNAAP (2008–2012)
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 Greenville 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
Lehigh Valley Charter School for 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 for the Arts*

*This institution can be used in a comparison group in 2013

SNAAP Sponsors

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ART WORKS. arts.gov
“SNAAP provides extremely timely service and data to the arts education field for institutions and educators to take proactive action as demand for outcomes demonstration intensifies.”
—Samuel Hoi, President, Otis College of Art and Design

When and How Do I Register for SNAAP?

The deadline to register is July 15, 2013.

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

Important Dates to Remember for SNAAP 2013

March–July, 2013
Registration open

July–August 2013
Institutions submit alumni files

October–November 2013
Survey is administered online to arts alumni

Spring 2014
Institutions receive customized reports

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Page 2: University of the Arts

Page 4: Pace University; School of the Museum of Fine Arts, Boston

Page 5: Ohio State University

Page 6: Kansas City Art Institute

Page 7: Ohio State University