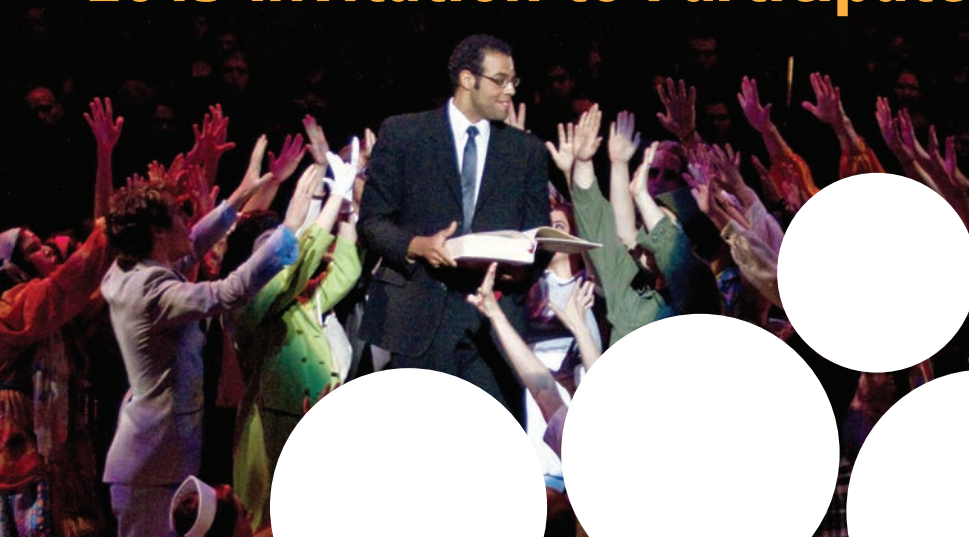




STRATEGIC NATIONAL ARTS ALUMNI PROJECT

TRACKING THE LIVES AND CAREERS OF ARTS GRADUATES

2013 Invitation to Participate



"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



“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

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).



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:

*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 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*
 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*
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 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 Michigan*

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 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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“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*



**STRATEGIC
NATIONAL ARTS ALUMNI
PROJECT**

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

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Email: snaap@indiana.edu

Web: snaap.indiana.edu

**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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College

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