What SNAAP tells us about the creative workforce

Americans for the Arts
Nashville 2014
Presented by Sally Gaskill
With research prepared by Angie Miller, PhD
SNAAP

Since 2008 ...

>100,000 arts alumni surveyed from 300 institutions

450 total variables

That’s a lot of data.
A BREAKDOWN OF PARTICIPANTS* BY ARTS MAJORS**

- ARCHITECTURE
- ART HISTORY
- ARTS ADMINISTRATION
- ARTS EDUCATION
- CREATIVE / OTHER WRITING
- DANCE
- DESIGN
- FINE / STUDIO ARTS
- MEDIA ARTS
- MUSIC HISTORY / COMPOSITION
- MUSIC PERFORMANCE
- THEATRE
- OTHER ARTS MAJORS
# Arts Majors

**A Breakdown of Participants* by Arts Majors**

## Arts Education (9%)

<table>
<thead>
<tr>
<th>Gender</th>
<th>Education Satisfaction***</th>
<th>Top 3 Occupations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male: 34%</td>
<td>Poor: 1%</td>
<td>K-12 Arts Educator</td>
</tr>
<tr>
<td>Female: 65%</td>
<td>Fair: 5%</td>
<td>Education, Training, and Library</td>
</tr>
<tr>
<td>Transgender:0.1%</td>
<td>Good: 33%</td>
<td>Private Teacher of the Arts</td>
</tr>
<tr>
<td></td>
<td>Excellent: 61%</td>
<td></td>
</tr>
</tbody>
</table>

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*Participants are those who are currently enrolled in an arts program.

**Note:** The data represents the percentage of participants in each category.
A BREAKDOWN OF PARTICIPANTS* BY CURRENT OCCUPATION

Outside of the Arts

- Construction / Extraction
- Education / Training / Library
- Engineering / Science
- Financial / Business
- Food Preparation
- Healthcare
- Human Resources
- Legal
- Management
- Military / Protective Services
- Manufacturing

Within the Arts

- Building / Maintenance / Installation / Repair
- Communications
- Arts Administrator / Manager
- Architect
- Craft Artist
- Curator / Dealer / Gallery Owner
- Dancer / Choreographer
- Film / TV / Video Artist
- Fine Artist
- Musician
- Photographer
- Writer / Author / Editor
- Theater
- Other
- Sales
- Social Services
- Services / Personal Care
LOCATIONS OF SNAAP RESPONDENTS WITH SOME EMPLOYMENT INFORMATION
Today

• 92,113 alumni from 162 different institutions

• 74% undergraduate
• 22% graduate level
• 4% arts high school

• How did they take the survey?
  Mac 43%, PC 42%    phone 9%    tablet 5%
First job out of college

• How long after graduating to get a job?

- 38% obtained work prior to leaving
- 35% less than 4 months
- 16% 4 to 12 months
- 8% more than a year
- 3% have not found work
First job related to major?

- Closely related: 59%
- Somewhat related: 22%
- Not related: 19%
Arts Work

Artist?
Yes, currently = 54%
In the past = 21%

Arts teacher?
Yes, currently = 27%
In the past = 30%

Arts administrator?
Yes currently = 17%
In the past = 21%

Multiple jobs currently: 40% !
Artists as Entrepreneurs

• 16% founded a company
• More likely if parents/family = artists

• Majors most likely:
  – Dance 26%
  – Theater 23%
Artists as entrepreneurs ... self-employed

• Currently – 60%
• In the past – 36%
• Never – 4%
Important Resources

#1 Strong network of peers & colleagues
#2 Publicity and acknowledgment of your work
#3 Mentors & teachers
#4 Opportunity to live in an artistically vital city
#5 Prizes, grants & commissions
Why no longer in the arts..

- Higher/steadier pay in other fields: 57% (Recent) vs 56% (All)
- Artistic work not available: 40% (Recent) vs 39% (All)
- Change in interests: 29% (Recent) vs 27% (All)
- Debt: 25% (Recent) vs 30% (All)
- Lack of access to networks: 23% (Recent) vs 30% (All)
- Family related issues: 20% (Recent) vs 10% (All)
- Current location not conducive: 17% (Recent) vs 22% (All)
- Lack of social support: 9% (Recent) vs 8% (All)

Legend: 
- Red: Recent 
- Blue: All
Impact of student debt on career

46% All Ages = No Debt

36% Recent = No Debt

Of those with debt...

- **No Impact**: 35% All, 15% Recent
- **Some Impact**: 34% All, 34% Recent
- **Major Impact**: 31% All, 51% Recent
Non-arts occupations

- Education, training, library: 41%
- Communications: 29%
- Sales: 28%
For those who no longer work in the arts...

• “I work in {accounting} and my arts training is totally irrelevant to what I do.”

• “I work in {accounting} and my arts training is totally relevant to everything I do: I use my communication skills, project management, problem-solving ...”
Sally Gaskill, Director
Strategic National Arts Alumni Project (SNAAP)

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Understanding the Lives and Careers of Arts Graduates