STRATEGIC NATIONAL ARTS ALUMNI PROJECT

FINAL YEAR OF CURRENT 3-YEAR SURVEY CYCLE*

2017 INVITATION TO PARTICIPATE

REGISTER BY JULY 14, 2017 AT snaap.indiana.edu

*See page 5 for more information
ABOUT SNAAP

What is the value of an arts degree?
SNAAP data enable you to answer this question for your internal and external stakeholders with information that is focused, concrete, and current.

Founded in 2008, the Strategic National Arts Alumni Project (SNAAP) is an online survey that collects and analyzes data about the educational experiences and careers of arts alumni in North America. Participating institutions receive actionable findings on their arts graduates as well as comparative data from other institutions. SNAAP reports are structured to be useful to institutions in planning, accreditation, assessment, and more.

SNAAP has surveyed over 170,000 arts graduates; published reports and articles on its national findings; and provided detailed, confidential institutional reports for the hundreds of institutions that have participated.

In short, SNAAP has become the gold standard for collection and analysis of data about individuals with degrees in the arts. SNAAP is administered by the Center for Postsecondary Research at the Indiana University School of Education.

PARTICIPATING INSTITUTIONS

Any institution that offers undergraduate and/or graduate degrees with majors or concentrations in any arts field is eligible to participate in SNAAP. Arts high schools are also invited to participate. We define the arts in the broadest sense—to include art, architecture, design, media arts, film, music, theater, dance, creative writing, etc.

The standard majors eligible for SNAAP can be accessed at: bit.ly/SNAAP_Majors

SURVEY QUESTIONS

SNAAP asks questions about your arts graduates’ educational experiences as well as their post-graduation careers. Skills acquired in school and valued in the workforce are explored in depth. To view the core questionnaire and modules: bit.ly/SNAAP_Questionnaire

SNAAP separates the results of your undergraduate and graduate-level alumni.

HOW IT WORKS

Administering SNAAP involves active collaboration between SNAAP staff and your institution. You will select a Campus Project Manager to serve as the primary contact for your institution throughout the survey administration.

As soon as your institution registers to participate in the 2017 survey at snaap.indiana.edu, you will be able to access the SNAAP Interface—a secure online portal for uploading and editing all necessary files.

We strongly recommend that you improve your survey response rates by (a) updating your alumni contact information, especially email addresses, and (b) marketing the survey to your alumni (using IRB-approved language provided by SNAAP).

Using templates provided by SNAAP, your Campus Project Manager will (1) upload a file of alumni contact information; (2) customize survey invitation messages; and (3) select your comparison groups and other reporting preferences. SNAAP provides a secure online portal for uploading and editing all necessary files.

SNAAP handles all other aspects of survey administration—sending survey invitations to alumni on your institution’s behalf, data collection, and analysis.

For a detailed timeline of the process: bit.ly/SNAAP_How

HOW INSTITUTIONS ARE USING THEIR DATA

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

- **Accreditation and Assessment**—Reports provide clear data on student experiences and career outcomes.
- **Advocacy**—Results demonstrate the value of an arts degree to prospective students and their parents, institutional stakeholders, and others.

Over 300 institutions have participated in SNAAP since 2008. For the complete list: bit.ly/SNAAP_Participants

For examples of how institutions are using their SNAAP data: bit.ly/SNAAP_Examples
Alumni Engagement and Support—Alumni value the opportunity to help current and future arts students, and to share their own career information.

Benchmarking—Results are compared with those of other institutions.

Curriculum Development and Reform—Institutions are introducing new courses and degree programs that address issues raised by alumni.

Recruitment, Marketing, Public Relations, and Fundraising—Quantitative data are shared and also anecdotal stories from alumni who work as artists as well as those in other professions.

WHAT SNAAP SCHOOLS RECEIVE

SNAAP’s detailed, confidential analyses and information tools include:

- Customized Institutional Report—a compendium including an executive summary, a report on your alumni responses to all questions, a report on all recent alumni responses, and your respondents’ open-ended comments
- Data Visualization—infographics that help you visualize key results from your report (see example on page 5)
- Comparative Results—the responses of your alumni shown alongside those of graduates from your selected peer schools
- Accreditation Toolkit—ways to incorporate your SNAAP data into regional and specialized accreditation efforts
- Institutional Data File—your complete data set, including alumni identifiers to facilitate your own analyses
- Improved and Updated Alumni Records—your alumni’s current email addresses, updated by a national research firm
- Workshops and Webinars—assistance from SNAAP staff in understanding your reports and using your data

CUSTOMIZATION OPTIONS

- Topical Module—You can select a short, 20-item question set on “internships” or “career development and entrepreneurship.” View the core questionnaire and modules at bit.ly/SNAAP_Questionnaire.
- Survey Invitations—The online survey invitation sent to your alumni can be customized for your institution.
- Customized Comparison Groups—You can select your own comparison groups by major, peer institutions, region, type of institution, and other criteria.
- Break-out Reports—You can request additional special reports providing results for your specific majors, with comparative data from other schools, in addition to the aggregate report for all your arts alumni. ($600 per report)
- Consortium Participation—A consortium of six or more institutions may form around a common interest to include up to 20 additional survey items. SNAAP staff will assist in developing your questions. ($600 participation fee)

WHEN SHOULD MY INSTITUTION PARTICIPATE IN SNAAP?

The 2017 SNAAP Survey will conclude the 3-year cycle begun in 2015. SNAAP is engaged in a strategic planning process which may result in changes to the frequency of the annual survey. We will explore the feasibility of offering the survey once every several years.

Therefore, 2017 may be the last opportunity to participate for the next few years.

"Independent art and design schools as well as art and design programs within more comprehensive institutions really benefit from participating in SNAAP particularly at a time when there’s so much scrutiny on the value of higher education and when the relevance of an art and design education is under question.”

—Mara Hermano, Vice President of Integrated Planning, Rhode Island School of Design

Example of the SNAAP data visualization to be provided to each institution
COST

Colleges and Universities

$300 registration fee (nonrefundable). Subtract $100 if you register by June 1, 2017.

<table>
<thead>
<tr>
<th>Number of Arts Degrees Conferred</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 100</td>
<td>$3,300</td>
</tr>
<tr>
<td>100–149</td>
<td>$4,400</td>
</tr>
<tr>
<td>150–199</td>
<td>$6,100</td>
</tr>
<tr>
<td>200–499</td>
<td>$7,900</td>
</tr>
<tr>
<td>≥500</td>
<td>$8,500</td>
</tr>
</tbody>
</table>

Note: Fees are based on the number of arts degrees conferred by your institution for the most recent year verifiable by IPEDS data (2015), as reported to the U.S. Department of Education. Canadian institutions should contact SNAAP staff. SNAAP will invoice your institution in October.

Arts High Schools

$150 registration fee (nonrefundable). Subtract $50 if you register by June 1, 2017.

<table>
<thead>
<tr>
<th>Arts High School Size</th>
<th>Number of Students Enrolled</th>
<th>Regular Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small/Medium</td>
<td>0–599</td>
<td>$1,400</td>
</tr>
<tr>
<td>Large</td>
<td>≥ 600</td>
<td>$2,700</td>
</tr>
</tbody>
</table>

Note: Number of students enrolled will be verified by the most recent year of available NCES data. SNAAP will invoice your institution in October.

When and How to Register

Register online: snaap.indiana.edu
Registration deadline: July 14, 2017

“Understanding alumni outcomes and reflections on their education is integral to Drexel University’s Westphal College of Media Arts & Design’s values. The SNAAP survey has provided such extensive data that we have only begun to scratch the surface of the information, but even so, we have been able to share key results with our internal funding partners as well as all of the faculty and staff of Westphal College. Those results, some expected and some surprising, are serving as key inputs into our strategic planning. The consistent response from decision-makers in the college and from our funding partners has been ‘Now I see why you wanted to be a part of this survey – definitely worth the money!’ ”

—Larry Epstein, Department Head, Arts & Entertainment Enterprise, Westphal College of Media Arts & Design, Drexel University

COMPARISON INSTITUTIONS

Institutions that register for the 2017 SNAAP survey will be able to compare their results to any of the following institutions, as well as to all other schools that participate in 2017.

United States

Arizona State University
Art Academy of Cincinnati
Art Center College of Design
Baltimore School for the Arts*
Booker T. Washington High School for the Performing and Visual Arts*
Brigham Young University
California College of the Arts
California Institute of the Arts College of Charleston
Colorado State University
Columbus College of Art and Design
DePaul University
Drexel University
Eckerd College
Florida International University
Fort Worth Academy of Fine Arts*
George Fox University
Hope College
Indiana University Bloomington
Institute of American Indian Arts
Interlochen Center for the Arts*
James Madison University
The Juilliard School
Kansas City Art Institute
Kendall College of Arts and Design of Ferris State University
Kennesaw State University
Kent State University
Louisiana State University, College of Music and Dramatic Arts
Maine College of Art, Portland
Manhattan School of Music
Maryland Institute College of Art, Baltimore
Massachusetts College of Art and Design
Memphis College of Art
Messiah College
Metropolitan State University of Denver
Michigan State University
Milwaukee Institute of Art and Design
Minnesota College of Art and Design
New Hampshire Institute of Art
Northern State University
Pace University
Pacific Northwest College of Art
Pennsylvania Academy of Fine Arts
Pennsylvania State University
Rhode Island School of Design
Ringling College of Art and Design
San Diego State University
San Francisco Art Institute
School of the Art Institute of Chicago
School of Visual Arts
South Carolina Governor’s School for the Arts and Humanities*
Southern Methodist University
Southern Utah University
St. Cloud State University
St. Olaf College
Texas Christian University, Art & Art History
Texas Tech University
Tufts University
UCLA School of Theater, Film and Television
University of Colorado Denver
University of Connecticut
University of Delaware
University of Illinois at Urbana-Champaign
University of Iowa
University of Mary Washington
University of Michigan–Ann Arbor, School of Music, Theatre & Dance
University of Montevallo
University of New Haven, Lyme College of Art
University of New Mexico
University of North Carolina at Greensboro
University of North Carolina–Charlotte
University of North Carolina School of the Arts**
University of North Texas
University of Saint Francis–Fort Wayne
University of Tennessee at Chattanooga
University of Texas at Austin
University of Texas Rio Grande Valley
University of Toledo
University of Utah
University of Wisconsin–Madison
University of Wisconsin–Stevens Point
Utah State University
Virginia Commonwealth University
Virginia Tech University
Wayne State University
Weber State University
Western Carolina University

Canada

Alberta College of Art and Design
Emily Carr University of Art and Design
Nova Scotia College of Art and Design
OCAD University
University of Victoria

*Arts High School **Has both Postsecondary and Arts High School programs
“Why use SNAAP? SNAAP data have helped many arts faculties communicate to their Boards, Executives and Publics that arts training is as vital for American innovation and quality of life as science, medicine, and engineering. Asking your graduates to respond to the SNAAP survey yields multiple fruits:

- Feedback on your curricula and your graduates’ preparedness for careers;
- Profiles of where your alumni live and work today;
- What sectors they work in and how they use their arts training on the job;
- How each cohort has fared as a group and how curriculum and degree program changes have improved their prospects;
- How satisfied they are with their schooling and postgraduate accomplishments.”

—Ann Markusen, Professor Emerita and Director, Arts Economy Initiative and Project on Regional and Industrial Economics, Humphrey School of Public Affairs, University of Minnesota

**TIMELINE**

**Register:** snaap.indiana.edu

June 1, 2017: Early Registration Deadline

July 14, 2017: Final Registration Deadline

**June–September:** Promote the survey to your alumni

**August:** Submit alumni file, customize survey invitations, and select a topical module

**September:** Determine if you would like additional break-out reports

**October & November:** Your alumni are surveyed

**Winter:** Select your comparison groups

**Spring 2018:** Data and report delivery

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**More information:**
Phone: 812-856-5824 or toll-free 866-435-6773
Email: snaap@indiana.edu
Web: snaap.indiana.edu
Facebook and Twitter: snaap.arts