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## STRATEGIC NATIONAL ARTS ALUMNI PROJECT

### SNAAP News

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## SPRING-SUMMER 2019

### Message from the Guest Editor

Welcome to summer! Trees budding. Flowers blooming. Caps and gowns floating around campus. And arts administrators find time to breathe a bit and focus on planning for the future.

Have you explored the [SNAAP website](#) as you ponder and plan? If not, I encourage you to do so. There you will find a variety of helpful reports, news articles, and data briefs that will allow you to plan effectively and persuasively. In preparing Commencement remarks for the Penn State graduates in the College of Arts & Architecture, I found myself grateful for the information and stories there, which serve to inspire me, the college's leadership team, faculty, and students.

For the end-of-year college leadership meetings here at Penn State, we will be reviewing together some of the helpful information on SNAAP's website and our most recent institutional report as we work to meet the needs of future generations of students and adapt to the changing landscape of higher education, the creative industries, and the art and design professions.

This newsletter highlights the continued efforts of SNAAP to engage in research that will maximize the success and impact of creatives in society through the SNAAP Research Fellows. It also highlights the ways in which one arts leader has used SNAAP research to make a difference in the lives of arts and design students.

As always, we welcome your feedback, questions, and success stories at [snaap@indiana.edu](mailto:snaap@indiana.edu).

Have a refreshing, relaxing, and reinvigorating summer.

**Barbara O. Korner**, Dean  
College of Arts & Architecture  
Penn State University



## Call for SNAAP Research Fellows

### Research Fellowships Available @ \$5,000

The board of directors of Arts & Design Alumni Research is pleased to announce the creation of two 12-month SNAAP Research Fellowships @ \$5,000 each. Individuals or teams of researchers can apply to be SNAAP Research Fellows for 2020. The deadline to apply is August 31, 2020.

The purpose of the fellowships is to expand existing knowledge about the lives and careers of arts graduates, utilizing the rich SNAAP database.

Researchers from any discipline are eligible to apply, including faculty members, graduate students and researchers with affiliations other than institutions of higher education. Researchers who have previously worked with SNAAP data are not eligible. Applicants are welcome to submit project proposals in teams; a total of \$5,000 will be available per project. All team members will be identified as SNAAP Research Fellows. Fellows will receive guidance on using the data set from the SNAAP Research Scientist at Indiana University, who will also facilitate Fellows' attainment of their SNAAP data-use agreements. The final research product can take the form of a peer-reviewed journal article, white paper, conference presentation, and/or report. In addition, each fellowship/project will write a DataBrief to be disseminated by SNAAP.

Proposals are due August 31, 2019. For complete information, go [here](#). Prospective applicants are encouraged to contact Angie Miller, SNAAP Research Analyst at [anglmill@indiana.edu](mailto:anglmill@indiana.edu) with specific questions about the database

**SNAAP** is a leader in enabling scholarship and insights for bolstering the lives and careers of arts and design graduates. For over 10 years, SNAAP has informed the national conversation on the value of an arts degree by collecting, examining and sharing its collection of the most comprehensive and detailed data on arts and design education, that includes data from over 200,000 arts graduates from across North America. SNAAP data are considered the gold standard for what is known about an intensive arts education.



## PROFILES IN LEADERSHIP

### Raymond Tymas-Jones

By Ann Markusen

Raymond Tymas-Jones, President of Cornish College of the Arts in Seattle and SNAAP Board Member, knows and acts on the value of alumni feedback. He recently made national



arts headlines, convincing the Cornish trustees to increase student applications by lowering tuition rates by 20%. Trained as a singer, Raymond's arts leadership roles include stints at Northern Iowa (Director of its School of Music), Ohio University (Dean of the College of Fine Arts), and most recently the University of Utah (Associate Vice-President for the Arts and Dean of the College of Fine Arts). He became Cornish College of the Arts' tenth president on July 1, 2018.

At Utah, Tymas-Jones set up its Center for Interdisciplinary Arts in Technology and led the development of the Create CONNECTIONS

Project to foster interdisciplinary activity through the infusion of arts and design practices in medicine, science, and business. In addition to his responsibilities in the College of Fine Arts, Tymas-Jones also was chief administrative officer for the Utah Museum of Fine Arts, Pioneer Theatre Company, Tanner Dance Program, and UtahPresents Performing Arts Series.

At Utah, Tymas-Jones began launching SNAAP surveys in 2009, repeating them with different cohorts twice thereafter. "The SNAAP results made us quite aware of the effectiveness of the educations we were providing our arts majors. For our majors who intended to make a living from their art work, we wanted to know if our curriculum was comprehensive enough to enable them to follow that path."

With their SNAAP results, Tymas-Jones's Utah team sought ongoing ways to showcase their students' transferable skills, such as critical thinking. Twice a year, they set up speed-dating sessions with vendors and arts businesses. In meeting them, the students demonstrated how their skills would make them excellent project managers. Many landed internships, some leading to permanent positions. His faculty began introducing business skills into their curricula and offered grant writing workshops where students learned to craft arguments that would generate funding and vetted them with fellow students. They also trained students to read grant proposals and decide which might warrant funding.

Tymas-Jones reached out to students in other colleges, especially undergrads. He created an Associate Dean position for Undergraduate Studies and set up relevant co-curricular opportunities. When asked to offer non-major subjects, SNAAP data provided the encouragement to do so that some faculty needed. He also created avenues outside of classrooms for students to self-identify and take advantage of college offerings in evenings and on weekends. He sent student representatives to the university's Faculty Senate to report back to faculty on gains from co-curricular options. These ideas emerged from feedback from alumni.

Like many arts colleges across the US, Cornish faced declining enrollments since the Great Recession of 2008-09. Newly at Cornish, Tymas-Jones asked his Board to consider lowering tuition rates, allowing him to explore methods to encourage students with varying means to apply and enroll. The School hired a research firm to conduct a national tuition sensitivity survey, sent to hundreds around the US. They learned that by lowering college's tuition rates, many more college-bound arts students would consider applying to Cornish.

The Board agreed to a sliding scale reduction in tuition that would not reduce revenue. Since students from low-income families continue to be eligible for Pell grants and state education grants, the reductions are targeted at middle income students without access to such grants and who cannot rely on family savings.

Will Cornish College of the Arts participate in the SNAAP survey in the future? "No doubt," says Tymas-Jones. "My predecessors did not use SNAAP. So I have only anecdotal evidence about the education that students received here and its contributions to their current work lives."

Tymas-Jones continues to be a lively and hard-working SNAAP Board member, first joining the National Advisory Board at Indiana University and then the new Arts & Design Alumni Research board. He's led at a regional public institution, research university, and private arts college. Arts deans and faculty around the country will be closely watching his bold experiment at Cornish College.



## NEW SNAAP INTERNATIONAL RESEARCH

Jennifer C. Lena (Columbia University) and Léonie Hénaut (Sciences Po, Paris) were awarded a Joint Projects grant from the Alliance Program in December 2018 on "Occupational Identity and the Gig Economy." The goals of the project are to advance our understanding of occupational identity and the gig economy using the SNAAP dataset as an initial case study. The grant supports the travel of both scholars to host workshops for graduate students in New York and Paris over the next 18 months.



Profs. Lena and Hénaut presented a paper from this project, entitled "Experts, Expertise, and Occupational Identity in the Gig Economy." The presentation was part of a panel on Professional Expertise at the Eastern Sociological Society held in Boston in Spring 2019.



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The SNAAP Board of Directors includes art school administrators, artists, and researchers representing the major stakeholders in SNAAP research.

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PO BOX 303303  
AUSTIN, TX 78703

CONTACT:

**Sally Gaskill**, SNAAP Consulting Director  
gaskill@indiana.edu

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