

Strategic National Arts Alumni Project

Instructions for Providing the Alumni File to SNAAP



1. Important Note

Please submit all of your arts alumni for every graduating class, including Spring 2015, regardless of whether or not you have complete contact information.

2. File Format

Please create your file using the “Alumni File Template”—an Excel spreadsheet template available for download on the SNAAP 2015 Interface at <https://websurv.indiana.edu/snaap/interface>.

To keep this sensitive data secure, upload your alumni files through the SNAAP Interface. The upload feature will be available in early June. ****DO NOT SEND FILES VIA EMAIL****

3. Field Names

Alumni ID*

Please provide some type of unique identifying number/coding for each alumnus/alumna that you submit. This can be a student or alumni identification number or anything that will help you identify alumni. Every record must have an AlumniID for our system to accept the file. **Do not submit Social Security Numbers.**

Name*

Please send first, middle (if available), maiden (if available) and last names in separate columns. Every record must have a first and last name for our system to accept the file.

Email Addresses

Please provide the most current email address you have for your alumni. If you have two email addresses available, you can provide one in the “PrimaryEmail” column and the other in the “SecondaryEmail” column. Please include the domain name in the e-mail address (e.g., graduatename@gmail.com).

Graduation Year*

Indicate when the alumna/alumnus graduated from your school using the YYYY format. Please include all alumni with arts degrees who graduated through May 2015.

Highest Arts Degree

Indicate the **highest arts related degree** the alumna/alumnus earned at your institution. Please use the common abbreviation for the degree excluding any periods (e.g., BA, MFA, etc.). If he/she earned both an undergraduate and graduate degree, only list the graduate degree.

Arts Major/Arts Area*

We define the arts broadly to refer to a range of creative activity including performance, design, architecture, creative writing, film, media arts, illustration, and fine arts. Please provide the arts major or primary arts area of study for alumni that correspond to their highest degree earned. If the alumna/alumnus had two majors, you can provide both using the “Major1” and “Major2” columns. If a person had one arts major and one non-arts major, please make sure the arts related major is provided in the “Major1” column. **Do not use acronyms.**

An asterisk (*) indicates the field is required.

Degree Level (HS, UG, G)*

Provide a classification for the level of degree attained by alumna/alumnus using the following codes: HS=High School Diploma or equivalent, UG=Undergraduate Degree or equivalent, G=Graduate Degree or equivalent. You will receive a separate report for each of these levels. Please do not include alumni who were non-degree seeking.

Department Name*

Provide the name of the department in which “Major1” is offered. (i.e. Media Arts Department; Department of Theatre and Dance; Art Department). If your institution experienced a reorganization at some point in time and “Major1” was offered formerly under a different department, please indicate the department in which it is **currently** offered. For majors that no longer exist, indicate the current department to which it most closely corresponds.

College or School Name*

Indicate the name of the larger academic unit in which the corresponding “Major1” and department reside within your University (i.e. College of Performing Arts; School of Art + Design; College of Architecture). For smaller liberal arts colleges or independent art schools, you may include the institution name here.

Gender

Indicate whether the alumna/alumnus is Male, Female, or another gender identity using the following codes: M=Male, F=Female, and A=Another gender identity.

Postal Addresses

Provide the most recent mailing address, city, state, zip/postal code, and country in separate columns. (SNAAP will not send anything to your alumni via the US Postal Service. Mailing addresses are used by the research firm, Harris Connect, that we contract with on your behalf to help find missing email addresses.)

Secondary Postal Addresses

Please provide any other mailing address you may have for alumni.

Group Fields

You may include up to 5 additional fields that SNAAP will not use but will be available in your final data set. The field headings for these additional fields are “Group 1,” “Group 2,” “Group 3,” “Group 4,” and “Group 5” in the alumni file template.

4. Upload Process

The alumni file upload feature on the Institution Interface will guide you through a series of steps to help confirm that your file is properly populated. If there are missing values for required fields or inconsistencies in formatting, you will be notified at that time to make the necessary corrections. SNAAP staff can assist you if you have any difficulties.

Common Upload Errors:

Duplicate records

Please make sure you have one record (Excel row) per person in your file. If someone received an undergraduate degree and a graduate degree from your institution, make sure the “Degree Level” field reflects the highest degree earned. Please also consolidate records for alumni with multiple email contacts and/or names. You may indicate up to two email addresses per record in the “PrimaryEmail” and “SecondaryEmail” fields. For married alumni, you may use the “Maiden Name” to help combine records.

An asterisk (*) indicates the field is required.

Missing required fields

Our system will reject files with incomplete AlumniIDs, Names, Graduation Years, Degree Level, Major1, Department Name, and College/School Name. These are mandatory fields. If you are missing data for any of these fields, please contact SNAAP staff for guidance. Also, please make sure to use the exact headings from the “Alumni File Template” for each field.

Non-Arts alumni are included

Please make sure alumni included majored in at least one arts area. For a full list of eligible SNAAP majors, go to [http://bit.ly/SNAAP Majors](http://bit.ly/SNAAP_Majors) or contact the SNAAP staff.

5. Frequently Asked Questions

What alumni are you looking for?

SNAAP surveys graduates with arts degrees. For some schools, such as research universities or liberal arts colleges, that will mean specific schools or departments within your institution. For institutions focused on the arts, simply submit all your alumni.

What do you mean by “the arts”?

SNAAP defines “the arts” very broadly. Our definition includes a range of creative activity and disciplines including performance, design, architecture, creative writing, film, media arts, illustration, and fine arts. For a full list of eligible SNAAP majors, go to [http://bit.ly/SNAAP Majors](http://bit.ly/SNAAP_Majors). If you have any questions about what majors can be included, please contact the SNAAP staff.

Do we need to include all of the information requested in the alumni file?

Required fields are denoted by an asterisk, above. We need a unique alumni ID, first name, last name, graduation year, degree level, major1, department, and school or college name. We also ask for mailing addresses to assist Harris Connect with finding email addresses.

Can I add any fields beyond what you've requested?

Yes. We understand that many institutions want to be able to connect their final data sets across various campus databases. For that purpose, we allow you to include up to 5 additional fields that SNAAP will not use but will be available for you in your final data set. The field headings for these additional fields are “Group 1,” “Group 2,” “Group 3,” “Group 4,” and “Group 5” in the alumni file template.

Should I upload all of my alumni contact information in one single file?

Yes. All alumni records should be uploaded in one single file, even if multiple units across campus are participating.