“SNAAP leverages the most comprehensive data set available about arts graduates to help programs communicate to campus administrators and prospective students the value of degrees in the arts. And it does it in a way that expands the discourse well beyond the traditional and often cited job placement and salary data.”

—Barbara O. Korner, Dean, College of Arts & Architecture, Penn State
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 annual 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 so as to be useful to institutions in planning, accreditation, assessment, and more.

SNAAP has surveyed over 100,000 arts graduates; published numerous 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 Indiana University Center for Postsecondary Research.

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

How It Works

See the SNAAP website for detailed information on the survey administration 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.
- **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.

"Using our SNAAP data, we created ArtsForce, a first-of-its-kind resource that aids our students in transitioning to the workforce, through student conferences, networking, research, and mentoring."

— Raymond Tymas-Jones, Associate Vice President for the Arts and Dean, The University of Utah College of Fine Arts

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. We define the arts in the broadest sense—to include art, architecture, design, media arts, film, music, theater, dance, and creative writing.

Note: Arts high schools can participate in SNAAP in 2016.

Nearly 300 institutions have participated in SNAAP since 2008. For the complete list: bit.ly/SNAAP_Participants
Introducing SNAAP 2.0

Following an extensive assessment of its services in 2014, SNAAP is launching a revised core survey, more customization opportunities, new reports, and a wider range of choices for participants. In addition to improved surveying and reporting, SNAAP 2.0 offers two participation models:

1. SNAAP
   One-year participation agreement, including one survey administration

2. SNAAP+
   Three-year participation, including one survey administration plus extensive built-in benefits, leadership opportunities, and an annual fee payable over three years

What SNAAP and 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**—NEW THIS YEAR—infographics that help you visualize key results from your report
- **Comparative Results**—the responses of your alumni shown alongside those of graduates from your selected peer schools
- **Accreditation Toolkit**—NEW THIS YEAR—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**—NEW THIS YEAR—A short, 20-item question set on a topic of interest can be appended to the core survey; modules on internships or career skills and entrepreneurship can be selected in 2015.
- **Survey Invitations**—The online survey invitation sent to your alumni can be customized for your institution.
- **Customized Comparison Groups**—Reports display your institution’s results alongside those for two customizable comparison groups selected from the pool of participating institutions.
- **Break-Out Reports**—You can request 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 (SNAAP+ includes cost of up to five break-out reports).
- **Consortium Participation**—A consortium of six or more institutions may form around a common interest to include up to 20 additional survey items (cost included in SNAAP+).

Additional Benefits for SNAAP+ Participants

- **Leadership Council**—for arts school leaders to discuss issues facing the 21st century arts school; to include periodic forums with thought leaders, input into SNAAP’s research topics, and other services to be determined by the participants
- **SNAAP National Research**—advance access to SNAAP annual research reports, monthly SNAAP Databriefs, and more
- **Special Analyses**—additional analyses of your data by SNAAP staff on subjects determined by Leadership Council; a comparison of SNAAP alumni data and student data for National Survey of Student Engagement (NSSE) participants
- **Individualized Consultation**—expert help from SNAAP staff in using and interpreting your data
- **Break-Out and Consortium Reports**—provided at no extra cost
- **3 Million Stories Conference**—priority and discounted registration for SNAAP’s multidisciplinary arts conference focused on the arts in higher education; to take place March 3–5, 2016, in Phoenix

Note: SNAAP+ schools can choose to conduct the survey in 2015, 2016, or 2017.

“SNAAP data help us understand our long-term impact on students’ lives. The knowledge that we gain from SNAAP also helps us grapple with imagining how we will prepare our students and school for the future, a hugely important question for all creative institutions.”

—Chris Ford, Director, Baltimore School for the Arts
Comparing SNAAP and SNAAP+

<table>
<thead>
<tr>
<th>SNAAP = one-year participation agreement</th>
<th>SNAAP+ = three-year participation agreement, payable annually</th>
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</thead>
<tbody>
<tr>
<td><strong>Survey Administration and Reporting</strong></td>
<td></td>
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<tr>
<td>Core survey</td>
<td>✓</td>
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<tr>
<td>Topical module</td>
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<tr>
<td>Consortium participation</td>
<td>*</td>
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<tr>
<td>Institutional report with data visualization</td>
<td>✓</td>
</tr>
<tr>
<td>Break-out reports (SNAAP+ receives up to 5 at no extra cost)</td>
<td>** ✓</td>
</tr>
<tr>
<td>Accreditation toolkit</td>
<td>✓</td>
</tr>
<tr>
<td>Improved and updated alumni file</td>
<td>✓</td>
</tr>
<tr>
<td>Full identifiable data set</td>
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</tr>
<tr>
<td>Webinars and workshops</td>
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<tr>
<td>Individual consultation on data interpretation and use</td>
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<tr>
<td>Special analyses</td>
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<tr>
<td><strong>Leadership Portfolio</strong></td>
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<tr>
<td>SNAAP+ Leadership Council</td>
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<tr>
<td>Advance receipt of national SNAAP research and publications</td>
<td>✓</td>
</tr>
<tr>
<td>3 Million Stories Conference, March 3–5, 2016 (SNAAP+ receives priority, discounted registration)</td>
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</table>

For further explanation of the above items, see pages 4–5.

✓ included
*additional fee of $500
**additional fee of $600 per report

Cost

Registration Fee

$300 per institution
Subtract $100 if you register by June 1, 2015.

SNAAP Fee (1 year)

<table>
<thead>
<tr>
<th>Number of Arts Degrees Conferred</th>
<th>Cost Per Year</th>
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<tbody>
<tr>
<td>&lt; 100</td>
<td>$3,300</td>
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<td>200–499</td>
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<td>&gt;500</td>
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SNAAP+ Fee (3 years)

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<th>Number of Arts Degrees Conferred</th>
<th>Cost Per Year</th>
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<tr>
<td>150–199</td>
<td>$4,050</td>
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<tr>
<td>200–499</td>
<td>$4,650</td>
</tr>
<tr>
<td>&gt;500</td>
<td>$5,350</td>
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Notes

Fees are based on the number of arts degrees conferred by your institution for the most recent year verifiable by IPEDS data (2013), as reported to the U.S. Department of Education. Canadian institutions should contact SNAAP staff.

Fees are due in October.

When and How to Register

Register online: snaap.indiana.edu
Registration deadline: July 15, 2015

“For further information on cost: bit.ly/SNAAP_Pricing

“SNAAP is a key resource for the School of the Art Institute of Chicago and our peer institutions. The quantitative and qualitative insights SNAAP provides support our efforts to enhance our curricular and career offerings, create useful marketing tools, write successful grant applications, and adapt within the always-evolving field of art and design.”

—Walter Massey, President, School of the Art Institute of Chicago
Timeline

Register: snaap.indiana.edu

June 1, 2015: Early Registration Deadline

July 15, 2015: Final Registration Deadline

June–September: Promote survey to alumni

August: Submit alumni file

September: Customize your reports—select a module, break-out reports, etc.

October and November: Surveying

December: Select your comparison groups

Spring 2016: Data and report delivery

Without the support of Surdna Foundation and other original funders, SNAAP would not exist.

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Page 7: New Orleans Center for Creative Arts (NOCCA)

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