

# 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 2017, 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 2017 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

#### AlumniID\*

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 Alumni ID for our system to accept the file. **Do not submit Social Security Numbers.**

Template field header: AlumniID

#### 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.

Template field headers: FirstName, MiddleName, MaidenName, LastName

#### 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., [graduatenam@gmail.com](mailto:graduatenam@gmail.com)). Valid emails are critical for a successful SNAAP administration as we only invite your alumni to take the survey via email. The system will reject the alumni file if less than 25% of your alumni records have email addresses.

Template field headers: PrimaryEmail, SecondaryEmail

#### 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 2017.

Template field header: GradYear

#### 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.

Template field header: HighestArtsDegree

### 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.**

**Template field headers:** Major1, Major2

### 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.

**Template field header:** DegreeLevel

### Department\*

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.

**Template field header:** Department

### 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, independent art schools, or arts high schools, you may include the institution name here.

**Template field header:** CollegeSchool

### 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.

**Template field header:** Gender

### Postal Addresses

Provide the most recent mailing street 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.) If your database provides street address information in two separate columns, please be sure to consolidate the information into one "PrimaryStreet" field. **\*\*You must submit full address information in order to have a successful alumni search\*\***

**Template field headers:** PrimaryStreet, PrimaryCity, PrimaryState, PrimaryZip, PrimaryCountry

### Secondary Postal Addresses

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

**Template field headers:** SecondaryStreet, SecondaryCity, SecondaryState, SecondaryZip, SecondaryCountry

### Group Fields

You may include up to 5 additional fields that SNAAP will not use but will be available in your final data set. You must keep track of what information you provide in each field as the generic template header cannot be changed.

**Template field headers:** Group1, Group2, Group3, Group4, Group5

## 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:

#### Incorrect field headers

Please make sure that the headers in your file match exactly to the headers provided in our template, or the system will fail the upload. Do not include any extra fields outside of those provided in the original template.

#### 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 "DegreeLevel" 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.

#### 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.