You spoke. We listened.

Introducing the DRAFT SNAAP 2.0
A Planning Document
October 2014
SNAAP market research

• Spring-Summer 2014

• Individual interviews
• Focus groups
• Client surveys

• Participants: 800 individuals from 759 institutions
Key findings

- SNAAP data burdensome to manage and use
  - Adapt data more easily for internal/external reporting, including accreditation
  - Provide data visualization
- Survey too long!
- Data must be as granular as possible
  - Break down data by major or degree type
- Greater flexibility and customization
  - With survey questions, sample size, etc.
- Benchmarking data important
  - Need more relevant comparison groups
- More training on interpreting results and using the data
- SNAAP’s national research on the data is valued
  - Expand national leadership
- Poor alumni records and low response rates
- Price not a barrier for most
To make the data more actionable, SNAAP will:

- Improve Institutional Reports and add data visualization
- Create a new and shorter core questionnaire
- Offer more customization opportunities
  - Select a module to follow core questionnaire
  - Add unique question(s) of your own to the survey
  - Develop a consortium with 5 or more other schools
- Break out data by major or discipline
- Ramp up training and leadership services
- Offer a choice in types of participation:
  - Annual opt-in available
  - Multi-year services also available
**SNAAP 2.0 Proposed Structure**

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<tr>
<th>SNAAP</th>
<th>SNAAP +</th>
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**SNAAP = 1-year participation agreement**

**SNAAP + = 3-year participation agreement, payable annually**

### (1) Survey Administration

- **NEW: Shortened core questionnaire**
  - SNAAP+ participants will administer the survey one year out of three, and can choose which year they prefer. Additional annual survey administrations can be purchased at the SNAAP rate and data can be combined.

- **NEW: One topical module** may be selected and added to the core questionnaire (module is a 20-item single-topic survey; topics TBD)  
  - SNAAP participants: $500

- **NEW: Flexibility in the sample** (full sample recommended)

- **NEW: Customize one institution-specific additional question** (no comparison group data)
  - SNAAP participants can also customize institution-specific additional questions at cost (depends on complexity of programming; about $750 average).  
  - SNAAP+ participants receive one question and can purchase additional questions at cost.

- Ability to participate in a consortium with 5+ peer institutions; each consortium customizes its own questions.  
  - SNAAP participants: $500 each

- Additional cost
- Included in base price
| **NEW: Revised Institutional Reports** on full sample, designed to make data effective and useful | ✓ | ✓ |
| Up to 5 break-out reports by major and/or degree type  
*SNAP participants can purchase break-out reports @ $600.*  
*SNAP+ participants can purchase additional reports beyond 5 @ $600.* | * | ✓ |
| **NEW: Data Visualization** – converting institutional data into graphic images | ✓ | ✓ |
| **NEW: Report on Recent Alumni with Comparison Data** | ✓ | ✓ |
| **NEW: Accreditation Toolkit** | ✓ | ✓ |
| Full identifiable data set | ✓ | ✓ |
| Separate undergraduate and graduate reports | ✓ | ✓ |
| On-line webinars, other tools, and in-person SnapLabs on presenting and using your SNAP data | ✓ | ✓ |
| **NEW: Consultation with SNAP staff** on data use, interpretation, potential action (2 hours per annum) | ✓ | |
| **NEW: Special analysis of NSSE “Transitions” module** (for those participating institutions) | ✓ | |
## (3) Leadership Portfolio

| **NEW: 3 Million Stories Conference, Winter 2016, Phoenix.** Priority and discounted registration. Space guaranteed for up to 5 attendees per SNAAP participating institution. | ✓ | ✓ |
|---|---|
| **NEW: SNAAP Leadership Council.** Participation in leadership group of reform-minded 21st century arts schools. To include periodic 90-minute forums led by thought leaders (e.g., SNAAP Research Director Steven Tepper, SNAAP National Advisory Board members) and other services to be determined by participants. | | ✓ |
| National research and publications on national SNAAP data and the value of an arts degree: media placements, scholarly articles, DataBriefs, SnaapShots, Annual Reports | ✓ | ✓ |
| **NEW: Advance receipt** of national research and publications on SNAAP data and the value of an arts degree: DataBriefs, SnaapShots, Annual Reports | | ✓ |
Pricing

• To be simplified: potentially based on total institutional enrollment rather than # of arts alumni*

• SNAAP will be similar to SNAAP 2011-13 prices

• SNAAP+ payments spread out over 3 years

• *independent arts schools priced separately from comprehensive institutions (SNAAP survey expenses are based on # of arts alumni records)
What’s next? Your help.

- Provide feedback on ...
  - This draft plan
  - Content of modules & new core questionnaire
  - Institutional Report content
  - Your institution’s projected participation (when and which level?)

- Help develop robust peer groups
Timeline

• Completion of SNAAP 2.0 by 12/31/14
• Registration opens Spring 2015
• July 2015 registration deadline
• Fall 2015 survey administration

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