February 6, 2014

Dear colleague:

The year is off to a fast start for us at SNAAP and I hope for you as well. I'm writing with news across a variety of fronts and to share information about our plans for 2014.

First, a quick review of SNAAP to date. Since 2008, the [Strategic National Arts Alumni Project (SNAAP)](https://www.snaap.org) has collected and analyzed data from more than 100,000 arts graduates. Nearly 300 educational institutions in the United States and Canada have participated and received extensive information about the educational experiences and careers of their arts alumni. At the national level, SNAAP has published a series of reports and articles using SNAAP data, as well as the SnaapShot, an award-winning visual infographic.

We are thrilled to congratulate Steven Tepper, our brilliant Research Director, on his new leadership position as Dean of the Herberger Institute of Design and the Arts at Arizona State University (ASU), effective July 1. Steven will continue in his role as SNAAP Research Director at ASU, and he also will head up a new Center for the Study of Creative Work – using SNAAP data as a basis for new research on the creative economy.

As we begin the seventh year of the project, we want to ensure that SNAAP remains a vital data and research center for years to come. To that end, we are undertaking a broad effort at eliciting feedback and insights from our constituent institutions and stakeholders as part of a year-long SNAAP evaluation. In collaboration with arts research consultant, Surale Phillips, we will use the knowledge gained in that process to chart the course for SNAAP’s future and align our services most effectively with the needs of our core clients: educational institutions that give degrees in the arts.

In 2014, we will also pause in administering the SNAAP survey, returning to that service in 2015. Throughout 2014, we will continue to provide ongoing services, including the delivery of over 100 Institutional Reports this spring, our Annual Report in the summer, monthly DataB Briefs, a new SnaapShot, workshops and consulting on how to interpret and use SNAAP data, and special analyses as requested. Finally, we are excited to announce that we are planning a second SNAAP conference, [3 Million Stories: Understanding the Lives and Careers of Arts Graduates](https://www.snaap.org/events), to take place at ASU next year.

SNAAP is based at the Indiana University [Center for Postsecondary Research](https://www.cpr.iu.edu). Our [National Advisory Board](https://www.snaap.org/advisory-board) provides important counsel and support.

We welcome any questions you have about our plans, and hope that, if you have the opportunity, you will participate in the assessment of our programs and services.

Sincerely,

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