2016 INVITATION TO PARTICIPATE

REGISTER BY JULY 15, 2016 AT snaap.indiana.edu
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 140,000 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.

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.

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

The standard majors eligible for SNAAP can be accessed at: bit.ly/SNAAP_Majors
**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](bit.ly/SNAAP_Questionnaire)

SNAAP separates the results of your undergraduate and graduate-level alumni.

**HOW IT WORKS**

See the SNAAP website for detailed information on the survey administration process: [bit.ly/SNAAP_How](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.

Prototype of new SNAAP data visualization to be provided to each institution

For examples of how institutions are using their SNAAP data: [bit.ly/SNAAP_Examples](bit.ly/SNAAP_Examples)
### SNAAP Participation Options

#### SNAAP
One-year participation agreement, including one survey administration

#### 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**—infographics that help you visualize key results from your report (*see prototypes on pages 3 and 6*)

- **Comparative Results**—the responses of your alumni shown alongside those of graduates from your selected peer schools

- **Accreditation Toolkit**—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

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“SNAAP plays an important role at Kent State University in curriculum development, career resources and alumni relations. We have used SNAAP data to improve curricula based on what our alumni tell us they would like to have experienced as arts majors. We have also reconnected with alumni and improved our recruitment and retention of arts majors by sharing real-world data and success stories.”

—John R. Crawford-Spinelli, Dean, College of the Arts, Kent State University; President, International Council of Fine Arts Deans
CUSTOMIZATION OPTIONS

- **Topical Module**—You can select a short, 20-item question set on “internships” or “career development and entrepreneurship.” View the core questionnaire and modules at bit.ly/SNAAP_Questionnaire.

- **Survey Invitations**—The online survey invitation sent to your alumni can be customized for your institution.

- **Customized Comparison Groups**—You can select your own comparison groups by major, peer institutions, region, type of institution, and other criteria.

- **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+)*. SNAAP staff will assist in developing your questions.

- **Customized Survey Question**—At additional cost, you can add a question specific to your institution. Contact SNAAP staff for more information.

ADDITIONAL BENEFITS FOR SNAAP+ PARTICIPANTS

- **Leadership Council**—for SNAAP+ members to discuss issues facing 21st century arts school; in 2015-16 forums focused on arts entrepreneurship and recent SNAAP research

- **SNAAP National Research**—advance access to SNAAP annual research reports, monthly SNAAP Databriefs, and more

- **Special Analyses**—exclusive access to additional analyses of SNAAP data on subjects determined by Leadership Council; for example, 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 (a savings of up to $3,600)

Note: *SNAAP+ schools can choose to conduct the survey in 2016, 2017, or 2018.*
### COMPARING SNAAP AND SNAAP+

<table>
<thead>
<tr>
<th>SNAAP = one-year participation agreement</th>
<th>SNAAP+ = three-year participation agreement, payable annually</th>
<th>SNAAP</th>
<th>SNAAP+</th>
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<tbody>
<tr>
<td>Core questionnaire</td>
<td></td>
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<td>✓</td>
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<tr>
<td>Topical module</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
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<td>Consortium participation</td>
<td></td>
<td>*</td>
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<td>Institutional reports</td>
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<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Data visualizations</td>
<td>(see prototypes below and on p. 3)</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Break-out reports</td>
<td>(up to five with SNAAP+ for no extra cost)</td>
<td>**</td>
<td>✓</td>
</tr>
<tr>
<td>Accreditation toolkit</td>
<td></td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Improved and updated alumni file</td>
<td></td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Full identifiable data set</td>
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<td>✓</td>
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<td>Webinars and workshops</td>
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<td>Individual consultation on data</td>
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<tr>
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<td>✓</td>
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<tr>
<td>Acknowledgment for supporting publication of SNAAP research</td>
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</table>

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

✓ included

*additional fee of $600 per institution

**additional fee of $600 per report

Prototype of new SNAAP data visualization to be provided to each institution
COST

Arts High Schools

$150 registration fee (nonrefundable)
Subtract $50 if you register by June 1, 2016.

<table>
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<tr>
<th>Arts High School Size</th>
<th>Number of Students Enrolled</th>
<th>Regular Fee</th>
<th>ASN Member*</th>
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<tr>
<td>Small/Medium</td>
<td>0–599</td>
<td>$1,400</td>
<td>$1,200</td>
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<td>Large</td>
<td>≥ 600</td>
<td>$2,700</td>
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</table>

*High school members of Arts Schools Network receive a discounted price. Number of students enrolled is for the most recent year verifiable by NCES. Arts High Schools are not eligible for SNAAP+.

Colleges and Universities

$300 registration fee (nonrefundable)
Subtract $100 if you register by June 1, 2016.

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>
</tr>
<tr>
<td>100–149</td>
<td>$4,400</td>
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<tr>
<td>150–199</td>
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<tr>
<td>200–499</td>
<td>$7,900</td>
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<tr>
<td>≥500</td>
<td>$8,500</td>
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SNAAP+ Fee (3 years)

<table>
<thead>
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<th>Number of Arts Degrees Conferred</th>
<th>Cost Per Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 100</td>
<td>$2,200</td>
</tr>
<tr>
<td>100–149</td>
<td>$3,400</td>
</tr>
<tr>
<td>150–199</td>
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<tr>
<td>200–499</td>
<td>$4,650</td>
</tr>
<tr>
<td>≥500</td>
<td>$5,350</td>
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</tbody>
</table>

Notes

Fees are based on the number of arts degrees conferred by your institution for the most recent year verifiable by IPEDS data (2014), as reported to the U.S. Department of Education. Canadian institutions should contact SNAAP staff.

Fees are due in October. The annual fee for new SNAAP+ members will be invoiced in October 2016, 2017, and 2018.

When and How to Register

Register online: snaap.indiana.edu
Registration deadline: July 15, 2016
**TIMELINE**

Register: snaap.indiana.edu

June 1, 2016: Early Registration Deadline

July 15, 2016: 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 & November:** Your alumni are surveyed

**Winter:** Select your comparison groups

**Spring 2017:** Data and report delivery

SNAAP exists due to the support of Surdna Foundation and other original funders.

**Photo credits:**
Cover: Natalie Fiol for the University of Illinois at Urbana-Champaign
Page 2: left, Kansas City Art Institute; right, College of Charleston
Page 4: Kent State University

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