



Strategic National Arts Alumni Project

DataBrief provides arts educators and arts policy makers with highlights of SNAAP data and insights into the value of arts-school education. Contact us for more information.

SNAAP Report: Arts Degrees Valued in a New Light

SNAAP is out with a new report with data indicating arts graduates view success differently than the prevailing wisdom about the value of different college majors. The SNAAP report, *Painting with Broader Strokes: Reassessing the Value of an Arts Degree*, includes data from nearly 14,000 arts graduates from 154 institutions. A key finding: most arts graduates are happy with their arts education and don't view salary levels and job prospects as the dominant measures of success.

Key data points from SNAAP's report:

- 87% are satisfied with their current jobs
- 82% are satisfied with their ability to be creative in their current primary job
- 76% of respondents would attend their degree-granting institution again
- 90% rate their arts school experience either “good” or “excellent”

Download the report at www.snaap.indiana.edu

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Arts Alumni: Help Us Navigate Non-Linear Careers

Today's arts graduates need a combination of tenacity and creativity – we call it “pluckiness” – to succeed in the creative economy.

SNAAP's latest report, *Painting with Broader Strokes*, documents that 57% of professional artists hold two jobs, and 18% have three or more jobs. There is no strong current to carry them down the river of employment; rather they must hop from stone-to-stone as they create a non-linear career path. There is a gap between some of what they experienced in school and what they need after graduation. Only 19% said their school helped them acquire business and financial skills “very much” or “quite a bit” whereas 44% of them said the skill is important in their profession. Also, high on the wish list of non-arts training and preparation for arts graduates: entrepreneurial skills.

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Profile: SNAAP Data and Strategic Planning at Virginia Commonwealth University

VCU Arts is using its SNAAP data in a year-long strategic planning process to help support and clarify priorities, goals, new initiatives. The school began by sharing key findings with administration during the summer months, and with faculty and staff at annual retreats before the start of the fall semester. According to Sarah Bainter Cunningham, executive director of research for VCU Arts, SNAAP data has been helpful in press inquiries around salary levels of arts graduates - and in providing accurate data to state government to counter media assumptions about the value of arts school education. VCU Arts is also using SNAAP data to shape a funding proposal to develop a space to serve alumni needs around career skills training and to connect younger alumni to more seasoned alumni mentors. Those efforts are still in the early stages, but VCU credits SNAAP data with shedding new light that is helping to shape critical strategic planning.

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Join Us: First-Ever National Conference on Arts Training and Careers

Don't miss the groundbreaking SNAAP conference on the arts education and the creative workforce – 3 Million Stories: Understanding the Lives and Careers of America's Arts Graduates – March 7-9, 2013 in Nashville, Tennessee.

Who are the 3 million arts graduates in America? What trends are most critical in the artistic and creative labor market? Where are the growth areas or the jobs of the future, and where are we seeing declines? Learn about some of the most innovative models for 21st century arts schools, and explore critical issues that must be addressed to ensure the relevance and vitality of arts degrees, programs and schools in the future.

Learn more at www.3millionstories.com. Register before February 1st to guarantee the best rates.

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