STRATEGIC NATIONAL ARTS ALUMNI PROJECT

DataBrief

**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.**

The SnaapShot

92,113
arts alumni
completed
the survey.*

In 2010, SNAAP published the first on-line SnaapShot of key, interactive findings from our database on arts graduates. We have updated the data on the SnaapShot in each subsequent year with new data, and recently released the 2013 version representing information from 92,000+ arts alumni who completed the SNAAP survey.

The SnaapShot was conceived when SNAAP issued an RFP for a different project that was designed to be an incentive for arts alumni to complete the survey. Froeter Design of Chicago—a firm of art and design graduates themselves—responded with "you may not want to the hear this, but we think you need to go a different direction."

32%
of those who have never been professional artists said higher pay or steadier income in other fields was a reason*

52%
of respondents pursued a graduate degree*

We listened, and the SnaapShot was born. Today it is still used as a survey incentive and as the most accessible tool we have to communicate our national data.

And if replication is the sincerest form of flattery, we are extremely pleased that the University of California Institute for Research in the Arts is creating its own UC SnaapShot with data from the eight UC campuses that participated in SNAAP in 2011. The UC SnaapShot will be used for assessment and communication with

75%
have been self-employed at some point in their career*

alumni, funders, future arts students and others about the experiences and outcomes of University of California arts graduates.

The Data

The SnaapShot focuses on six major topics:

- Arts Majors (current occupation, education satisfaction, and gender of respondents by major)
- Skills (alumni ratings of how important 16 different skills and competencies are to their work life)
- Locations (a map of the United States — with apologies to Canada and Alaska — with data about the SNAAP respondent population in each metro area)
- Degrees (types of credentials earned by respondents, both undergraduate and graduate)
- Occupations (current occupations, both within and outside the arts, with median incomes)
- Debt & Earnings (income vs. debt for each degree and education level)

The 2013 SnaapShot does not represent all arts alumni, but rather the responses of graduates from those institutions that participated in SNAAP in 2011, 2012, and 2013.

New SNAAP/NSSE Module for 2015 NSSE Schools

A new topical module, funded by a grant from the National Endowment for the Arts, can be selected by schools participating in NSSE's 2015 Administration. Graduating students are asked questions about their career plans, how their academic major prepared them for the workplace, what skills they gained in college, and 'art-based' questions about taking risks in their coursework, evaluating multiple approaches to a problem, generating new ideas, and inventing new methods to arrive at unconventional solutions. Both arts majors and all non-arts majors will have the opportunity to complete the module.

The Senior Transitions module is meant to become a longitudinal assessment tool as arts students become alumni and eventually complete the SNAAP survey. An accompanying set of questions about first-year experiences is available for first-year NSSE respondents. The deadline for 2015 NSSE schools to select a module is October 26, 2014.

New Webinars from SNAAP

The SNAAP team recently recorded two webinars to help recent participants fully understand their institutions' reports/data and maximize their use. Whether you have participated in SNAAP or are considering it in the future, we encourage you to view these webinars for an overview of the benefits of SNAAP:

- Navigating Your SNAAP 2013 Institutional Report and Data
- Turning Your SNAAP Data Into Action

Please email us at snaap@indiana.edu with any questions about the webinars.