

Arts Entrepreneurship Skills and Career Satisfaction

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Research Team

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Purpose and Research Question



To what extent does undergraduate entrepreneurship education relate to positive career outcomes post-graduation, including career satisfaction and income satisfaction?

Sample and Methodology

- Only undergraduate alumni who were "currently practicing artists" ($n = 27,521$)
 - Variables examined:
 - overall career satisfaction
 - income satisfaction (50% or more from art) ($n = 13,543$)
 - 16 (+1) skills and competencies
 - development at undergraduate institution
 - relevance to current work
- *binary (yes/no) versions of all 4-point scales used*

Sample and Methodology

- Analyses using descriptive and nonparametric statistics

- Chi-square tests with odds ratios

$$OR = \frac{Odds_1}{Odds_2}$$

- Odds ratio- effect size statistic that shows which event (yes/no) is more likely, and by how much
 - $OR = 1$ → the probabilities are the same
 - $OR < 1$ → decreased odds ('no')
 - $OR > 1$ → increased odds ('yes')

Demographics

Gender

56.3% Female, 41.5% Male, 0.5% Other, 1.7% No response

Ethnicity

82.6% White, 4.9% Mixed, 4.1% Asian, 3.2% Hispanic, 3.1% Other, 2.1% Black

Geographic Region (USA)

26.1% Northeast, 25.8% Midwest, 25.0% West, 23.1% South

Age Ranges (median = 41 years old)

22.7% age 29 or younger, 42.1% ages 30-49, 35.2% age 50 or older

Institutional Type

51.6% private, 48.4% public

Arts Majors (summarized)

24.6% Design

23.4% Fine & studio art

11.8% Music

11.2% Media arts

11.0% Theater

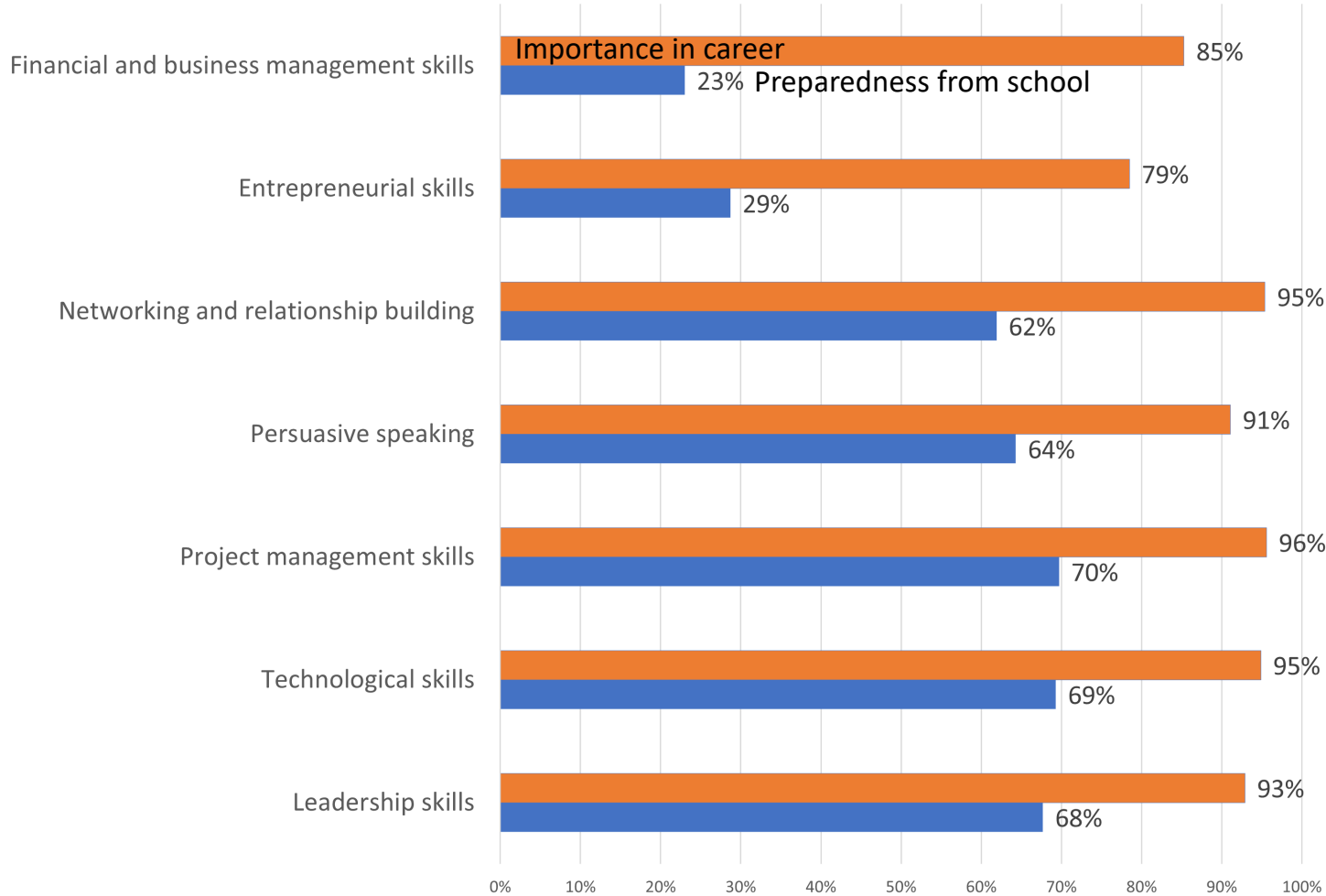
5.7% Arts education

3.9% Architecture

2.8% Craft

5.6% All others

Biggest Gaps Between Importance and Preparedness



GAP

62%

50%

34%

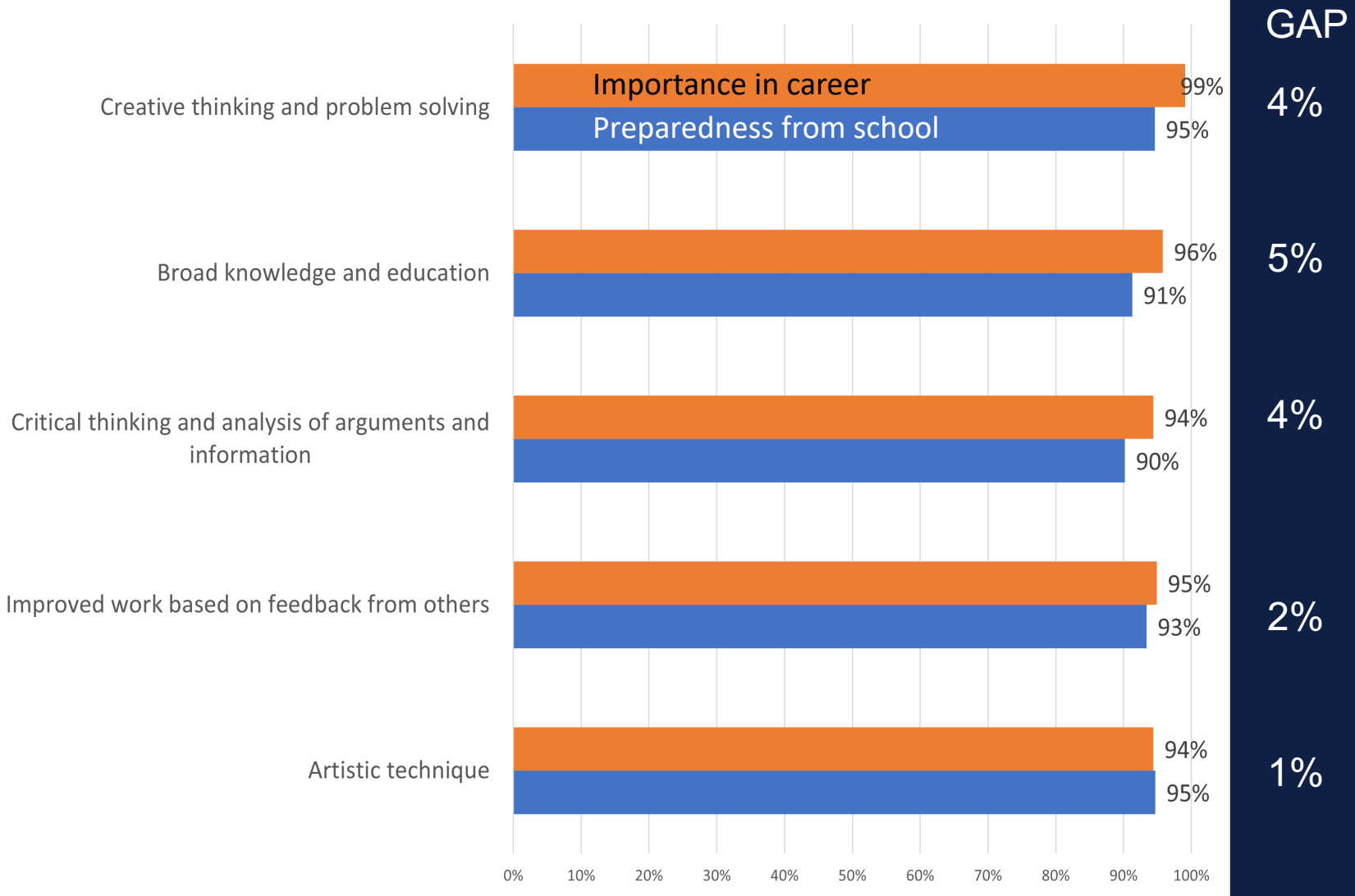
27%

26%

26%

25%

Smallest Gaps Between Preparedness and Importance



GAP

4%

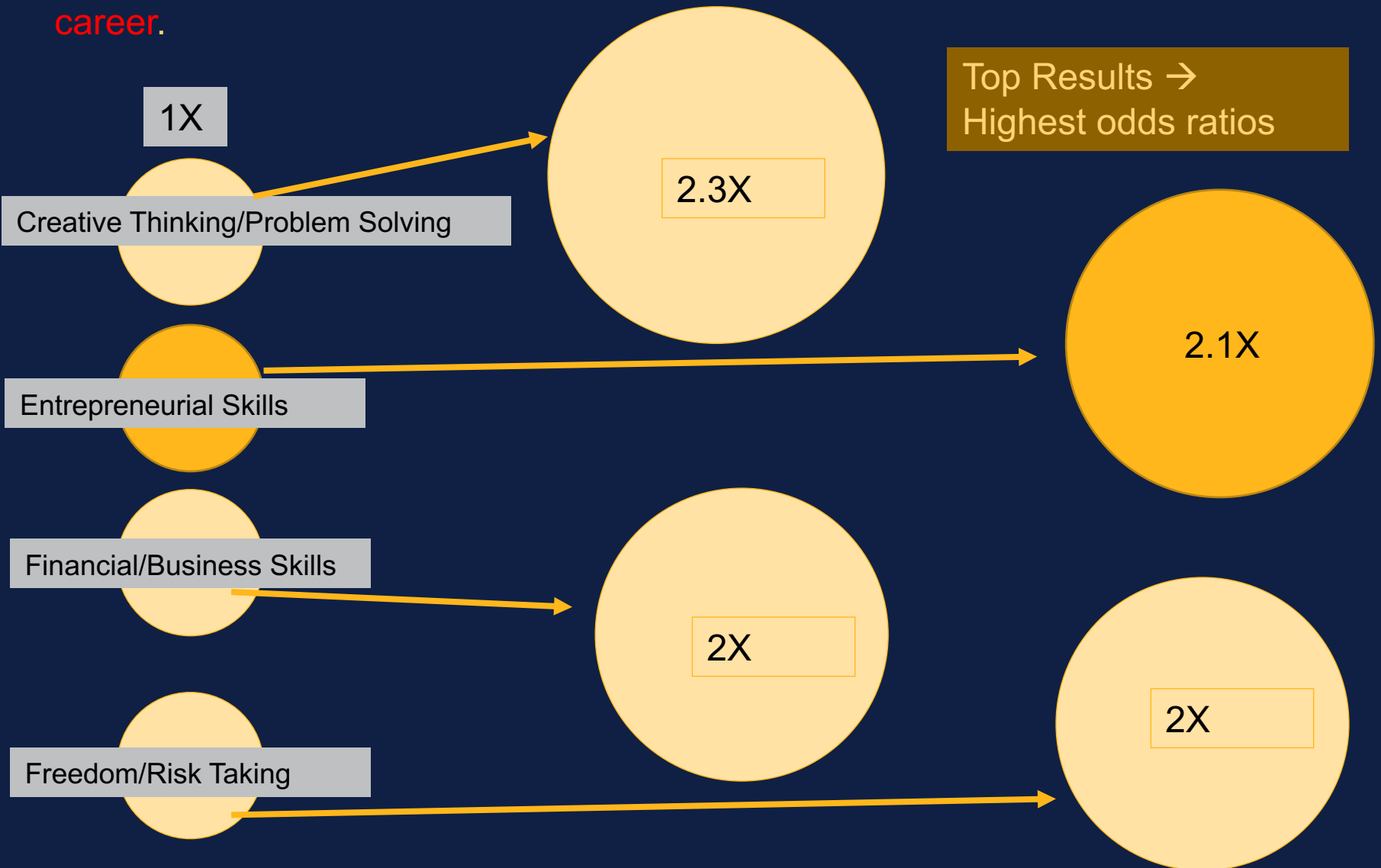
5%

4%

2%

1%

If a respondent (n=27,521) thought they got [entrepreneurial skill] in their undergraduate institution, they were [##] times more likely to be satisfied in their career.



If a respondent (n=27,521) thought they got [any listed skill] in their undergraduate institution, they were [##] times more likely to be satisfied in their career.

Blue = Entrepreneurial Skill

Top Results → Highest odds ratios

1X

Creative Thinking/Problem Solving

Artistic Technique

2.3X

Improved work based on feedback

2.2X

Entrepreneurial Skills

2.1X

Financial/Business Skills

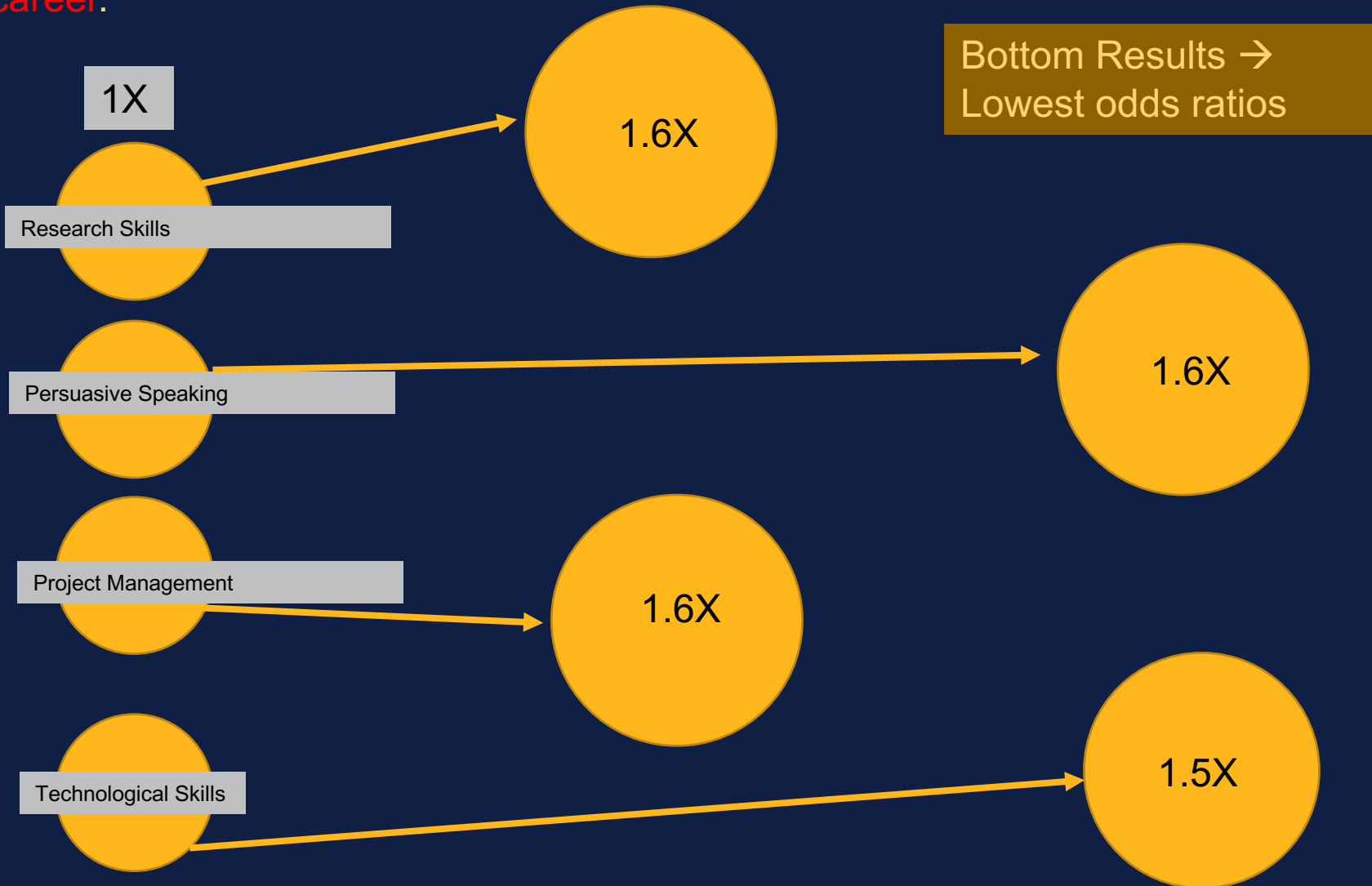
Freedom/Risk Taking

Leadership Skills

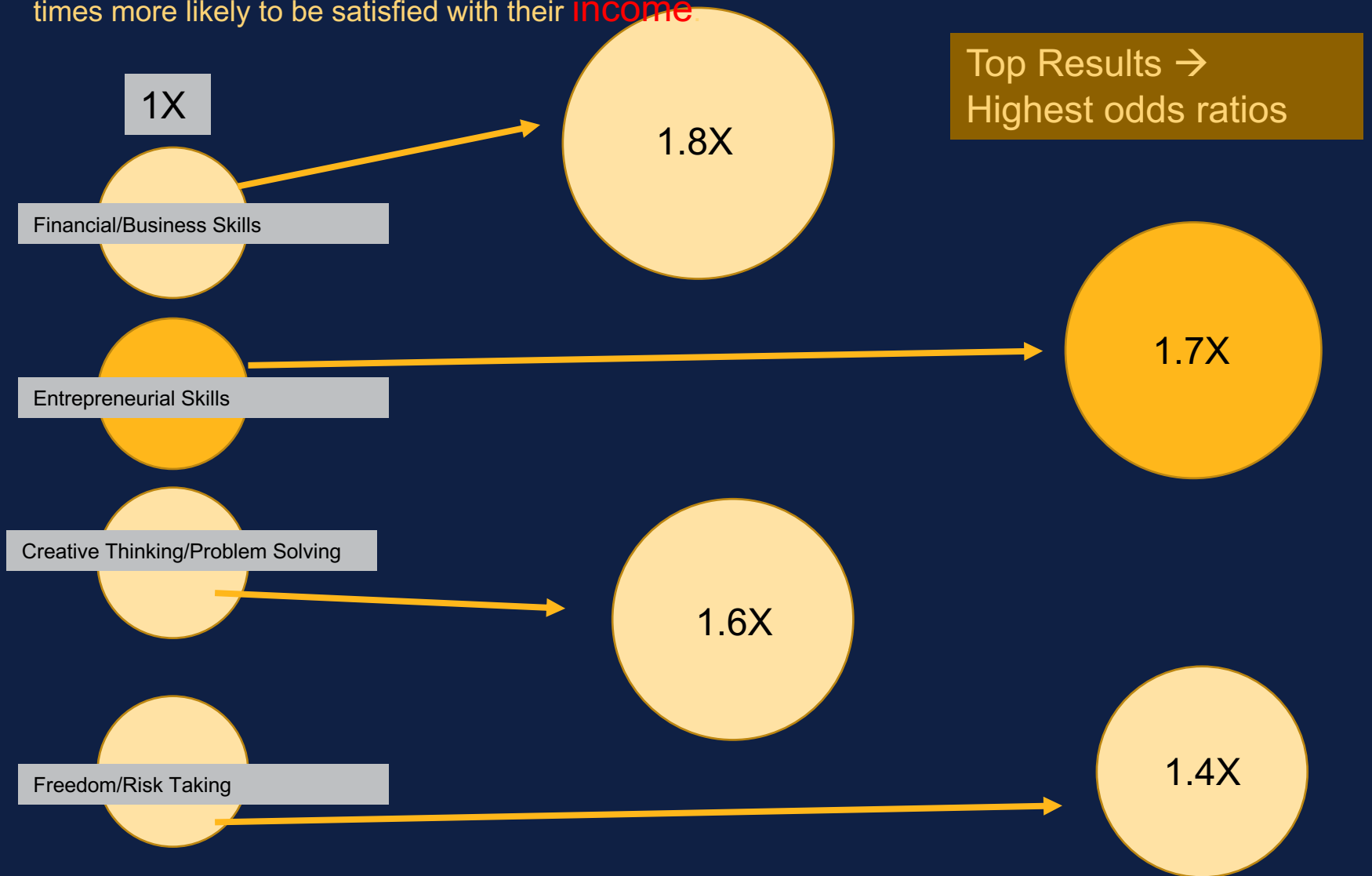
Interpersonal Skills

2X

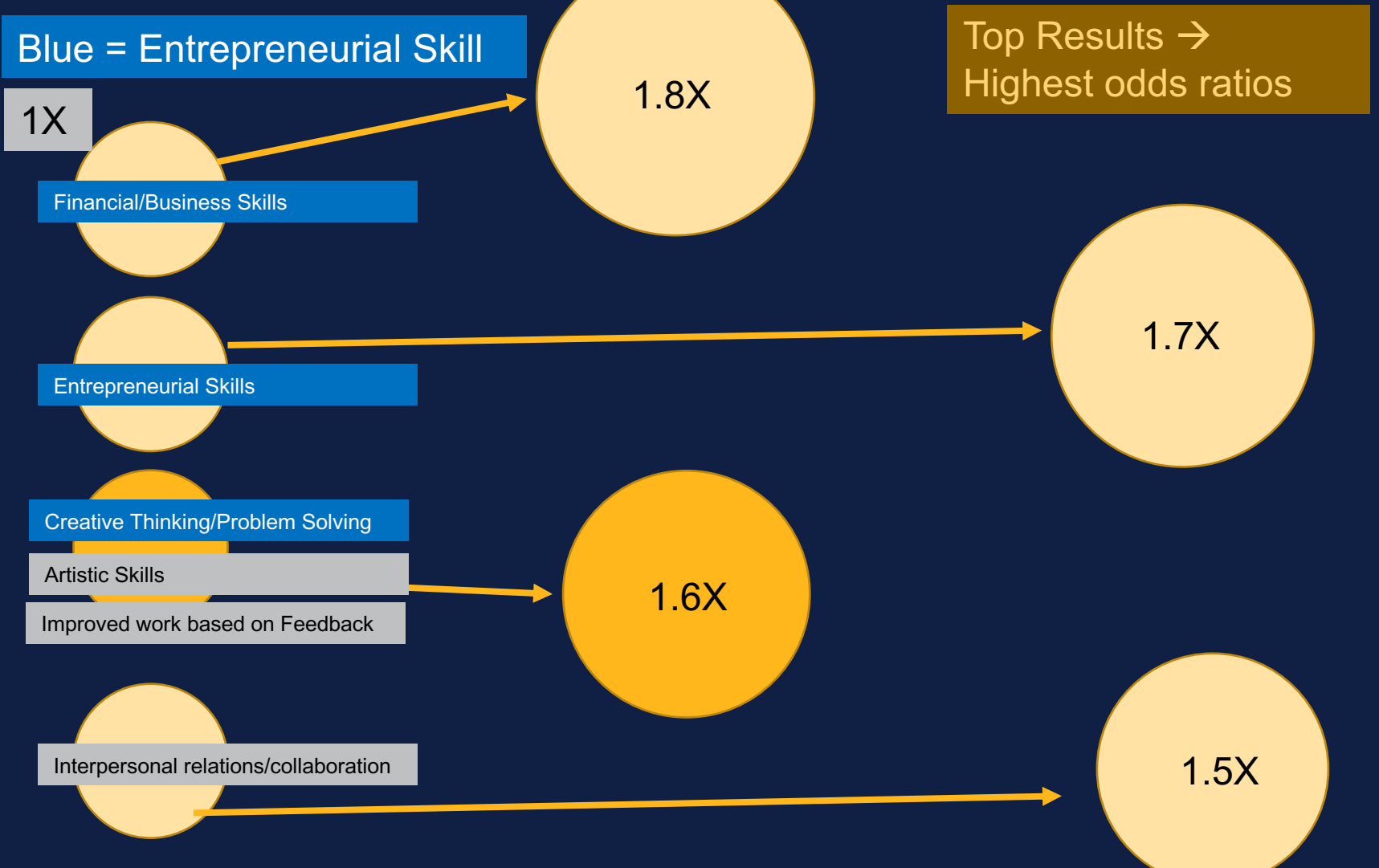
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From sub-group earning greater than 50% from making art (n=13,543): If a respondent thought they got [entrepreneurial skill] in their undergraduate institution, they were [##] times more likely to be satisfied with their income



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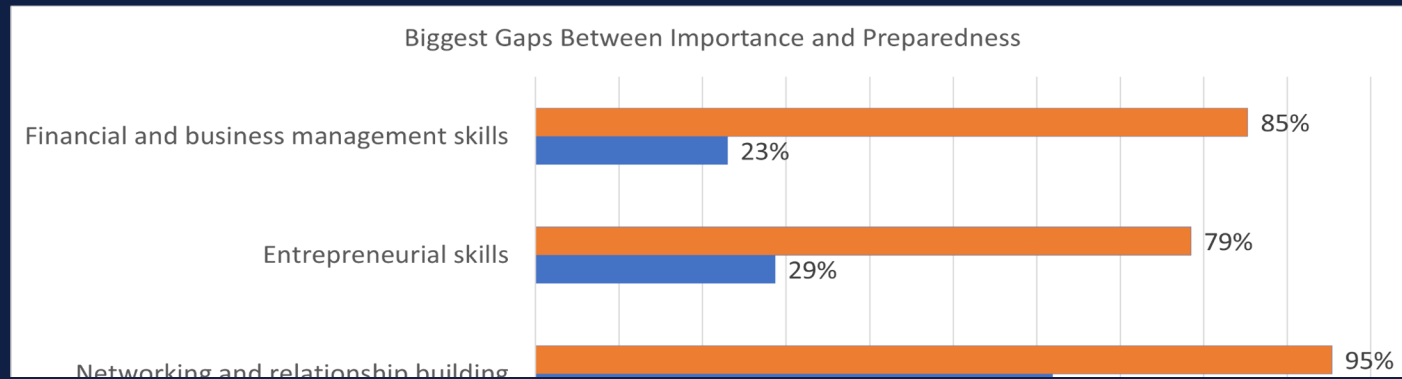


Implications

- Gap and Odds Ratio
- Validation
- Opportunities

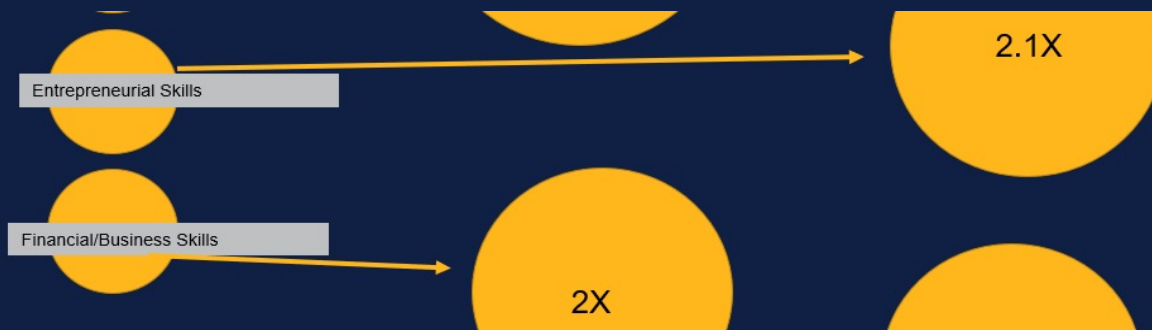
Gaps

The need for entrepreneurial, business and financials is not being met.



Odds Ratio

Our findings support the inclusion of entrepreneurship education in arts programs to improve career and income satisfaction.



Validation

- For a growing field
- For the classes we teach
- For our students
- For us as educators

Opportunities - To Educate

- **Chairs**
- **Deans**
- **Provosts**
- **Presidents**

STUDENTS

Opportunities - Educators

- Helps make the case for classes
- Helps make the case for resources
- Helps make the case for programs

Opportunities- Future Study

- Another level of analysis that combines multiple skills and competencies to determine levels of career and income satisfaction
- This data could be used in program assessment

We welcome your questions!

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