



SNAAPGRAPH 2017

Western Washington University

ABOUT

**PARTICIPATING
ALUMNI**

**EDUCATIONAL
EXPERIENCES**

CAREER

SKILLS

INCOME + DEBT

About SNAAP

The Strategic National Arts Alumni Project (SNAAP) is the largest dataset about people with arts degrees from North American institutions ever assembled. Since 2008, SNAAP has worked with over 300 educational institutions to survey their arts alumni. The results have provided new insights into the educational experiences and careers of graduates from all arts disciplines.

This SnaapGraph shows key SNAAP results from the survey administered in Fall 2017. Most institutions will observe program strengths as well as areas for improvement and attention, opportunities for innovation, and ways to ensure that graduates pursue fulfilling careers.

The full SNAAP Institutional Report contains much more numerical information, as well as open-ended responses in the arts graduates' own words.

Survey Data, Methodology, and Reliability

The average institutional response rate was 18%. The overall SNAAP response rate has remained steady from year to year. To explore response rates and sampling error from your own institution, as well as those from your comparison groups and the overall set of SNAAP respondents, see the "Respondent Characteristics" section of the SNAAP Institutional Report.

Response representativeness is at least as important as response rates in survey research. A recent study using SNAAP data reported that even though response rates on alumni surveys may be lower, they are just as representative as studies with much higher response rates.

PARTICIPATING ALUMNI

Undergraduate | Graduate

Number of Alumni **1041** | **61**

Total Number of Alumni **1102**

Undergraduate | Graduate

Gender



Age

<=24 years

10% | 0%

25-29 years

20% | 8%

30-39 years

23% | 12%

40-49 years

15% | 8%

50-59 years

15% | 30%

>=60 years

16% | 42%

Major



Architecture
0% | 0%



Art History
4% | 0%



Arts Administration
0% | 0%



Arts Education
11% | 3%



Craft
0% | 0%



Creative Writing
17% | 18%



Dance
2% | 0%



Design
22% | 2%



Fine Art
17% | 0%



Media Art
2% | 0%



Music
11% | 48%



Theater
13% | 30%

Other
1% | 0%

EDUCATIONAL EXPERIENCES

Undergraduate | Graduate

Overall positive experience



Excellent + Good

92% | 93%

Would attend again



Definitely + Probably Yes

80% | 76%

Would recommend to other students



Yes

88% | 93%

Since leaving, how connected to institution



Very Much + Some

54% | 53%

Satisfied with academic advising



Very + Somewhat Satisfied

65% | 81%

Satisfied with career advising



Very + Somewhat Satisfied

50% | 56%

Satisfied with opportunities to perform, exhibit, or present work



Very + Somewhat Satisfied

81% | 86%

Overall satisfaction with current work



Very + Somewhat Satisfied

88% | 89%

Currently work as an artist



Yes

48% | 51%

Previously worked as an artist



Yes

19% | 19%

Arts training relevant to current work



Very Relevant + Relevant

62% | 75%

First job related to arts training



Closely + Somewhat Related

68% | 82%

Currently self-employed



Yes

39% | 39%

SKILLS

Arts graduates report that they **acquired many skills at arts school** that are also **important to their subsequent work life**, whether in or out of the arts.

Undergraduate

SKILLS	ACQUIRED AT INSTITUTION	IMPORTANT TO WORK LIFE	ACQUIRED AT INSTITUTION (All SNAAP Respondents)	IMPORTANT TO WORK LIFE (All SNAAP Respondents)
Artistic technique	89%	71%	93%	78%
Broad knowledge and education	97%	94%	91%	95%
Creative thinking and problem solving	94%	98%	93%	98%
Critical thinking and analysis of arguments and information	92%	94%	89%	95%
Entrepreneurial skills	29%	64%	27%	70%
Financial and business management skills	27%	75%	23%	81%
Improved work based on feedback from others	91%	95%	92%	94%
Interpersonal relations and working collaboratively	85%	97%	79%	97%
Leadership skills	73%	91%	67%	93%
Networking and relationship building	62%	92%	60%	94%

Graduate

SKILLS	ACQUIRED AT INSTITUTION	IMPORTANT TO WORK LIFE	ACQUIRED AT INSTITUTION (All SNAAP Respondents)	IMPORTANT TO WORK LIFE (All SNAAP Respondents)
Artistic technique	95%	84%	85%	83%
Broad knowledge and education	96%	100%	87%	97%
Creative thinking and problem solving	95%	98%	90%	98%
Critical thinking and analysis of arguments and information	95%	95%	88%	95%
Entrepreneurial skills	9%	48%	28%	73%
Financial and business management skills	11%	69%	22%	81%
Improved work based on feedback from others	96%	91%	91%	94%
Interpersonal relations and working collaboratively	88%	96%	79%	97%
Leadership skills	88%	93%	69%	94%
Networking and relationship building	70%	87%	65%	95%

Acquired = Very Much + Some

Important = Very + Somewhat Important

INCOME AND DEBT

Undergraduate | Graduate

Percentage earning annual individual income \$50,000 and over



\$50,000 and over

44% | 53%

Less than \$50,000

56% | 47%

Amount of student loan debt to attend institution

No debt

46% | 60%

\$30,001-\$40,000

7% | 4%

\$10,000 or less

18% | 10%

\$40,001-\$50,000

3% | 2%

\$10,001-\$20,000

12% | 15%

More than \$50,000

3% | 4%

\$20,001-\$30,000

10% | 4%



Impact of student debt on career or educational decisions



Major impact

25% | 22%

Some impact

38% | 35%

No impact

37% | 43%