



**REPORT: SCAD ALUMNI  
EMPLOYMENT STUDY  
2017**

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**“Once largely neglected as a sector of the economy or labeled as an elitist pursuit, the creative industries are more and more recognised for their ability to create development opportunities and generate income. It is increasingly being recognised that the ‘heart and soul’ (culture and the creativity) of development lies within the creative economy.”**

- Phuti Babothale, *The Business Weekly & Review*, 2015

Recent research from the Association of American Colleges and Universities maintains that employers prioritize “critical thinking, communication, and complex problem solving skills.” This revelation reflects the nature of the ever-expanding and ever-changing global economy. In the modern world, industries integrate and economies evolve in new and extraordinary ways. Companies adopt fluid, adaptable approaches to products, services, and experiences, re-envisioning everything regarding their businesses.

More than ever, today’s companies and organizations are placing innovation and creativity at the core of their operations — and they are in need of professionals with the ability to contribute to both. The value to formulate unique, insightful, and relevant solutions — to provide imaginative, intelligent, and capable results across every business sector — has never been higher. It is precisely these skills that are embedded in the curriculum of every single degree program at SCAD.

Nurtured by professors who bridge unparalleled industry experience with a passion for educating the next generation of creative leaders, SCAD students represent the globally minded, collaborative, enterprising professionals who thrive in the ever-changing terrain of modern markets. Through sponsored projects, exclusive events and programming, extensive internship and career services, cross-disciplinary collaboration, extended learning opportunities and more, SCAD students are comprehensively prepared for the contemporary creative workforce.

## Notable SCAD alumni accomplishments from recent years:

**Kirk-Anthony Hamilton** (M.Arch., architecture, 2010; B.F.A., architecture, 2008), founder of Infinity Partnership, cofounder of The Destination Experience; named one of the “emerging global entrepreneurs to watch” by former President Barack Obama as part of The White House’s Global Entrepreneurship initiative.

**Mir Zafar Ali** (B.F.A., visual effects, 2015), won an Academy Award for his work on “Zootopia.”

**Audra Noyes** (B.F.A., fashion, 2010), founder of the fashion brand AUDRA; formerly worked with famed fashion houses Ralph Lauren, Lanvin and John Galiano.

**Kayli Carter** (B.F.A., performing arts, 2015), star of onstage production “Nice Fish,” Amazon’s original series “Z: The Beginning of Everything,” “Rings,” the third installment of The Ring franchise, and “Private Life,” the new film from Oscar-nominated writer/director Tamara Jenkins.

**Alexander Hammer** (M.A., film and television, 2006), film, fashion and music video editor for projects such as Beyonce’s “Lemonade” and Taylor Swift’s “The 1989 World Tour.”

**Matthew Engele** (M.Arch., architecture, 2009), regional design director and associate principal at Woods Bagot in the United Arab Emirates was recognized by The Middle East Architect Awards as the 2016 Architect of the Year.

## SCAD alumni have secured some of the most competitive design roles such as:

- **Hafiz Huda** (B.F.A., computer arts, 2001), creative director, Amazon, Seattle

- **Corinne Grealish** (B.F.A., jewelry, 2003), jewelry designer, Swarovski, Paris

- **Todd Heiser** (M.Arch., architecture, 1994), design principal, Gensler, Chicago

This small sample of success stories proves the rule — not the exception.

# KEY FINDINGS

**Ninety-eight percent** of combined undergraduate and graduate respondents reported being employed, pursuing further education or both within 10 months of graduation.

**One hundred percent** of master's degree graduates and **97 percent** of bachelor's degree graduates reported being employed, pursuing further education or both.

Of the total number of employed respondents **88 percent** are working in the industry for which they studied or in a related field.

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## STUDY OVERVIEW

To better understand the career paths of recent graduates, SCAD's office of institutional assessment conducted a study of Spring 2016 alumni using a multistep process. As the key finding of the study, 98 percent of reporting graduates were employed, pursuing further education or both within 10 months of commencement.

This information is gathered annually by SCAD to ascertain the employment and continuing education information of its graduates with the goal of monitoring alumni career development as well as assisting and advising in the pursuit of employment or further education.

## METHODOLOGY

SCAD's alumni follow-up study is a multistep process beginning at graduation and extending for 10 months:

- **May 2016:** Administration of a commencement survey immediately prior to graduation regarding secured employment and continuing education.
- **June 2016–March 2017:** Monitoring of a variety of internal and external data sources including the

university's internal management system, which allows the university to identify who is coming back to SCAD to pursue a graduate degree or is currently employed at SCAD; the National Student Clearinghouse, an independent organization that tracks national enrollment data and indicates which graduates are pursuing further education at other institutions; LinkedIn and other online sources such as Behance where SCAD alumni share profile and employment information; academic department ambassadors who stay connected with students post-graduation; and SCAD's career and alumni success database, which tracks student- and alumni-reported employment data.

- **January–February 2017:** Administration of a follow-up online survey regarding secured employment and continued education. For this past year, this online survey began in late January 2017 and ran for approximately seven weeks.

## KNOWLEDGE RATE

SCAD captured information from 89 percent of the Spring 2016 graduates, a total of 1,373 respondents — undergraduate and graduate students — from Savannah and Atlanta, Georgia; Hong Kong; and eLearning.

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Employment rates for individual programs are available upon request. While the aforementioned statistics are unique to this graduation class, they are comparable to recent SCAD placement statistics. Readers should understand that these figures cannot be compared with statistics from other institutions, as there is no federal standard for how information needs to be tracked, thus leaving each individual institution to determine its own methodology.

**For more information, contact [employmentstats@scad.edu](mailto:employmentstats@scad.edu).**