



**REPORT: SCAD ALUMNI
EMPLOYMENT STUDY**
AUGUST 2013

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“In an economy characterized by the convergence of globalized commerce, widely available information and rapid technological progress, innovation and entrepreneurship are crucial.”

- REBECCA O. BAGLEY IN FORBES MAGAZINE

In a post-recession economy, parents of college-age students want to feel confident that their children's college education will result in employable skills and the critical thinking capabilities to drive career advancement.

A report released by the Association of American Colleges and Universities (“Employer Priorities for College Learning and Student Success,” April 10, 2013) reveals that employers prioritize “critical thinking, communication, and complex problem solving skills.”

The strongest schools integrate these principles into the curriculum and the spirit of the educators who oversee it. They provide a holistic environment by ensuring that students from different disciplines work together on projects that create opportunities to work in the “real world” with commercial clients who have real objectives and deadlines. They offer a learning experience that extends beyond the classroom walls and around the globe by providing opportunities to study and work in international markets. They prepare students to be employable and entrepreneurial.

For 35 years, the Savannah College of Art and Design has used these criteria to define its mission to prepare talented students for professional careers, with a focus on providing authentic engagement in the world and workplace. This global, collaborative, forward-thinking, challenging environment has produced more than a generation of artists and designers that thrive in a constantly changing job market.

- **Mark Curry** (M.Arch., 1989), U.S. Army Corps of Engineers Architect of the Year for 2012
- **Otto Ferrene** (M.F.A., video/film, 1992), picture editor, Nickelodeon Animation Studios
- **Steve LaVietes** (B.F.A., computer art, 1996), pipeline architect, Sony Pictures Imageworks and winner of the 2012 Technical Achievement Award from the Academy of Motion Picture Arts and Sciences
- **Simon Abrams** (B.F.A. computer art, 1995), interactive developer, Deutsch Advertising/NYC
- **Kate Aronowitz** (B.F.A., graphic design, 1997), director of design, Facebook
- **Michael Casalino** (B.F.A., computer art, 2000), director of studio art, Disney
- **Caleb Zipperer** (B.F.A., product design, 2002), furniture designer, Williams-Sonoma
- **Caitlin Griffin** (B.F.A., interior design, 2005), interior designer, Gulfstream Aerospace
- **Thomas Finney** (B.F.A., fashion, 2010), men's designer, Thom Browne, and Council of Fashion Designers of America 2013 Menswear Designer of the Year
- **Jason Hackenwerth** (M.F.A., painting, 2011), world-renowned artist with solo exhibits at New York's Guggenheim Museum, London's Victoria and Albert Museum and Miami's Art Basel

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

KEY FINDINGS

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

Ninety-two percent of master's degree graduates and 91 percent of bachelor's degree graduates reported being employed, pursuing further education or both.

Of the total number of employed respondents, **86 percent** are working in the industry for which they studied or in a related field.

STUDY OVERVIEW

To get a better understanding of the career paths of recent graduates, SCAD's office of institutional assessment conducted a survey of Spring 2012 alumni using a multi-step process. The key finding of the study demonstrated that 91 percent of graduates were employed, pursuing further education or both within nine 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 survey is a four-step process beginning at graduation and extending for nine months:

- **May 2012:** Administration of a paper-based commencement survey immediately prior to graduation regarding secured employment and continuing education.
- **Ongoing:** Monitor 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, where SCAD alumni share profile and employment information; and the SCAD's career and alumni success database, which tracks student- and alumni-reported employment data.

- **January-February 2013:** Follow-up online survey regarding secured employment and continued education. For this past year, this online survey began in late January 2013 and ran for approximately six weeks.
- **February 2013:** Targeted calling of Spring 2012 alumni regarding secured employment and continued education.

RESPONSE RATE

SCAD captured information from 85 percent of the Spring 2012 graduates, a total of 1,112 respondents — undergraduate and graduate students — from Savannah and Atlanta, Georgia; Hong Kong; and eLearning.

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 can not be compared with statistics from other institutions, as there is no federal standard as to how information needs to be tracked, thus leaving each individual institution to determine its own methodology.

For more information, contact employmentstats@scad.edu