



**REPORT: SCAD ALUMNI
EMPLOYMENT STUDY
2019**

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“If you want to “future-proof” your career, there’s no better approach than focusing on thinking more creatively. Stop settling for solutions that worked previously and push yourself to think of newer, better ideas.”

— Why Creativity is the Most Important Skill in the World, LinkedIn Learning

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 degree program at SCAD.

Nurtured by passionate professors with extensive professional experience, SCAD graduates represent the globally minded, collaborative, enterprising professionals who thrive in the ever-changing terrain of modern markets. Through engaged teaching and learning, sponsored projects, signature events and programming, substantial internship and career services, cross-disciplinary collaboration, extended learning opportunities and more, SCAD graduates are comprehensively prepared to lead and thrive in the contemporary creative workforce.

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

Whitney Taylor (M.F.A., interactive design and game development, 2011), UX manager, Google/YouTube, San Francisco

Sarah Carroll (M.F.A., historic preservation, 1993), executive director, NYC Landmarks Preservation Commission, New York

Shandon Melvin (B.F.A., graphic design, 1998), creative director, NFL, New York

Azadeh Shushtari (B.F.A., jewelry, 2005), senior jewelry designer, Henri Bendel, New York

Chaz Money Penny (M.F.A., dramatic writing, 2013), creative manager of story, Universal Studios, Osaka, Japan

Notable SCAD alumni accomplishments from recent years:

Kayli Carter (B.F.A., performing arts, 2015) first appeared on stage in New York in *Nice Fish*, an Olivier Award-nominated play from Academy Award-winner Mark Rylance. Carter is best known for playing Sadie Rose on the Emmy Award-winning Netflix miniseries *Godless*, and also starred opposite Paul Giamatti in the critically acclaimed *Private Life* in 2018.

Le’Andra LeSeur (B.F.A., photography, 2014) won the prestigious \$200,000 juried grand prize at ArtPrize 10 for her mixed-media/performance installation “brown, carmine, and blue.” Jurors commended Le’Andra for engaging social issues through her art.

Erik Dunshee (B.F.A., product design, 2001) is a senior designer at Honda R&D Americas, where he focuses on new market opportunities within transportation design. Dunshee has more than 20 patents to his name.

Laura Silva (B.F.A., writing, 2016), a user experience designer at Amazon, was awarded the 2018 Inclusive Amazonian Award for her work to promote accessibility and diversity at the company.

Michael Goesele (B.F.A., photography, 2003), a global creative director at *Newsweek*, has led creative teams in the successful design and redesign of brands such as *Newsweek*, Ritz-Carlton, *Washingtonian*, CBS and the Consumer Technology Association.

Octavia Gilmore (B.F.A., graphic design, 2011), founder of the award-winning Creative Juice marketing agency in Atlanta, is a member of the Metro Atlanta Chamber’s Choose ATL Influencer program, where she helps shape and mold the future of Atlanta.

Squire Fox (B.F.A., photography, 1992) is a successful photographer based in NYC and Charleston. His client list includes notable brands such as Hearst, L.L. Bean, Martha Stewart Living, Bon Appetit, Target, Rolling Stone, Zappos, Travel & Leisure and many more.

Eleanor Turner (B.F.A., fashion, 2008) designed for iconic American brands including Tommy Hilfiger, Tory Burch and J.Crew. In 2015, she cofounded Argent, a women’s apparel company aimed at empowering working women through stylish and functional clothing. She has dressed trailblazing women such as Hillary Clinton, Kamala Harris, Gloria Steinem, Emily Weiss, Brooklyn Decker, and many others.

KEY FINDINGS

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

Ninety-nine percent of master's degree graduates and **98 percent** of bachelor's degree graduates reported being employed, pursuing further education or both.

Of the total number of employed respondents, **92 percent** are working in the industry for which they studied or in a related field.

STUDY OVERVIEW

To better understand the career paths of recent graduates, SCAD's office of institutional assessment conducted a study of Spring 2018 alumni using a multistep process. As the key finding of the study, 99 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 2018:** Administration of a commencement survey immediately prior to graduation regarding secured employment and continuing education.
- **June 2018–March 2019:** Monitoring of a variety of internal and external data sources including the university's internal data management system, which

allows the university to identify who is returning to SCAD to pursue an additional 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 2019:** Administration of a follow-up online survey regarding secured employment and continued education. For this past year, this online survey began in late January 2019 and ran for approximately seven weeks.

KNOWLEDGE RATE

Using best practices from the National Association of Colleges and Employers (NACE), SCAD captured information from 87 percent of the Spring 2018 graduates—a total of 1,470 undergraduate and graduate alumni—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 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.