



**REPORT: SCAD ALUMNI
EMPLOYMENT STUDY
2020**

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“Designers are well equipped to help solve humanity’s most complex problems. Facing real-life challenges is what we do on a daily basis ... New types of interactions and collaborations are already unfolding. It’s a reminder of what’s enduring—and that beauty, inspiration, and uplifting each other are universal human needs.”

— Cindy Allen, Editor in Chief, *Interior Design Magazine*

Innovation and creativity are more essential than ever in these evolving times. As companies and organizations in every business sector search for ideas to evolve and steer their brands, they seek professionals with the ability to meaningfully and immediately contribute imaginative solutions. The capacity to produce insightful, intelligent, effective results is paramount in today’s world, and intrinsic in the curriculum of every SCAD degree program.

Cultivated by accomplished faculty possessing substantial professional experience and academic qualifications, SCAD graduates enter the contemporary creative workforce prepared to lead and thrive. Through engaged teaching and learning, sponsored projects, signature events and programming, considerable career services, cross-disciplinary collaboration, extended learning opportunities and more, SCAD graduates apply an entrepreneurial, collaborative, internationally focused approach to industries around the globe.

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

Chris Myers (M.F.A., animation, 2007), lead animator, Funcom, Durham, North Carolina

Harshit Desai (M.F.A., animation, 2014) creative director, Imaginary Forces, Los Angeles, California

Julian Robaire (B.F.A., fashion, 2013) head of tailors for men and women’s ready to wear, CELINE, Paris, France

Katey Deeny Muus (M.F.A., interior design, 2005) director of design, Amazon Fresh, Prime Now, Whole Foods on Amazon, Seattle, Washington

Notable SCAD alumni accomplishments from recent years:

Anis Mojgani (B.F.A., sequential art, 1999) was named the tenth Poet Laureate of Oregon in 2020 by Governor Kate Brown. His journey to poetry began with his love of the visual arts. He has combined his sequential art and writing talent to gain artist and writer residencies across the United States.

Christopher John Rogers (B.F.A., fashion, 2016) won the prestigious \$400,000 CFDA, Vogue Fashion Fund. Celebrities such as Cardi B, Michelle Obama, Lizzo, Ashley Graham, and other celebrities have worn his vibrant and exuberant pieces.

Erica Hayes (B.F.A., sequential art, 2012) became the first female director on Adult Swim’s *Rick and Morty* (season 4). Prior to this opportunity, she had been a storyboard artist for *Rick and Morty*, Netflix’s *Big Mouth* (season 3), and *The Croods*. In November 2019, she was named one of Inverse’s Future 50, which profiles 50 people who will shape the coming decade as forces of positive change.

Flannery Cronin (B.F.A., fibers, 2009), founder of Friend of All, a Brooklyn-based, all-female, stained glass artist group. Her stained glass lamps and designs have been featured in West Elm, Sundance, and in shops across the United States and in Canada and Japan.

Shira Entis (M.A., fashion, 2006) started her second line of handbags, Immodest Cotton in 2016 after the success of her original line Fleabags LLC. Her newline uses leather goods handcrafted in the United States and cotton goods that are the result of partnerships between artisans and makers from India.

Valheria Rocha (B.F.A., photography, 2016) photographed the campaign for Taylor Swift’s seventh album *Lover*. Her images graced the album cover, billboards, streaming platforms, and even Amazon boxes. She has also worked with other young celebrities such as Shannon Purser from Netflix’s *Stranger Things* and Sophia Lillis from *It* and Netflix’s *I Am Not Okay With This*.

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%** of bachelor's degree graduates reported being employed, pursuing further education, or both.

Of the total number of employed respondents, **91%** 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 2019 alumni using a multistep process. As the key finding of the study, 99% 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. In alignment with NACE best practices, SCAD includes permanent, full-time, part-time, internship, freelance, self-employed, and further education as part of its alumni employment rate.

- **May 2019:** Administration of a commencement survey immediately prior to graduation regarding secured employment and continuing education.
- **June 2019–March 2020:** 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 2020:** Administration of a follow-up online survey regarding secured employment and continued education. For this past year, this online survey began in late January 2020 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% of the Spring 2019 graduates—a total of 1,716 undergraduate and graduate alumni—from Savannah and Atlanta, Georgia; Hong Kong; and eLearning. SCAD's 87% response rate far exceeds the results of NACE's First-Destination Survey, which aims for a 65% knowledge rate.

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.

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