



**REPORT: SCAD ALUMNI
EMPLOYMENT STUDY
2022**

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“As technological solutions become more intelligent and capable of doing the tasks we once relied on humans for, creativity is becoming one of the most crucial and in-demand skills for work.” Tim Madden, CEO Fast Company

As global markets and brands adapt to an evolving economy, employers search for people who have the vision to innovate and thrive. Creative thinkers and industries grow and diversify the new economy with bold ideas and imaginative solutions. SCAD's mission to prepare students for creative professions results in graduates who produce the insightful results that leading companies and organizations seek.

SCAD's elite faculty possess the professional experience and academic qualifications to prepare a new generation of creative leaders. Their substantial accomplishments combined with: curated curricula, extended learning opportunities, cross-disciplinary collaboration, sponsored projects, signature events and programming, comprehensive career services, and more results in significant success for graduates, who join the workforce prepared to flourish. Equipped with a preeminent education, SCAD graduates apply collaborative, inventive, and positive approaches to industries around the globe.

Notable SCAD Alumni Employment From Recent Years:

Tina Sommers (B.F.A, graphic design, 1990), 2016 Alumni Atelier Ambassador, brand market manager, Delamar Hotels, New York (NY)

Bill Kivi (M.F.A, animation, 2011), lead animator, Disney Parks, Experiences, and Products, Los Angeles (CA)

Zach Parrish (B.F.A., animation, 2007), animation director, Netflix, Los Angeles (CA)

Chelsea Schiff (B.F.A., photography, 2012), design director, Barron's, New York (NY)

Lisa Kirschman (M.F.A., interior design, 2009), head of creative studio and design ops, Amazon Music, Seattle (WA)

Nik Parekh, (B.F.A., service design, 2017), manager-innovation, Deloitte, New York (NY)

Notable SCAD Alumni Accomplishments From Recent Years:

Marcus Dunn (M.F.A., painting, 2017) was named a 2022 State Fellow by South Arts for a grant of \$5,000. His paintings reference early images of Native American boarding schools across North America in order to reconstruct a historical narrative of cultural assimilation.

An Le's (B.F.A, photography, 2012), agency, Now Open, is part of a virtual Marilyn Monroe CGI project featured in Vogue Business. A CGI image of Monroe appeared on eight covers of CR Fashion Book China and were minted separately as a series of NFTs.

Marialexandra García (B.F.A., fashion, 1997), founder and CEO of Outplay, a gender neutral swimwear and activewear brand featured in USA Today, LA Times, Cosmopolitan and Seventeen Magazine as a top clothing line/brand for gender neutral swimwear.

Meghan Preiss (B.F.A., industrial design, 2016) was elected to the World Design Organization 2022 Board of Directors. She is the first person under the age of 40 to be elected to the board in the organization's 60-year history.

Anis Mojgani (B.F.A. sequential art, 1999) was reappointed as Oregon's Poet Laureate for a second term. Mojgani, who originally started serving in the coveted position in May 2020, will now continue through 2024.

Hasani Sahlehe (B.F.A. painting, 2015) won The Forward Arts Foundation's 2023 Edge Award. He will receive a \$10,000 cash award, a two-week residency at the Hambidge Center, and a solo exhibition at the Swan Coach House Gallery in April 2023.

In 2022, 155 SCAD Bees, representing a variety of award-winning degree programs, including animation, visual effects, film and television, production design, sound design, performing arts, sequential art, illustration, motion media design, fashion, painting, and photography contributed to 21 productions nominated for Academy Awards. SCAD alumni worked on all five films nominated for Best Visual Effects and four of five nominees for Best Animated Feature. Two alumni worked on the Best Picture winner, *CODA*. 23 Bees contributed to *Encanto*, Best Animated Feature winner.

KEY FINDINGS

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

One hundred 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 2021 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 the National Association of Colleges and Employers' (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 2021:** Administration of a commencement survey immediately prior to graduation regarding secured employment and continuing education.
- **June 2021–March 2022:** 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 2022:** Administration of a follow-up online survey regarding secured employment and continued education. For this past year, this online survey began in late January 2022 and ran for approximately seven weeks.

KNOWLEDGE RATE

Using best practices from NACE, SCAD captured information from 86% of the Spring 2021 graduates—a total of 1,657 undergraduate and graduate alumni—from Savannah and Atlanta, Georgia and SCADnow. SCAD's 86% 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.