



**REPORT: SCAD ALUMNI
EMPLOYMENT STUDY
2023**

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“In an uncertain environment, success is based on dynamic factors, such as collaboration, innovation, and adaptability. This requires turning insights into outcomes, convictions into capabilities, and chaos into control.”¹

Adaptability and resourcefulness are more essential than ever in the global marketplace. Leading companies and organizations seek professionals who can rapidly and substantially provide innovative solutions. The ability to generate perceptive, astute, and meaningful business outcomes is vital in the contemporary world and forms an integral part of every academic program at SCAD.

Nurtured by experienced faculty with extensive real-world expertise and academic credentials, SCAD graduates emerge well-equipped to lead and excel in today's dynamic workforce. Empowered by an unparalleled career-focused education, SCAD graduates are prepared to enter and lead in diverse business sectors across the world

Notable SCAD Alumni Employment From Recent Years:

Daniel Askins (B.F.A., graphic design, 2018), senior digital designer, MAC Cosmetics, New York, NY

Heejung Kim (B.F.A., fashion marketing and management, 2017), art director, Dare to Roam, New York, NY

Sarah Yandell (B.F.A., immersive reality, 2022; B.F.A., interactive design and game development, 2022), XR development intern in Omniverse and UE5, NASA Johnson Space Center, Memphis, TN

Victor Persichetti (B.F.A., illustration, 2022) Digital Sculptor, Hasbro, Pawtucket, RI

Juan Diego Perez (B.F.A., architecture, 2020), junior architect, Bjarke Ingels Group (BIG), New York, NY

Jay Prajapati (M.A., industrial design, 2017; M.A., design management, 2017), senior service designer, IBM, Mumbai, India

Andrew Stadler (B.F.A., animation, 2022), 2D effects animator, Marvel Studios, New York, NY

Kalah Taylor (M.A., advertising, 2022; B.F.A., graphic design, 2019), art director, FCB Chicago, Chicago, IL

Kate Hundley (B.F.A., fashion, 2009), design director, Ralph Lauren, New York, NY

Notable SCAD Alumni Accomplishments From Recent Years:

Faten Alshazly (M.A., broadcast design, 2010), founder and chief creative officer for the advertising agency WeUsThem was bestowed with the royal honor of the Queen Elizabeth II Platinum Jubilee Medal and was recently named by the Women's Executive Network as a Top 100 Most Powerful Woman for a remarkable fourth time.

Ja'Baris Baskerville (M.F.A., fashion, 2023), received first-place recognition in the 2022 Costume Institute College Fashion Design Competition, held at the Metropolitan Museum of Art.

Maria Garcia (B.F.A., production design, 2012), designed the sets for Super Bowl halftime shows featuring Rihanna; Eminem, Dr. Dre, and Snoop Dogg; and Shakira and Jennifer Lopez, and won the game's first Emmy Award for set design in 2022.

Manahar Kumar (M.F.A., film and television, 2021), has been accepted to the BAFTA Newcomers Program, a four-year new-talent initiative recognizing and supporting international rising stars within the film industry.

Luke Pfost (B.F.A., industrial design, 2017), was honored with an International Design Award as 2022 Product Designer of the Year. His project, MC2, earned accolades for its innovative med-tech application as a mobile, dynamic digital radiography device to better assist patients.

Christian Santori (B.F.A., animation, 2015), received an Emmy Award for Outstanding Graphic Design on the Bleacher Report program, *The Portal*.

Nigel Xavier (B.F.A., fashion, 2016), won season two of *Next in Fashion*, now streaming on Netflix.

In 2023, a total of 143 SCAD alumni spanning 17 majors, including animation, architecture, fashion, film and television, furniture design, sequential art, and sound design contributed their talents to 21 Oscar-nominated and Oscar-winning films. SCAD alumni have contributed to Academy-recognized films for 31 consecutive years.

¹ IBM Institute for Business Value. (2023). *5 Trends for 2023: Embracing chaos, taking charge*. IBM Corporation.

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, **90%** 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 2022 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 and federal program integrity regulations, SCAD includes permanent, full-time, part-time, freelance, self-employed, and further education as part of its alumni employment rate.

- **May 2022:** Administration of a commencement survey immediately prior to graduation regarding secured employment and continuing education.
- **June 2022–April 2023:** 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 ArtStation, 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.

- **March–April 2023:** Administration of a follow-up online survey regarding secured employment and continued education. For this past year, this online survey began in early March 2023 and ran for approximately six weeks.

KNOWLEDGE RATE

Using best practices from NACE, SCAD captured information from 81% of the Spring 2022 graduates—a total of 1,683 undergraduate and graduate alumni—from Savannah and Atlanta, Georgia and SCADnow. SCAD's 81% response rate far exceeds the results of NACE's First-Destination Survey, which aims for a 65% knowledge rate.

For more information, contact employmentstats@scad.edu.