University of Massachusetts Amherst
College of Humanities and Fine Arts
Alumni Survey Results
May 12, 2008
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Executive Summary

Research objective The University of Massachusetts Amherst College of Humanities and Fine Arts undertook this research to assess economic impact of CHFA graduates, faculty and staff on Pioneer Valley/Western MA (Hampshire, Hampden, Franklin and Berkshire Counties) creative economy and to gather stories to further document this impact.

Methods This report summarizes 389 responses to an online and mailed survey of CHFA alumni. The response rate was an impressive 28.6% from online surveys and 2% from mailed paper surveys. The Arts Extension Service developed and analyzed surveys. The Donahue Institute estimated the economic impact of CHFA alumni.

The Creative Economy This study defines the creative economy broadly to include: commercial businesses – that are not inherently creative, yet employ creative talent (e.g., manufacturers employing designers); nonprofit cultural institutions and creative businesses – that use artists’ creative ideas to produce creative goods and services (e.g., performing arts organizations, printers, and advertising firms); artists and creative workers – the creative workforce talent and source of creativity (e.g., designers, architects, writers, craftspeople, singers, etc); and the support systems – the infrastructure of education, funding, services, and public policies that help sustain creative industries, (e.g., arts councils, foundations, school art departments, and arts suppliers).1

Relationship with the College of Humanities and Fine Arts

Year of Graduation The largest cohorts of alumni graduated after 2000 (28%), in the 1970s (24%), in the 1990s (21%) or in the 1980s (16%). About 8% graduated in the 1960s and just 3% in prior years.

Graduates of UMass CHFA Nearly all of the alumni who responded to the survey graduated from the College of Humanities and Fine Arts (95%).

Degrees Achieved Nearly half of respondents (49%) graduated with a B.A. degree. Another 13% earned their M.A., while 10% earned an MFA or BFA. Doctorates accounted for 6% of alumni responding.

Major Course of Study Consistent with enrollment trends, English was by far the most common major course of study reported by a quarter of respondents (25%). History majors are also well represented (16%). Other significant cohorts included: Studio Art, English MFA, Spanish, Music Education, Music, Theater, Studio Art MFA, Art Education, Art History, and French and Francophone Studies. Few other language or linguistics majors responded.

UMass Resources Used Since Graduation The survey asked what UMass resources alumni used since graduation. Nearly three quarters of alumni (73%) reported attending cultural events presented by the University2. Six in ten consulted UMass web site (61%) and over half used UMass library resources (54%). Just under half attended lectures, conferences, or symposia (47%) or sporting

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1 Researchers used definitions developed by Mt. Auburn and Associates, 2007, (see appendix), and standard job classification codes defined as creative workers by the New England Foundation for the Arts, “The Creative Economy: A New Definition., by Denatale and Wassall, 2007.

2 Percentages refer to proportion of respondents who cited each answer. The total exceeds 100% because the survey question allowed multiple choices.
events (45%). Over a third consulted with UMass faculty (37%). Over a quarter (26%) reported attending UMass Continuing Education courses or workshops and slightly fewer attended individual academic classes (21%). Seventeen percent reported using alumni networks. Six percent reported no use of UMass resources after graduation.

**General Comments** Many alumni thanked the College for asking their opinions and many expressed gratitude to the University, the College, or specific faculty for their education. “I am proud to be a graduate of the College of Humanities and Fine Arts.” Some complained that survey definitions of creative workers were too restrictive and that teachers and healthcare workers are creative as well. Many offered specific suggestions to improve the College, University, or its outreach. A very few complained about their experience at the University. Most comments are appreciative, “I appreciate your interest in listening to HFA alumni.”

**Education and Cultural Influences**

**Learned Skills Associated with CHFA Education** The survey asked “What skills did your UMass College of Humanities and Fine Arts (CHFA) education provide (or enhance) that you find valuable today?” Over eight in ten alumni cited written communication skills (84%) and this was the most frequent response. Nearly three quarters cited verbal communication skills (73%). Other valued skills included: ability to research (69%), ability to value diversity (63%), ability to work effectively with others (61%), ability to innovate solutions (53%), and ability to formulate arguments (53%), and ability to persuade (47%). Over a third cited knowledge of foreign languages (35%).

**Interest in Potential CHFA Services** CHFA alumni expressed interest in existing and potential services. A cultural events calendar is most popular with 86% of alumni indicating interest (53% very likely and 33% likely to participate). Over two thirds (68%) reported interest in networking with other creative professionals. This is in contrast to just 17% who reported in a previous question that they actually use UMass alumni networks. Over half are interested in Continuing Education courses (with 23% very likely and 29% likely to participate). UMass cultural trips and tours are of interest to 45% (with 19% very likely and 26% likely to participate). About a third are interested in retaining UMass interns (with 17% very likely and 17% likely to participate).

**Influence of UMass Education on Career Decision** Most alumni reported that their UMass education influenced their career decision. Of these, 43% reported their education to be a major influence and 38% reported some influence. Another 11% indicated little influence and 8% cited no influence.

**Influence of UMass on Pioneer Valley Residence Decision** Just under half reported that they would not be living in the Pioneer Valley if they had not attended UMass Amherst. Slightly more indicated they would have lived here anyway. For those whom the University influenced their decision to reside in the Pioneer Valley, about four in ten (42%) said the University was a major influence in that decision. Over a third (36%) reported some influence and just under a quarter (22%) said UMass had little influence.

**Pioneer Valley Cultural Opportunities Influence on Residence Decision** The Pioneer Valley’s cultural opportunities were a major factor for 43% of alumni as they decided where to live. This is virtually identical to the University’s influence. Over a third were somewhat influenced by the Valley’s culture.

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3 Percentages exceed 100% because respondents could pick multiple options.
Alumni Professions in Creative Industries  Just over half (52%) of responding alumni reported
that they work in creative industries. Independent artists, musicians, craftspeople, actors, writers,
designers, and media arts professionals are the largest group living in the Pioneer Valley (14%).
Nearly as many (13%) worked in the support system that sustains the creative sector (e.g., school art
programs, arts centers, funders, and service organizations). Another 10% worked in nonprofits or
commercial businesses that distribute creative products (e.g., museums, libraries, galleries, publishers,
performance venues, theaters, bookstores, etc.). Nine percent worked in institutions that are not
creative themselves, but employed creative workers (e.g., manufacturers that employ designers). Six
percent worked in nonprofits or cultural organizations that produce creative goods and services (e.g.,
performing arts organizations, dance troupes, printing companies, recording studios, design studios,
advertising agencies, architects, etc.). Nearly half (48%) did not work in the creative sector.

Alumni Occupations in Creative Sector  The survey also asked about specific occupations within
the creative sector. Respondents could select more than one job, so the report notes numbers
selecting each category, not percentages. Visual artists are the largest group of creative workers (46
alumni), followed by creative artists and writers (41, including entertainers and authors,) alumni
working in information and cultural support jobs (32, e.g. advertising managers, librarians, sound
engineers, radio technicians, etc.), and performing artists (29). Another group works in applied arts
(26, architects, curators, editors, technical writers) or as craft artists (19). A significant group of
“other creative workers” (65) are mostly teachers.

Alumni Contributions to Pioneer Valley Cultural Sector  The survey asked how CHFA alumni
contribute to the cultural sector of the Pioneer Valley. Alumni contributions are extensive. Alumni
Teach and direct chorouses. They are published writers, poets, and editors. Many own businesses.
Many are professional artists, craftspeople, actors, or musicians. CHFA alumni sing in choirs, play in
orchestras, and act in theaters. Several direct Valley nonprofit cultural organizations or serve on their
governing boards. Some have founded well-respected arts organizations. Alumni volunteer,
contribute cash, and buy tickets to events.

Amateur Artists or Writers  Nearly half of CHFA alumni responding (46%) are amateur writers or
artists in any discipline.

Arts or Humanities Teachers  Over a third (39%) of alumni are arts or humanities teachers.

Teaching Artists  Fifteen percent of alumni are teaching artists.

Employment in Pioneer Valley Cultural Nonprofit Organizations  Fifty alumni (17% of
respondents) are employed by nonprofit Pioneer Valley Cultural Organizations.

Governing Board Service for Pioneer Valley Cultural Organizations  Another 18% (62
individuals) served on the governing boards of Pioneer Valley Cultural organizations.

Financial Contributions to Pioneer Valley Cultural Organizations  Nearly half (47%) of CHFA
alumni make annual financial contributions to Pioneer Valley cultural organizations. The median
annual gift is $250. The largest gifts are $25,000, which skews the average contribution to $975.

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5 Researchers used standard job classification codes defined as creative workers by the New England
Twenty individuals give over $1,000 a year to valley nonprofits. Cash contributions from 108 alumni donors total $105,000 annually.

**Volunteering for Pioneer Valley Cultural Organizations**  Nearly a quarter (22%) of CHFA alumni volunteers for Pioneer Valley cultural organizations.

**Hours of Volunteer Service**  CHFA alumni volunteer from 50 hours (median) to 62 hours (mean) per year for cultural organizations in the Pioneer Valley.

**Frequency of Cultural Event Attendance**  Many CHFA alumni frequently attend Pioneer Valley cultural events. Over a third of alumni (38%) attend four to six times a year. More than a quarter (29%) attend monthly. Two in ten (21%) attend just one or two times a year. A small loyal group (8%) attends events weekly and just 4% do not attend at all.

**Cultural Participation**  Alumni report that they most frequently attend art museums and galleries, parks and historic sites, and fairs and festivals. Other frequent forms of cultural participation include: independent and art films, purchasing art or craft, and music. Community theater, professional theater, and classical music are popular. Alumni also attend literary readings, folk or world music, jazz music, science museums, children’s museums, and dance.

**Demographics of Survey Respondents**

**Residence**  Respondents are well distributed throughout the Pioneer Valley. Communities with the most replies are: Amherst (70), Northampton and Florence (40), Greenfield (14), Springfield (14), Holyoke (13), Belchertown (12), and Hadley (12).

**Age**  Respondents’ ages are well distributed. The largest age clusters are equally distributed among alumni who are 25 to 59 years old. Nearly a quarter were over 60.

**Income**  In all, 287 respondents reported their income (74%). The mean CHFA alumni’s 2007 income was $50,600 and the median was $45,000. The highest reported income was $300,000 and the lowest was zero. While we did not ask about retirement, eight volunteered that they are retired.

**Ethnicity**  Respondents are overwhelmingly white, non Hispanic (95%). Just 2% Hispanic, 1% African American, and 1% Asian alumni participated in the survey.

**Gender**  Two-thirds of respondents are female.
Full Research Report

Research objective

The College of Humanities and Fine Arts undertook this research to assess economic impact of CHFA graduates on the Pioneer Valley of Western Massachusetts (Hampshire, Hampden, Franklin, and Berkshire Counties) and to gather stories to further document this impact.

The Creative Economy This study defines the creative economy broadly to include: commercial businesses – that are not inherently creative, yet employ creative talent (e.g., manufacturers employing designers); nonprofit cultural institutions and creative businesses – that use artists’ creative ideas to produce creative goods and services (e.g., performing arts organizations, printers, and advertising firms); artists and creative workers – the creative workforce talent and source of creativity (e.g., designers, architects, writers, craftspeople, singers, etc); and the support systems – the infrastructure of education, funding, services, and public policies that help sustain creative industries, (e.g., arts councils, foundations, school art departments, and arts suppliers). Alumni comments indicate that others, especially teachers, consider themselves creative, and are therefore creative workers.

Methods

This report documents 389 responses to the survey of CHFA alumni. Of these, 361 completed the survey and 28 answered some questions. The online response rate from email announcements was an impressive 28.6% (324 completed online surveys from 1,134 valid email addresses). The response from a parallel mailing of paper surveys was 2% (84 surveys returned from about 4,000 mailed).

The researchers developed the survey, which was formatted for paper and also built online in the Zoomerang survey system. The CHFA Dean’s office sent a 4,000 piece third class mailing in April 2008 to its list of post-1960 CHFA alumni, directing people to the online survey and enclosing a paper survey. The CHFA office sent an email invitation in early April 2008 to 1,234 email addresses of CHFA alumni. Of these, 100 bounced back, yielding 1,134 valid addresses. As the 65 paper surveys were returned, a graduate assistant entered the data into the online survey program. The survey was closed May 5, 2008. The Arts Extension Service team analyzed surveys and wrote this report. The Donahue Institute estimated the economic impact of CHFA alumni based on earnings and jobs.

Acknowledgements

Research has been funded with a grant from the University of Massachusetts – President’s Office’s 2007 Creative Economy Initiatives Fund as part of a larger study, “Benchmarking SouthCoast and Pioneer Valley Creative Economy through Consortium and Applied Research.” Craig Dreeszen designed the survey with advice from Dean Joel Martin, Maren Brown, Michael Goodman, and Tracie Reed. The University’s Institutional Review Board approved survey questions. Tracie Reed

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6 Researchers used definitions developed by Mt. Auburn and Associates, 2007, (see appendix), and standard job classification codes defined as creative workers by the New England Foundation for the Arts, “The Creative Economy: A New Definition., by Denatale and Wassall, 2007.
distributed the survey. Craig Dreeszen analyzed data and reported results. Michael Goodman analyzed the economic impact of CHFA alumni. Diane Bowman checked data and copy edited. Throughout this report, percentages refer to the proportion of individuals who answered each question. Numbers answering are indicated with N= x.
Survey Results

Alumni Relationship with the College of Humanities and Fine Arts

Year of Graduation

The largest cohorts of alumni graduated in 2000 or later (28%), in the 1970s (24%), in the 1990s (21%) or the 1980s (16%). About 8% graduated in the 1960s and just 3% in prior years. The number responding to the question was 383 (N = 383).

1. Approximately what year did you graduate from, or last attend, the University of Massachusetts Amherst?

<table>
<thead>
<tr>
<th>Year of Graduation</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>pre-1960</td>
<td>11</td>
<td>3%</td>
</tr>
<tr>
<td>1960-1969</td>
<td>31</td>
<td>8%</td>
</tr>
<tr>
<td>1970-1979</td>
<td>92</td>
<td>24%</td>
</tr>
<tr>
<td>1980-1989</td>
<td>60</td>
<td>16%</td>
</tr>
<tr>
<td>1990-1999</td>
<td>79</td>
<td>21%</td>
</tr>
<tr>
<td>2000 or later</td>
<td>110</td>
<td>28%</td>
</tr>
<tr>
<td>Total</td>
<td>383</td>
<td>100%</td>
</tr>
</tbody>
</table>

Graduates of UMass CHFA

Nearly all of the alumni who responded to the survey had graduated from the College of Humanities and Fine Arts (95%). Since the survey went only to CHFA Alumni, we assume the remaining 5% were enrolled in CHFA programs, but did not graduate. N = 377.
2. Are you a graduate of the College of Humanities and Fine Arts (CHFA) at UMass Amherst?

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>95%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No</td>
<td>5%</td>
</tr>
<tr>
<td>Total</td>
<td>377</td>
<td>100%</td>
</tr>
</tbody>
</table>

Degrees Achieved

Nearly half of respondents (49%) graduated with a B.A. degree. Another 13% earned their M.A., while 10% earned an MFA or BFA. Doctorates accounted for 6% of alumni responding. N = 382.

3. What was your highest UMass degree?

<table>
<thead>
<tr>
<th>Degree</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA</td>
<td>192</td>
<td>50%</td>
</tr>
<tr>
<td>BFA</td>
<td>38</td>
<td>10%</td>
</tr>
<tr>
<td>MA</td>
<td>48</td>
<td>13%</td>
</tr>
<tr>
<td>MAT</td>
<td>8</td>
<td>2%</td>
</tr>
<tr>
<td>M. Arch</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>MFA</td>
<td>37</td>
<td>10%</td>
</tr>
<tr>
<td>M.S. Design</td>
<td>3</td>
<td>1%</td>
</tr>
<tr>
<td>Ph.D.</td>
<td>23</td>
<td>6%</td>
</tr>
<tr>
<td>Other</td>
<td>33</td>
<td>9%</td>
</tr>
<tr>
<td>Total</td>
<td>382</td>
<td>100%</td>
</tr>
</tbody>
</table>
Major Course of Study

English was by far the most common major course of study reported by a quarter of respondents (25%). History majors are also well represented by 16%. Other significant cohorts included: Studio Art, English MFA, Spanish, Music Education, Music, Theater, Studio Art MFA, Art Education, Art History, and French and Francophone Studies. Few other language or linguistics majors responded. N = 382.
<table>
<thead>
<tr>
<th>Major</th>
<th>Students</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japanese</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Japanese Language and Literature</td>
<td>2</td>
<td>1%</td>
</tr>
<tr>
<td>Journalism</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Judaic Studies</td>
<td>1</td>
<td>0%</td>
</tr>
<tr>
<td>Linguistics</td>
<td>4</td>
<td>1%</td>
</tr>
<tr>
<td>Linguistics and Anthropology</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Linguistics and German</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Linguistics and Japanese</td>
<td>1</td>
<td>0%</td>
</tr>
<tr>
<td>Linguistics and Philosophy</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Linguistics and Psychology</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Linguistics and Russian</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Middle Eastern Studies</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Music</td>
<td>14</td>
<td>4%</td>
</tr>
<tr>
<td>Music Education (CPE)</td>
<td>15</td>
<td>4%</td>
</tr>
<tr>
<td>Philosophy</td>
<td>6</td>
<td>2%</td>
</tr>
<tr>
<td>Portuguese</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Pre-English</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Russian and East European Studies</td>
<td>2</td>
<td>1%</td>
</tr>
<tr>
<td>Slavic and East European Studies</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Spanish</td>
<td>15</td>
<td>4%</td>
</tr>
<tr>
<td>Studio Art BA</td>
<td>5</td>
<td>1%</td>
</tr>
<tr>
<td>Studio Art BFA</td>
<td>19</td>
<td>5%</td>
</tr>
<tr>
<td>Studio Art MFA</td>
<td>13</td>
<td>3%</td>
</tr>
<tr>
<td>Theater</td>
<td>13</td>
<td>3%</td>
</tr>
<tr>
<td>Women's Studies</td>
<td>9</td>
<td>2%</td>
</tr>
<tr>
<td>Other Humanities and Fine Arts major</td>
<td>6</td>
<td>2%</td>
</tr>
<tr>
<td>Not a Humanities and Fine Arts major</td>
<td>5</td>
<td>1%</td>
</tr>
<tr>
<td>Total</td>
<td>382</td>
<td>100%</td>
</tr>
</tbody>
</table>

**Respondents Communities**

5. What is the zip code of your primary residence?

Respondents are well distributed throughout the Pioneer Valley. The map below illustrates one dot for each zip code represented. Communities most represented are: Amherst (70), Northampton/Florence (40), Greenfield (14), Springfield (14), Holyoke (13), Belchertown (12), and Hadley (12). N = 378.
UMass Resources Used Since Graduation

The survey asked what UMass Resources alumni used since graduation. Nearly three quarters of alumni (73%) reported attending cultural events presented by the University. Six in ten consulted UMass web site (61%) and over half used UMass library resources (54%). Just under half attended lectures, conferences, or symposia (47%) or sporting events (45%). Over a third consulted with UMass faculty (37%). Over a quarter (26%) reported attending UMass Continuing Education courses or workshops and slightly fewer attended individual academic classes (21%). Only 17% reporting using alumni networks. Only 6% reported no use of UMass resources after graduation. N = 382.

<table>
<thead>
<tr>
<th>UMass Resource Used Since Graduation</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attended cultural events</td>
<td>280</td>
<td>73%</td>
</tr>
<tr>
<td>Attended lectures, conferences or symposia</td>
<td>180</td>
<td>47%</td>
</tr>
<tr>
<td>UMass Continuing education courses or workshops</td>
<td>101</td>
<td>26%</td>
</tr>
<tr>
<td>Individual academic classes</td>
<td>79</td>
<td>21%</td>
</tr>
<tr>
<td>UMass Library resources</td>
<td>208</td>
<td>54%</td>
</tr>
<tr>
<td>UMass websites</td>
<td>234</td>
<td>61%</td>
</tr>
<tr>
<td>Alumni networks</td>
<td>64</td>
<td>17%</td>
</tr>
<tr>
<td>Sporting events</td>
<td>173</td>
<td>45%</td>
</tr>
<tr>
<td>Other UMass resources</td>
<td>99</td>
<td>26%</td>
</tr>
<tr>
<td>None</td>
<td>24</td>
<td>6%</td>
</tr>
</tbody>
</table>

7 Percentages refer to proportion of respondents who cited each answer. The total exceeds 100% because the survey question allowed multiple choices.
**Education and Cultural Influences**

**Learned Skills Associated with CHFA Education**

The survey asked “What skills did your UMass College of Humanities and Fine Arts (CHFA) education provide (or enhance) that you find valuable today?” Over eight in ten alumni cited written communication skills (84%) and this was the most frequent response\(^8\). Nearly three quarters cited verbal communication skills (73%). Other valued skills included: ability to research (69%), ability to value diversity (63%), ability to work effectively with others (61%), ability to innovate solutions (53%), and ability to formulate arguments (53%), and ability to persuade (47%). Over a third cited knowledge of foreign languages (35%). N = 378.

<table>
<thead>
<tr>
<th>Skill</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Written communication skills</td>
<td>296</td>
</tr>
<tr>
<td>Verbal communication skills</td>
<td>260</td>
</tr>
<tr>
<td>Ability to research</td>
<td>245</td>
</tr>
<tr>
<td>Ability to value diversity</td>
<td>224</td>
</tr>
<tr>
<td>Ability to work effectively with others</td>
<td>215</td>
</tr>
<tr>
<td>Ability to innovate solutions</td>
<td>189</td>
</tr>
<tr>
<td>Ability to formulate arguments</td>
<td>186</td>
</tr>
<tr>
<td>Ability to persuade</td>
<td>165</td>
</tr>
<tr>
<td>Knowledge of foreign languages</td>
<td>123</td>
</tr>
<tr>
<td>Other valuable skill attributable to my UMass Education</td>
<td>139</td>
</tr>
</tbody>
</table>

\(^8\) Percentages exceed 100 due to multiple options.
Interest in Potential CHFA Services

CHFA alumni expressed interest in existing and potential services. A cultural events calendar was most popular with 86% of alumni indicating interest (53% very likely and 33% likely to participate.) Over two third (68%) reported interest in networking with other creative professionals. This is in contrast to just 17% who reported in a previous question that they actually use UMass alumni networks. Over half are interested in Continuing Education courses (with 23% very likely and 29% likely to participate). UMass cultural trips and tours are of interest for 45% (with 19% very likely and 26% likely to participate). About a third was interested in retaining UMass interns (with 17% very likely and 17% likely to participate). N = 331.

Interest in Services

8. UMass CHFA is very interested to assist you in developing your professional skills and cultural opportunities. How likely would you participate in any of the following CHFA activities?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Very likely</th>
<th>Likely</th>
<th>Not very likely</th>
<th>Not at all likely</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retain UMass interns?</td>
<td>50</td>
<td>48</td>
<td>45</td>
<td>55</td>
<td>88</td>
</tr>
<tr>
<td></td>
<td>17%</td>
<td>17%</td>
<td>16%</td>
<td>19%</td>
<td>31%</td>
</tr>
<tr>
<td>Take continuing education courses? (Nonprofit management training, more…)</td>
<td>72</td>
<td>92</td>
<td>82</td>
<td>50</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>23%</td>
<td>29%</td>
<td>26%</td>
<td>16%</td>
<td>6%</td>
</tr>
<tr>
<td>Network with other creative professionals?</td>
<td>97</td>
<td>111</td>
<td>57</td>
<td>23</td>
<td>17</td>
</tr>
<tr>
<td></td>
<td>32%</td>
<td>36%</td>
<td>19%</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>Consult a calendar of cultural events?</td>
<td>177</td>
<td>108</td>
<td>28</td>
<td>10</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>53%</td>
<td>33%</td>
<td>8%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Participate in a cultural trip or tour led by UMass faculty?</td>
<td>59</td>
<td>81</td>
<td>114</td>
<td>48</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>19%</td>
<td>26%</td>
<td>36%</td>
<td>15%</td>
<td>4%</td>
</tr>
</tbody>
</table>
Influence of UMass Education on Career Decision

Most alumni reported that their UMass education influenced their career decision. Of these, 43% reported their education to be a major influence and 38% reported some influence. Another 11% indicated little influence and 8% cited no influence. N = 367.

<table>
<thead>
<tr>
<th>Influence of UMass Education on Career Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major influence</td>
</tr>
<tr>
<td>Some influence</td>
</tr>
<tr>
<td>Little influence</td>
</tr>
<tr>
<td>No influence</td>
</tr>
<tr>
<td>Total</td>
</tr>
<tr>
<td>43%</td>
</tr>
<tr>
<td>38%</td>
</tr>
<tr>
<td>11%</td>
</tr>
<tr>
<td>8%</td>
</tr>
<tr>
<td>367</td>
</tr>
</tbody>
</table>

9. To what extent did your UMass education influence your career decision?

<table>
<thead>
<tr>
<th>Influence</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major influence</td>
<td>161</td>
<td>44%</td>
</tr>
<tr>
<td>Some influence</td>
<td>139</td>
<td>38%</td>
</tr>
<tr>
<td>Little influence</td>
<td>39</td>
<td>11%</td>
</tr>
<tr>
<td>No influence</td>
<td>28</td>
<td>8%</td>
</tr>
<tr>
<td>Total</td>
<td>367</td>
<td>100%</td>
</tr>
</tbody>
</table>

Influence of UMass on Pioneer Valley Residence Decision

Just under half reported that they would not be living in the Pioneer Valley if they had not attended UMass Amherst. Slightly more indicated they would have lived here anyway. Comments indicate that many were residents before admission to the University. N = 356.

Would you be living in Pioneer Valley if you had not attended UMass Amherst?

<table>
<thead>
<tr>
<th>Would you be living in Pioneer Valley if you had not attended UMass Amherst?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
</tr>
<tr>
<td>No</td>
</tr>
<tr>
<td>Total</td>
</tr>
<tr>
<td>53%</td>
</tr>
<tr>
<td>47%</td>
</tr>
<tr>
<td>356</td>
</tr>
</tbody>
</table>

College of Fine Arts and Humanities and Fine Arts Alumni Survey Report 16
10. Would you be living in the Pioneer Valley if you had not attended UMass Amherst?

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>189</td>
<td>167</td>
</tr>
<tr>
<td>Total</td>
<td>356</td>
<td>100%</td>
</tr>
</tbody>
</table>

Extent of UMass Influence on Pioneer Valley Residence Decision
For those whom the University influenced their decision to reside in the Pioneer Valley, about four in ten (42%) said the University was a major influence in that decision. Over a third (36%) reported some influence and just under a quarter (22%) said UMass had little influence. N = 291.

<table>
<thead>
<tr>
<th>Extent of UMass Influence on Pioneer Valley Residency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major influence</td>
</tr>
<tr>
<td>Some influence</td>
</tr>
<tr>
<td>Little influence</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>42%</td>
</tr>
<tr>
<td>36%</td>
</tr>
<tr>
<td>22%</td>
</tr>
</tbody>
</table>

11. If yes, to what extent did your affiliation with UMass Amherst influence your decision to live in the Pioneer Valley?

<table>
<thead>
<tr>
<th>Affiliation with UMass Amherst</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major influence</td>
<td>93</td>
<td>32%</td>
</tr>
<tr>
<td>Some influence</td>
<td>79</td>
<td>27%</td>
</tr>
<tr>
<td>Little influence</td>
<td>48</td>
<td>16%</td>
</tr>
<tr>
<td>Total</td>
<td>291</td>
<td>100%</td>
</tr>
</tbody>
</table>
Pioneer Valley Cultural Opportunities Influence on Residence Decision

The Pioneer Valley’s cultural opportunities were a major factor for 43% of alumni as they decided where to live. This is virtually identical to the University’s influence. Over a third (36%) were somewhat influenced by the Valley’s culture. Nearly a quarter of alumni (23%) were not much influenced by the Valleys’ cultural opportunities. N = 363.

<table>
<thead>
<tr>
<th>Influence</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major factor</td>
<td>43</td>
</tr>
<tr>
<td>Somewhat a factor</td>
<td>36</td>
</tr>
<tr>
<td>Not much of a factor</td>
<td>12</td>
</tr>
<tr>
<td>Not a factor</td>
<td>9</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
</tr>
</tbody>
</table>

12. To what extent do the Pioneer Valley's cultural opportunities contribute to your decision to live in this region?

<table>
<thead>
<tr>
<th>Influence</th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major factor</td>
<td>158</td>
<td>44</td>
</tr>
<tr>
<td>Somewhat a factor</td>
<td>130</td>
<td>36</td>
</tr>
<tr>
<td>Not much of a factor</td>
<td>44</td>
<td>12</td>
</tr>
<tr>
<td>Not a factor</td>
<td>31</td>
<td>9</td>
</tr>
<tr>
<td>Total</td>
<td>363</td>
<td>100</td>
</tr>
</tbody>
</table>

CHFA and Pioneer Valley Creative Industries

Alumni Professions in Creative Industries

Just over half (52%) of responding alumni reported that they work in creative industries9. Independent artists, musicians, craftspeople, actors, writers, designers, and media arts professionals are the largest group living in the Pioneer Valley (14%). Nearly as many (13%) worked in the support system that sustains the creative sector (e.g. school art programs, arts centers, funders, and service organizations). Another 10% worked in nonprofits or commercial businesses that distribute creative products (e.g., museums, libraries, galleries, publishers, performance venues, theaters, bookstores, etc.). Nine percent worked in institutions that are not creative themselves, but employed creative workers (e.g., manufacturers that employ designers).Six percent worked in nonprofits or cultural organizations that produce creative goods and services (e.g. performing arts organizations, dance

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troupes, printing companies, recording studios, design studios, advertising agencies, architects, etc.). Nearly half (48%) did not work in the creative sector. N = 369.

**Working in Creative Industries**

<table>
<thead>
<tr>
<th>Category</th>
<th>Not working in creative industry</th>
<th>Working in creative industries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Independent artist, musician, craftsperson, actor, writer, or designer in any discipline, including broadcasting and media arts;</td>
<td>51</td>
<td>14%</td>
</tr>
<tr>
<td>Nonprofit cultural institution or commercial creative business that takes the original ideas of individual artists and produce creative goods and services (e.g., performing arts organizations, dance troupes, printing companies, recording studios, design studios and shops, advertising firms, film production companies, and architectural firm);</td>
<td>21</td>
<td>6%</td>
</tr>
<tr>
<td>Nonprofit and commercial institutions or commercial creative businesses that distribute the creative products to customers and the marketplace (e.g., museums, libraries, art galleries, publishing companies, performing arts venues, and higher education arts facilities, movie theater, or bookstore);</td>
<td>36</td>
<td>10%</td>
</tr>
<tr>
<td>Institution or commercial businesses that is not creative by design, but is dependent on creative talent and functions to survive (e.g., technology companies that employ graphic artists or manufacturing companies that employ product designers);</td>
<td>32</td>
<td>9%</td>
</tr>
</tbody>
</table>

13. Which of the following categories best describes the industry in which you work? If you work in multiple sectors, select the profession that provides the largest portion of your income (categories from Mt. Auburn Associates).
Support system that nurtures and sustains the creation, production, and distribution of creative products and services (e.g., school system’s art education programs; arts agencies, community centers, arts service organizations, etc.) | 48 | 13%
None of the above | 181 | 49%
Total | 369 | 100%

Alumni Occupations in Creative Sector

The survey also asked about specific occupations within the creative sector. Respondents could select more than one job, so the chart below reports numbers selecting each category, not percentages. Visual artists are the largest group of creative workers (46 alumni), followed by creative artists and writers (41, including entertainers and authors), alumni working in information and cultural support jobs (32, e.g. advertising managers, librarians, sound engineers, radio technicians, etc.), and performing artists (29). Another group works in applied arts (26, architects, curators, editors, technical writers) or as craft artists (19). A significant group of “other creative workers” (65) are mostly teachers.

14. If you are a creative worker, which of the following categories best describes your current occupation? You may select more than one job.

Performing Artists including actors, producers and directors, dancers and choreographers, musicians, singers, and related workers | 29 | 8%

Visual Artists including: artists and related workers, designers, and photographers | 46 | 12%

Creative Artists and Writers including: entertainers and performers, writers and authors | 41 | 11%

Applied Artists including: architects, archivists, curators, and museum technicians, announcers, editors, and technical writers | 26 | 7%

Art, Information and Cultural Support including: Advertising and promotions managers, Public relations managers, Librarians, assistants, and technicians, News analysts, reporters and correspondents, Public relations Specialists, Media and communication workers, Broadcast and sound engineering technicians and radio operators, Television, video, and motion picture camera operators and editors, Media and communication equipment workers, Motion picture projectionists, Advertising sales agents, Desktop publishers, Radio and telecommunications equipment installers and repairers | 32 | 9%

Craft artist/artisans working in: clay, enamel, fiber/textiles, glass, leather, metal, precious stones, mixed-media, paper, organic materials, plastics, wood, or other craft media | 19 | 5%

Not a creative worker | 172 | 47%

Other creative worker, please specify | 65 | 18%

**Pioneer Valley Cultural Sector**

**Alumni Contributions to Pioneer Valley Cultural Sector**

The survey asked how CHFA alumni contribute to the cultural sector of the Pioneer Valley. Alumni contributions are extensive. Alumni teach and direct choruses. They are published writers, poets, and editors. Many own businesses. Many are professional artists, craftspeople, actors, or musicians. CHFA alumni sing in choirs, play in orchestras, and act in theaters. Several direct Valley nonprofit cultural organizations or serve on their governing boards. Some have founded well-respected arts organizations. Alumni volunteer, contribute cash, and buy tickets to events.

15. Can you recount a brief example that illustrates how you contribute to the cultural sector of the Pioneer Valley? If so, please write your comments below.

165 Responses
Amateur Artists or Writers
Nearly half of CHFA alumni responding (46%) are amateur writers or artists or in any discipline. N = 331.

Amateur Artists or Writers

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number</td>
<td>151</td>
<td>180</td>
</tr>
<tr>
<td>Percent</td>
<td>46%</td>
<td>54%</td>
</tr>
</tbody>
</table>

Arts or Humanities Teachers
Over a third (39%) of alumni are arts or humanities teachers (working in or out of schools). N = 343.

Arts or Humanities Teacher

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number</td>
<td>131</td>
<td>212</td>
</tr>
<tr>
<td>Percent</td>
<td>39%</td>
<td>61%</td>
</tr>
</tbody>
</table>

16. Are you an amateur artist or writer in any discipline?

17. Are you an arts or humanities teacher (in or out of a school)?
### Teaching Artists

Fifty alumni (15%) are teaching artists (a professional artist who also teaches.)

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>133</td>
<td>39%</td>
</tr>
<tr>
<td>No</td>
<td>210</td>
<td>61%</td>
</tr>
<tr>
<td>Total</td>
<td>343</td>
<td>100%</td>
</tr>
</tbody>
</table>

#### 18. Are you a teaching artist (e.g. a professional artist who also teaches)?

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>50</td>
<td>15%</td>
</tr>
<tr>
<td>No</td>
<td>275</td>
<td>85%</td>
</tr>
<tr>
<td>Total</td>
<td>325</td>
<td>100%</td>
</tr>
</tbody>
</table>

### Employment in Pioneer Valley Cultural Nonprofit Organizations

Fifty alumni (17%) are employed by nonprofit Pioneer Valley Cultural Organizations. N = 338.

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>57</td>
<td>17%</td>
</tr>
<tr>
<td>No</td>
<td>275</td>
<td>83%</td>
</tr>
<tr>
<td>Total</td>
<td>332</td>
<td>100%</td>
</tr>
</tbody>
</table>

---

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19. Are you employed by (or regularly contracted with) a nonprofit cultural organization (arts or humanities) or by a cultural program within another institution (e.g. theatre within a college)?

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>57</td>
<td>281</td>
<td>338</td>
</tr>
<tr>
<td>No</td>
<td>17%</td>
<td>83%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Governing Board Service for Pioneer Valley Cultural Organizations

Another 62 alumni (18%) serve on the governing boards of Pioneer Valley Cultural organizations. N = 341.

<table>
<thead>
<tr>
<th>Service on Nonprofit Cultural Organization Governing Board</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
</tr>
<tr>
<td>No</td>
</tr>
</tbody>
</table>

20. Have you served on the governing board of directors of a nonprofit cultural organization in the Pioneer Valley?

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>62</td>
<td>18%</td>
<td>341</td>
</tr>
<tr>
<td>No</td>
<td>279</td>
<td>82%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Financial Contributions to Pioneer Valley Cultural Organizations

Nearly half (47%) of CHFA alumni make annual financial contributions to Pioneer Valley cultural organizations. The median annual gift is $250. The largest gifts are $25,000, which skews the average contribution to $975. Twenty individuals give over $1,000 a year to valley nonprofits. Cash contributions from 108 alumni donors total $105,000 annually. N = 344.

- $975 Mean annual contribution
- $250 Median
- $25,000 Maximum
- $104,460 Total
- 20 give over $1,000/year
21. Do you make financial contributions to one or more Pioneer Valley nonprofit cultural organizations?

| Yes | 161 | 47% |
| No  | 183 | 53% |
| Total | 344 | 100% |

Volunteering for Pioneer Valley Cultural Organizations

Nearly a quarter (22%) of CHFA alumni volunteers for Pioneer Valley cultural organizations. N = 338.

22. Do you volunteer for one or more nonprofit Pioneer Valley cultural organizations?

| Yes | 74 | 22% |
| No  | 264 | 78% |
| Total | 338 | 100% |
Hours of Volunteer Service

CHFA alumni volunteer from 50 hours (median) to 62 hours (mean) per year for cultural organizations in the Pioneer Valley.

Annual hours of volunteering:
- 162 Average
- 50 Median
- 1,750 Maximum
- 2 Minimum

Frequency of Cultural Event Attendance

Many CHFA alumni frequently attend Pioneer Valley cultural events. Over a third (38%) attends four to six times a year. Over a quarter (29%) attends monthly. Two in ten (21%) attend just one or two times a year. A small loyal group (8%) attends events weekly and just 4% do not attend at all. N = 351.

<table>
<thead>
<tr>
<th>Frequency of Attendance</th>
<th>Percentage</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Usually weekly</td>
<td>8%</td>
<td>27</td>
</tr>
<tr>
<td>Usually monthly</td>
<td>29%</td>
<td>102</td>
</tr>
<tr>
<td>4-6 times a year</td>
<td>38%</td>
<td>132</td>
</tr>
<tr>
<td>1-2 times a year</td>
<td>21%</td>
<td>75</td>
</tr>
<tr>
<td>Not at all</td>
<td>4%</td>
<td>15</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
<td><strong>351</strong></td>
</tr>
</tbody>
</table>
Cultural Participation

Alumni report that they most frequently attend art museums and galleries, parks and historic sites, and fairs and festivals. Other frequent forms of cultural participation include: independent and art films, purchasing art or craft, and music. Community theater, professional theater, classical music are popular. Alumni also attend literary readings, folk or world music, jazz music, science museums, children’s museums, and dance.

<table>
<thead>
<tr>
<th>What Cultural Events Attended</th>
<th>0</th>
<th>50</th>
<th>100</th>
<th>150</th>
<th>200</th>
<th>250</th>
</tr>
</thead>
<tbody>
<tr>
<td>Art museums/galleries</td>
<td>250</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parks, monuments, historic buildings,</td>
<td>248</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>historic sites</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fairs and festivals</td>
<td>154</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Independent or art film</td>
<td>144</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Purchased original art or craft</td>
<td>141</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other music</td>
<td>129</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community theater</td>
<td>129</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Professional theater</td>
<td>129</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Classical music</td>
<td>129</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Literary readings</td>
<td>105</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Folk or world music</td>
<td>102</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jazz music</td>
<td>100</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Science Museums</td>
<td>91</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Children’s Museums</td>
<td>83</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dance</td>
<td>75</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>14</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

24. Which of the following arts, culture, and heritage programs have you attended in the Pioneer Valley at least once in the last 12 months? Please check all that apply.

<table>
<thead>
<tr>
<th>Arts, Culture, or Heritage Programs</th>
<th>0</th>
<th>50</th>
<th>100</th>
<th>150</th>
<th>200</th>
<th>250</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jazz music</td>
<td>100</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Folk or world music</td>
<td>102</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Classical music</td>
<td>129</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other music</td>
<td>141</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Professional theater</td>
<td>129</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community theater</td>
<td>129</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dance</td>
<td>75</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Independent or art film</td>
<td>154</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Art museums/galleries</td>
<td>250</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fairs and festivals</td>
<td>233</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parks, monuments, historic buildings,</td>
<td>248</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>historic sites</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Literary readings</td>
<td>105</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Purchased original art or craft</td>
<td>144</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Science Museums</td>
<td>91</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Children’s Museums</td>
<td>83</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>14</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Demographics of Survey Respondents

Age
Respondents’ ages are well distributed. The largest cohorts are equally distributed among alumni who are 25 to 59 years old. A quarter (24%) are over 60. We heard from none younger than 20. N = 355.

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Younger than 20 years</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>20 to 24 years</td>
<td>16</td>
<td>5%</td>
</tr>
<tr>
<td>25 to 34 years</td>
<td>64</td>
<td>18%</td>
</tr>
<tr>
<td>35 to 44 years</td>
<td>59</td>
<td>17%</td>
</tr>
<tr>
<td>45 to 54 years</td>
<td>69</td>
<td>19%</td>
</tr>
<tr>
<td>55 to 59 years</td>
<td>65</td>
<td>18%</td>
</tr>
<tr>
<td>60 to 64 years</td>
<td>34</td>
<td>10%</td>
</tr>
<tr>
<td>65 to 74 years</td>
<td>28</td>
<td>8%</td>
</tr>
<tr>
<td>75 to 84 years</td>
<td>18</td>
<td>5%</td>
</tr>
<tr>
<td>85 years or older</td>
<td>2</td>
<td>1%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>355</td>
<td>100%</td>
</tr>
</tbody>
</table>
Income

26. Approximately what was your 2007 gross income from employment?

The mean CHFA alumni’s 2007 income was $50,600 and the median was $45,000. The highest reported income was $300,000 and the lowest was zero. While we did not ask about retirement, eight volunteered that they are retired. N = 287.

- $50,600 Average
- $45,000 Median
- $300,000 Maximum
- $0 Minimum
- 8 Volunteered that they are retired

Ethnicity

Respondents are overwhelmingly white, non Hispanic (95%). Just 2% Hispanic, 1% African American, and 1% Asian alumni participated in the survey. N = 350.

27. What is your ethnicity?

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>White (non-Hispanic)</td>
<td>331</td>
<td>95%</td>
</tr>
<tr>
<td>Black/African-American</td>
<td>3</td>
<td>1%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>7</td>
<td>2%</td>
</tr>
<tr>
<td>Oriental, Asian, or Pacific Islander</td>
<td>4</td>
<td>1%</td>
</tr>
<tr>
<td>American Indian, Native American</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Other</td>
<td>5</td>
<td>1%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>350</td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
Gender

Two-thirds of respondents are female. N = 351.

<table>
<thead>
<tr>
<th>Gender of Respondents</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>233</td>
<td>66%</td>
</tr>
<tr>
<td>Male</td>
<td>118</td>
<td>34%</td>
</tr>
<tr>
<td>Total</td>
<td>351</td>
<td>100%</td>
</tr>
</tbody>
</table>

28. What is your gender?

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>233</td>
<td>66%</td>
</tr>
<tr>
<td>Male</td>
<td>118</td>
<td>34%</td>
</tr>
<tr>
<td>Total</td>
<td>351</td>
<td>100%</td>
</tr>
</tbody>
</table>

Other Comments

29. Thank you! Last question: Is there anything else you’d like to tell us?

138 Responses

Many alumni thanked the College for asking their opinions and many expressed gratitude to the University, the College, or specific faculty for their education. “I am proud to be a graduate of the College of Fine Arts and Humanities.” Some complained that survey definitions of creative workers were too restrictive and that teachers and healthcare workers are creative as well. Many offered specific suggestions to improve the College, University, or its outreach. A few complained about their experience at the University. Most comments are appreciative, “I appreciate your interest in listening to HFA alumni.”
Appendix

Creative Economy Defined

MT. AUBURN ASSOCIATES 2007 DEFINITION OF THE CREATIVE ECONOMY

In the broadest sense, the Creative Economy is the enterprises and people involved in the production and distribution of goods and services in which the aesthetic, intellectual, and emotional engagement of the consumer gives the product value in the marketplace.

It includes the individual artists that are the talent and source of creativity—for example, writers, photographers, painters, glass blowers, sculptors, furniture makers, filmmakers, architects, choreographers, chefs, and composers. These are the people who originate creative ideas and concepts.

It includes the nonprofit cultural institutions and commercial businesses that take the original ideas of individual artists and produce creative goods and services—for example, performing arts organizations, dance troupes, printing companies, recording studios, design studios and shops, advertising firms, film production companies, and architectural firms.

It includes the nonprofit and commercial institutions and commercial businesses that distribute the creative products to customers and the marketplace—for example, museums, libraries, art galleries, publishing companies, performing arts venues, and higher education arts facilities.

It includes institutions and commercial businesses that are not creative by design, but are dependent on creative talent and functions to survive—technology companies that employ graphic artists or manufacturing companies that employ product designers.

It includes the support system that nurtures and sustains the creation, production, and distribution of creative products and services—the public school system’s art education programs; local, regional and state governments that create public policies and provide tax incentives that enable arts origination and production; local and community foundations that provide financial resources and support to individual artists and arts organizations; community-based and neighborhood cultural organizations that provide creative-learning opportunities for young people; and higher education institutions that help nurture creative talent.

11 Courtesy of Michael Kane, Mt. Auburn Associates
Thank you for taking our survey. We want to recover, document, and share the full story of UMass Amherst’s contributions to the Pioneer Valley and there’s no better place to begin this process than with our alumni from the College of Humanities and Fine Arts.

Your participation is entirely voluntary, your responses will not be identified with you personally, and I promise not to share any information that identifies you with anyone outside my research team. I don’t know of any risks to you if you decide to participate in this survey and we will be glad to send you a summary of our findings.

The findings will be shared in an aggregated way to help the public understand the important roles our College’s alumni play in the Pioneer Valley. This project has been approved by the Human Subjects Institutional Review Board at the University of Massachusetts Amherst.

For more information about this study, contact Tracie Reed by email at treed@art.umass.edu or by phone (413) 545-3683. To reach the Institutional Review Board, contact Margaret Burggren at burggren@ora.umass.edu (413)545-3428.

Dean Joel Martin

YOUR RELATIONSHIP WITH THE COLLEGE OF HUMANITIES AND FINE ARTS

1. Approximately what year did you graduate from, or last attend, the University of Massachusetts Amherst? ______________

2. Are you a graduate of the College of Humanities and Fine Arts (CHFA) at UMass Amherst? ☐Yes ☐No

3. What was your highest UMass degree? (please circle one) ☐BA ☐BFA ☐MA ☐MAT ☐M. Arch ☐MFA ☐M.S. Design ☐Ph.D. ☐Other (please specify _______)

4. What was your major/primary course of study? __________________________________________

5. What is the zip code of your primary residence? ________________________________

6. What UMass resources have you used since graduation? (please check all that apply) ☐UMass websites ☐Alumni networks
☐UMass Faculty ☐Sporting events ☐Other UMass resources ☐None
☐Attended cultural events ☐Individual academic classes
☐Attended lectures, conferences or symposia ☐UMass Library resources
☐UMass Continuing education courses or workshops

College of Fine Arts and Humanities and Fine Arts Alumni Survey Report
EDUCATION AND CULTURAL INFLUENCES

7. What skills did your UMass College of Humanities and Fine Arts (CHFA) education provide (or enhance) that you find valuable today? Please check all that apply.

- Verbal communication skills
- Written communication skills
- Knowledge of foreign languages
- Ability to formulate arguments
- Ability to research
- Ability to persuade
- Ability to work effectively with others
- Ability to value diversity
- Ability to innovate solutions
- Other valuable skill attributable to my UMass Education

8. UMass CHFA is very interested to assist you in developing your professional skills and cultural opportunities. How likely would you participate in any of the following CHFA activities? Please check all that apply.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Very likely</th>
<th>Likely</th>
<th>Not very likely</th>
<th>Not at all likely</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retain UMass interns?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Take continuing education courses? (Nonprofit management training, more…)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Network with other creative professionals?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>See calendar of cultural events?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Participate in a cultural trip or tour led by UMass faculty?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1. To what extent did your UMass education influence your career decision? Check one

- major influence
- some influence
- little influence
- no influence

2. Would you be living in the Pioneer Valley if you had not attended UMass Amherst?

- Yes
- No

Additional comment_______________________________________________________

3. If yes, to what extent did your affiliation with UMass Amherst influence your decision to live in the Pioneer Valley?

- major influence
- some influence
- little influence
- no influence

To what extent do the Pioneer Valley’s cultural opportunities contribute to your decision to live in this region? (major factor, somewhat a factor, not much of a factor, not a factor)

- major factor
- somewhat a factor
- not much a factor
- not a factor
YOUR PROFESSION IN THE CREATIVE ECONOMY

Please tell us about the setting in which you work and your profession. Indicate if any of the following categories best describes the industry in which you work. Please answer these important questions.

13. *Which one of the following categories best describes the industry in which you work? If you work in multiple sectors, select the profession that provides the largest portion of your income (categories drawn from Mt. Auburn Associates).

- **Independent artist**, musician, craftsperson, actor, writer, or designer in any discipline, including broadcasting and media arts;
- **Nonprofit cultural institution or commercial creative businesses** that takes the original ideas of individual artists and produce creative goods and services (e.g., performing arts organizations, dance troupes, printing companies, recording studios, design studios and shops, advertising firms, film production companies, and architectural firm);
- **Nonprofit and commercial institutions or commercial creative businesses that distributes the creative products** to customers and the marketplace (e.g., museums, libraries, art galleries, publishing companies, performing arts venues, and higher education arts facilities, movie theater, or bookstore);
- **Institution or commercial businesses that is not creative by design**, but is dependent on creative talent and functions to survive (e.g., technology companies that employ graphic artists or manufacturing companies that employ product designers);
- **Support system** that nurtures and sustains the creation, production, and distribution of creative products and services (e.g., school system’s art education programs; arts agencies, community centers, arts service organizations, etc.)
- None of the above

YOUR OCCUPATION IN THE CREATIVE ECONOMY

Please help us understand your specific job.

14. *If you are a creative worker, which of the following categories best describes your current occupation? You may select more than one job.

- **Performing Artists**, including: actors, producers and directors, dancers and choreographers, musicians, singers, and related workers
- **Visual Artists**, including: artists and related workers, designers, and photographers
- **Creative Artists and Writers**, including: entertainers and performers, writers and authors
- **Applied Artists**, including: architects, archivists, curators, and museum technicians, announcers, editors, and technical writers
- **Art, Information and Cultural Support**, including: Advertising and promotions managers, Public relations managers, Librarians, assistants, and technicians, News analysts, reporters and correspondents, Public relations Specialists, Media and communication workers, Broadcast and sound engineering technicians and radio operators, Television, video, and motion picture camera operators and editors, Media and communication equipment workers, Motion picture projectionists, Advertising sales agents, Desktop publishers, Radio and telecommunications equipment installers and repairers
- **Craft artist/artisans** working in: clay, enamel, fiber/textiles, glass, leather, metal, precious stones, mixed-media, paper, organic materials, plastics, wood, or other craft media
- **Not a creative worker**
- **Other creative worker** (please specify) ______________
15. Can you recount a brief example that illustrates how you contribute to the cultural sector of the Pioneer Valley? If so, please write your comments below.

16. Are you an amateur artist or writer in any discipline?
   - Yes
   - No

17. Are you an arts or humanities teacher (in or out of a school)?
   - Yes
   - No

18. Are you a teaching artist (e.g. a professional artist who also teaches)?
   - Yes
   - No

19. Are you employed by (or regularly contracted with) a nonprofit cultural organization (arts or humanities) or by a cultural program within another institution (e.g. theatre within a college)?
   - Yes
   - No

20. Have you served on the governing board of directors of a nonprofit cultural organization in the Pioneer Valley?
   - Yes
   - No

21. Do you make financial contributions to one or more Pioneer Valley nonprofit cultural organizations?
   - Yes
   - No
   a. If yes, about how much money do you contribute annually to one or more nonprofit cultural organizations in the region? $___________/year

22. Do you volunteer for one or more nonprofit Pioneer Valley cultural organizations?
   - Yes
   - No
   a. If yes, please estimate total hours you volunteer each year? ________ hours/year

23. Approximately how often do you attend arts and cultural events in the Pioneer Valley?
   - Usually weekly
   - Usually monthly
   - 4-6 times a year
   - 1-2 times a year
   - Not at all
24. Which of the following arts, culture, and heritage programs have you attended in the Pioneer Valley at least once in the last 12 months? Please check all that apply.

- Jazz music
- Folk or world music
- Classical music
- Other music
- Professional theater
- Community theater
- Dance
- Independent or art film
- Art museums/galleries
- Fairs and festivals
- Parks, monuments, historic buildings, historic sites
- Literary readings
- Purchased original art or craft
- Science Museums
- Children's Museums
- Other
ANONYMOUS DEMOGRAPHIC QUESTIONS
All information is strictly anonymous. We will use the data to determine if we heard from a representative sample and to estimate aggregate economic impact of our alumni. Your information will not be used for fundraising or for other purposes.

25. About how old are you? _____________

26. Approximately what was your 2007 gross income from employment? $___________

27. What is your ethnicity?
   - White (non-Hispanic)
   - Black/African-American
   - Hispanic
   - Oriental, Asian, or Pacific Islander
   - American Indian, Native American
   - Other ____________________

28. What is your gender?
   - Male
   - Female

29. Thank you! Last question: Is there anything else you’d like to tell us

Thank you! Please visit http://www.umass.edu/hfa/thankyou.html if you would like more information about the College.