



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



Table of Contents

Executive Summary	3
Full Research Report.....	7
Research objective.....	7
Methods	7
Acknowledgements.....	7
Survey Results.....	9
Alumni Relationship with the College of Humanities and Fine Arts	9
Year of Graduation	9
Graduates of UMass CHFA	9
Degrees Achieved.....	10
Major Course of Study	11
Respondents Communities	12
UMass Resources Used Since Graduation.....	13
Education and Cultural Influences	14
Learned Skills Associated with CHFA Education.....	14
Interest in Potential CHFA Services	15
Influence of UMass Education on Career Decision	16
Influence of UMass on Pioneer Valley Residence Decision	16
Extent of UMass Influence on Pioneer Valley Residence Decision	17
Pioneer Valley Cultural Opportunities Influence on Residence Decision	18
CHFA and Pioneer Valley Creative Industries.....	18
Alumni Professions in Creative Industries	18
Alumni Occupations in Creative Sector	20
Pioneer Valley Cultural Sector	21
Alumni Contributions to Pioneer Valley Cultural Sector	21
Amateur Artists or Writers.....	22
Arts or Humanities Teachers	22
Teaching Artists.....	23
Employment in Pioneer Valley Cultural Nonprofit Organizations	23
Governing Board Service for Pioneer Valley Cultural Organizations	24
Financial Contributions to Pioneer Valley Cultural Organizations	24
Volunteering for Pioneer Valley Cultural Organizations.....	25
Hours of Volunteer Service	26
Frequency of Cultural Event Attendance.....	26
Cultural Participation.....	27
Demographics of Survey Respondents.....	28
Age.....	28
Income	29
Ethnicity.....	29
Gender.....	30
Other Comments.....	30
Appendix	31
Creative Economy Defined.....	31
Survey Questions.....	32

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

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 response³. 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.

³ Percentages exceed 100% because respondents could pick multiple options.

CHFA and Pioneer Valley Creative Industries

Alumni Professions in Creative Industries Just over half (52%) of responding alumni reported that they work in creative industries⁴. 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 sector⁵. 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 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.

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.

⁴ Using categories developed by Mt. Auburn Associates, 2007.

⁵ Researchers used 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.

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.

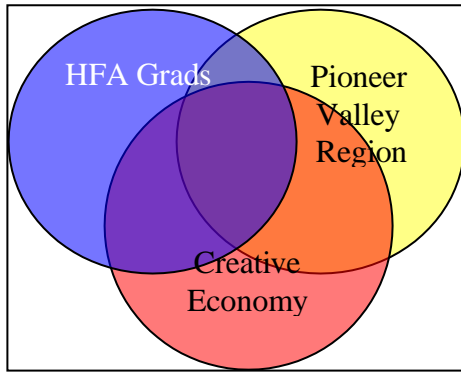
Income In all, 287 respondents reported their income (74%). The mean CHFA alumni's 2007 income was \$50,600 and the median was \$45,000. The highest reported income was \$300,000 and the lowest was zero. While we did not ask about retirement, eight volunteered that they are retired.

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)⁶. 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

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.

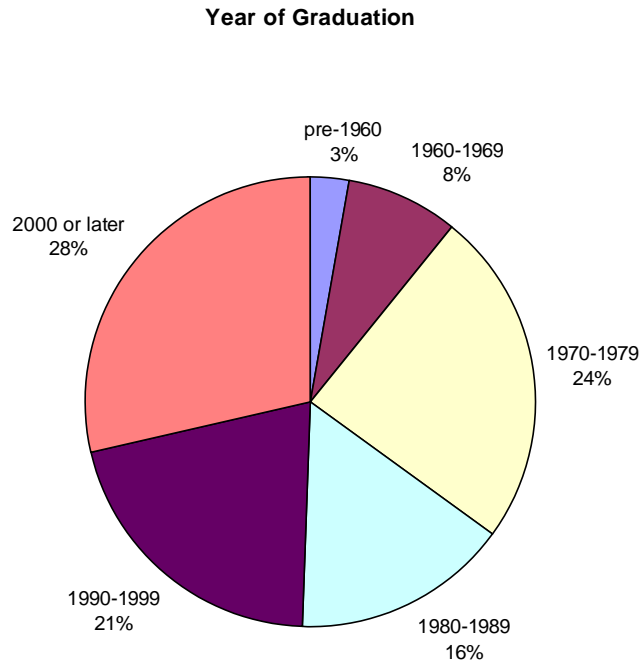
distributed the survey. Craig Dreeszen analyzed data and reported results. Michael Goodman analyzed the economic impact of CHFA alumni. Diane Bowman checked data and copy edited. Throughout this report, percentages refer to the proportion of individuals who answered each question. Numbers answering are 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?		
pre-1960	11	3%
1960-1969	31	8%
1970-1979	92	24%
1980-1989	60	16%
1990-1999	79	21%
2000 or later	110	28%
Total	383	100%

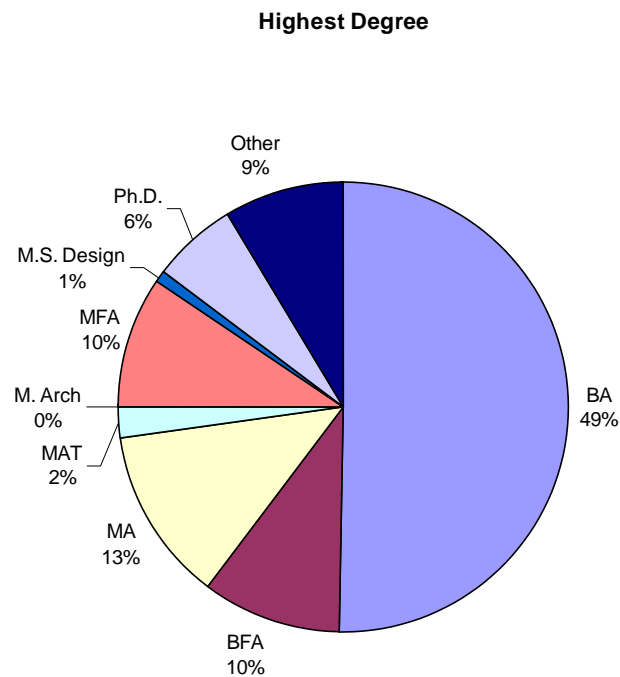
Graduates of UMass CHFA

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?		
Yes	359	95%
No	18	5%
Total	377	100%

Degrees Achieved

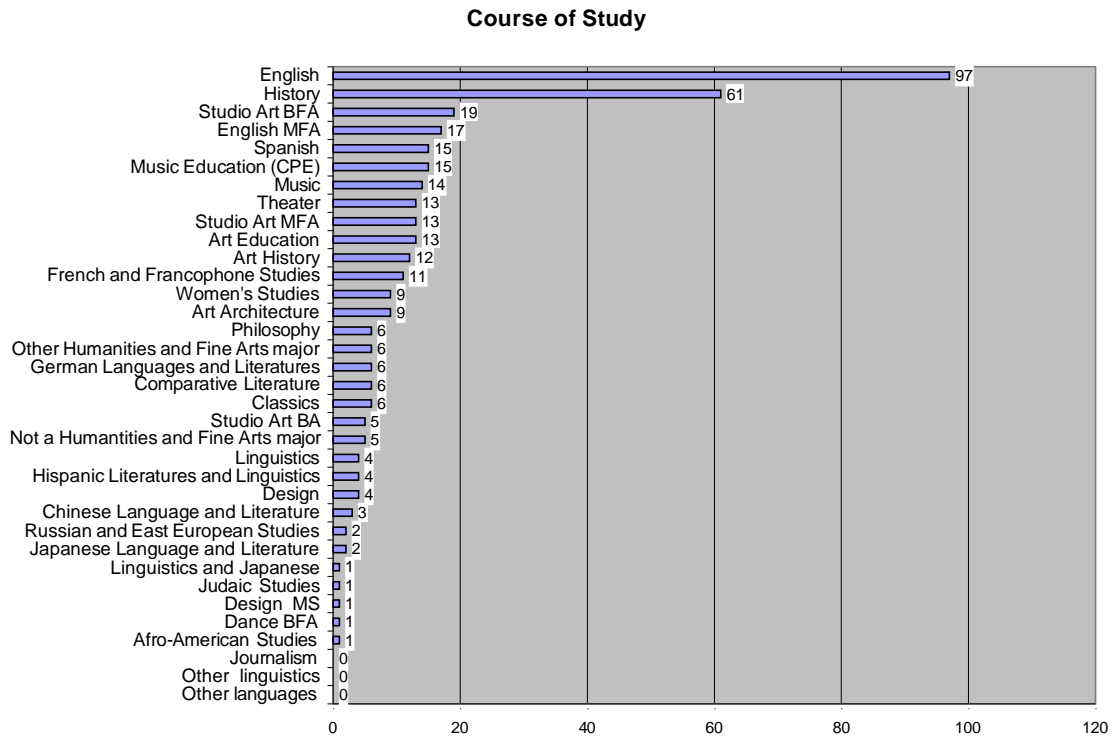
Nearly half of respondents (49%) graduated with a B.A. degree. Another 13% earned their M.A., while 10% earned an MFA or BFA. Doctorates accounted for 6% of alumni responding. N = 382.



3. What was your highest UMass degree?		
BA	192	50%
BFA	38	10%
MA	48	13%
MAT	8	2%
M. Arch	0	0%
MFA	37	10%
M.S. Design	3	1%
Ph.D.	23	6%
Other	33	9%
Total	382	100%

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.



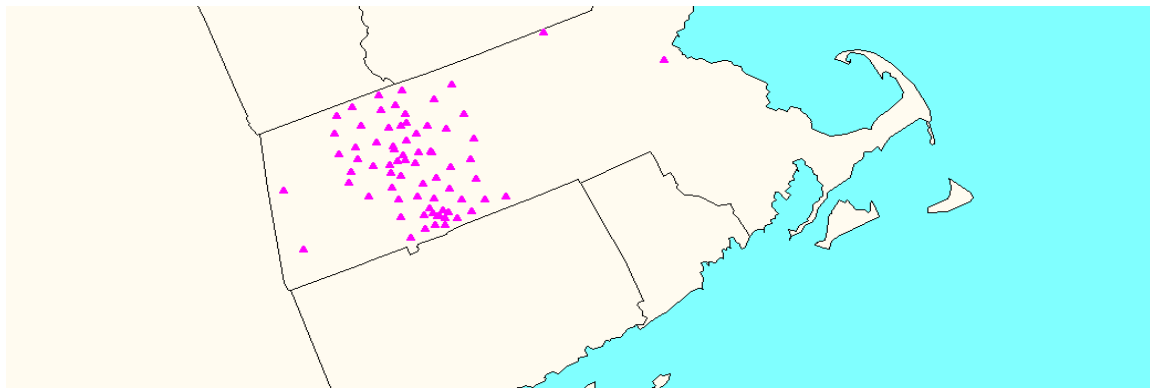
4. What was your major/primary course of study?		
Afro-American Studies	1	0%
Art Architecture	9	2%
Art Education	13	3%
Art History	12	3%
Chinese	0	0%
Chinese Language and Literature	3	1%
Classics	6	2%
Comparative Literature	6	2%
Dance BFA	1	0%
Design	4	1%
Design MS	1	0%
English	97	25%
English MFA	17	4%
French and Francophone Studies	11	3%
German Languages and Literatures	6	2%
Hispanic Literatures and Linguistics	4	1%
History	61	16%
Italian Studies	0	0%

Japanese	0	0%
Japanese Language and Literature	2	1%
Journalism	0	0%
Judaic Studies	1	0%
Linguistics	4	1%
Linguistics and Anthropology	0	0%
Linguistics and German	0	0%
Linguistics and Japanese	1	0%
Linguistics and Philosophy	0	0%
Linguistics and Psychology	0	0%
Linguistics and Russian	0	0%
Middle Eastern Studies	0	0%
Music	14	4%
Music Education (CPE)	15	4%
Philosophy	6	2%
Portuguese	0	0%
Pre-English	0	0%
Russian and East European Studies	2	1%
Slavic and East European Studies	0	0%
Spanish	15	4%
Studio Art BA	5	1%
Studio Art BFA	19	5%
Studio Art MFA	13	3%
Theater	13	3%
Women's Studies	9	2%
Other Humanities and Fine Arts major	6	2%
Not a Humanities and Fine Arts major	5	1%
Total	382	100%

Respondents Communities

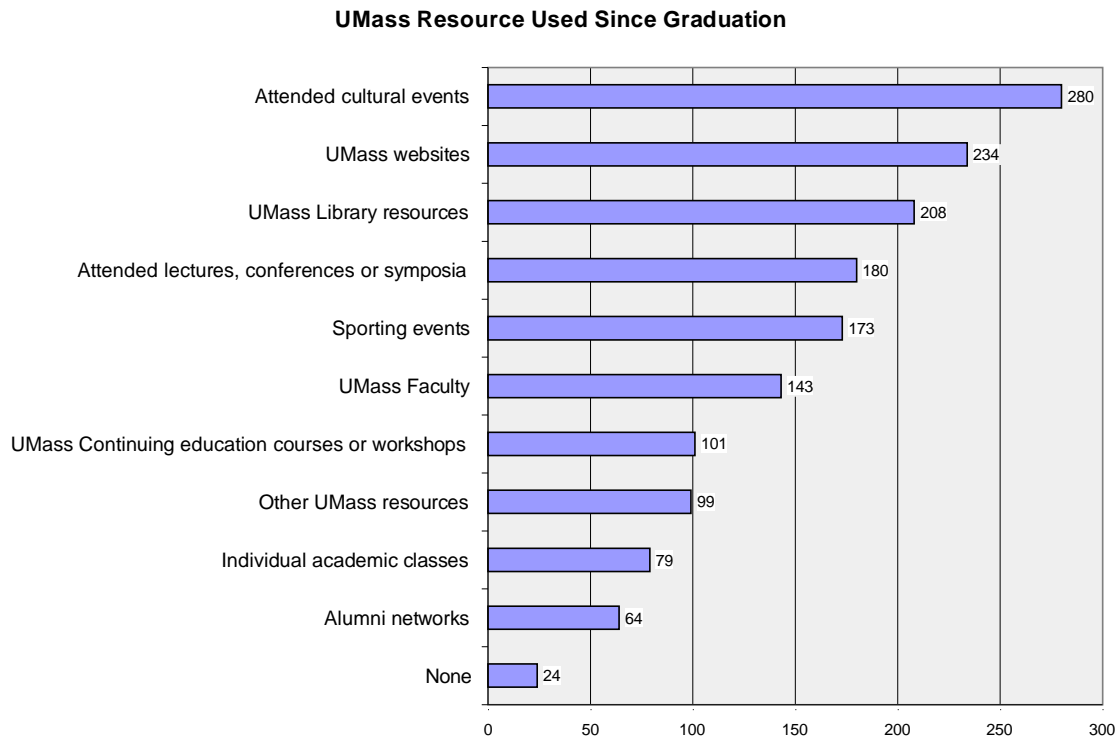
5. What is the zip code of your primary residence?

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 University⁷. 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.



6. What UMass resources have you used since graduation? (please check all that apply)		
Attended cultural events	280	73%
Attended lectures, conferences or symposia	180	47%
UMass Continuing education courses or workshops	101	26%
Individual academic classes	79	21%
UMass Library resources	208	54%
UMass websites	234	61%
Alumni networks	64	17%
UMass Faculty	143	37%
Sporting events	173	45%
Other UMass resources	99	26%
None	24	6%

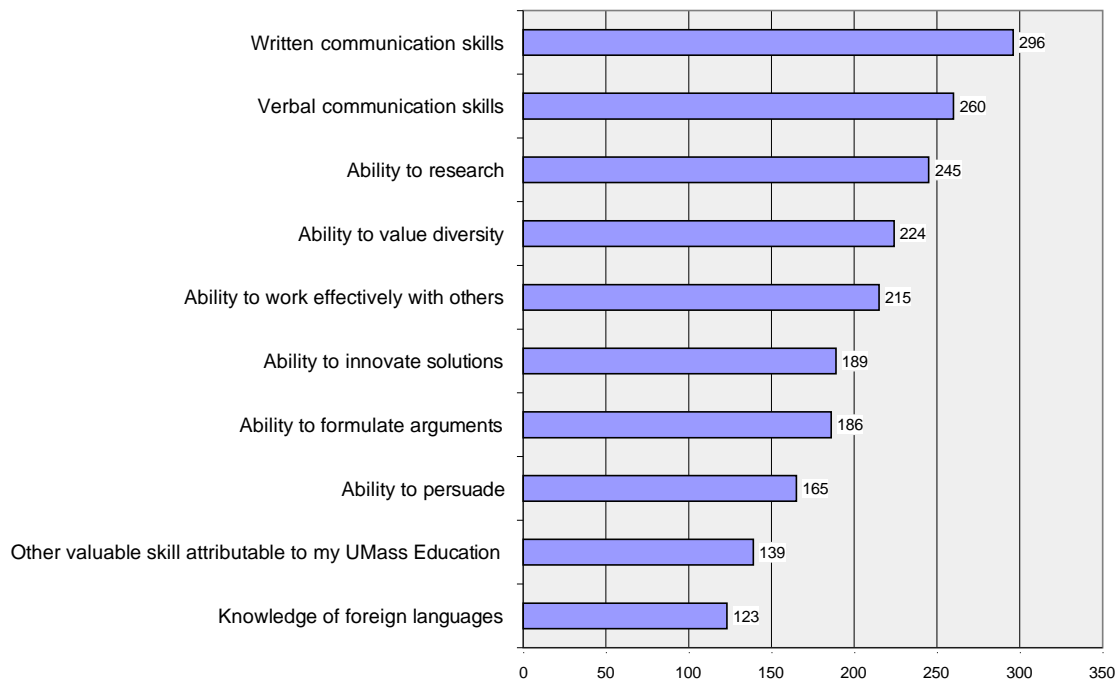
⁷ Percentages refer to proportion of respondents who cited each answer. The total exceeds 100% because the survey question allowed multiple choices.

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 response⁸. 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.

Valuable Skills Associated with CHFA Education

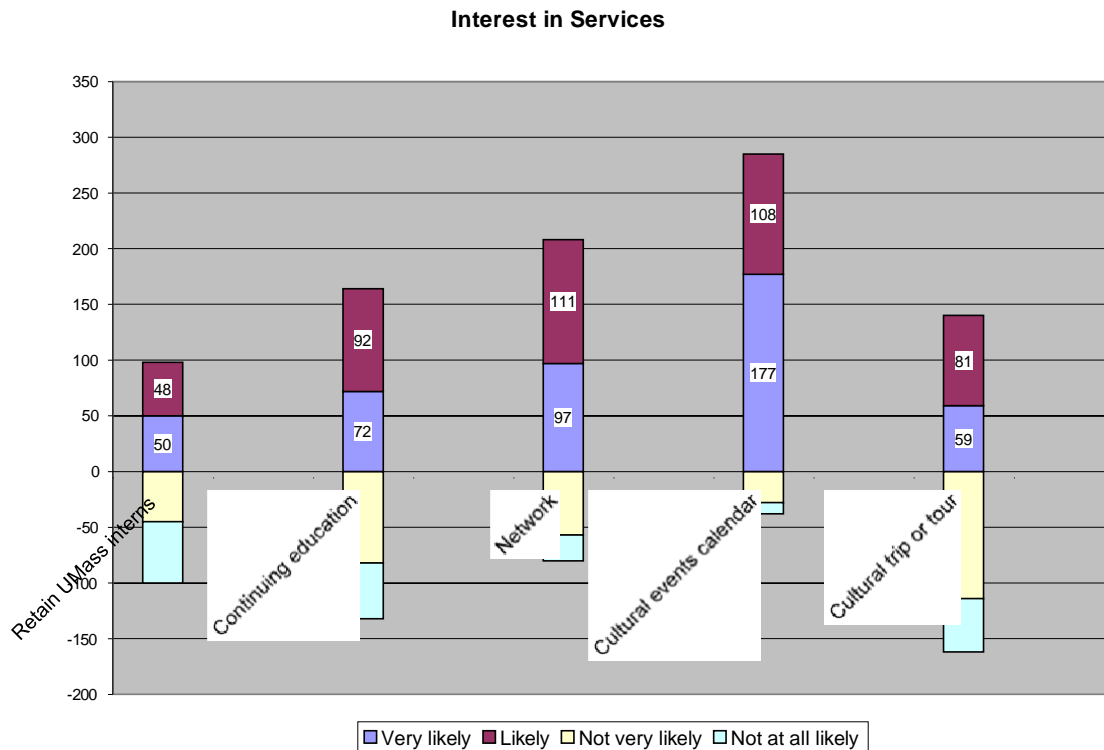


7. What skills did your UMass College of Humanities and Fine Arts (CHFA) education provide (or enhance) that you find valuable today?		
Verbal communication skills	260	73%
Written communication skills	296	84%
Knowledge of foreign languages	123	35%
Ability to formulate arguments	186	53%
Ability to research	245	69%
Ability to persuade	165	47%
Ability to work effectively with others	215	61%
Ability to value diversity	224	63%
Ability to innovate solutions	189	53%
Other valuable skill attributable to my UMass Education	139	39%

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.

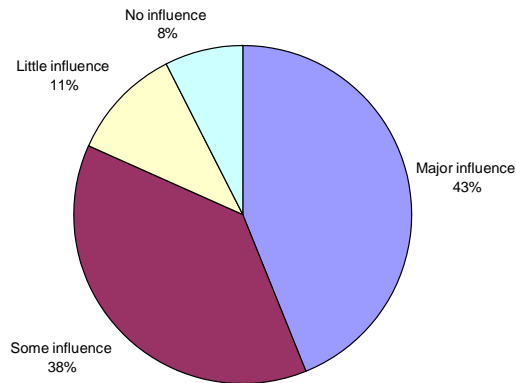


8. UMass CHFA is very interested to assist you in developing your professional skills and cultural opportunities. How likely would you participate in any of the following CHFA activities?					
	Very likely	Likely	Not very likely	Not at all likely	N/A
Retain UMass interns?	50 17%	48 17%	45 16%	55 19%	88 31%
Take continuing education courses? (Nonprofit management training, more...)	72 23%	92 29%	82 26%	50 16%	20 6%
Network with other creative professionals?	97 32%	111 36%	57 19%	23 8%	17 6%
Consult a calendar of cultural events?	177 53%	108 33%	28 8%	10 3%	8 2%
Participate in a cultural trip or tour led by UMass faculty?	59 19%	81 26%	114 36%	48 15%	11 4%

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.

UMass Education Influence on Career Decision

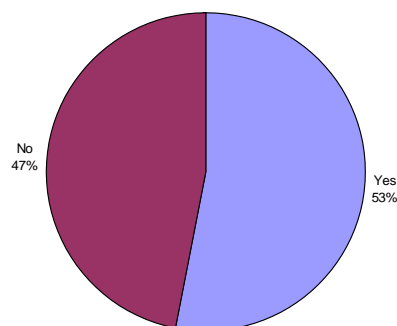


9. To what extent did your UMass education influence your career decision?		
Major influence	161	44%
Some influence	139	38%
Little influence	39	11%
No influence	28	8%
Total	367	100%

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?

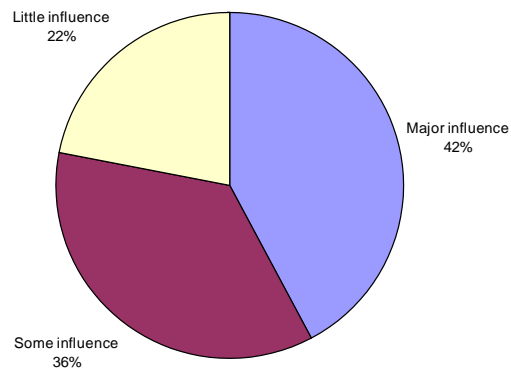


10. Would you be living in the Pioneer Valley if you had not attended UMass Amherst?		
Yes	189	53%
No	167	47%
Total	356	100%

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.

Extent of UMass Influence on Pioneer Valley Residency

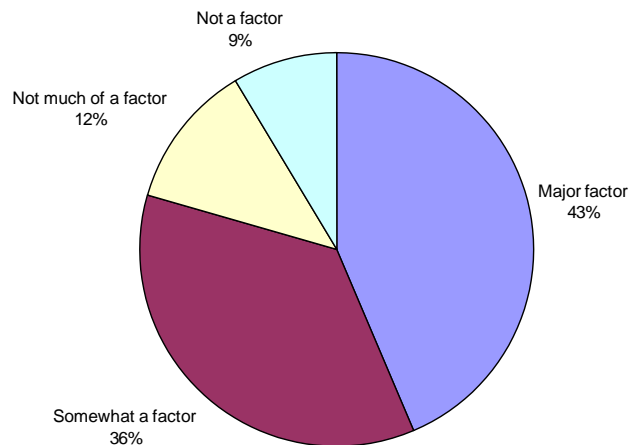


11. If yes, to what extent did your affiliation with UMass Amherst influence your decision to live in the Pioneer Valley?		
Major influence	93	32%
Some influence	79	27%
Little influence	48	16%
Total	291	100%

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.

Pioneer Valley Cultural Opportunities Influence on Location Decision



12. To what extent do the Pioneer Valley's cultural opportunities contribute to your decision to live in this region?		
Major factor	158	44%
Somewhat a factor	130	36%
Not much of a factor	44	12%
Not a factor	31	9%
Total	363	100%

CHFA and Pioneer Valley Creative Industries

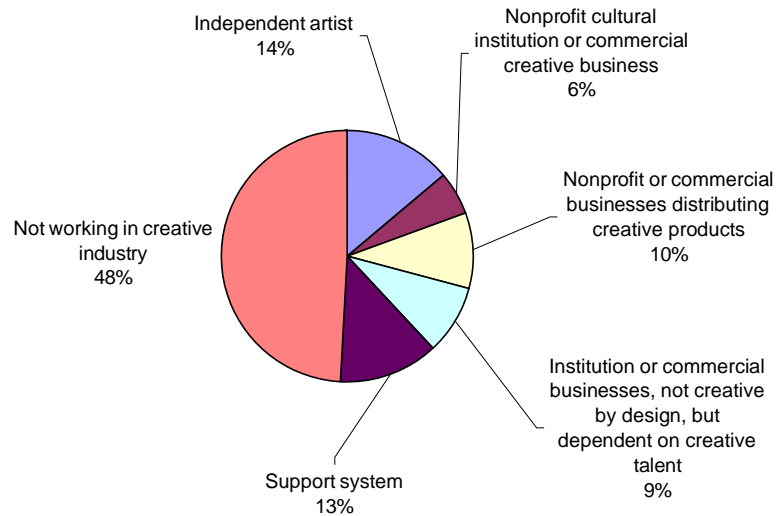
Alumni Professions in Creative Industries

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

⁹ Using categories developed by Mt. Auburn Associates, 2007.

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



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*).

Independent artist , musician, craftsperson, actor, writer, or designer in any discipline, including broadcasting and media arts;	51	14%
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);	21	6%
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);	36	10%
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);	32	9%

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

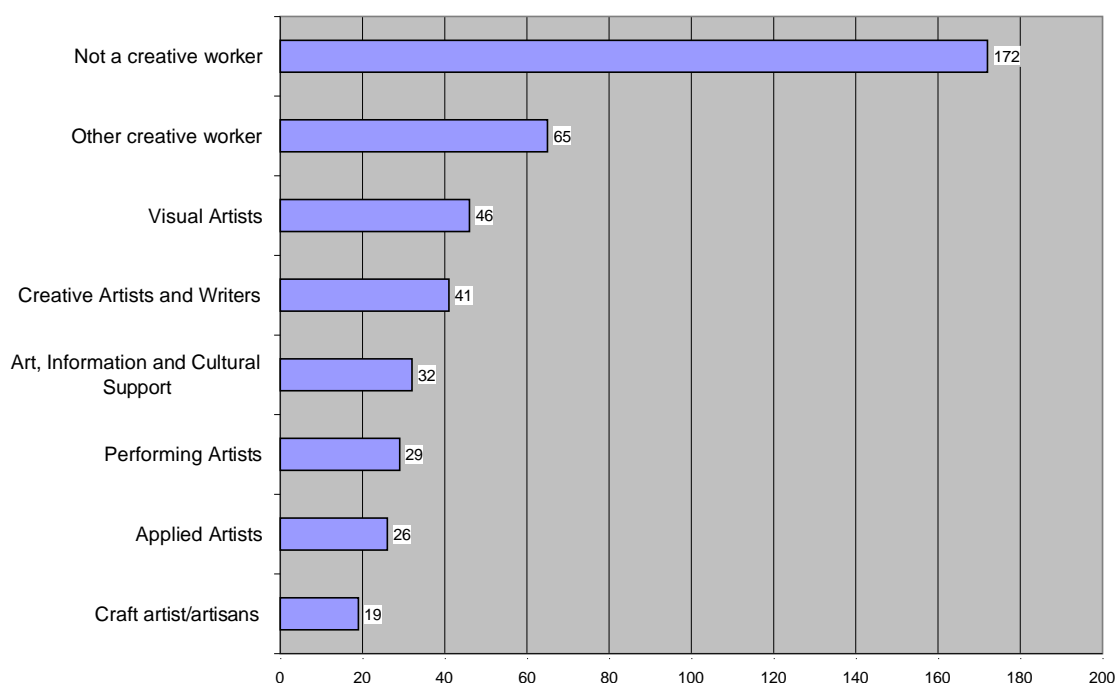
369

100%

Alumni Occupations in Creative Sector

The survey also asked about specific occupations within the creative sector¹⁰. 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.

Alumni Occupations



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%

¹⁰ Researchers used 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.

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.

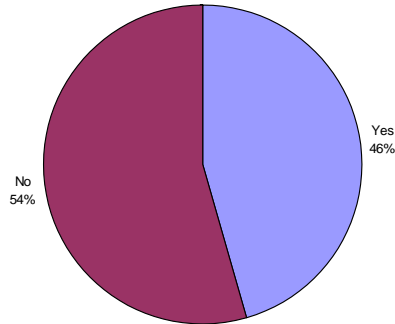
15. Can you recount a brief example that illustrates how you contribute to the cultural sector of the Pioneer Valley? If so, please write your comments below.

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

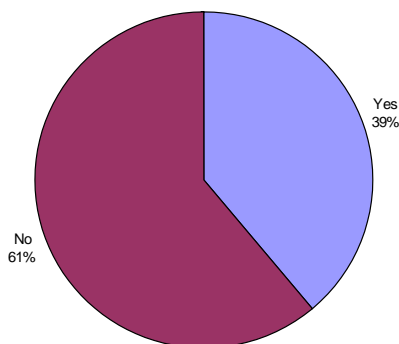


16. Are you an amateur artist or writer in any discipline?		
Yes	151	46%
No	180	54%
Total	331	100%

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



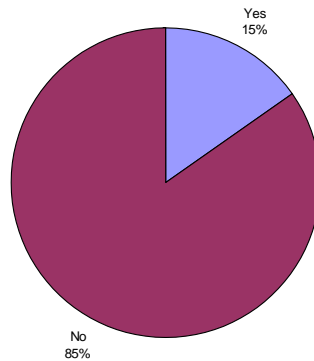
17. Are you an arts or humanities teacher (in or out of a school)?		
--------------------------------------------------------------------	--	--

Yes	133	39%
No	210	61%
Total	343	100%

Teaching Artists

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

Teaching Artists

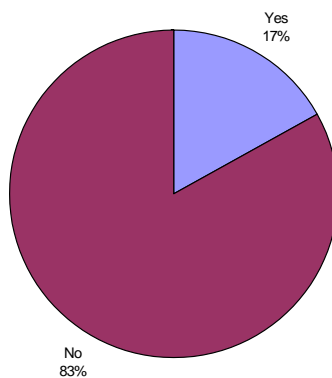


18. Are you a teaching artist (<i>e.g. a professional artist who also teaches</i>)?		
Yes	50	15%
No	275	85%
Total	325	100%

Employment in Pioneer Valley Cultural Nonprofit Organizations

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

Employed by Nonprofit Cultural Organization

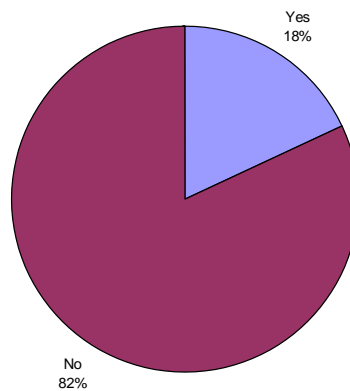


19. Are you employed by (or regularly contracted with) a nonprofit cultural organization (arts or humanities) or by a cultural program within another institution (<i>e.g. theatre within a college</i>)?		
Yes	57	17%
No	281	83%
Total	338	100%

Governing Board Service for Pioneer Valley Cultural Organizations

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

Service on Nonprofit Cultural Organization Governing Board



20. Have you served on the governing board of directors of a nonprofit cultural organization in the Pioneer Valley?		
Yes	62	18%
No	279	82%
Total	341	100%

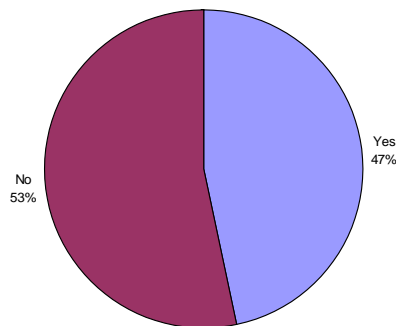
Financial Contributions to Pioneer Valley Cultural Organizations

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%

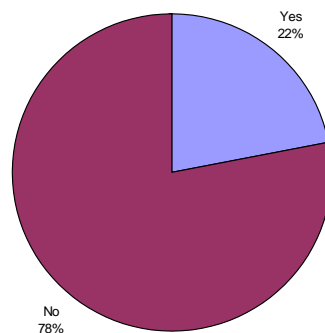
Make Financial Contributions to Pioneer Valley Nonprofit Cultural Organizations



Volunteering for Pioneer Valley Cultural Organizations

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

Volunteer for Pioneer Valley Nonprofit Cultural Organization



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.

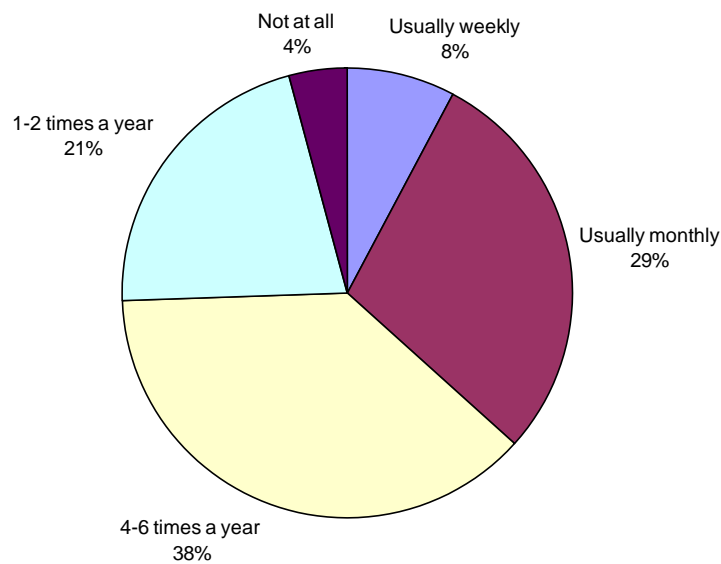
Annual hours of volunteering:

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.

Frequency of Attendance at Pioneer Valley Cultural Events

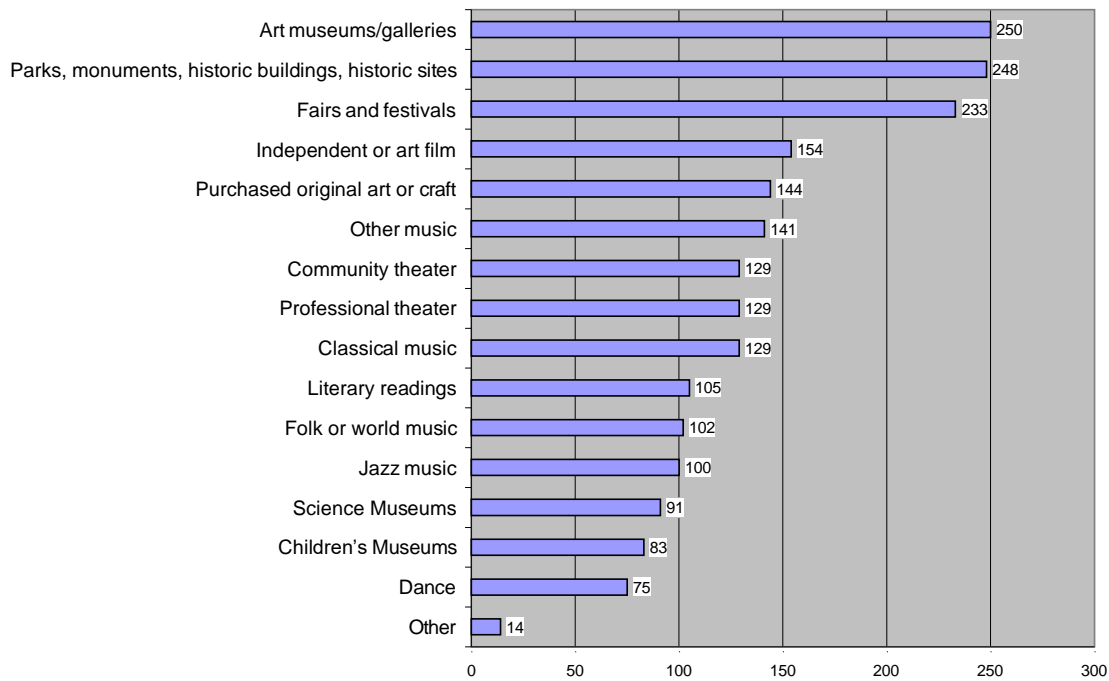


23. Approximately how often do you attend arts and cultural events in the Pioneer Valley?		
Usually weekly	27	8%
Usually monthly	102	29%
4-6 times a year	132	38%
1-2 times a year	75	21%
Not at all	15	4%
Total	351	100%

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.

What Cultural Events Attended



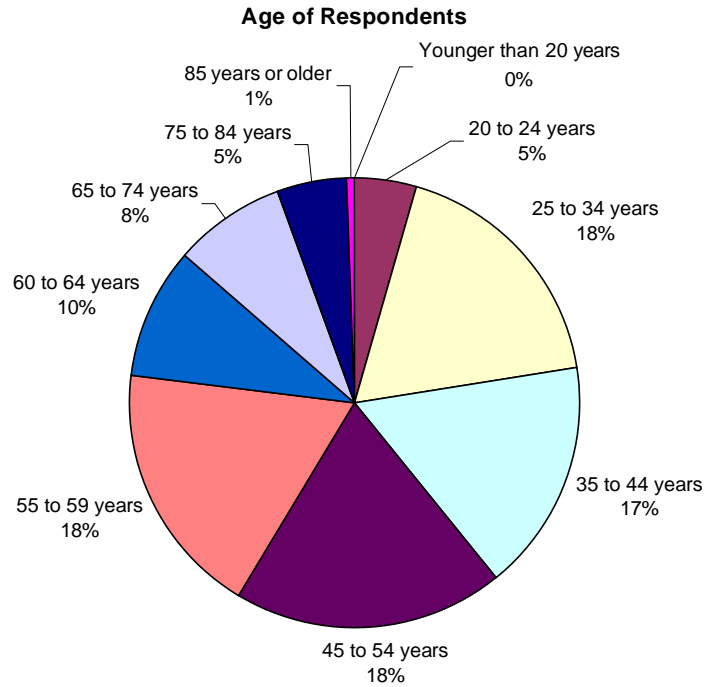
24. Which of the following arts, culture, and heritage programs have you attended in the Pioneer Valley at least once in the last 12 months? Please check all that apply.

Jazz music	100	29%
Folk or world music	102	29%
Classical music	129	37%
Other music	141	41%
Professional theater	129	37%
Community theater	129	37%
Dance	75	22%
Independent or art film	154	44%
Art museums/galleries	250	72%
Fairs and festivals	233	67%
Parks, monuments, historic buildings, historic sites	248	71%
Literary readings	105	30%
Purchased original art or craft	144	41%
Science Museums	91	26%
Children's Museums	83	24%
Other	14	4%

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.



25. About how old are you?		
Younger than 20 years old	0	0%
20 to 24 years	16	5%
25 to 34 years	64	18%
35 to 44 years	59	17%
45 to 54 years	69	19%
55 to 59 years	65	18%
60 to 64 years	34	10%
65 to 74 years	28	8%
75 to 84 years	18	5%
85 years or older	2	1%
Total	355	100%

Income

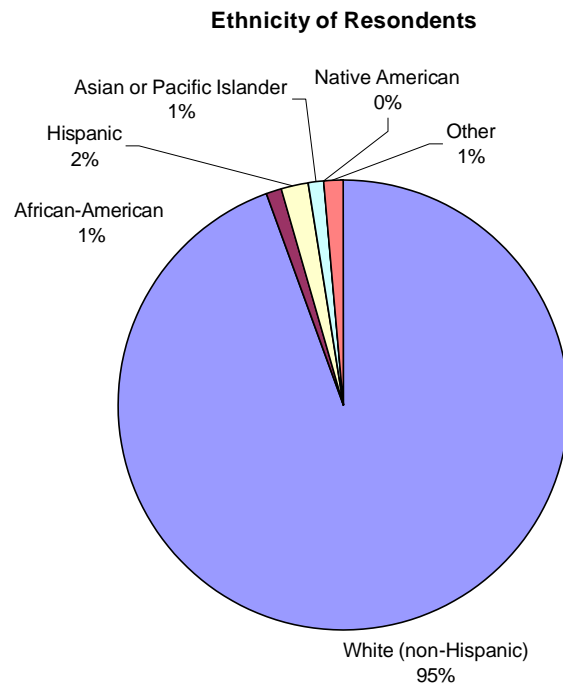
26. Approximately what was your 2007 gross income from employment?

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.



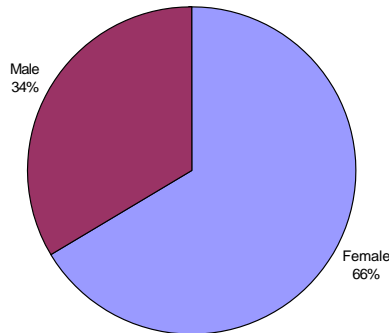
27. What is your ethnicity?

White (non-Hispanic)	331	95%
Black/African-American	3	1%
Hispanic	7	2%
Oriental, Asian, or Pacific Islander	4	1%
American Indian, Native American	0	0%
Other	5	1%
Total	350	100%

Gender

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

Gender of Respondents



28. What is your gender?		
Female	233	66%
Male	118	34%
Total	351	100%

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 ECONOMY¹¹

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

Survey Questions (Paper version)



College of Humanities and Fine Arts Alumni Survey

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)

<input type="checkbox"/> Attended cultural events	<input type="checkbox"/> UMass websites
<input type="checkbox"/> Attended lectures, conferences or symposia	<input type="checkbox"/> Alumni networks
<input type="checkbox"/> UMass Continuing education courses or workshops	<input type="checkbox"/> UMass Faculty
<input type="checkbox"/> Individual academic classes	<input type="checkbox"/> Sporting events
<input type="checkbox"/> UMass Library resources	<input type="checkbox"/> Other UMass resources
	<input type="checkbox"/> None

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.

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

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 of 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) _____

PIONEER VALLEY CULTURAL SECTOR

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.