

NATIONAL ASSOCIATION OF SCHOOLS OF ART AND DESIGN

Optional Internal Communications Worksheet: Higher Education Arts Data Services (HEADS)

The [Higher Education Arts Data Services \(HEADS\) Project](#) is a statistics system that gathers and compiles data submitted by member and non-member institutions. The results of the compiled data are published annually in the form of HEADS Data Summaries. Participation in the project is mandatory for all member institutions. Degree-granting institutions participate in a Web-based data collection system. Non-Degree-Granting institutions participate using a hard copy version of the survey. The information below applies to degree-granting institutions.

Prior to the fall launch of the online HEADS Data Survey form, the primary institutional representative (IR) for each accredited unit is e-mailed an encrypted link to access the HEADS system. Login accounts are assigned for each HEADS discipline for each accredited unit (music, art and design, theatre, and/or dance) and though the login information may be set up as the same for each unit, they will need to be set up and accessed separately. For example, if both NASAD and NASM accredit the institution, the primary institutional representatives for art/design and music each will receive a unique encrypted link and each will set up their own login information for the HEADS system. If there is one individual institutional representative assigned to both Associations, that individual will receive two separate e-mails and have to set up two separate accounts, but may use the same login and password to set up both.

The institutional representative has the ability to assign other data reporters at the institution who will each be able to set up their own unique username and password to access the survey. As a security measure, only those individuals listed as the primary institutional representative or who have been assigned as a data reporter will be given login information when contacting the National Office. Each institution should have a strict protocol regarding the assignment of additional data reporters. The security of the login information and the encrypted link sent to the institutional representative is the responsibility of the institution.

Online access to the compiled HEADS Data Summaries will be provided to the institutional representative when they are published. As with access to the survey, additional report viewers may be assigned at the institution's prerogative. Assigned report viewers will receive an e-mail with instructions regarding access to the Data Summaries.

An institution may request special reports from the HEADS Data Summaries run for a specified group of participants. This service offers art and design executives the ability to compare specific sets of data from their own institution with a selected group of peer institutions.

NOTE: IR signifies the official institutional representative.

Event	Person(s) Involved	Responsibilities of Each
Receive HEADS Encrypted Link from NASAD to Set Up Login Account	IR	
IR Sets Up Account and Assigns Other Data Reporters as Determined by Institutional Policy		
Enter HEADS Data Online		
Approve Final Report and Submit Survey	IR	
Access HEADS Data Summaries Online		
Request HEADS Special Reports		