The John and Julia Sneden Endowed Award for Excellence was established in 2004 to honor the founding dean of UNCSA’s School of Design and Production, John A. Sneden, and to honor the memory of his wife, Julia. Because of Dean Sneden’s leadership, the School of Design and Production is treated as its own art form with its own specialized curriculum, at the same time complementing the other schools because of its service to them. The recipient of the John and Julia Sneden Endowed Award for Excellence is one who most embodies the standards of excellence valued by John Sneden, including a record of artistic excellence and also demonstrates academic accomplishment. Consideration also is given to leadership, collaboration, passion, generosity of integrity and artistic spirit.

This scholarship is a component of the Doris Duke Charitable Foundation Endowment Fund, created through the Talented Students in the Arts Initiative, a collaboration of the Doris Duke Charitable Foundation and the Surdna Foundation. Established in 2001-2005, this fund and its matching components support scholarships for students in the five arts schools of UNCSA, a faculty sabbatical program, and the Career Services program.

The mission of the Doris Duke Charitable Foundation is to improve the quality of people's lives by nurturing the arts, protecting and restoring the environment, seeking cures for diseases, and helping to protect children from abuse and neglect. The Surdna Foundation, a national family foundation established by John E. Andrus in 1917, focuses its grantmaking in five program areas: Environment, Community Revitalization, Effective Citizenry, the Nonprofit Sector, and Arts. Its Arts Program themes, aim, in various ways, to improve the artistic compatibility of teens.