



WOODBURY UNIVERSITY CAREERS & ALUMNI OFFICE

2008 ANNUAL ALUMNI SURVEY RESULTS

INTRODUCTION & OVERVIEW

Highlights

Highlights from survey included some of the following:

- 40% Generation Y participation
- 48% received a Bachelors of Science Degree
- 47% respondents believe that Woodbury prepared them WELL for the Job Market
- 86% would Recommend Woodbury University to Someone
- 41% say that the one element that stands out about Woodbury is the Small Class Size
- 79% are currently employed full time
- 50% found employment immediately after graduation

Survey Goal

The goal of the 2008 Alumni Survey was to gather information about the career success, the outcomes of education, and the experience that alumni had while at Woodbury.

The data gathered will be used for future alumni programs, career development programs and address alumni needs.

Methodology

The annual alumni survey was conducted of the 1998, 2001, 2003, and 2007 graduating classes. Alumni were given a 3 month period to answer a 30 question survey that questioned various aspects of their education and experience at Woodbury University. Questions included in the survey reflected upon their education, internship experiences, current employment status, career services and points of interest.

Our target market was four different classes but with the advertisement on the main Woodbury website, the survey had participation from various classes besides our target audience. Based on our target we had a 16% participation rate. Other participants included alumni from the classes of 2008, 2006, 2005, 2004, 2002, 2001, 2000, 1999, 1997, and 1996. Marketing for the survey was done via email, postcard, online community and e-newsletter.

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WOODBURY UNIVERSITY CAREERS & ALUMNI OFFICE

2008 ANNUAL ALUMNI SURVEY RESULTS

SCHOOL OF BUSINESS

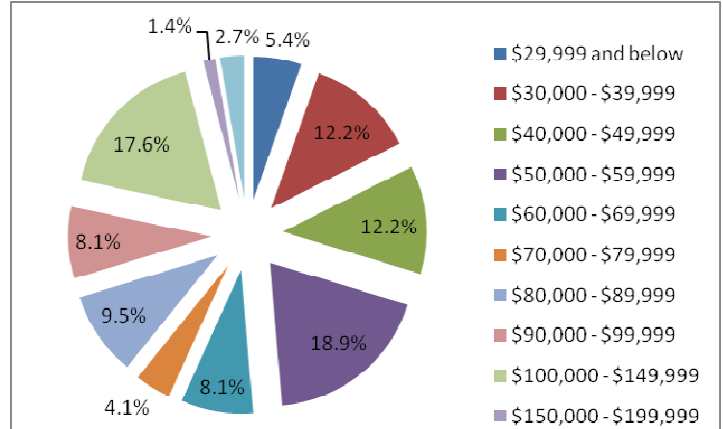
Highlights

With a 25% participation rate, a total of 111 survey respondents identified themselves as graduates from the School of Business. The median age of the participants was 37.

Graduates from between the classes of 1996-2008 participated in the survey with the top three classes being 23% from 2007, 15% from 2003 and 12% from 2001.

According to the results **20%** of the surveyors were **well** prepared for their internships. They located their internships using various sources, including **24% Careers and Alumni Office**. **53%** of the participants were not required to do an internship.

We want to report average salaries for all graduates. Please indicate your annual salary range.



Employment

Currently **79%** of Business Graduates are employed **full time**. **11%** are entrepreneurs and are the owners of the following businesses:

A&A Accounting | Investment Advisor | Janbros, LLC | Lion's
Bridge Business Consulting | Telesis Collision Center, Inc. | Third-Party
Manpower Limited

Graduates are also employed in the following companies:

Title	Company
General Manager	Avalon Management Group
Vice President	AVDA Auction
Supervisor	City of Santa Monica
Development Manager	CIVIX
Market Analyst	Directives West/Donerger Group
Financial Manager	EDM Services, Inc.
Visual Merchandiser	Escada
Sales Planning Manager	FedEx Services
Project Manager	Fonterra Partners
Police Lieutenant	Glendale Police Department
Registered Investment Advisor	Grant Bettingen, Inc.
Field Deputy	L.A. County District Attorney's
Office	
Account Executive	Microsoft
PC/Support Network Specialist	Ministry of Health
Computer Desktop Specialist	RAND Corporation
Administrative Assistant	Sharp
Director	Showtime Networks
Training and Support Team Leader	Southern California Gas Company
President	Telesis Collision Center, Inc.
Facility Manager/Operations Support	The Bell Tower Foundation
Church Administrator	The Presbyterian Church
Catering & Events Coordinator	The Standard, Hollywood
Analyst	UCLA
HR Administrative Assistant	Warnaco, Inc.
Sr. Asst. Financial Center Manager	Washington Mutual Bank
Personal Banker	Wells Fargo

Graduates Studies

Results have shown that **48%** of graduates have received a Graduate Degree, with 62% receiving an MBA. Woodbury prepared **30%** of surveyors **very well**, **36% well** and **33% neutral** for their graduate studies.

What advice would you give to current students to prepare them for a career in their chosen field?

- "Network! Network! Network! Try to get into your future career as soon as possible, by doing internships, joining clubs, and going to a mixer of your chosen field."
- "Make sure you choose a major that you have a passion for. Focus not only on text book study, but gain experience in your field. An internship is invaluable."
- "Start working for a company you'd like to be with after you graduate while in school. Get your foot in the door even if it means starting at a very low level."
- "I would encourage an internship. Experience in the field will enhance the classroom lessons and better meld theory with practicality."



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2008 ANNUAL ALUMNI SURVEY RESULTS

SCHOOL OF ARCHITECTURE

Highlights

With an 18% participation rate, a total of 45 survey respondents identified themselves as Architecture Alumni, with the median age of the participants being 30.

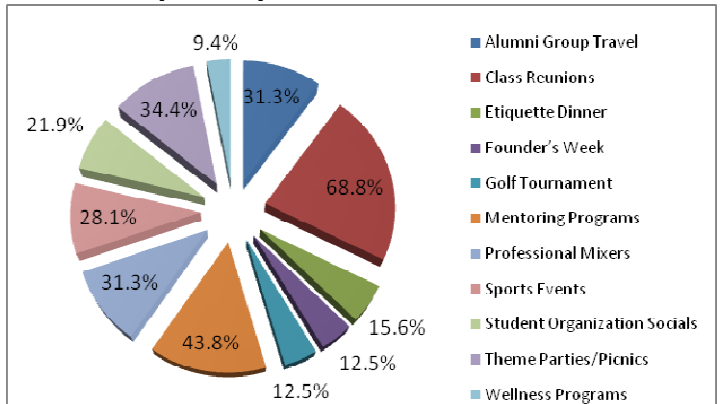
Alumni were represented between the class of 1996-2008, 44% graduated one year out (2007), 13% five (2003) and 13% seven (2001) years out, 11% ten (1998) years out, and 19% fell into other classes.

According to the survey **55%** of the surveyors were **well** prepared for their internships. When it comes to finding their internship, **55%** selected **faculty**.

Job market statistic: When entering the job market, Woodbury prepared **46%** of the surveyors **well**, **23%** **neutral** and **18%** **very well**.

Results showed that **38%** of graduates selected **Quality of the education** that students receive as the one element that stands out about Woodbury.

What type of activities or services would you like to participate in with other alumni?



Employment

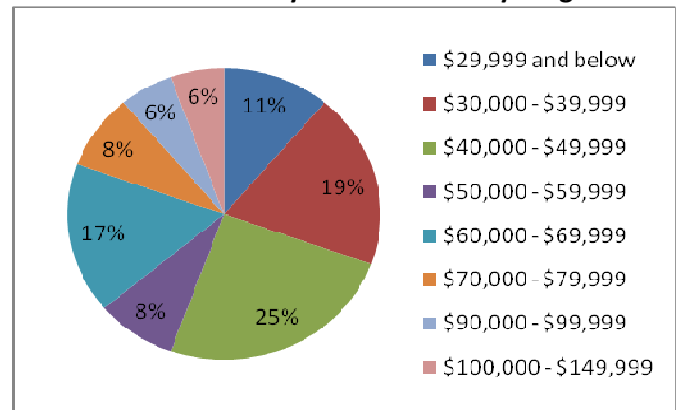
According to the survey results **80%** are currently employed fulltime. Listed below are some titles and company's where graduates are working:

<u>Title</u>	<u>Company</u>
Architectural Associate	LAUSD
Architectural Designer	State of California
Architectural Designer	Kanner Architects
Architecture Associate I	Port of Los Angeles
Assistant Project Manager	Ashai Design
Construction Manager	Shapell Homes
Junior Designer	Nadel Architects
Lead Designer	WD Partners
Project Manager	Public
Project Manager	RAR Engineering

What advice would you give to current students to prepare them for a career in their chosen field?

- "Try to find a teacher who teaches you more practical training, because that is the stuff that you need in the office."
- "Expose yourself to as many Computer Aided Design (CAD) programs in school as possible. Rather than intern in an architectural office, work in construction while in school or at least visit construction sites to understand the building process."
- "In architecture school, all you really think about is your "design"... well, that doesn't mean anything once you get an architecture job. All you'll be used for is production work - so LEARN AND UNDERSTAND the tools of the trade."

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INSTITUTE OF TRANSDISCIPLINARY STUDIES

Highlights

We had a pool of 25 alumni from the Institute of Transdisciplinary Studies. The results indicate an 8% participation rate.

A total of 4 alumni attempted to complete the survey from the Institute of Transdisciplinary Studies. Only 2 alumni finished the survey. The median age was 32.

- They majored in Politics and History with one receiving a Bachelors of Art and another receiving a Bachelors of Science degree.
- Two graduated in 2007, one in 2001 and one in 1997.

Selected Comments

Advice given to current students in preparation for their chosen field:

- “Identify your weaknesses and fears and work hard to make them your strengths.”
- “Strive to be the best in all that you do.”

Would you recommend Woodbury University to someone?

- “Although there is a serious lack of help with regard to finding a job and internship, the education that is provided is superior. The professors invest in the students daily and try to help them become their best selves. They help equip you with an education that applies in the real world.”

Job Market

How do you feel Woodbury University prepared you for your entry into the job market?

One person responded **Well** and the other **Very Poorly**.

Graduate Studies

One participant has received a **Master of Public Administration** from **Webster University** in **2002** and they were **well** prepared for this program.

Select Titles and Companies

Survey participants were asked to identify their current title and employers. While not directly asking it appears that one alumni currently owns their own company – **Dynamic Preservations, LLC** and the other is employed at **Cal State Los Angeles University, Los Angeles, California** as the **Resident Director**.

Internship

If you had an internship while a student, how would you rate your experience?

One participant responded **Very Well** and the other **Well**.

If you had an internship, how did you find it?

- Personal contact
- I took the initiative to do it on my own. There is a serious lack of resources in this area.



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2008 ANNUAL ALUMNI SURVEY RESULTS

SCHOOL OF MEDIA, CULTURE AND DESIGN

Highlights

With 17% participation rate, a total of 45 survey respondents identified themselves as graduates from the School of Media, Culture and Design, with the median age of the participants being 31. Results show that 36% of participants majored in Graphic Design, 22% in Psychology, 13% in Fashion Design and Interior Architecture (Design), 11% in Animation and 4% in Communication.

Alumni were represented between the class of 1996-2008, 36% graduated one year out (2007), and 22% five (2003).

According to the survey **37%** of the surveyors were **well** and **24%** were **very well** prepared for their internships. **15%** of the participants found their internship using resources provided by the **Careers and Alumni Office** while **31% faculty** contacts.

What advice would you give to current students to prepare them for a career in their chosen field?

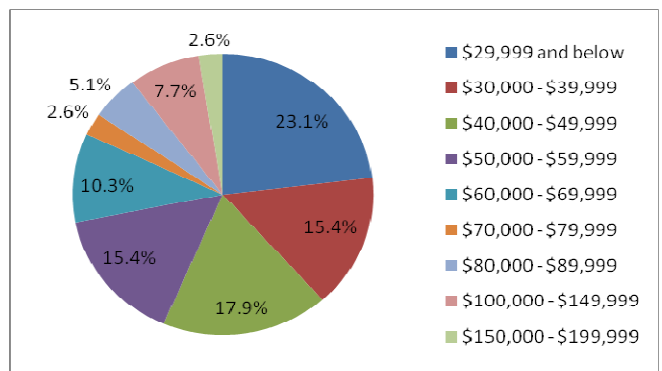
- “An internship will help you greatly in preparing for the real world!”
- “Learn everything and do everything even if you don't like to do it. Be well rounded, never say "I don't do that" unless it's really like farfetched from what you are supposed to be doing, especially when you're just starting.”
- “Go out of your way to get a great internship; large companies have long term job possibilities to dedicated and outgoing interns. Use the internet as a resource and getting my internship early (before junior year) was the best thing I did.”
- “Pick a career doing something you enjoy, because the work week will be longer than the traditional 40 hours!”
- “Start your internship as early as possible, and make sure it's something you'll enjoy doing because after all it's 90 hours of what would have been your free time. Stay focused on you plan.”

Employment

When entering the job market, Woodbury prepared **17% very well**, **44% well**, and **29% neutral**. According to the survey results **73%** are currently employed fulltime. Listed below are some titles and company's where graduates are working:

<u>Title</u>	<u>Company</u>
5th grade teacher	Guardian Angel School
Behaviorist	SLEA
Full Service Associate	Williams-Sonoma
Graphic Artist	Eclipse Advertising
Graphic design manager	San Francisco Giants
Graphic Designer	Oversee.net
Graphic Designer	The Huntington Library,
International Marketing Project Manager	Shell Oil Company
President	Silent Rain
Real Estate Broker and Consultant	Self Employed
Receptionist	Mariposa
School Psychologist	Fullerton Joint Union High School District
Seasonal Stock Supervisor	Universal Studios City walk
Secretary	Perceptive Enterprise
Senior Paralegal, Closer	Law Offices of Steve Pell
Technical Designer	Alexandre Caugant Collection
Technical Rendering Administrator	DreamWorks Animation
Art Director	Crew Creative Advertising
Director of Design	NW Office Interiors
Flash Designer	POV KIDS

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	How do you feel Woodbury University prepared you for your entry into the job market	If you had an internship while a student, how would you rate your experience?	If you had an internship, how did you find it?	Would you recommend Woodbury University to someone?	Have you attended graduate or professional school?	How did Woodbury prepare you for your graduate program?	Are you considering graduate or professional school?
Institute of Transdisciplinary Studies	Well - 50% Very Poorly - 50%	Very Well - 50% Well - 50%	Other (please specify): Personal contact	Yes - 100%	No - 50% Yes - 50%	Well - 50%	Yes - 50%
School of Architecture	Very Well - 18% Well - 46% Neutral - 23%	Very Well - 18% Well - 51% Neutral - 8%	Careers Office - 5% Faculty - 55% Not Applicable - 40%	Yes - 90% No - 13%	No - 77% Yes - 23%	Very Well - 22% Well - 56% Neutral - 22%	Maybe - 50% Yes - 30% No - 20%
School of Business	Very Well - 18% Well - 49% Neutral - 25%	Very Well - 12% Well - 20% Neutral - 10%	Careers Office - 22% Faculty - 6% Staff - 6%	Yes - 84% No - 11%	No - 52% Yes - 48%	Very Well - 31% Well - 36% Neutral - 33%	Maybe - 36% Yes - 40% No - 24%
School of Media, Culture and Design	Very Well - 17% Well - 44% Neutral - 29%	Very Well - 24% Well - 37% Neutral - 13%	Careers Office - 15% Faculty - 31% Not Applicable - 46%	Yes - 85% No - 12%	No - 65% Yes - 35%	Very Well - 25% Neutral - 50% Very Poorly - 17%	Maybe - 26% Yes - 41% No - 33%

What type of activities or services would you like to participate in with other alumni?

Institute of Transdisciplinary Studies	Alumni Group Travel - 50% Professional Mixers - 50% Sports Events - 50%
School of Architecture	Class Reunions - 69% Mentoring Programs - 44% Theme Parties/Picnics - 34%
School of Business	Professional Mixers - 52% Class Reunions - 42% Mentoring Programs - 36%
School of Media, Culture and Design	Class Reunions - 70% Professional Mixers - 61% Theme Parties/Picnics - 52%

What resources did you use to find your first job?

Institute of Transdisciplinary Studies	Internship - 50% General Job Hunting Websites - 50%
School of Architecture	Friends - 42% General Job Hunting Websites - 22% Internship - 19%
School of Business	Friends - 38% General Job Hunting Websites - 31% Corporate Websites - 22%
School of Media, Culture and Design	Friends - 38% Internship - 36% General Job Hunting Websites - 31%

% total will not add to 100% because it is a reflection of audience response amongst multiple choices.