



WOODBURY UNIVERSITY CAREERS & ALUMNI OFFICE 2009 ANNUAL ALUMNI SURVEY RESULTS

Highlights

Interesting facts presented by the survey:

- Quality of education was number one when choosing a school
- Small Class Size is the one element that stands out about Woodbury University
- Quality of Education was rated most important when choosing a school
- 49% are considering going to graduate school
- 71% are employed full time
- 21% earn a salary of \$29,999 and below
- 36% found their first job using general job hunting websites
- 14% have utilized career counseling services multiple times, yet 50% have not even seen a career counselor
- 63% would participate in Class Reunions
- Median age of participants is 31
- 60% female
- 67% enrolled as transfer students

Methodology

This year the 2009 Alumni Survey targeted alumni one year out, five years out and ten years out; 2008, 2004, and 1999 respectfully. The survey resulted in a 10% participation rate. Even though we targeted three specific classes, alumni from other classes also participated in the survey providing us with valuable feedback.

Various marketing tools were used to gather information, such as email, postcard, Facebook, e-newsletter and online community.

Survey Goal

Our goal for the surveys for the past couple of years has been to gather information pertaining to education, employment, graduate studies and alumni participation

In the past information gathered has help improve services provided by the Careers and Alumni Office.



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WOODBURY UNIVERSITY CAREERS & ALUMNI OFFICE

2009 ANNUAL ALUMNI SURVEY RESULTS

SCHOOL OF ARCHITECTURE

Highlight:

We had a **14%** participation rate from the School of Architecture alumni. Participants indicated that **53%** were **well** and **22%** were **very well** prepared with knowledge and skills for the job market.

Education:

It is known that **78%** of Architecture Alumni would **recommend** Woodbury to someone. **34%** believe that the **quality of the education** is the one element that stands out about Woodbury, followed by **22% class size** and **16% faculty**.

Internship:

According to the survey **31%** were **well** prepared for their internship and **28%** being **very well** prepared. **35%** found their internship by **Faculty** referrals.

Demographic:

Enrolled:	77% transfer; 23% freshman
Ethnic Group:	42% White/Non Hispanic 31% Hispanic
Gender:	58% male and 42% female
Median Age:	30
Graduation Class:	66% - class of 2008 25% - class of 2004 9% - class of 1999

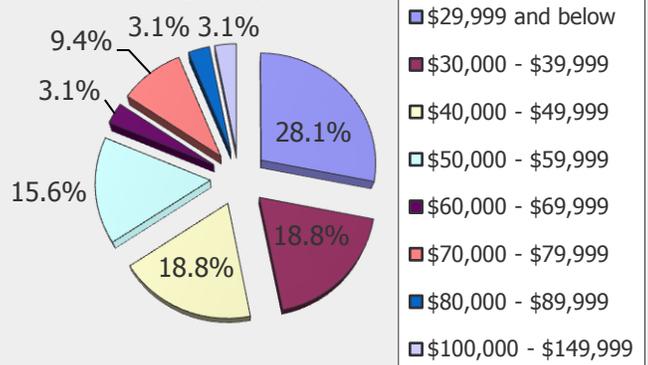
Employment:

69% are employed **Full Time** holding the following positions:

- Designer
- Project Captain
- Project Manager
- Associate
- Coordinator
- Jr. Designer

44% entered the job marked **immediately** after graduation and **19% 6 months** after graduation.

Annual Salary Range



38% found their first job using **General Job Hunting Websites** such as Monster.com, Yahoo.com and Craigslist.com.

Graduate School:

16% have attended Graduate School. Schools include UCLA, Architectural Association London and Woodbury University earning a Master of Architecture Degree. With **40%** being **very well** and **well** prepared and **25% poorly** prepared for this program.

Alumni Activities:

88% wish to participate in **Class Reunions**, **52%** in **Professional Mixers** and **24%** in **Alumni Group Travel** and **Founders' Week** activities. **100%** wish to be contacted by **email**.

What suggestions would you like to share with us?

- "Wish the Burbank and San Diego campus weren't so separated."
- "The San Diego campus lacks direction. Most of the graduates I've spoken too, myself included, feel that they were not taught what they were expected to know and floundered through thesis fearing that they may not graduate. Catherine has pushed many students through classes they were not prepared for and then threatens them with not graduating once in thesis. The campus needs more structure and there needs to be more cohesiveness on policy between the two campuses."
- "A wider employment opportunity base....farther than the LA area....where I live in orange county, there were maybe 1% of the number of contacts as that of the ones in LA...."



WOODBURY UNIVERSITY CAREERS & ALUMNI OFFICE

2009 ANNUAL ALUMNI SURVEY RESULTS

SCHOOL OF BUSINESS

Highlights:

We had a **11%** participation rate from the alumni of the School of Business. Participants indicated that **23%** were **very well**, **46%** were **well** and **23%** were **neutral**, prepared with knowledge and skills for the job market.

Demographic:

Enrollment:	58% transfer; 42% freshman
Ethnic Group:	60% White/Non Hispanic
	14% Hispanic
	14% Asian or Pacific Islander
Gender:	36% male; 64% female
Median Age:	34
Graduation Class:	51% - class of 2008
	37% - class of 2004
	12% - class of 1999

Internship:

According to the survey **20%** rated their internship experience **very well** and **20%** rated **neutral**. **20%** found their internship by the assistance provided by the Careers and Alumni Office.

What suggestions would you like to share with us?

- "Get involved! Everything that was taught in the classroom, I was able to apply it and understand it in school activities and through positions I held in Greek Council, Omega Psi Delta, Program Board, and other organizations. That in return gave me hands-on experience for Marketing, Office Management, Graphic Design, and more."
- "Do not wait to graduate to find a job. Start working part time in your career even though for free but get experience so you are better off when you graduate from school, trust me."
- "Stay in constant contact with advisors for guidance as well as keeping contact with each teacher because they can offer the best "real world experiences"."

Education:

Prior to being admitted, the **Quality of Education** and **Degree or Programs Offered** were rated **most important** by alumni. **91%** would **recommend** someone to Woodbury with **44%** stating that the one element that helps Woodbury stand out is its **small class size**.

Employment:

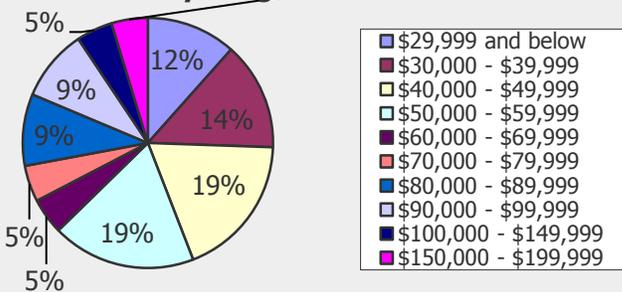
Currently, **79%** are employed Full Time and are working for:

- 20th Century Fox Film Corporation
- City of Glendale
- City of Los Angeles
- Department of Homeland Security
- Food Safety Associates
- Maybank Singapore
- Medtronic
- NBC Universal
- The Walt Disney Company
- Warner Bros.

26% entered the job marked **immediately** after graduation and **14%** **6 months** after graduation.

37% found their first job through **Friends** and **37%** using **General Job Hunting Websites** such as Monster.com, Yahoo.com, Careerbuilder.com, Indeed.com and Craigslist.

Annual Salary Range



Graduate School:

51% have attended graduate school earning an MBA from Woodbury University, USC, University of La Verne, Colorado Technical University and Golden Gate University. **46%** of the participants rated that they were prepared **well** for this program.

Alumni Activities:

59% wish to participate in **Professional Mixers**, **47%** in **Class Reunions** and **44%** in **Etiquette Dinner** and **Theme Parties/Picnics** respectively. **90%** wish to be contacted by **email**.



WOODBURY UNIVERSITY CAREERS & ALUMNI OFFICE

2009 ANNUAL ALUMNI SURVEY RESULTS

SCHOOL OF MEDIA, CULTURE & DESIGN

Highlights

We had a **11%** participation rate from the Media, Culture & Design alumni. Participants indicated that **14%** were **very well**, **27%** were **well** and **36%** were **neutral**, prepared with knowledge and skills for the job market.

Internship:

According to the survey **27%** were **very well**, **14%** were **well** and **27%** responded **neutral** prepared for their internship. **46%** found their internship by **Faculty** referrals.

Demographic:

Enrolled:	68% transfer; 32% freshman
Ethnic Group:	63% White/Non Hispanic 25% Hispanic
Gender:	24% male and 76% female
Median Age:	28
Graduation Class:	73% - class of 2008 23% - class of 2004 5% - class of 1999

What suggestions would you like to share with us?

- "You're competing with people who animate a minimum of 40 hours per week and have been doing so for years. Keep that in mind as you decide how much time to devote to your own animation."
- "I would emphasize the importance of getting as much internship experience as possible throughout your sophomore through senior year in college. The more work experience you have, the better job you're going to get and the more money you're going to be paid when you graduate. It's also just good life experience - you make friends, participate in activities that you wouldn't have otherwise, etc. I would also recommend trying to get a part-time internship your senior year at a firm/company that you'd like to work at full-time after graduation. If you do, you will probably have a guaranteed job waiting for you after graduation, which is a very good thing to have."

Education:

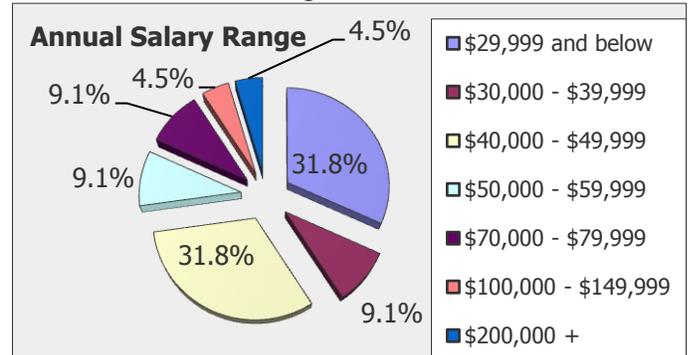
It is known that **73%** of MCD alumni would **recommend** Woodbury to someone. **35%** believe that the **Small Class Size** is the one element that stands out about Woodbury, followed by **30% faculty** and **15% Quality of Education and Degree or program offered**.

Employment:

59% are employed **full time**, **14%** are **part time** and **18%** are **unemployed**. Employed alumni are working for:

- Animax Interactive LLC
- Walt Disney Imagineering
- Disney Animation Studio
- The Los Angeles Board of Education
- Foothill Child Development Services

41% entered the job marked **immediately** after graduation and **27%** **6 months** after graduation.



36% found their **first job** through **friends**, **23%** with the assistance of their **Faculty Advisor**, and **18%** by **Career Fairs, Internship and Family Connections**

Graduate School:

2% have attended **Graduate School**. One has received a Master of Arts in Organizational Leadership from Woodbury University. They feel that they were well prepared for this program. **50%** are considering continue their education.

Alumni Activities:

56% wish to participate in **Class Reunions** and **Professional Mixers**, **28%** in **Etiquette Dinner** and **Wellness Programs**. **95%** wish to be contacted by **email**.



WOODBURY UNIVERSITY CAREERS & ALUMNI OFFICE

2009 ANNUAL ALUMNI SURVEY RESULTS

INSTITUTE OF TRANS DISCIPLINARY STUDIES

Highlight:

We had a **4%** participation rate from the Institute of Transdisciplinary Studies. This participant felt that they were **poorly** prepared for the job market.

Education:

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

“To do thorough research about the jobs titles they would like to hold either directly after graduating or a few years from now. This would allow them to build the necessary technical and soft skills required as well as gain any.”

Recommend:

When asked: Would you recommend Woodbury University to someone?

“Depends on their field of study as Woodbury has some really great and broad scoped classes which may work for some or leave others wanting a more in depth view of a specific subject or major.”

They believe that the one element that stands out about Woodbury is the **Small Class Size**.

Employment:

Currently they are fully employed. This alum found their first job using Moster.com

Internship:

Their internship experience was **well**. When asked how they found their internship, they responded:

“After the Career Center couldn't help and were discouraging. I did all the research and contacted Directors and VP to get my own internship at a local college”.

Graduate School:

This participant has continued on to receive an MA degree in the field of Psychology Clinical and Community. Unfortunately they felt they were **poorly** prepared for this program.