

WOODBURY UNIVERSITY CAREERS & ALUMNI OFFICE

2010 ANNUAL ALUMNI SURVEY RESULTS

Methodology:

The Woodbury University 2010 Alumni Survey was designed to get a snapshot of the career paths of alumni who had graduated one, five and ten years ago. Surveys were sent to alumni from the Classes of 2009, 2005 and 2000. The survey resulted in an 8% participation rate.

SAMPLE			
Total graduates from 2009, 2005 & 2000	1048	84	8%
Institute of Trans Disciplinary Studies	17	3	17%
School of Architecture	247	22	9%
School of Business	618	42	7%
School of Media, Culture & Design	166	17	10%

Various marketing tools were used to gather information. An initial postcard was mailed to all participants followed by targeted emails, LinkedIn posting, Facebook posting, 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 helped improve services provided by the Careers and Alumni Office.

Highlights:

Each year the survey brings a new set of statistics that showcase the positives and negatives of one's education. Some of the survey highlights include:

- **91%** would **recommend** Woodbury to someone else and **31%** believe that the **small class size** is the **ONE** element that **stands out** about Woodbury.
- **41%** being well prepared for the **job market**.
- **44%** have attended graduate or professional school. Earning degrees such as MBA, MA, Ph.D., JD and Ed.D. **40%** felt they were **very well** prepared for this degree.
- **36%** were **already employed in an industry RELATED** to their major. **41%** used **General Job Hunting Websites** to find their First Job after Graduation.
- **70%** are employed **full time** with such titles as Sr. Financial Accountant; Architect; Director, Human Resources; IT Manager; Art Director; Chief of Operations and Fashion Instructor.
- **59%** of alumni would like to participate in **Professional Mixers**, **46%** in **Class Reunions** and **42%** in **Volunteer Opportunity**.

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"I always tell current students to go to the career center to help them in their internship search and resume prep assistance. I also tell them to get their internship done during school and not wait until they are almost finished because sometimes there are more resources in an office than in the classroom." –
Class of 2009 Alumni

WOODBURY UNIVERSITY CAREERS & ALUMNI OFFICE
2010 ANNUAL ALUMNI SURVEY RESULTS
SCHOOL OF ARCHITECTURE

Highlights:

We had a **9%** participation rate from the School of Architecture alumni. Participants indicated that **61%** stated they were either **well** or **very well** prepared with knowledge and skills for the job market.

Education:

It is known that **87%** of Alumni would **recommend** Woodbury to someone. **32%** believe that the **degree or programs offered** is the one element that stands out about Woodbury, followed by **27% quality of education** and **23% small class size**.

Internship:

According to the survey **50%** were **very well** prepared for their internship. **55%** found their internship by **Faculty referrals**.

Demographic:

Enrolled:	86% transfer and 14% freshman
Ethnic Group:	45% White/Non Hispanic 35% Hispanic
Gender:	68% male and 32% female
Median Age:	30
Graduation Class:	70% - class of 2009 26% - class of 2005 4% - class of 2000

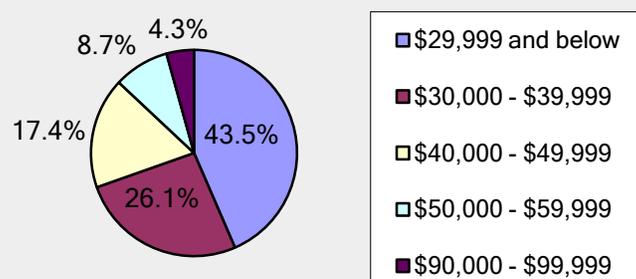
Employment:

65% are employed **full time** with positions like:

- Computer technician
- Designer/Drafter
- Program Assistant
- Project Consultant
- Sales Associate
- Urban Designer

30% entered the job market 1 - 5 months after graduation, **26%** were already employed in an industry UNRELATED to their major and **22%** were already employed in an industry RELATED to their major.

Please indicate your annual salary range.



35% found their first job using **general job hunting websites** such as Monster.com, Yahoo.com and Craigslist.com and **social networking**.

Graduate School:

13% have attended **Graduate School**. Schools include UCLA and Harvard Graduate School of Design earning a Master of Architecture Degree. **100%** being **well** prepared for this program.

Alumni Activities:

67% wish to participate in **professional mixers**, **56%** in **class reunions** and **24%** in **theme parties/picnics**. **95%** wish to be contacted by **email**.

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

- "Understand that it may take a while to find opportunity if you are only searching in one particular area. Being in one particular field should not limit you to other skills that you possess that are still related to your chosen." – *Class of 2009 Alumni*
- "Get a job while you're going to school. It's the only way you can establish yourself. No company wants to hire a New Architecture Grad with no professional experience." – *Class of 2009 Alumni*
- "Start work experience 1st or 2nd year. Had I done that, I might have changed degree choice. Not working in Arch field." – *Class of 2009 Alumni*
- "A must would be to learn how to put a set of Architectural documents together. From schematic design to construction documents, as well as clear coordination between consultants is key!" - *Class of 2005 Alumni*

WOODBURY UNIVERSITY CAREERS & ALUMNI OFFICE

2010 ANNUAL ALUMNI SURVEY RESULTS

SCHOOL OF BUSINESS

Highlights:

We had a **7%** participation rate from the School of Business alumni. Participants indicated that **26%** were **very well** and **37%** were **well** prepared with knowledge and skills for the job market.

Demographic:

Enrollment:	67% transfer and 33% freshman
Ethnic Group:	53% White/Non Hispanic 29% Hispanic 15% Asian or Pacific Islander
Gender:	44% male; 56% female
Median Age:	36
Graduation Class:	51% - class of 2009 19% - class of 2005 23% - class of 2000

Internship:

According to the survey **44%** rated their internship experience **well** and **31%** rated **very well**. **20%** found their internship through **faculty referrals**.

What advice would you give to a current student?

- "The advice I would offer to current students to better prepare them for a career in their chosen field is to first start working for a company/or industry of interest and then pursue their education in a chosen field, so that it will better be fitted and go along with their experience. Education on its own is not enough. It's the wealth or real world experiences and working experience that really shape the outcome of students. The more exposure they get at a younger age, the better career opportunities they will be presented with!" - *Class of 2009 Alumni*
- "Recognize that your education gives you the foundation that you will need to help you navigate the situations you will run into once you start working. Go into your career realizing that theory and real life don't always intersect. Be open to learning from those who have been there, done that. Their experience will be invaluable." - *Class of 2009 Alumni*
- "Take and apply the knowledge that you have gained to your job. The projects we did at Woodbury incorporated speaking assignments and research which was very helpful." - *Class of 2005 Alumni*
- "It's important to build relationships with people, because it's often "who you know" that will help get your foot in the door, or who will tell you about great job opportunities. Also, being able to communicate clearly and concisely is perhaps the most important skill in the business world. The presentations done in classes are excellent preparation for the business world." - *Class of 2009 Alumni*

Education:

93% would **recommend** someone to Woodbury with **52%** stating that the one element that helps Woodbury stand out is its **small class size**.

Employment:

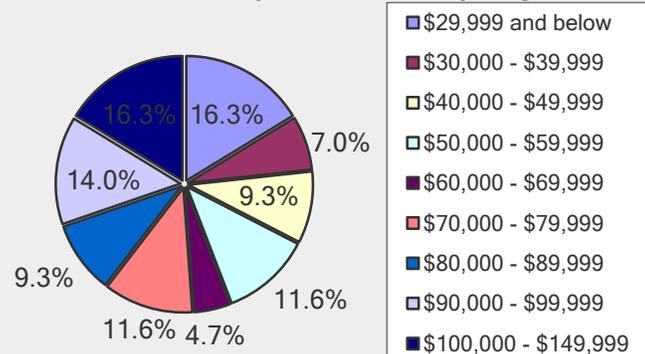
Currently, **70%** are employed Full Time and are working for:

- City of Glendale
- City of Los Angeles
- IRIS International, Inc.
- Jet Propulsion Lab
- Los Angeles Federal Credit Union
- Northrop Grumman Corp.
- Princess Cruises

47% entered the job market in an industry related to their major, **16%** already employed in an industry UNRELATED to their major and **14%** 1-5 months after graduation.

33% found their first job through **company websites** and **23%** using **social networking**.

Please indicate your annual salary range.



Graduate School:

54% have attended **graduate school** including Woodbury University, University of Southern California, California Lutheran University, Argosy University and Pepperdine University. **44%** rated that they were prepared **very well** for this program.

Alumni Activities:

53% wish to participate in **professional mixers**, **41%** in **volunteer opportunities** and **class reunions**, and **34%** in **alumni group travels** and **sporting events** respectfully. **95%** wish to be contacted by **email**.

WOODBURY UNIVERSITY CAREERS & ALUMNI OFFICE
2010 ANNUAL ALUMNI SURVEY RESULTS
SCHOOL OF MEDIA, CULTURE & DESIGN

Highlights:

We had a **10%** participation rate from the Media, Culture & Design alumni. Participants indicated that **18%** were **very well** and **53%** were **well** prepared with knowledge and skills for the job market.

Internship:

According to the survey **20%** were **very well** and **53%** were **well** prepared for their internship. **43%** found their internship by **faculty referrals**.

Demographic:

Enrolled:	41% transfer and 59% freshman
Ethnic Group:	47% White/Non Hispanic 33% Hispanic
Gender:	5% male and 71% female
Median Age:	30
Graduation Class:	59% - class of 2009 29% - class of 2005 2% - class of 2000

What suggestions would you like to share with us?

- "Prepare to work hard long hours for very low pay, however stay focused on what you dream of doing." - *Class of 2009 Alumni*
- "An internship is an excellent way to get vital on the job experience. The current job market is riddled with professionals who have years of experience but have found themselves out of work. New graduates need to have some on the job experience to compete with the seasoned professionals." - *Class of 2005 Alumni*
- "Always be open minded to other disciplines in order to give yourself a better understanding of why you chose your field in particular. Also, it is good to find ways to combine different fields and be more interdisciplinary." - *Class of 2009 Alumni*
- "Don't slack off and take advantage of everything the school has to offer. Ask lots of questions." - *Class of 2005 Alumni*

Education:

It is known that **82%** of MCD alumni would **recommend** Woodbury to someone. **47%** believe that the **small class size** is the one element that stands out about Woodbury, followed by **24% faculty**, **18% degree or programs offered** and **12% quality of education**.

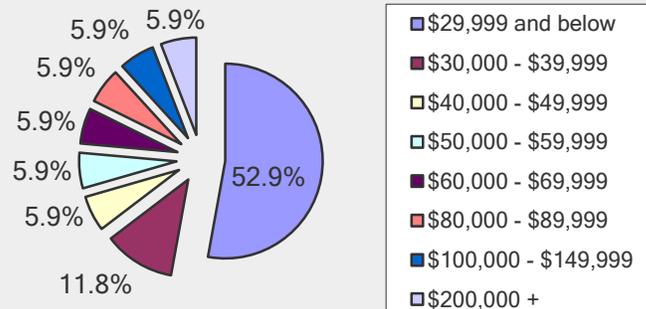
Employment:

59% are employed **full time**, **12%** are **part time** and **18%** are **unemployed**. Those employed are working for:

- HauteLook
- Imagine It! Media
- International Rectifier
- Warner Bros. Animation

29% entered the job marked 1-5 months after graduation and **6%** between 6-11 months after graduation.

Please indicate your annual salary range.



53% found their **first job** through **general job hunting websites**, **47%** through **friends & family connections**, and **35%** with the assistance of their **faculty advisor**.

Graduate School:

24% have attended **graduate school**, such schools as New York University, California State University of Northridge, Otis and Woodbury University.

Alumni Activities:

58% wish to participate in **professional mixers**, **50%** in **Founders' Week** and **class reunions**, **42%** in **career panels** and **alumni group travels**. **86%** wish to be contacted by **email**.

WOODBURY UNIVERSITY CAREERS & ALUMNI OFFICE
2010 ANNUAL ALUMNI SURVEY RESULTS
INSTITUTE OF TRANS DISCIPLINARY

Highlights:

We had a **17%** participation rate from the Institute of Transdisciplinary Studies. This participant felt that they were **well** prepared for the job market.

Enrolled:	100% transfer
Ethnic Group:	67% White/Non Hispanic
Gender:	100% female
Median Age:	25
Graduation Class:	100% - class of 2009
Major	Interdisciplinary Studies



TRANSDISCIPLINARY STUDIES

Education:

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

"Understand how much time and commitment it really takes to get ahead in the field." – Class of 2009 Alumni

Skills:

When asked: How well have you been able to transfer the knowledge and skills you learned while at Woodbury to your post-graduation career?

Their rated their general education **well**.

Recommend:

When asked: Would you recommend Woodbury University to someone?

100% stated yes

When asked: If you were to recommend Woodbury University to a prospective student, what would be the ONE element that would stand out?

67% indicated **small class size** and 33% indicated **degree or program offered**.

Employment:

33% are currently employed **full time** while **67%** are **self-employed**.

Entry into the job market in the field related to their Major:

- 33% were already employed in an industry UNRELATED to major;
- 33% 1-2 years after graduation and
- 33% a few months prior to graduation.

Annual salary range between **\$29,999 and below**

67% found their **FIRST job after graduation through friends & family connections** and **33%** using **social networking**

Internship:

Their internship experience was **well**. When asked how they found their internship, they responded: **"faculty referrals and online resources."**

Career and Alumni Resources:

While they were students, they took advantage of **career counseling, recruiting events, resume assistance, and classroom portfolio participation**.

Graduate School:

67% are considering attending **graduate or professional school**.

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	How did the knowledge and skills obtained from Woodbury University prepare you for entry into the job market?	Would you recommend Woodbury University to someone?	How would you rate your internship experience as a student?	Have you attended graduate or professional school?	What is your current employment status?
Institute of Transdisciplinary Studies	Well - 37%	Yes - 100%	Very Well - 67%	No - 100%	Full time - 33% Not actively seeking - 67%
School of Architecture	Very Well - 22% Well - 39%	Yes - 87% No - 9%	Very Well - 50% Well - 15% Poorly - 5%	Yes - 87% No - 13%	Full time - 65% Part time - 13% Unemployed - 17%
School of Business	Very Well - 26% Well - 37% Poorly - 5%	Yes - 93% No - 7%	Very Well - 31% Well - 44%	Yes - 54% No - 47%	Full time - 70% Part time - 9% Unemployed - 12%
School of Media, Culture and Design	Very Well - 18% Well - 53% Poorly - 12%	Yes - 82% No - 12%	Very Well - 20% Well - 53%	Yes - 24% No - 77%	Full time - 59% Part time - 12% Unemployed - 18%

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

Institute of Transdisciplinary Studies	Class Reunions - 50% Professional Mixers - 50% Volunteer Opportunity - 50%
School of Architecture	Professional Mixers - 67% Class Reunions - 56% Mentoring Programs - 44%
School of Business	Professional Mixers - 53% Class Reunions - 41% Volunteer Opportunity - 41%
School of Media, Culture and Design	Professional Mixers - 58% Class Reunions - 50% Founders' Week - 50%

What resources did you use to find your FIRST job after graduating from Woodbury?

Institute of Transdisciplinary Studies	Friends & Family Connections - 67% Social Networking - 33%
School of Architecture	Friends & Family Connections - 39% General Job Hunting Websites - 35% Social Networking - 35%
School of Business	General Job Hunting Websites - 44% Company Websites - 33% Social Networking - 23%
School of Media, Culture and Design	General Job Hunting Websites - 53% Friends & Family Connections - 47% Social Networking - 29%

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