

WOODBURY UNIVERSITY DEVELOPMENT & ALUMNI OFFICE 2011 ANNUAL GRADUATE ALUMNI SURVEY RESULTS

Methodology:

The Woodbury University 2011 Graduate Alumni Survey was designed to get a snapshot of the career paths of alumni who had graduated one, five, ten and 20 years ago. Surveys were sent to alumni from the Classes of 2010, 2006, 2001 and 1991. The survey resulted in a **14%** participation rate. Class years may vary due to respondent entry.

Sample	# Surveyed	# Completed Survey	Participation Rate
Total graduates from 2010, 2006, 2001 & 1991	336	48	14%
Masters in Business Administration	200	22	11%
Masters in Organizational Leadership	119	25	21%

***One out of 17 Masters in Architecture in Real Estate Development alumni completed the survey. It was not enough data to do a report specifically for that degree.**

An initial postcard was mailed to all participants followed by targeted emails, LinkedIn and Facebook postings, e-newsletter, and online community.

Survey Goal:

Our goal for the surveys for the annual survey is to gather information pertaining to education, employment, graduate studies and alumni participation.

In the past information gathered has helped develop and enhance existing programs and services.

Highlights:

This is the first time the survey has been specific to Graduate Alumni. The survey will bring a set of statistics that showcase the positives and negatives of the education provided at Woodbury University. Some of the survey highlights include:

- There was a + or - **4.6% margin of error calculated** for this survey.
- **92.9%** would **recommend** Woodbury to someone else and **35.7%** believe that the **small class size** is the **ONE** element that **stands out** about Woodbury.
- **35.6%** being well prepared for the **job market**.
- **62.3%** were **already employed in an industry RELATED to their graduate degree**. **37.7%** utilized **company websites** to find their First Job after Graduation.
- **88.5%** are employed **full time** with such titles as Director of Community Services, Director of Human Resources, Senior Quality Auditor, Executive Director, Captain, Educator, Deputy, Lieutenant, President, Paralegal, Compliance Quality Specialist, and Director of Graduate Admissions..
- **42.5%** of alumni would like to participate in **Professional Mixers**, **42.5%** in **Mentoring Programs** and **55%** in **Professional Development Seminars**.

“My graduate academic experience at Woodbury University has been pleasant, fulfilling and invigorating. The cohort model is a great and effective learning technique and builds camaraderie. I highly recommend the MOL program to anyone who wishes to further their education in any field.” – *Class of 2010 Alumni*

Development & Alumni Relations Office

7500 Glenoaks Blvd.
Burbank, CA 91510

Phone: 818.252.5214
Fax: 818.768.8038
www.woodbury.edu
www.woodburyalumni.com

James Morse, MA, Director of Alumni & Events
818.252.5248 | james.morse@woodbury.edu
Heather Fishman, Assoc. Director of Alumni & Events
818.252.5210 | heather.fishman@woodbury.edu

**WOODBURY UNIVERSITY DEVELOPMENT & ALUMNI OFFICE
2011 ANNUAL GRADUATE ALUMNI SURVEY RESULTS
MASTERS IN BUSINESS ADMINISTRATION**

Highlights:

We had a **11%** participation rate from the Masters in Business Administration alumni. Participants indicated that **61.9%** they were either **well** or **very well** prepared with knowledge and skills for the job market.

Education:

It is known that **85.7%** of Masters in Business Administration Alumni would **recommend** Woodbury to someone. **47.6%** believe that the **small class size** is the one element that stands out about Woodbury, followed by **23.8%** in the **quality of education and 23.8%** in **location**.

Demographic:

Ethnic Group:	60% White/Non Hispanic 20% African American 13.3% Hispanic 6.7% Asian
Gender:	47.6% male and 52.4% female
Median Age:	35
Graduation Class:	66.7% - class of 2010 14.3% - class of 2006 4.8% - class of 2001 14.8% class of 1991

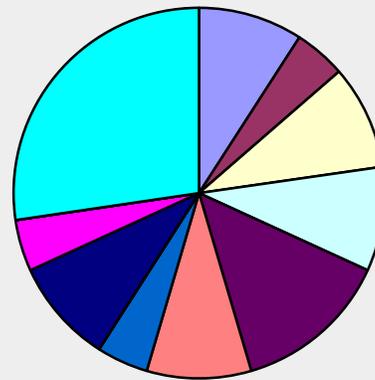
Employment:

80% are employed **full time** with positions like:

- Project Management Senior Specialist
- Partner / Director
- Director, Graduate Admissions
- Store Planning Analyst
- Tax Compliance Officer
- Director

19% entered the job market 1 - 5 months after graduation, **38.1%** were already employed in an industry **RELATED** to their degree and

Please select your current annual salary range.



- \$29,999 and below
- \$30,000 - \$39,999
- \$40,000 - \$49,999
- \$50,000 - \$59,999
- \$60,000 - \$69,999
- \$70,000 - \$79,999
- \$80,000 - \$89,999
- \$90,000 - \$99,999
- \$100,000 - \$149,999
- \$150,000 - \$199,999
- \$200,000 +
- Prefer not to state

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

- "Focus as much as possible on time management. It will be the best "practice" available prior to entering the real world where time is definitely money!" – *Class of 2010 Alumni*
- "If possible know what your focus is so you can streamline your educational experience. Try to excel in the higher level MBA leadership classes (it's valuable knowledge). Take advantage of all networking events, you never know who you might meet." – *Class of 2006 Alumni*
- "Research the area. Talk with someone in the field. When I did this the person gave me details of what to expect and how he managed.." – *Class of 2010 Alumni*
- "Pay close attention to all the classes because you never know which ones you will need in the future." - *Class of 2010 Alumni*

47.6% found their first job from **company websites**. **42.9%** from **friends or family connections**, **38.1%** from **job hunting websites** and **23.8%** from **alumni**.

Alumni Activities:

52.9% wish to participate in **professional mixers**, **41.2%** in **volunteer opportunities** and **35.3%** in **mentoring programs, career panels and professional development seminars**. **84.2%** wish to be contacted by **email**.

WOODBURY UNIVERSITY DEVELOPMENT & ALUMNI OFFICE

2011 ANNUAL GRADUATE ALUMNI SURVEY RESULTS

MASTERS IN ORGANIZATIONAL LEADERSHIP

Highlights:

We had a **21%** participation rate from the Masters in Organizational Leadership alumni. Participants indicated that **76%** they were either **well** or **very well** prepared with knowledge and skills for the job market.

Education:

It is known that **96%** of Masters in Organizational Leadership Alumni would **recommend** Woodbury to someone. **32%** believe that the **quality of education** and **degree or program offered** is the one element that stands out about Woodbury, followed by **24%** in **small class size**.

Demographic:

Ethnic Group:	66.7% White/Non Hispanic 23.8% Hispanic
Gender:	48% male and 52% female
Median Age:	43
Graduation Class:	56% - class of 2010 28% - class of 2009 8% - class of 2006

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

- "Follow your passion, get started now, and never stop learning." – *Class of 2010 Alumni*
- "Be humble. You may be on a high about your future, but the job market is tight and you are competing with a lot of people with more experience. If you think you are owed a certain level position and/or pay, you'll be very disappointed." – *Class of 2010 Alumni*
- "Get all the education possible. Supplement education by seeking support from supportive organization in their field of study." – *Class of 2010 Alumni*
- "Education and experience are necessary in order to find a job. Networking is worth a degree in itself." - *Class of 2010 Alumni*

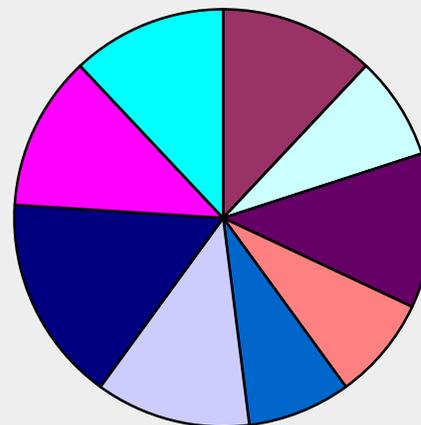
Employment:

96% are employed **full time** with positions like:

- Director of Community Services
- President
- Lieutenant
- Jr. Project Manager
- Deputy Sheriff
- Captain

88% were already employed in an industry **RELATED** to their program and **4%** were already employed in an industry **UNRELATED** to their program.

Please select your current annual salary range.



- \$29,999 and below
- \$30,000 - \$39,999
- \$40,000 - \$49,999
- \$50,000 - \$59,999
- \$60,000 - \$69,999
- \$70,000 - \$79,999
- \$80,000 - \$89,999
- \$90,000 - \$99,999
- \$100,000 - \$149,999
- \$150,000 - \$199,999
- \$200,000 +
- Prefer not to state

28% found their first job from **company websites**, **20%** from **alumni**, **20%** from **friends or family connections** and **16%** from **job hunting websites**.

Alumni Activities:

76.2% wish to participate in **professional development seminars**, **52.4%** in **mentoring programs** and **33.3%** in **professional mixers** and **career panels**. **76%** wish to be contacted by **email**.

65% of MOL alumni are actively involved in their **community**. Followed by **40%** in **education**, **35%** in **civic services** and **35%** in **sports related activities**.