

WOODBURY UNIVERSITY DEVELOPMENT & ALUMNI OFFICE

2011 ANNUAL UNDERGRAD ALUMNI SURVEY RESULTS

Methodology:

The Woodbury University 2011 Alumni Survey was designed to get a snapshot of the career paths of alumni who had graduated one, five, ten & twenty years ago. Surveys were sent to alumni from the Classes of 2010, 2006, 2001 & 1991. The survey yielded an **8%** participation rate.

Sample	# Surveyed	# Completed Survey	Participation Rate
Total graduates from 2010, 2006, 2001 & 1991	837	68	8%
Institute of Trans Disciplinary Studies	15	5	33%
School of Architecture	254	27	11%
School of Business	395	22	5%
School of Media, Culture & Design	176	16	9%

Various marketing tools were used to gather information. An initial postcard was mailed to all participants followed by targeted emails, a LinkedIn posting, a Facebook posting, and an article in the e-newsletter.

Survey Goal:

Our goal 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.

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Highlights:

Each year the survey brings a new 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 - **2.7% margin of error** calculated for this survey.
- **84%** would **recommend** Woodbury to someone else and **49.3%** believe that the **small class size** is the **ONE** element that **stands out** about Woodbury.
- **40.2%** being well prepared for the **job market**.
- **34.6%** have attended graduate or professional school. Earning degrees such as MBA, MA, MS, and Ph.D. **42.9%** felt they were **very well** prepared for this degree.
- **34.6%** were **already employed in an industry RELATED to their major**. **41%** used **Friends & Family Connections** to find their First Job after Graduation.
- **63.9%** are employed **full time** with such titles as Vice President, Controller, CEO, COO, Director of Design & Construction Services, Owner, Job Captain, Field Engineer, Freelance Interior Designer, and Art Director.
- **47.7%** of alumni would like to participate in **Professional Mixers**, **36.4%** in **Alumni Group Travel** and **34.1%** in **Class Reunions**.

“Utilize the career center. There are wonderful resources there and they can help you prepare a great resume. When I have hired people their resumes is what caught my eye first.” –
Class of 2006 Alumni

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2011 ANNUAL UNDERGRAD ALUMNI SURVEY RESULTS

SCHOOL OF ARCHITECTURE

Highlights:

We had a **11%** participation rate from the School of Architecture alumni. Participants indicated that **70.4%** were either **well** or **very well** prepared with knowledge and skills for the job market.

Education:

It is known that **74.1%** of Alumni would **recommend** Woodbury to someone. **46.2%** believe that the **small class size** is the one element that stands out about Woodbury, followed by **26.9%** in the **degree or programs offered**.

Internship:

According to the survey, **44.4%** were **well** prepared for their internship. **45.5%** found their internship by **Faculty referrals**.

Demographic:

Enrolled:	51.7% transfer and 42.3% freshman
Ethnic Group:	47.8% White/Non Hispanic 34.6% Hispanic
Gender:	53.8% male and 46.2% female
Median Age:	30
Graduation Class:	48.1% - class of 2010 14.8% - class of 2006 14.8% - class of 2001 14.8% class of 1991

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

- "Start EARLY! In today's architectural world, the sooner you start to network the better chance you will have to land a job after graduation. If you start looking in your Senior year then you waited too long!!!" – *Class of 2010 Alumni*
- "Intern as much as possible. School and work are two separate fields. Work is a whole new ballgame." – *Class of 2006 Alumni*
- "It's important to have a skill of learning. Architectural field requires continuous learning." – *Class of 2001 Alumni*
- "Begin working with an architect or designer while still in school if possible. Having work experience makes you much more valuable to future employers. Remember that responsibility is not given but taken. Strive to be autonomous in your work." – *Class of 1991 Alumni*

Employment:

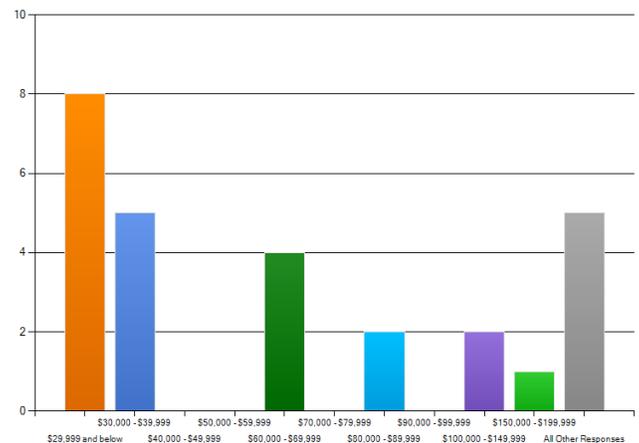
62.5% are employed **full time** with positions like:

- Job Captain
- Field Engineer
- Set Designer / Art Director
- Jr. Project Manager
- Owner
- Director of Design & Construction Services

33.3% entered the job market 1 - 5 months after graduation, **3.7%** were already employed in an industry UNRELATED to their major and **37%** were already employed in an industry RELATED to their major.

Salary Information:

Median Salary Range: \$30,000-39,000
Average Salary: \$36,110



51.9% found their first job from **friends and family connections**.

Graduate School:

40.7% have attended **Graduate School**. Schools include USC, Columbia, and University of Michigan earning a Master of Architecture Degree. **63.7%** were **very well** or **well** prepared for the program.

Alumni Activities:

50% wish to participate in **professional mixers**, **50%** in **critiques** and **42.9%** in **class reunions**. **85%** wish to be contacted by **email**.

WOODBURY UNIVERSITY DEVELOPMENT & ALUMNI OFFICE

2011 ANNUAL UNDERGRAD ALUMNI SURVEY RESULTS

SCHOOL OF BUSINESS

Highlights:

We had a **5%** participation rate from the School of Business alumni. Participants indicated that **27.3%** were **very well** and **27.3%** were **well** prepared with knowledge and skills for the job market.

Demographic:

Enrollment:	63.6% transfer and 36.4% freshman
Ethnic Group:	60% White/Non Hispanic 30% Hispanic 10% Asian or Pacific Islander
Gender:	40.9% male; 59.1% female
Median Age:	40
Graduation Class:	27.3% - class of 2010 13.6% - class of 2006 13.6% - class of 2001 9.1% - class of 1991

Internship:

According to the survey **30%** rated their internship experience **well** and **10%** rated **very well**. **42.9%** found their internship through **faculty referrals**.

What advice would you give to a current student?

- "Get as much work experience as you possibly can during your schooling. Now more than ever, employers are looking at what people have done instead of the degree you earn."
Class of 2005 Alumni
- "Always read articles related to your industry of choice to stay current on emerging trends, topics, etc. Join industry associations and take advantage of networking opportunities."
Class of 2004 Alumni
- "Obtain as many internships as possible in the field of interest. DO NOT be afraid to travel or be away from home for an extended period of time. Make sure to study abroad. Get a minor that would compliment your major."
Class of 2006 Alumni

Why would you recommend Woodbury University to others?

- "I was 49 when I decided to complete my undergraduate degree. The instructors at Woodbury helped me expand my understanding of the community around me and the business world."
Class of 1991 Alumni
- "As a working adult, the interactive format was ideal for my learning. I highly recommend it to others who cannot be full-time students."
Class of 2001 Alumni

Education:

95.5% would **recommend** someone to Woodbury with **57.1%** stating that the one element that helps Woodbury stand out is its **small class size**.

Employment:

Currently, **65%** are employed Full Time and are working for:

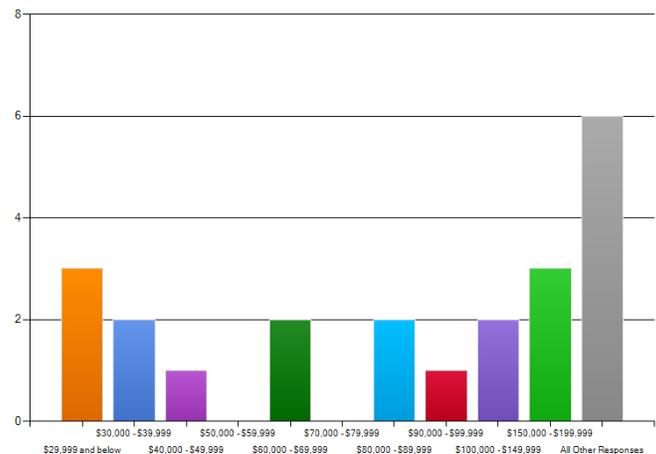
- City of Santa Clarita
- City of Los Angeles
- LA County Sheriff's Department
- Kaiser Permanente
- Wells Fargo
- KPMG LLP
- Department of the Treasury

45.5% entered the job market in an industry related to their major, **4.5%** already employed in an industry UNRELATED to their major and **27.3%** 1-5 months after graduation.

36.4% found their first job through **company websites** and **36.4%** using **friends and family connections**.

Salary Information:

Median Salary Range: \$80,000- 89,000
Average Salary: \$71,176



Graduate School:

31.8% have attended **graduate school** including Woodbury University, Cal State Northridge and Pepperdine University. **42.9%** rated that they were prepared **very well** for this program.

Alumni Activities:

50% wish to participate in **professional mixers**, **37.5%** in **alumni group travel** and **31.3%** in **class reunions** and **volunteer opportunities** respectfully. **80%** wish to be contacted by **email**.

**WOODBURY UNIVERSITY DEVELOPMENT & ALUMNI OFFICE
2011 ANNUAL UNDERGRAD ALUMNI SURVEY RESULTS
SCHOOL OF MEDIA, CULTURE & DESIGN**

Highlights:

We had a **9%** participation rate from the Media, Culture & Design alumni. Participants indicated that **18.8%** were **very well** and **37.5%** were **well** prepared with knowledge and skills for the job market.

Internship:

According to the survey **18.8%** were **very well** and **37.5%** were **well** prepared for their internship. **63.6%** found their internship by **faculty referrals**.

Demographic:

Enrolled:	56.3% transfer and 43.8% freshman
Ethnic Group:	42.9% White/Non Hispanic 28.6% Hispanic
Gender:	33.3% male and 66.7% female
Median Age:	28
Graduation Class:	50% - class of 2010 25% - class of 2006 12.5% - class of 2001

What suggestions would you like to share with us?

- “Volunteer or work an internship even if not required. Will help in long run not only for skill set but to ensure you will enjoy doing it long term.” - *Class of 2001 Alumni* “
- Intern for as long as you can, much longer than is required for school credit.” – *Class of 2006 Alumni*
- “Start learning what type of designer you are now, have basic sewing skills and be prepared to be in small classes with the same people for 4 years. Grow a thick skin and don't get pressured into nonsense. Always complete neat work and know what you're talking about.” – *Class of 2010 Alumni*
- “Apply to more than one internship.” – *Class of 2010 Alumni*

Education:

93.8% of MCD alumni would **recommend** Woodbury to someone. **46.7%** believe that the **small class size** is the one element that stands out about Woodbury, followed by **26.7% faculty**, and **26.7% quality of education**.

Employment:

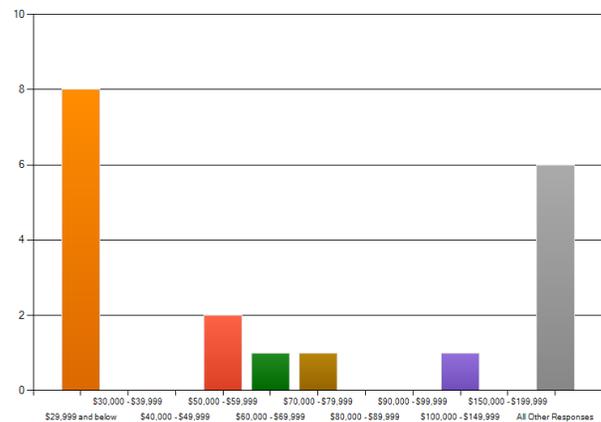
53.3% are employed **full time**, **33.3%** are **part time** and **13.3%** are **unemployed**. Those employed are working for:

- STARMEN Design Group
- Banana Republic
- American Apparel
- Behavior Therapy Clinic

43.8% entered the job marked 1-5 months after graduation.

Salary Information:

Median Salary Range: \$29,999 and under
Average Salary: \$39,166



37.5% found their **first job** through **friends & family connections**, **25%** through their **internship**, **25%** through **alumni**, and **25%** through **social networking**.

Graduate School:

Only 12.5% have attended **graduate school**, such schools as Antioch University.

Alumni Activities:

72.7% wish to participate in **volunteer opportunities**, **45.5%** in **sporting events**, **36.4%** in **class reunions** and **job fairs**. **100%** wish to be contacted by **email**.

**WOODBURY UNIVERSITY DEVELOPMENT & ALUMNI OFFICE
2011 ANNUAL UNDERGRAD ALUMNI SURVEY RESULTS
INSTITUTE OF TRANS DISCIPLINARY**

Highlights:

We had a **33%** participation rate from the Institute of Transdisciplinary Studies. The participants felt that they were **44% very well** prepared for the job market.

Enrolled:	80% transfer
Ethnic Group:	33% White 33% Hispanic 33% African American
Gender:	60% female 40% male
Median Age:	34
Graduation Class:	40% class of 2010 20% class of 2006 20% class of 2001
Major	Interdisciplinary Studies Politics and History



TRANSDISCIPLINARY STUDIES

Employment:

40% are currently employed **full time**.

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

20% found a job 1 -5 months after graduation;
20% 6-11 months after graduation and

40% said Annual salary range is between **\$60,000 and \$89,000**

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

Internship:

75% rated their internship experience **very well**. When asked how they found their internship, they responded:

"33% faculty referrals and 33% Careers & Alumni Office ."

Career Resources:

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

Graduate School:

66.7% are considering attending **graduate or professional school**.

Education:

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

"Utilize the career center. There are wonderful resources there and they can help you prepare a great resume. When I have hired people their resumes is what caught my eye first." – Class of 2006 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?

Respondents were able to transfer their general education knowledge **very well**.

Recommend:

When asked: Would you recommend Woodbury University to someone?

80% 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?

50% indicated **small class size** and **50%** indicated **quality of education**.

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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	Very Well - 40%	Yes - 80%	Very Well - 75%	No - 60%	Full time - 100%
School of Architecture	Very Well – 18.5% Well – 51.9%	Yes – 74.1%	Very Well – 33.3% Well – 33.3%	Yes – 40.7% No – 59.3%	Full time – 62.5% Part time – 16.7% Unemployed – 20.8%
School of Business	Very Well – 27.3% Well – 27.3%	Yes – 95.5%	Very Well - 10% Well - 30%	Yes – 31.8% No – 68.2%	Full time - 65% Part time - 5% Unemployed - 20%
School of Media, Culture and Design	Very Well – 18.8% Well – 37.5%	Yes – 93.8%	Very Well – 18.8% Well – 37.5%	Yes – 12.5% No – 87.5%	Full time – 53.3% Part time – 33.3% Unemployed – 13.3%

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

Institute of Transdisciplinary Studies	Mentoring Programs - 100% Professional Mixers - 100% Alumni Group Travel – 66.7%
School of Architecture	Professional Mixers- 50% Critiques - 50% Class Reunions – 42.9%
School of Business	Professional Mixers - 50% Alumni Group Travel- 37.5% Class Reunions - 41%
School of Media, Culture and Design	Volunteer Opportunity – 72.7% Sporting Events – 45.5% Class Reunions – 36.4%

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

Institute of Transdisciplinary Studies	General Job Hunting Websites - 80% Faculty Advisor - 40%
School of Architecture	Friends & Family Connections – 51.9% General Job Hunting Websites – 33.3% Company Websites – 22.2%
School of Business	Friends & Family Connections -36.4% Company Websites – 36.4% Career Staff – 13.6%
School of Media, Culture and Design	Friends & Family Connections – 37.5% General Job Hunting Websites - 25% Social Networking - 25%

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