

WOODBURY UNIVERSITY DEVELOPMENT & ALUMNI RELATIONS OFFICE

2012 ANNUAL GRADUATE ALUMNI SURVEY RESULTS

Methodology:

The Woodbury University 2012 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 2011, 2007, 2002 and 1992. The survey resulted in a **12%** participation rate.

Sample	# Surveyed	# Completed Survey	Participation Rate
Total graduates from 2011, 2007, 2002 & 1992	170	21	12%
Masters in Business Administration	145	17	12%
Masters in Organizational Leadership	22	4	18%

***Only one Masters in Architecture in Real Estate Development alumni was asked to complete the survey. She did not complete the survey.**

Alumni were solicited first via Survey Monkey email, with promotion via enewsletter, LinkedIn and Facebook, followed by a hard copy mailed survey.

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.

Highlights:

This is the second time the Graduate survey has been given 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 - **7% margin of error calculated** for this survey.
- **100%** would **recommend** Woodbury to someone else and **30.4%** believe that the **quality of education** is the **ONE** element that **stands out** about Woodbury.
- **41.7%** report being well prepared for the **job market**.
- **63.6%** were **already employed in an industry RELATED to their graduate degree**. **22.7%** utilized **career fairs/panels** to find their First Job after Graduation.
- **90%** are employed **full time** with such titles as CEO/President, Product Developer, Accountant, CPA Manager, Senior Recruiter, CFO, Senior Technical Specialist, Senior Sales Planner.
- **40%** of alumni would like to participate in **52.4%** in **Volunteer Opportunities**, **Professional Mixers**, **40%** in **Critiques**, and **38.1%** in **Professional Development Seminars**.

"Best school I've attended!" – Class of 2011 Alumni

"Great teachers, small student to professor ratio, classes are engaging, discussion is allowed and encouraged. – Class of 2011 Alumni

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WOODBURY UNIVERSITY DEVELOPMENT & ALUMNI RELATIONS OFFICE
2012 ANNUAL GRADUATE ALUMNI SURVEY RESULTS
MASTERS IN BUSINESS ADMINISTRATION

Highlights:

We had a **12%** participation rate from the Masters in Business Administration alumni. Participants indicated that **70.6%** were either **well** or **very well** prepared with knowledge and skills for the job market.

Education:

It is known that **100%** of Masters in Business Administration Alumni that answered the survey would **recommend** Woodbury to someone. **31.3%** believe that the **quality of education** is the one element that stands out about Woodbury, followed by **31.3%** in the **degree or program offered** and **25%** in **small class size**.

Demographic:

Ethnic Group:	58.8% White/Non Hispanic 35.3% Hispanic 11.8% Asian or Pacific Islander
Gender:	52.9% male and 47.1% female
Graduation Class:	52.9% - class of 2011 35.3% - class of 2007 5.9% - class of 2002 5.9% class of 1992

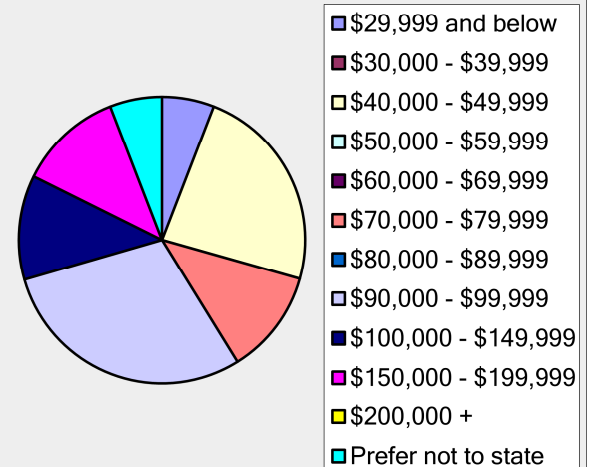
Employment:

93.3% are employed **full time** with positions like:

- CEO / President
- CFO
- Product Developer
- CPA Manager
- Senior Sales Planner
- Senior Technical Specialist

64.7% were **already employed in an industry RELATED** to their degree.

Please select your current annual salary range.



What type of volunteer activities would you like to be involved in?

- Serving on an advisory board
- Event production
- Guest speaking
- Mentoring students
- Participating in career fairs

What suggestions would you like to share?

- To build relationships with major companies to recruit from school.
- The university should sponsor seminars / workshops for MBA graduates in project management, social media – topics to stay current.
- Let other Alumni know that career services are available to them.

23.5% stated that **Friends or Family Connections** and **23.5%** stated that **Company Websites** were the most valuable in finding their first job after graduation.

Alumni Activities:

43.8% wish to participate in **professional mixers**, **58.8%** in **volunteer opportunities**, **37.5%** in **mentoring programs** and **35.3%** in **professional development seminars**.

88.2% wish to be contacted by **email**.

**WOODBURY UNIVERSITY DEVELOPMENT & ALUMNI RELATIONS OFFICE
2012 ANNUAL GRADUATE ALUMNI SURVEY RESULTS
MASTERS IN ORGANIZATIONAL LEADERSHIP**

Highlights:

We had an **18%** participation rate from the Masters in Organizational Leadership alumni. **75%** of participants indicated that they were either **well** or **very well** prepared with knowledge and skills for the job market.

Education:

It is known that **100%** of Masters in Organizational Leadership Alumni who answered the survey would **recommend** Woodbury to someone. **50%** believe that the **quality of education** is the ONE element that stands out about Woodbury.

Demographic:

Ethnic Group:	25% White/Non Hispanic 25% Hispanic 25% Asian or Pacific Islander 25% African American
Gender:	100% female
Graduation Class:	100% - class of 2011

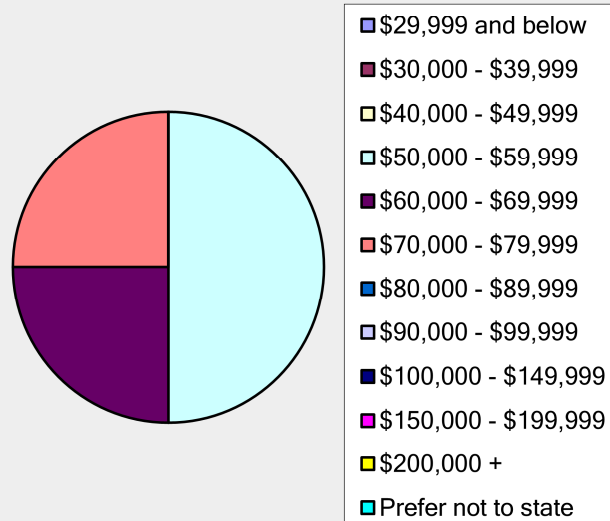
Employment:

75% are employed **full time** with positions like:

- Secretary
- Sr. Recruiter
- Administrative Assistant

50% were already employed in an industry **RELATED** to their program and **25%** were already employed in an industry **UNRELATED** to their program.

Please select your current annual salary range.



What type of volunteer activities would you like to be involved in?

- Serving on an advisory board
- Event production / general on campus events
- Helping troubled youth
- Mentoring current students

Would you recommend Woodbury to others?

- I am happy with the program and the professors are very approachable. They ask for feedback.
- Best school I've attended!

75% stated that **Social Networking** was the most valuable in finding their first job after graduation.

Alumni Activities:

50% wish to participate in **professional development seminars** and **50%** in **class reunions**.

100% wish to be contact by **email**.