

# WOODBURY UNIVERSITY DEVELOPMENT & ALUMNI RELATIONS OFFICE

## 2012 ANNUAL UNDERGRAD ALUMNI SURVEY RESULTS

### Methodology:

The Woodbury University 2012 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 2011, 2007, 2002 & 1992. The survey yielded an **11%** participation rate.

Sample	# Surveyed	# Completed Survey	Participation Rate
Total graduates from 2011, 2007, 2002 & 1992	728	79	11%
Institute of Trans Disciplinary Studies	22	4	18%
School of Architecture	244	26	11%
School of Business	303	19	6%
School of Media, Culture & Design	159	30	19%

Various marketing tools were used to gather information. Targeted emails, LinkedIn postings, Facebook postings, an article in the e-newsletter, followed by a hard copy mailed version of the survey with a business reply envelope included. We also offered four \$25.00 Amazon gift cards to increase participation. SurveyMonkey handled selecting the winners and awarding the gift cards.

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### Survey Goal:

Our goal for the annual survey is to gather information pertaining to education, employment, graduate studies and alumni participation. Information gathered helps us develop and enhance existing programs and services.

### 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 – 3.44 % **margin of error** calculated for this survey.
- **90.6%** would **recommend** Woodbury to someone else and **41%** believe that the **small class size** is the **ONE** element that **stands out** about Woodbury.
- **36.5%** report being well prepared for the **job market**.
- **34.1%** have attended graduate or professional school. Earning degrees such as MBA, MA, MS, and Ph.D. **45.3%** felt they were **well** prepared for this degree.
- **74.3%** were **employed in an industry RELATED to their major**. **33.3%** used **Friends & Family Connections** to find their First Job after Graduation.
- **67.5%** are employed **full time** with such titles as Financial Analyst, Project Director, Art Director, Vice-President, Principal, Behavioral Therapist, and Design Consultant.
- **45.4%** of alumni would like to participate in **Professional Mixers** and **48.7%** in **Class Reunions**.

# WOODBURY UNIVERSITY DEVELOPMENT & ALUMNI RELATIONS OFFICE

## 2012 ANNUAL UNDERGRAD ALUMNI SURVEY RESULTS

### SCHOOL OF ARCHITECTURE

#### Highlights:

We had an **11%** participation rate from the School of Architecture alumni. Participants indicated that **80.8%** were either **well** or **very well** prepared with knowledge and skills for the job market.

#### Education:

It is known that **92.3%** of Alumni would **recommend** Woodbury to someone. **64%** believe that the **quality of education** is the one element that stands out about Woodbury, followed by **16%** stated that the **faculty** is the one element that stands out.

#### Internship:

According to the survey, **52.6%** rated their internship experience as **very well**. **37.5%** found their internship by **faculty referrals**.

#### Demographic:

**26 Respondents**

Enrolled:	61.5% transfer and 38.5% freshman
Ethnic Group:	52% White/Non Hispanic 24% Asian or Pacific Islander 20% Hispanic 8% African American
Gender:	38.5% male and 61.5% female
Graduation Class:	19.2% - class of 2011 50% - class of 2007 19.2% - class of 2002 11.5% class of 1992

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

- "Architecture students should be taking business classes as well as architecture studios." – *Class of 2007 Alumni*
- "Woodbury is a great school and I loved my time there. I would be more active, but I live out of state." – *Class of 1992 Alumni*
- "I would love to still receive emails about lectures that are happening weekly in the arch dept.." – *Class of 2011 Alumni*
- "More scholarships." - *Class of 2011 Alumni*
- "Extended help for jobs/career search for alumni in this high unemployment/bad economy. References from instructors would be helpful." – *Class of 2007*

#### Employment:

**76.9%** are employed **full time** with positions like:

- Project Director
- Project Manager
- Principal
- Designer
- Licensed Architect
- Vice-President

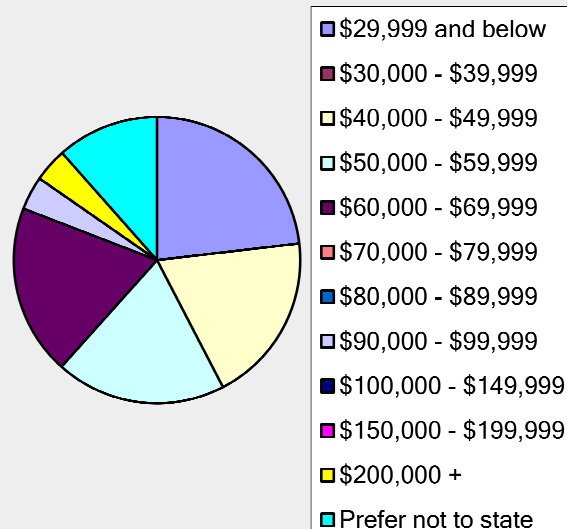
**26.9%** had a **job offer in hand upon graduation**. **90.9%** are employed in an industry **RELATED** to their major.

#### Salary Information:

**Median Salary Range: \$50,000 - \$59,000**

**Average Salary: \$53,043**

Please select your current annual salary range.



**32%** found their first job from **friends and family connections**.

#### Graduate School:

**23.1%** have attended **Graduate School**. Schools include Columbia, and University of Pennsylvania, earning a Master of Architecture Degree. **90.9%** were **very well** or **well** prepared for the program.

#### Alumni Activities:

**62.5%** wish to participate in **professional mixers**, **48%** in **critiques** and **48%** in **class reunions**. **80.8%** wish to be contacted by **email**.

# WOODBURY UNIVERSITY DEVELOPMENT & ALUMNI RELATIONS OFFICE

## 2012 ANNUAL UNDERGRAD ALUMNI SURVEY RESULTS

### SCHOOL OF BUSINESS

#### Highlights:

We had a **6%** participation rate from the School of Business alumni. Participants indicated that **68.4%** were either **very well** or **well** prepared with knowledge and skills for the job market.

#### Demographic: 19 Respondents

Enrollment:	52.6% transfer and 47.4% freshman
Ethnic Group:	63.2% White/Non Hispanic 10.5% Hispanic 15.8% Asian or Pacific Islander 15.8% African American
Gender:	52.6% male; 47.4% female
Graduation Class:	42.1% - class of 2011 26.3% - class of 2007 21% - class of 2002 10.5% - class of 1992

#### Internship:

According to the survey **25%** rated their internship experience **well** and **50%** rated **very well**. **42.9%** found their internship through **faculty referrals**.

#### Suggestions that School of Business Alumni would like to share:

"We need job assistance. I am trying to find a job for a year now but I don't receive any assistance from the school." – *Class of 2007 alumni*

"Raise the bar in whom we accept in our school (SAT scores, high school extracurricular activities, etc." – *Class of 2011 alumni*

"Continue advertising." – *Class of 2002 alumni*

"Make Woodbury look more professional. For example, the job fairs I attended looked hurriedly and hastily set up. Recruiters are also relying on first impressions." – *Class of 2007 alumni*

#### Education:

**89.5%** would **recommend** someone to Woodbury with **57.9%** stating that the one element that helps Woodbury stand out is its **small class size**.

#### Employment:

Currently, **68.4%** are employed Full Time and are working for: companies like:

- Raytheon
- LucasFilm
- California Highway Patrol
- Castaic Lake Water Agency
- Ernst & Young

**68.8%** entered the job market in an industry related to their major, **31.3%** are employed in an industry UNRELATED to their major and **15.8%** **had an employment offer in hand upon graduation**. **26.3%** found their first job between **1-6 months** after graduation.

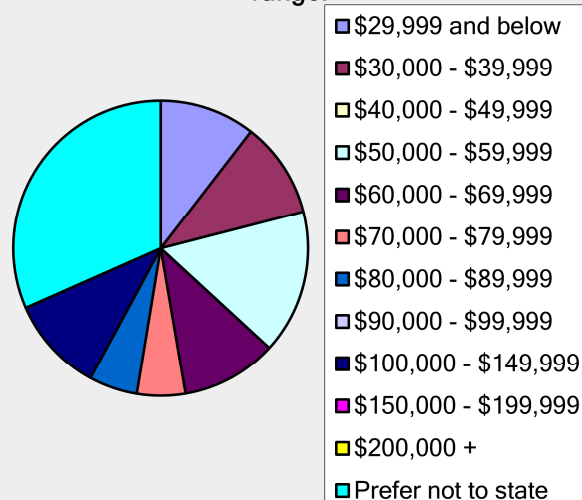
**61%** of alumni stated **friends and family connections** were valuable in finding their first job and **42%** stated that the **career staff** was useful in finding their first job.

#### Salary Information:

Median Salary Range: \$60,000 – \$69,000

Average Salary: \$52,307

Please select your current annual salary range.



#### Graduate School:

**52.6%** have attended **graduate school** including Woodbury University, Cal State Northridge and Cal State Long Beach. **42.9%** rated that they were prepared **well** for this program.

#### Alumni Activities:

**47%** wish to participate in **professional mixers**, and **58.8%** in **class reunions**. **88.2%** wish to be contacted by **email**.

# WOODBURY UNIVERSITY DEVELOPMENT & ALUMNI RELATIONS OFFICE

## 2012 ANNUAL UNDERGRAD ALUMNI SURVEY RESULTS

### SCHOOL OF MEDIA, CULTURE & DESIGN

#### Highlights:

We had a **19%** participation rate from the Media, Culture & Design alumni. Participants indicated that **30%** were **very well** and **23.3%** were **well** prepared with knowledge and skills for the job market.

#### Internship:

According to the survey **25%** were **very well** and **25%** were **well** prepared for their internship. **55.6%** found their internship by **faculty referrals**.

#### Demographic: 30 Respondents

Enrolled:	53.3% transfer and 46.7% freshman
Ethnic Group:	55.2% White/Non Hispanic 20.7% Hispanic 20.7% Asian / Pacific Islander 6.9% African American 3.4% American Indian
Gender:	36.7% male and 63.3% female
Graduation Class:	16.7% - class of 2011 36.7% - class of 2007 33.3% - class of 2002 13.3% - class of 1992

#### MCD Alumni are interested in the following volunteer opportunities:

- Event Production
- Board of Trustees
- Serving on Advisory Boards
- Planning events
- Speaking to students about their experience in graphic design

#### Suggestions that MCD Alumni would like to share:

At times accessing the career website was difficult. Make sure access is user friendly. – *Class of 2007 alumni*

Better career counseling and job placement for graduating students. – *Class of 2011 alumni*

#### Education:

**93.3%** of MCD alumni would **recommend** Woodbury to someone. **50%** believe that the **small class size** is the one element that stands out about Woodbury, followed by **23.3%** **quality of education** and **13.3%** state that **faculty** is the one element that stands out.

#### Employment:

**53.6%** are employed **full time**, **28.6%** are **part time** and **17.9%** are **unemployed**. Those employed are working for:

- Hilton Worldwide
- Nestle
- Disneyland Resort
- Glendale Unified School District

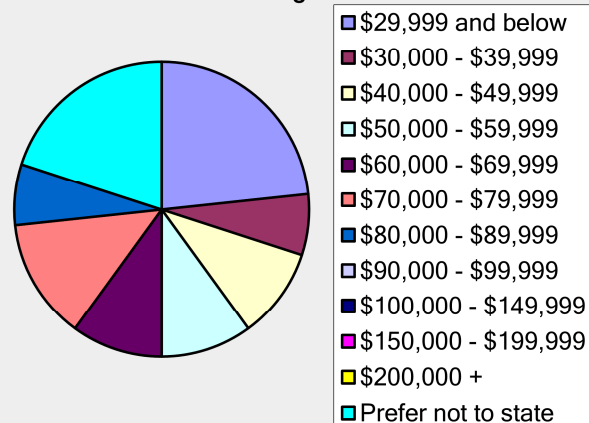
**36.7%** entered the job marked 1-3 months after graduation.

#### Salary Information:

**Median Salary Range: \$50,000 and under**

**Average Salary: \$48,333**

Please select your current annual salary range.



**50%** stated **friends & family connections** were the most valuable in finding their first job, followed by **46.7%** **faculty advisor**.

#### Graduate School:

**Only 36.7%** have attended **graduate school**, schools such as USC, Phillips Graduate Institute, Chapman University and Pepperdine University.

#### Alumni Activities:

**46.7%** wish to participate in **class reunions**, **33.3%** in **mentoring programs** and **33.3%** in **professional mixers**. **70%** wish to be contacted by **email**.

**WOODBURY UNIVERSITY DEVELOPMENT & ALUMNI RELATIONS OFFICE**  
**2012 ANNUAL UNDERGRAD ALUMNI SURVEY RESULTS**  
**INSTITUTE OF TRANS DISCIPLINARY STUDIES**

**Highlights:**

We had an **18%** participation rate from the Institute of Transdisciplinary Studies. The participants felt that they were **44% very well** prepared for the job market.

**Demographic:**  
**4 Respondents**

Enrolled:	66.7% transfer
Ethnic Group:	25% White 75% Hispanic
Gender:	25% female 75% male
Graduation Class:	25% class of 2011 75% class of 2007
Major:	Interdisciplinary Studies Politics and History



TRANSDISCIPLINARY STUDIES

**Employment:**

**100%** are currently employed **full time**.

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

**50%** found a job 1 -3 months after graduation;  
**50%** 4-6 months after graduation and

**50%** said Annual salary range is between **\$50,000**  
and **\$59,000**

**50%** found their **FIRST job after graduation** through  
**friends & family connections** and **50%** using their  
faculty advisor.

**Internship:**

**66.7%** rated their internship experience **well**. When  
asked how they found their internship, they  
responded: **on their own**.

**Career Resources:**

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

**Graduate School:**

**50%** have attended **graduate school**. Those  
graduates attended **USC and University of California**  
at **Riverside**.

**Education:**

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

*"It is a great university with a diverse set of  
programs." – Class of 2011 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 **well**.

**Recommend:**

**When asked: Would you recommend Woodbury  
University to someone?**

**75%** 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 **25%**  
indicated **faculty**.



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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 - 50%	Yes - 75%	Very Well – 33.3% Well – 66.7%	No - 50%	Full time - 100%
School of Architecture	Very Well – 30.8% Well – 50%	Yes – 92.3%	Very Well – 52.6% Well – 26.3%	Yes – 23.1% No – 76.9%	Full time – 76.9% Part time – 3.8% Unemployed – 19.2%
School of Business	Very Well – 31.6% Well – 36.8%	Yes – 89.5%	Very Well - 50% Well - 25%	Yes – 52.6% No – 47.4%	Full time – 68.4% Part time – 10.5% Unemployed – 5.3%
School of Media, Culture and Design	Very Well – 30% Well – 23.3%	Yes – 93.3%	Very Well – 25% Well – 25%	Yes – 36.7% No – 63.3%	Full time – 53.6% Part time – 28.6% Unemployed – 17.9%

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

Institute of Transdisciplinary Studies	Mentoring Programs - 50% Volunteer Opportunity - 50% Sporting Events – 50%
School of Architecture	Professional Mixers- 62.5% Critiques - 48% Class Reunions – 48%
School of Business	Class Reunions – 58.8% Professional Mixers - 47% Sporting Events- 29.4%
School of Media, Culture and Design	Class Reunions – 46.7% Mentoring Programs – 33.3% Professional Mixers – 33.3%

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

Institute of Transdisciplinary Studies	Friends & Family Connections - 50% Faculty Advisor - 50%
School of Architecture	Friends & Family Connections – 64% Company Websites – 36% General Job Hunting Websites – 34.6%
School of Business	Friends & Family Connections -61% Company Websites – 47.4% Career Staff – 42%
School of Media, Culture and Design	Friends & Family Connections – 50% Faculty Advisor – 46.7% Internship - 40%

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