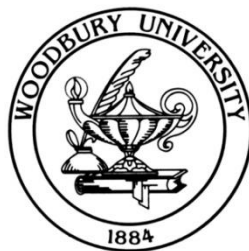


**CAREER DEVELOPMENT
OFFICE OF STUDENT DEVELOPMENT
CLASS OF 2013 FIRST DESTINATION SURVEY RESULTS
JUNE 5, 2013**



Prepared by:
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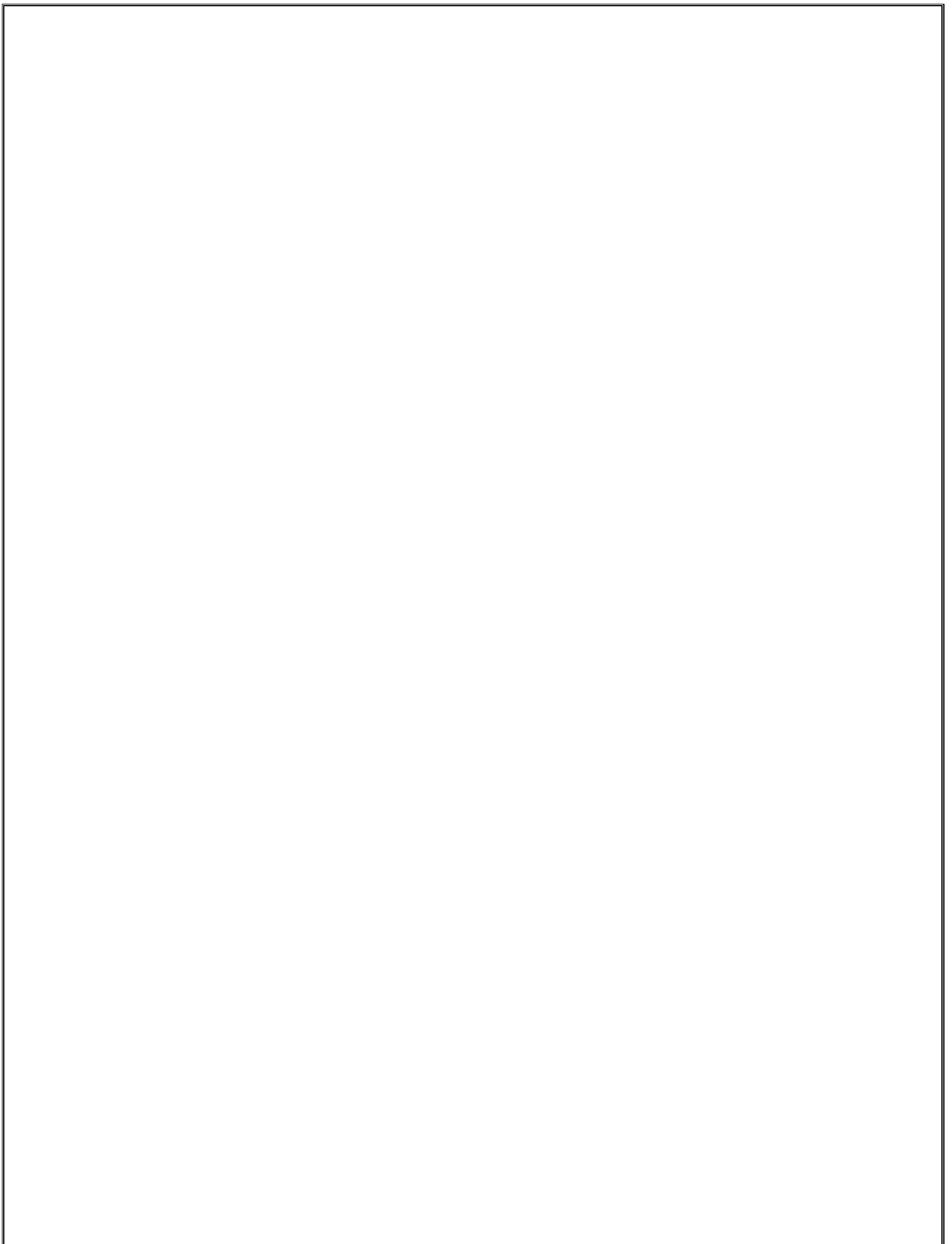
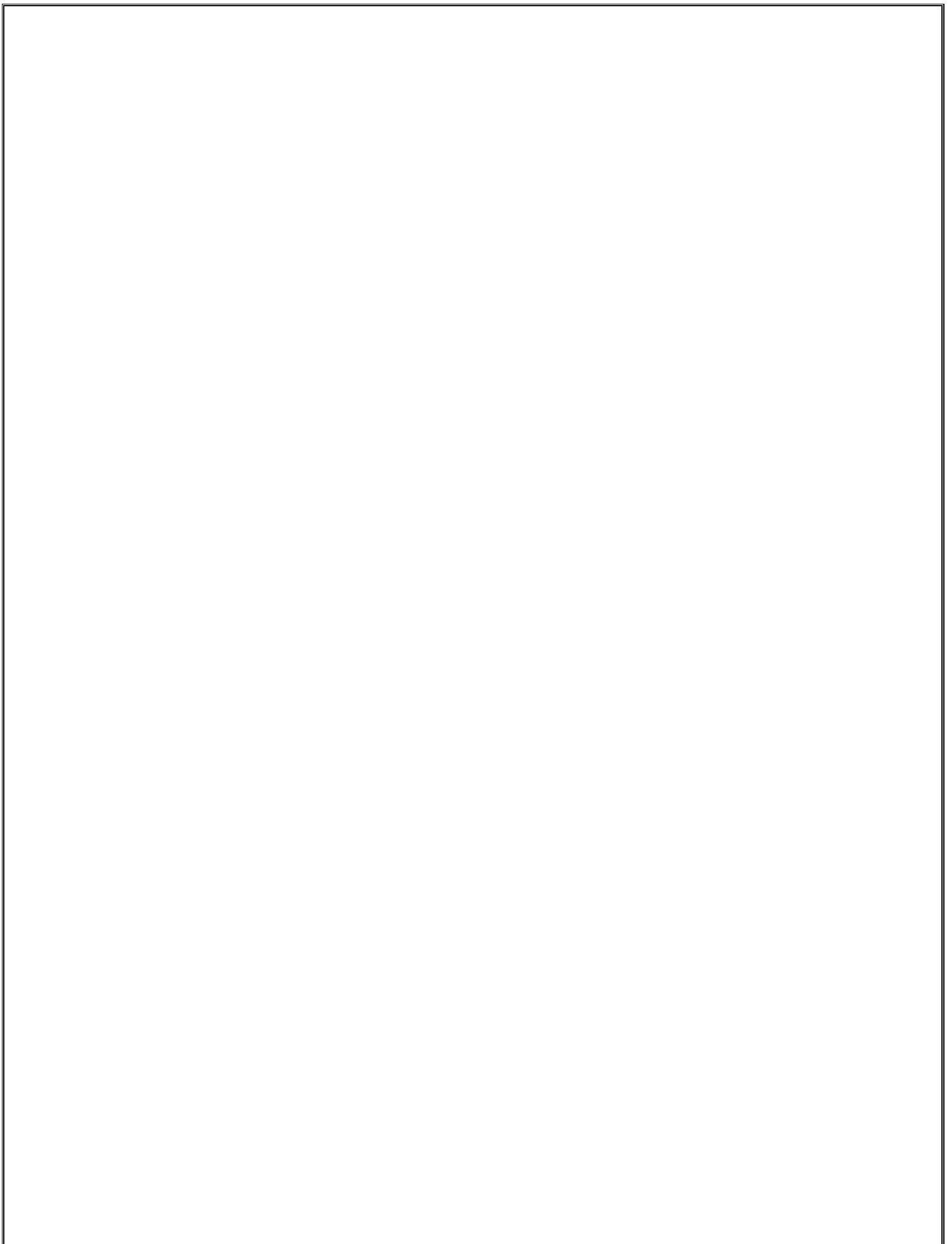


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EXECUTIVE SUMMARY

Introduction

Launched for the first time in May 2013, the First Destination Survey is part of a new commitment to assess Woodbury University graduates' career paths at the time of their graduation and six months after graduation. This information is an aggregate of the Class of 2013 First Destination Survey conducted immediately following graduation. The report is based on the information provided by 138 participating graduates in May 2013. The response rate was 33% of the overall class of 418, including San Diego graduates. Out of the total respondent sample, 79 (57.2%) were undergraduate and 59 (42.8%) were graduate degree recipients. The results include information about employment, graduate school, internships, study away, and volunteer activities.

Purpose

- Get a snapshot of the specific career plans and employment data of Woodbury's undergraduate and graduate degree recipients that will serve as a benchmark for the Career Development Office and the University;
- Show evidence of gainful employment and the correlation between employment and the graduates' field of study.

Highlights

- **69.4%** of the class of 2013 is currently employed, and **86.7%** of those employed state their employment is directly or indirectly related to their field of study;
- The mean annual salary of the undergraduate degree recipients is **\$36,263** and the mean annual salary of the graduate degree recipients is **\$62,270**;
- The State of California is the geographic location of **97.6%** of the Class of 2013 graduates. Of those, 98.8% listed Southern California as their employment location;
- **88.1%** of all undergraduate respondents either completed or plan to complete an internship as a degree requirement; of those, **74.6%** have already fulfilled the requirement;
- Of those indicating plans for graduate schools, **40%** have been admitted to graduate schools and will be enrolled full-time. Graduate fields of study selected were Master of Social Worker, Master in Organizational Leadership, MBA and Architecture. **Woodbury University, USC** and **Columbia** were listed as graduate schools where respondents have been accepted.

The Career Development Office would be happy to provide further details or answer any questions you may have about this survey. We also welcome your feedback.

POST-GRADUATION PLANS

81.6% of all graduates state they have an immediate plan to work. Of those, 52.2% are working full-time.

Undergraduate: 72.2% of undergraduates indicate that they plan to work. Of those, 37.3% are currently employed full-time. Of the undergraduate respondents who were employed, 72.9% are continuing in a position held prior to graduation and 27.1% were recently offered and accepted a position.

Graduate: 93.2% indicate that they plan to work. Of those, 71.2% are currently employed full-time. Of the graduate respondents who are employed, 83% are continuing in a position held prior to graduation and 17% were recently offered and accepted a new position.

What are your immediate plans (next 6 months) following graduation from Woodbury?

Majors	Work	Graduate School	Both-Attend Graduate School and Work	Other	Total
Undergraduate					
Accounting	5	1	1	0	7
Animation	2	0	0	0	2
Architecture (BArch)	16	1	1	0	18
Communication	5	0	1	0	6
Fashion Design	3	0	0	1	4
Fashion Marketing	2	0	1	1	4
Graphic Design	5	0	0	0	5
Interior Architecture	2	0	0	0	2
Interdisciplinary Studies	3	0	0	2	5
Management	7	0	4	1	12
Marketing	3	0	1	0	4
Organizational Leadership (BOL)	0	0	2	0	2
Psychology	3	1	0	2	6
Total Undergraduate	56	3	11	7*	77
Graduate					
Architecture (MArch)	12	0	0	1	13
MBA	21	0	0	0	21
Organizational Leadership (MOL)	22	0	0	3	25
Total Graduate	55	0	0	4**	59
Total	111	3	11	11	136

*Responses: 1) My graduation is in fall of 2013, 2) Travel, 3) Rest/vacation, 4) Volunteer, 5) Continue internship, 6) Work while looking for a graduate program, 7) Travel and volunteer.

**Responses: 1) Work and possibly enter a PhD program, 2) Retire, travel, volunteer, 3) Work, travel, 4) Work from home - stay at home mom.

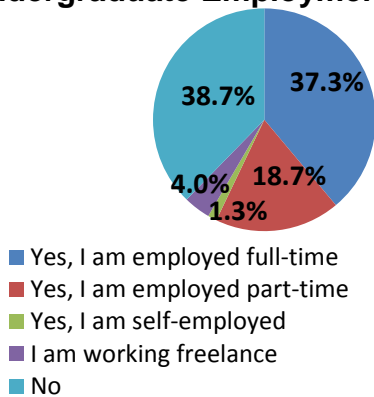
Note: No students graduated from Politics and History, Filmmaking, Media Technology, or Game Art and Design programs in 2013. In addition, the MS in Architecture and MS in Real Estate Development were not included among the degrees listed on the survey. Thus, no responses were collected from those majors.

EMPLOYMENT BY UNDERGRADUATE AND GRADUATE MAJORS

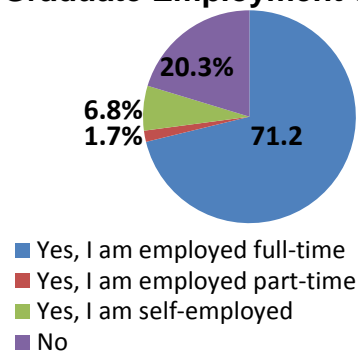
Are you currently employed?

Majors	Yes, I am employed full-time	Yes, I am employed part-time	Yes, I am self-employed	I am working freelance	No, I am not employed
Undergraduate					
Accounting	6	0	0	0	0
Animation	0	1	0	0	1
Architecture (BArch)	4	5	0	1	8
Communication	3	0	0	1	2
Fashion Design	0	1	0	0	3
Fashion Marketing	1	0	1	0	2
Graphic Design	0	0	0	1	4
Interior Architecture	1	1	0	0	0
Interdisciplinary Studies	2	1	0	0	2
Management	5	2	0	0	4
Marketing	2	2	0	0	0
Organizational Leadership (BOL)	2	0	0	0	0
Psychology	2	1	0	0	3
Total Undergraduate	28	14	1	3	29
Graduate					
Architecture (MArch)	6	0	1	0	6
MBA	13	1	2	0	5
Organizational Leadership (MOL)	23	0	1	0	1
Total Graduate	42	1	4	0	12
Total	70	15	5	3	41

Undergraduate Employment Status:



Graduate Employment Status:



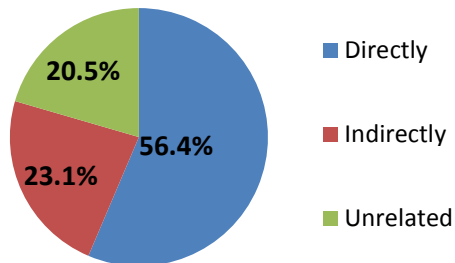
EMPLOYMENT RELATED TO FIELD OF STUDY

Is your current position related to your major field of study?

Majors	Directly	Indirectly	Unrelated	Total
Undergraduate				
Accounting	5	0	0	5
Animation	0	0	1	1
Architecture (BArch)	2	2	4	8
Communication	3	1	0	4
Fashion Design	1	0	0	1
Fashion Marketing	1	0	0	1
Graphic Design	1	0	0	1
Interior Architecture	1	1	0	2
Interdisciplinary Studies	1	1	0	2
Management	3	3	0	6
Marketing	1	0	2	3
Organizational Leadership (BOL)	2	0	0	2
Psychology	1	1	1	3
Total Undergraduate	22	9	8	39
Graduate				
Architecture (MArch)	4	1	0	5
MBA	9	5	2	16
Organizational Leadership (MOL)	8	14	1	23
Total Graduate	21	20	3	44
Total	43	29	11	83

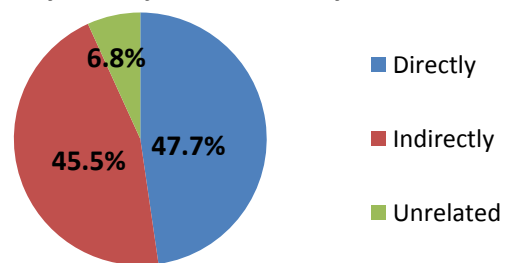
Undergraduate:

Is your current position related to your major field of study?



Graduate:

Is your current position related to your major field of study?



INDUSTRIES OF EMPLOYMENT

Out of undergraduate respondents indicating employed, only 56.4% are working in an area directly related to their degree. Of graduate respondents indicating that they are employed, 47.7% are working in an area directly related to their degree.

Select the industry that matches your current work:

Answer Options	Undergraduate	Graduate
Accounting	6	1
Architecture/Construction/Engineering	4	5
Art/Design/Performance	1	0
Business/Administration	4	0
Communication	3	0
Community Development	0	0
Consulting	1	2
Education/Teaching	0	5
Entertainment	2	2
Fashion	2	2
Financial Services	4	2
Government	2	12
Healthcare/Public Health	0	2
Information Technology	0	2
Manufacturing	1	2
Marketing/Sales	1	0
Non-profit	2	1
Politics/Law	0	0
Research	0	0
Science	0	0
Social Services	0	1
Sustainability/Green/Environment	0	0
Other (please specify)	6*	5**

* Responses: 1) Automotive, 2) Retail, 3) High End Residential Design, 4) Higher Education, 5) Hospitality, 6) Real Estate.

** Responses: 1) Commercial Real Estate, 2) Insurance (2), 3) Corporate Social Responsibility, Philanthropy, 4) Finance & Ops, Utility.

REPORTED COMPANY NAMES

Avaya, Inc.	NBC Universal *
Bank of America (2)	Neolynx Inc. (2)
Bestor Architecture	Neutraderm
Beverly Hills Police Department	Nexsan Technologies
Brookfield Office Properties	Pacific Beach Shore club
Burbank Water and Power	R7 Real Estate, Inc
CA Medical Business Services	Riller and Fount *
Cashmere & Company	Santa Monica College (2)
Charter College	Skyline Home Loans*
Chubb Group of Insurance Companies	Southern California Edison Company
City of Alhambra	Sprouts
City of Beverly Hills (7)	State of California
City of Burbank (2)	Stella & Dot
City of West Hollywood	Symantec
Clive Wilkinson Architects	T38 Studio
Comerica Bank	Tcast Communications
Didi Hirsch Mental Health Services	Tom Ford*
Enterprise Rent-a-Car	Torn and Glasser Inc.
Ernst & Young LLP (2)	Toyota of Poway
Farmers Insurance Group	Trader Joes
Finien *	Unum
Forest Lawn Mortuary	Valerio Architecture and Interiors
Guess Inc.	VCA Antech
Hallmark Channel & Hallmark Movie Channel	VEDC*
Input1 LLC	Viking River Cruise
Jessica Kantor/Legendary Entertainment	Vubiquity*
LASD	Walt Disney Company (3)
Lifetech Resources	Watkins Landmark Construction
Los Angeles County Office of Education	Woodbury University (2) *
Los Angeles Mission College	Yoga Hop*
Los Angeles Unified School District	

*These companies are also listed on the Internship List (Page 14)

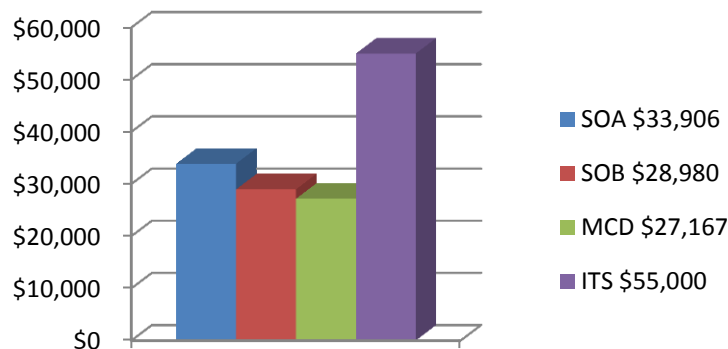
The State of California is the geographic location of **97.6%** class of 2013 graduates. Of those, 98.8% listed Southern California as their employment location.

REPORTED JOB TITLES

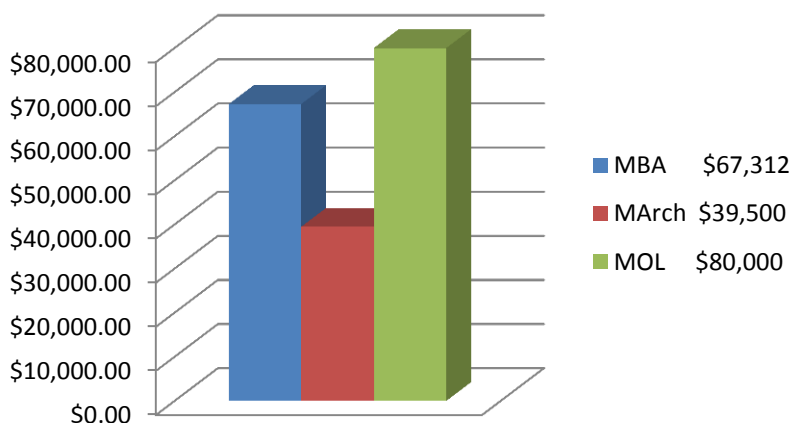
Architectural Assistant
Assurance Staff - Auditor
Audit & Permit Administrator
Audit Associate
Bartender
Bookkeeper
Broadcast Journalist
Buyer
CAO
Client Representative
Cost Analyst
Credit Union Auditor
Customer Service
Customer Service Supervisor
Customer Service Representative
Design Assistant
Design Room Assistant Designer
Designer/Drawer
Detective
Director of Parking Operations
Disability Benefits Specialist
Disability Evaluation Analyst
Educator
E-Government Manager
Enrollment Processor
Executive Assistant
Faculty (2)
Financial Aid Technician
Financial Analyst
Graduate Intern (2)
HR Manager
Human Resources Assistant
Human Resources Partner
Intern
Junior Accountant
Lieutenant
Maintenance Operations Manager
Management Trainee
Manager (2)
Media Manager/Content Operations
Mortgage Consultant
Multinational Account Coordinator
Network Publicity
Outcomes Specialist
Plant Manager
Police Captain
Police Sergeant
President (2)
Production Planner
Project Engineer
Project Manager (2)
Purchasing Assistant
Receptionist
Risk Analyst
Sales, Service, Specialist
Sales/PR assistant
Specialist/Secretary
Self-Employed (3)
Senior Accountant
Senior Program Manager
Senior Recreation Leader
Senior Recreation Supervisor
Senior Support Staff
Service Cashier
Software Quality Assurance Specialist and
Team Lead
Senior Teller
Staff Accountant
Student Ambassador
Stylist
Teacher Assistant
Urban Forest and Landscape Supervisor
VP of Professional Relations

ANNUAL SALARY

The mean annual salary of all undergraduate degree recipients is \$36,263 compared to the national average of \$44,928 (Source: NACE 2013 Salary Survey).



The mean annual salary of all graduate degree recipients is \$62,270. The mean annual salary for Woodbury's MBA graduates is \$67,312 compared to the national average of \$69,200. (Source: NACE 2013 Salary Survey).

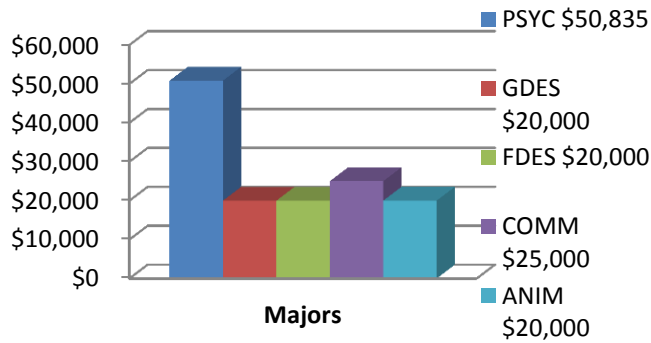


Note: The average annual compensation for interns according to the AIA 2011 Compensation Report is \$47,300, including overtime, bonuses and incentive compensation for staff architecture positions at U.S. architecture firms. This number includes interns at various levels not only entry level positions. Over half of firms offer a salary premium for MArch compared to BArch degrees.

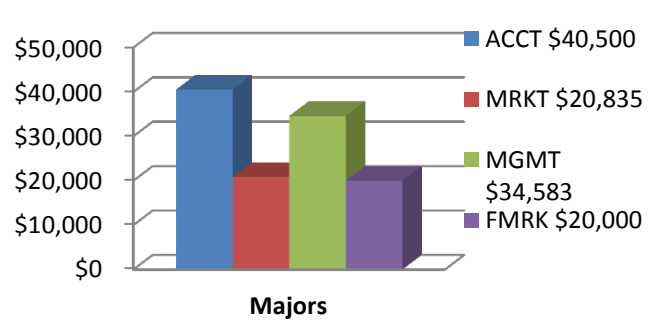
ANNUAL SALARY BY UNDERGRADUATE MAJORS

The mean annual salary of majors within each school (undergraduate level):

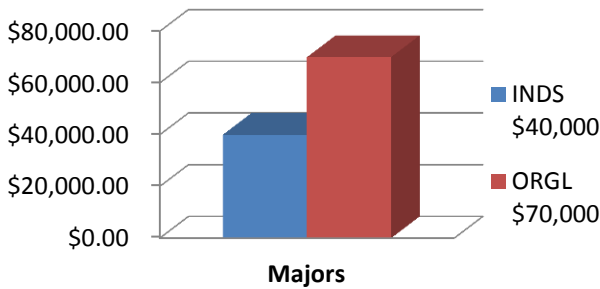
The mean annual salary of **MCD** graduates is \$27,167



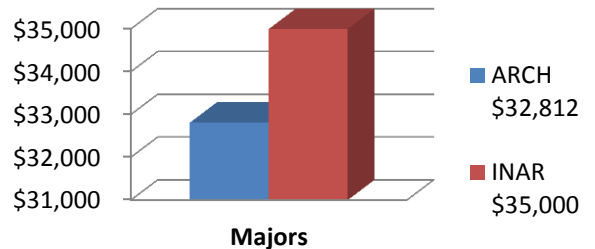
The mean annual salary of **SOB** graduates is \$28,980



The mean annual salary of **ITS** graduates is \$55,000



The mean annual salary of **SOA** graduates is \$33,906



UNEMPLOYMENT STATUS

Select the statement that best explains why you are not currently employed:

Majors	I am unemployed because I haven't found a job in my field and/or in my desired location	I have not started a job search yet	I will be in graduate school	Other	Total
Undergraduate					
Animation	1	0	0	0	1
Architecture (BArch)	3	2	1	2	8
Communication	2	0	0	0	2
Fashion Design	1	1	0	1	3
Fashion Marketing	1	1	0	0	2
Graphic Design	3	1	0	0	4
Interdisciplinary Studies	2	0	0	0	2
Management	1	3	0	0	4
Psychology	0	0	2	1	3
Total Undergraduate	14	8	3	4*	29
Graduate					
Architecture (MArch)	3	2	0	1	6
MBA	4	1	0	0	5
Organizational Leadership (MOL)	1	0	0	0	1
Total Graduate	8	3	0	1**	12
Total	22	11	3	5	41

* Responses: 1) Travel, 2) I am doing an internship first, then look for work and grad schools, 3) Office I worked in is moving, will work after the move, 4) One class is stopping me from being able to apply for jobs that require a BA.

** Response: 1) Nobody responds to my application.

GRADUATE SCHOOLS

Have you been accepted to a graduate program?

Majors	Yes, I will be enrolled full-time	No, I have not been accepted to a graduate school
Architecture	1	1
Communication	1	0
Interdisciplinary Studies	0	1
Management	2	2
Organizational Leadership (BOL)	1	1
Psychology	1	1
Accounting	0	2
Fashion Marketing	0	1
Total	6	9

Of those indicating plans for graduate school, 40% have been admitted to graduate schools and will be enrolled full-time. Graduate fields of study selected were Master of Social Worker, Master in Organizational Leadership, MBA and Architecture. Woodbury University, USC and Columbia were listed as graduate schools where respondents have been accepted.

INTERNSHIP AS AN UNDERGRADUATE DEGREE REQUIREMENT

Did you complete (or plan to complete) an internship/work experience as a degree requirement?

Majors	Yes	No (an internship was not required for my degree)
Accounting	5	0
Animation	2	0
Architecture (BArch)	15	1
Communication	5	0
Fashion Design	4	0
Fashion Marketing	2	1
Graphic Design	5	0
Interior Architecture	2	0
Interdisciplinary Studies	2	2
Management	9	1
Marketing	3	0
Organizational Leadership (BOL)	0	2
Psychology	5	1
Total	59	8

answered 67, skipped 12

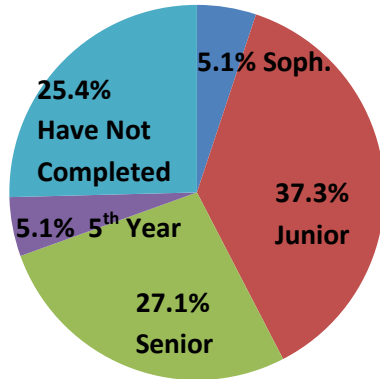
88.1% (59) of all undergraduate respondents either completed an internship or plan to complete an internship as a degree requirement; of those, 74.6% (44) have already fulfilled the requirement. **Twenty-five point four percent (15)** * have not yet completed an internship. Of those completing an internship, 42.9% (18) had a paid and 57.1 % (24) an unpaid internship (2 skipped the question).

The survey also asked students what skills they developed from participating in an internship. The number one skill-set rated was teamwork, followed by communication and organizational skills that are closely in line with the top “soft skills” employers seek in job candidates (Source: Job Outlook 2012, National Association of Colleges and Employers). In addition, of those who completed an internship, 81% indicated that their internship was related to their professional goals.

* The Career Development Office will explore strategies and provide necessary resources to increase the number of timely internship completions as part of the degree requirement.

TIME OF INTERNSHIP/WORK EXPERIENCE COMPLETION

When did you complete the internship/work experience requirement?



Reported Internship Companies:

Universal Music Group - Interscope Geffen A&M Records
 Warner Music Group - Warner Bros Records
 Bridges Academy
 CEC Wheels (2)
 Chu+Gooding
 City of Glendale
 CRO Studio
 Deborah Lindquist Eco Couture
 Finien*
 Henry M Anding CPA JD
 HMA
 J. Mendel
 Jonfonya
 LA Forum
 Le Monsieur
 Lilly Property Management
 Mada Spam
 Mazzetti Architecture
 Media City Community Credit Union
 Morton Marengo Architect

NBC Universal *
 New West Land Company
 Riller & Fount*
 Skyline Home Loans
 Smog Studios
 Sober College
 SRG
 Steven Lombardi Architect
 Tom Ford
 True Religion Brand Jeans
 Twentieth Century Fox
 VEDC*
 Vernon Fuel Distribution
 Vubiquity *
 Watkins Landmark Construction
 White Spark Creative
 Woodbury University (2) *
 Xpress Media Center
 Yazdani Studios
 Yerevan Magazine
 Yoga Hop *

* These companies are also listed on the Company List (page 7)

PRIMARY METHOD TO FIND EMPLOYMENT AND INTERNSHIP

What was the primary method used to obtain employment and internship?

Answer Options	Primary Method Used to Obtain Employment	Primary Method Used to Obtain Internship
Career Development On-Line Job Board	0	2
Career Development Job Announcements	1	5
Career Development Staff	0	1
On-Campus Career Fairs	4	1
A Faculty Member Helped Me	4	11
Applied Directly to the Organization	24	7
General Job Boards	6	1
A Professional Association Job Board	1	1
A Contact Through a Professional Association	3	0
Personal Contact/Networking	13	7
Friend or Family	12	3
Other	15 *	3 **

* Responses: 1) I have been an employer, 2) Freelance work, 3) Finding work on my own, 4) Hard work, dedication and longevity, 5) I have been working at the same company for 9 years, 6) I knew what I wanted to do and kept applying until I was hired, 7) I was already employed prior to attending Woodbury, 8) I was recently promoted, 9) My company, 10) Newspaper (2), 11) Professional recruiter, 12) Self-employed, 13) Started the company myself in 1999, 14) Through a temp-agency, 15) Woodbury alumni.

** Responses: 1) I took a class, 2) Jury member through school presentation, 3) I applied until I was hired and did not stop or slow down because I knew what I wanted and would not take no for an answer.

Note: The number of seniors participating in career advising and programming increased by 50% between 2011/12 and FY 2012/13 from a 170 to 256. This level of participation is not reflected on the table shown above. In addition, staff emphasizes the importance of networking and applying directly to the organizations which have been indicated by graduates as primary methods used to obtain employment.

STUDY AWAY AND VOLUNTEER ACTIVITIES

While attending Woodbury, did you volunteer for a community/professional organization or participate in a study away/study abroad program?

Majors	Study Away	Volunteer	Total
Undergraduate			
Accounting	1	3	4
Architecture (BArch)	10	1	11
Communication	3	1	4
Fashion Design	1	0	1
Fashion Marketing	1	0	1
Graphic Design	0	2	2
Interior Architecture	1	2	3
Interdisciplinary Studies	0	1	1
Management	1	4	5
Marketing	1	0	1
Psychology	0	2	2
Total Undergraduate	19	16	35
Graduate			
Architecture (MArch)	5	3	8
MBA	0	6	6
Organizational Leadership (MOL)	0	3	3
Total Graduate	5	12	17
Total	24*	28 **	52

*** Study Away Locations**

Argentina (2)
Barcelona, Berlin, Mexico (2)
China (2)
Colombia

Cuba (2)
Florence, Italy, Holland
London, Paris, Brussels
Malta
Guadalajara

Rome (7)
Thailand (2)
Turkey (2)

****Volunteer Organizations**

AIAS
American Public Works Association
APEX, MBAA
Armenian Society of Los Angeles
AYSO Soccer, Pony League Baseball & Boy Scouts of America
Barrio Scenario & WUSD Lecture Series
Boys and Girls Club, National
Kidney Foundation, AIDS
Foundation, CHLA, NEDA, LA Food Bank, One Fund, MS Foundation

Burbank Community
YMCA/CEO/Delta Sigma
Phi/Communication
City of Glendale
Eco Club
El Monte Education Center Free
Arts and The Help Group
Phi Sigma Omega
IIDA
International Code Council-Los Angeles Basin Chapter
Los Angeles Team Mentors
Midnight Mission

New Directions for Youth
President for IIDA Campus Center, SOIAS
Shambhala, Heal the Bay
Social Animals, LGBT, Eco Club ULI, BOMA, AIA
VITA (2)
Youth Speak Collective

PLANS TO BECOME A LICENSED ARCHITECT OR CERTIFIED INTERIOR DESIGNER

Of the 31 MArch and BArch graduates that responded to the survey, 87% (27) stated they plan to become licensed architects but only 46.9% (14) are enrolled in the Intern Development Program (IDP). This correlation is important since IDP is required for licensure in the State of California.

Plans to become a licensed architect and enrollment in the Intern Development Program (IDP):

Degree	Plan to become a licensed architect	Enrolled in the Intern Development Program	Earned IDP credit while in school
Bachelor of Architecture (BArch)	16	6	6
Master of Architecture (MArch)	11	8	8
Total	27	14	14

Note: 4 graduates of the 31 respondents indicated they do not plan to become licensed.

A total of 16 Interior Architecture students graduated in May, 2013. Of those, 2 responded to questions about certification and both plan to become certified interior designers.

Membership in student organizations related to the profession:

Organization	Degree	Member	Served in a Leadership Role
American Institute of Architecture Students (AIAS)	BArch	4	4
	MArch	5	2
International Interior Design Association (IIDA) Campus Center	BFA in Interior Architecture	2	2

