# UNIVERSITY OF VALLEY FORGE

**ALUMNI SURVEY**
Digital Media Communications Department

## Contents

Effective Date:  August, 2017

Survey Contact: Digital Media Communications Department Chair

## BACKGROUND AND METHODOLOGY

The Digital Media Communications program began in 2008. In the summer of 2017, the department wished to update its database of contact information for all of its alumni. They reached out individually to each graduate using social media and email. Out of 72 graduates, 58 responded. Information was collected through open-ended responses and conversations, and compiled into this document.

## SURVEY RESULTS

### Post-Graduate Employment Information

| Employment Category | Total number | Percentage |
|---|---|---|
| Students who have worked in a Digital Media field since graduation | 54 | 93.1% |
| Students currently working in a Digital Media field | 48 | 82.8% |
| Students who are freelancing | 17 | 29.3% |

### Post-Graduate Education Information

| Post-Graduate Education | Total number | Percentage |
|---|---|---|
| Completed post-graduate education | 3 | 5.1% |
| Possibility of graduate studies in the future | 22 | 37.9% |

Graduate Degrees completed: Web Design, Organizational Leadership, Theology

### Most Helpful Courses at UVF

| Course | Total number |
|---|---|
| Video Production I & II | 30 (Specifically Video II with Final Cut Pro: 6) |
| Experimental Video | 13 |
| Freelancing & Shameless Self-Promotion | 10 |
| Design & Visual Language | 10 |
| Digital Design | 10 |
| Web Design | 8 |
| Marketing & Public Relations | 6 |
| Photography | 5 |
| Motion Graphics | 5 |
| Graphic Design | 3 |

| | |
|---|---|
| Digital Audio | 2 |
| Communication Theory | 2 |
| Webcasting, Streaming & Podcasting | 2 |
| Intercultural Communications | 1 |
| Writing for the Media | 1 |
| Introduction to Digital Media | 1 |
| Mass Media & Society | 1 |

## RESOURCES

For more information about an undergraduate degree in Digital Media Communications at UVF:
https://www.valleyforge.edu/department-of-digital-media-communications/

For more information about the Master of Digital Media Communications program:
http://www.valleyforge.edu/academics/graduate-majors-degrees/master-of-digital-media-communications