

Graduate Survey – Final Results

Alumni Survey Abstract

During October, 2011 the Institute for Enology and Viticulture surveyed the alumni from the wine program. It was discovered that eighty-three percent of the alumni who responded to the survey were employed in the wine industry – there were a few who reported that they had a hobby winery and/or vineyard and did not seek employment. Thirteen alumni have started their own wineries and vineyards and seventy-nine percent were employed in the Pacific Northwest. One-hundred percent of the responding alumni would recommend the wine program to others. It was concluded from the results of the survey that the mission of the wine program was being met as a producer of job-ready graduates who were successful in finding employment in the wine industry.

Did you receive a degree in Enology and Viticulture from WWCC?

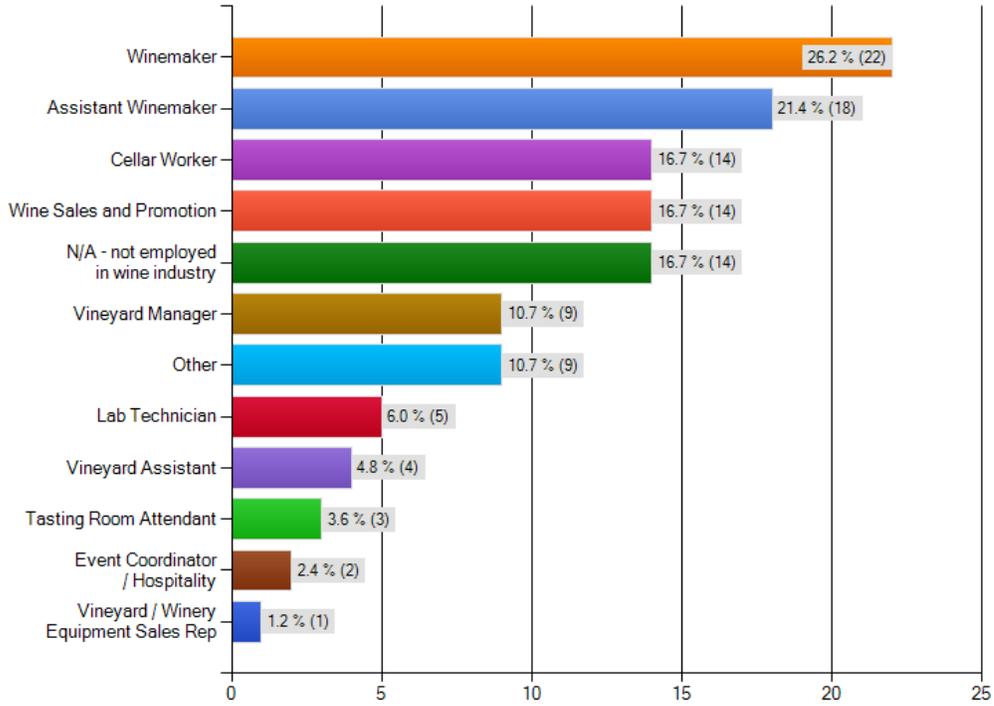
Answer Options	Response Count	Response Percent
Two-year AAAS Degree in Enology and Viticulture	58	69.9%
One-year viticulture certificate	12	14.5%
One-year enology certificate	10	12.0%
No degree	10	12.0%
answered question	83	83
skipped question	1	1

Are you currently employed in the wine industry (including self-employed)?

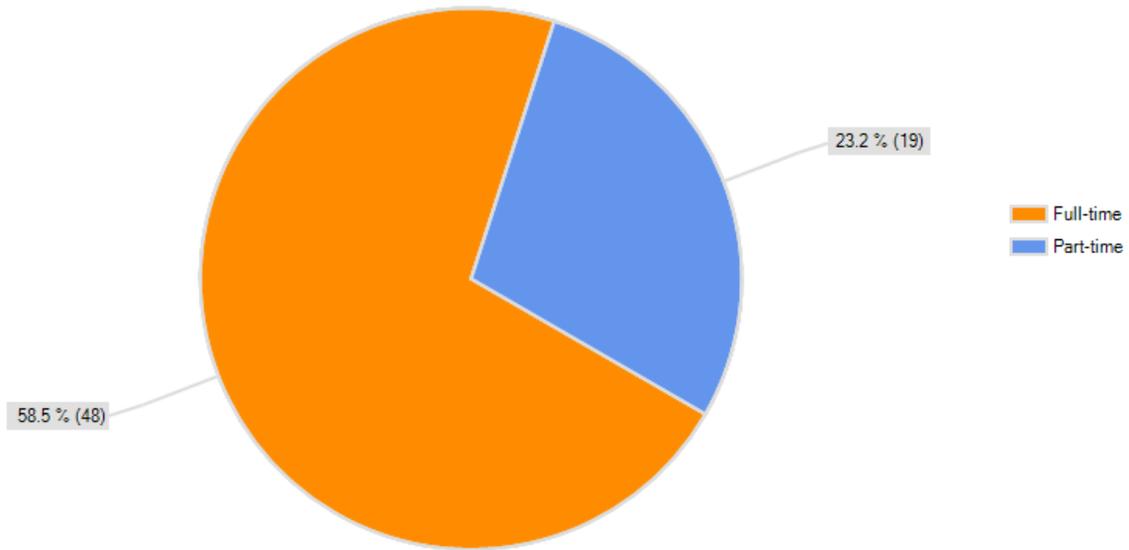
Answer Options	Response Count	Response Percent
Yes	69	83.1%
No	14	16.9%
answered question	83	83
skipped question	1	1

Note: We have 2 deceased students and several retirees who completed the program for knowledge, not employment.

What job classification best reflects your current position?



If you are employed in the wine industry, are you employed full-time or part-time?



Who is your current or most recent employer?

Self-employed or winery owner x 13

- Ensemble Cellars
- Elegante' Cellars
- DaMa Wines
- Fivash Cellars
- Trio Vintners

Washington

- Cayuse Vineyards x 2
- Saviah Cellars x 2
- Tamarack Cellars x 2
- Through the Vine x 2
- Abito
- Artifex x 3
- Bel Lago Winery
- Betz Family Winery
- Cave B Estate Winery
- Chateau Rollat
- Cliffstar LLC
- DeLille Cellars
- Foundry Vineyards

- Laht Neppur Brewing Co. and Cellars
- LaTour Vineyards
- Long Shadows Vintners
- Middleton Family Wines
- Northstar Winery
- Power House Theater
- Precept Wine
- Puget Sound Energy
- Rasa Vineyards
- Reed Vineyards
- Seven Hills Winery x 2
- Sleight of Hand Cellars
- Ste. Michelle Wine Estates
- Super 1 Foods – wine buyer
- SuLei Cellars
- Tsillan Cellars
- Waters Winery
- William Church Winery
- Willow Crest Wine Estates

Oregon

- Watermill Winery
- Ankeny Winery
- Elk Cove Winery
- F. H. Steinbart Co. – Homebrew Supply
- Reininger Winery
- OSU Ag Research

California

- E&J Gallo
- Stag's Leap Wine Cellars

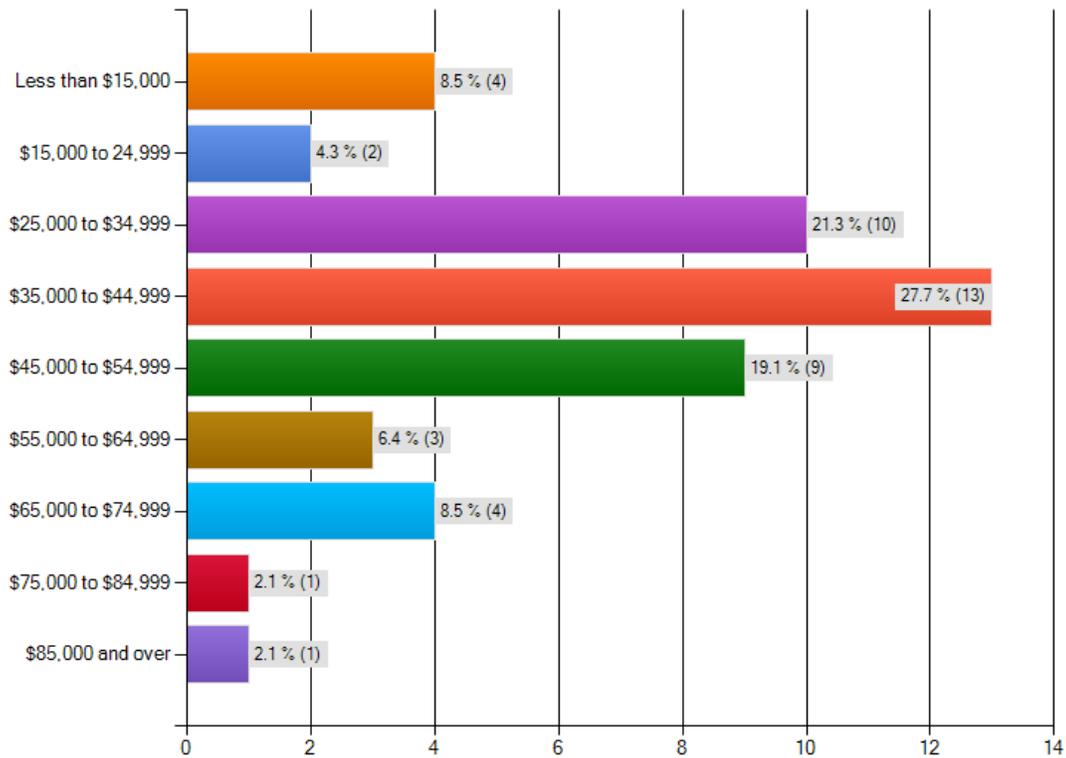
Other USA

- Apple, Inc.
- Cellardoor Winery
- Bel Lago Winery

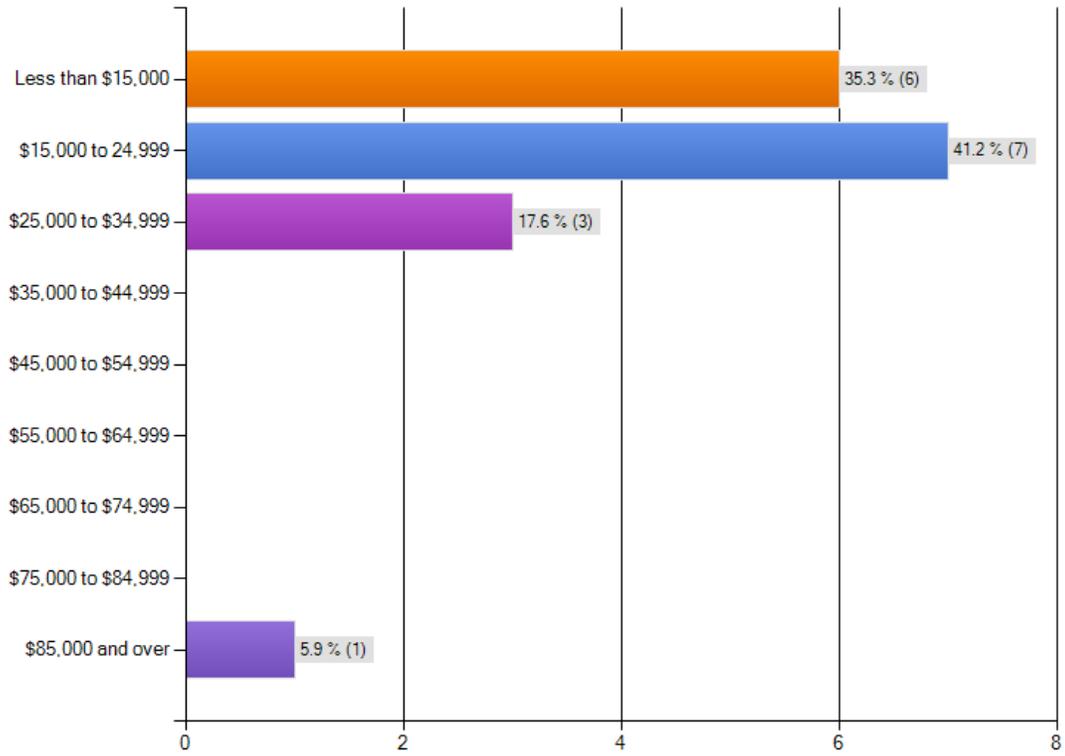
International

- New Zealand School of Food and Wine
- Domaines Pierre Gaillard
- Ciatti Company
- Bodegas Franco

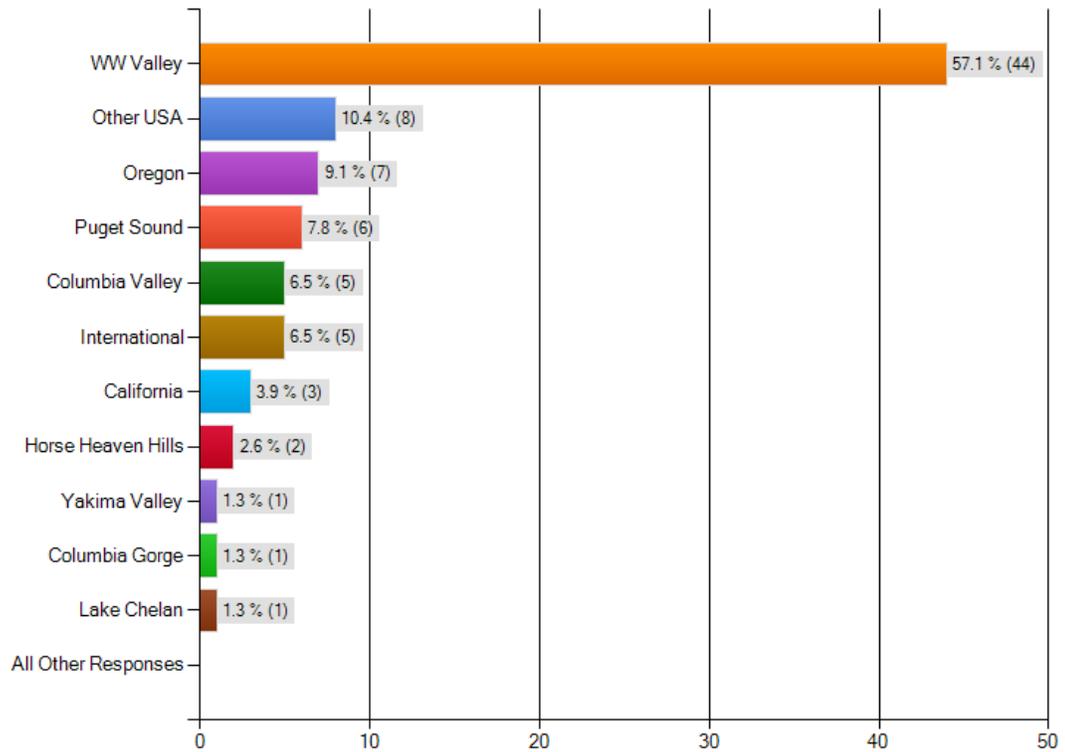
What is your annual income before taxes at your current job [full-time]?



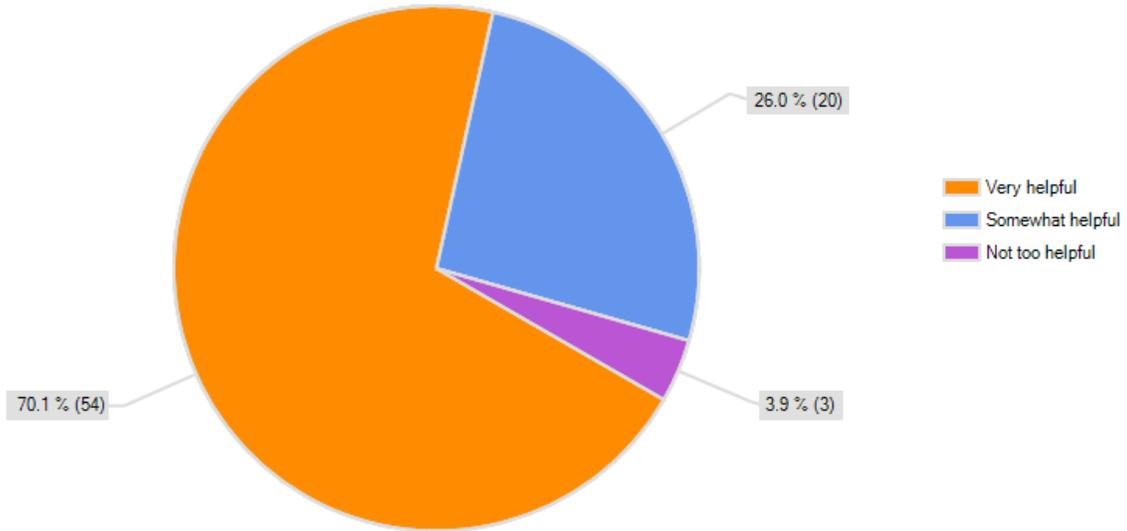
What is your annual income before taxes at your current job [part-time]?



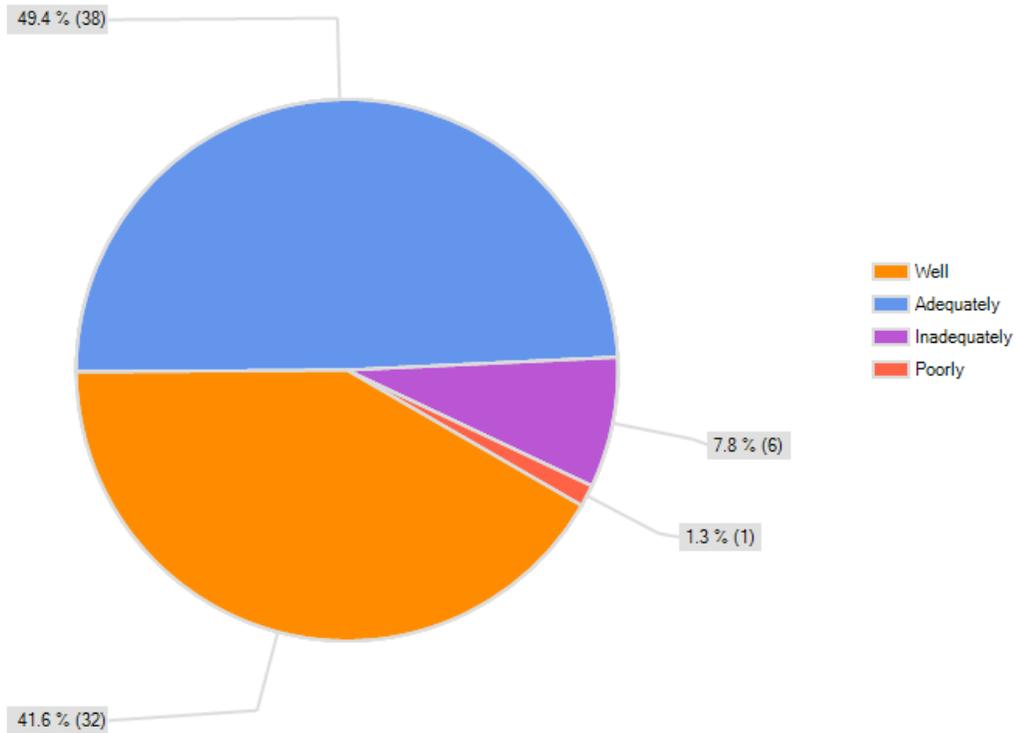
Where are you currently employed?



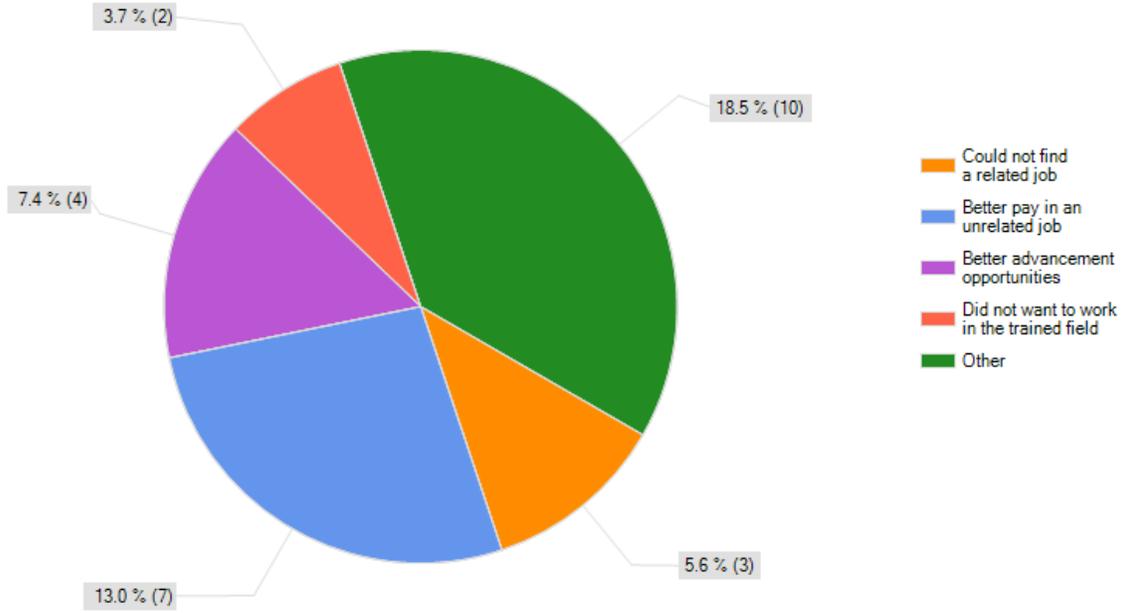
How helpful has the information you learned in the E&V program been in the specific duties of your job?



In general, how well did your E&V training prepare you for your present job?



If your job is not related to your training, check the following that may apply.



Are there additional classes or training that you would be interested in attending?

Business and Compliance

By far the most in-demand by the alumni

1. More winery specific business and marketing courses
 - We offer
 - EV 141 – Introduction to Wine Marketing
 - EV 142 – Consumer Direct Wine Sales and Marketing
 - EV 193 – Winery Operations Management
 - EV 243 – Wine Marketing Programs
2. Small-winery finance courses
 - We offer EV 233 – Financial Management for Vineyard Wineries
3. Include a global perspective in our business classes
 - We offer a Wine Export Seminar annually
4. Compliance
 - We offer
 - EV 131 – Essentials of Winery Compliance *new course*
 - Taxation and Accounting for the Winery and Vineyard (Annual Seminar)

Enology

1. Sensory analysis seminars
 - Discussions on adjunct, fining, and acid adjustment impacts on sensory profile
2. “Refresher” courses
 - In the same vein as Jeff’s August 2011 viticulture seminar
 - Chemistry, lab analysis, sanitation
 - Oak products
 - Barrel repair and cooper knowledge
 - Oak replacements/adjuncts and affects

Viticulture

1. Continue with the viticulture seminars
 - Focus on spray programs and pest management
2. Spanish should become a requirement for students with a viticulture concentration

Culinary

Interest has been showed in a food and beverage seminar. This could be a joint EV-Culinary effort.

Alumni and Industry

Increased alumni-student connection and increased student-industry connection. We need more of this. Networking is arguably the most valuable aspect of our program

Advanced Courses and Degrees

To remain competitive with WSU, and to fulfill our goal of increasing our business and compliance education, we are considering offering an advanced degree. The third year of this three-year degree would focus on business, finance, and compliance. This would also give us an opportunity to offer advanced viticulture and enology courses with a research focus.

We can also increase awareness of transfer opportunities to research universities such as WSU, OSU, UC Davis and UC Fresno. If students are interested, we would start advising them early so that they could fulfill the transfer requirements.

Would you recommend this program to someone who is interested in entering the wine industry?

100% responded 'yes'

In what ways can we serve you now?

1. Continuing to act as a community resource
 - Access to Tim and Jeff for alumni questions
 - Seminars
 - Industry updates
2. Interest in alumni reunions
 - Opportunities to network
3. Help with job placement and career advancement
4. Alumni would like the opportunity to contribute and serve the Center and students
 - Opportunities to connects with students
 - Work or research projects together

Conclusions

The results of the survey have led to the following conclusions:

1. Eighty-three percent of the alumni who responded to the survey were employed in the wine industry.
2. Seventy-nine percent of the alumni reported they were employed in the Pacific Northwest in the wine industry.
3. Four percent of the alumni reported they were employed in California, eleven percent in other parts of the US and seven percent held international positions in the wine industry.
4. Thirteen alumni started their own wineries/vineyards.
5. There are a few alumni who reported that they have a hobby winery and vineyard and did not seek employment.
6. One-hundred percent of the responding alumni would recommend the wine program to others.
7. There is adequate data to support that the mission of the wine program is being met as a producer of job-ready graduates who are successful in finding employment in the industry.

Recommendations

The following recommendations were drawn from the study of graduates:

1. Alumni indicate an interest in continued wine industry education, i.e. wine marketing, industry compliance and accounting.
2. A third-year wine industry professional certificate should be developed and offered to alumni.
3. Provide an alumni newsletter about the wine program and short course offerings.
4. Stage alumni get together reunions.
5. Send to alumni news about known job openings.
6. Survey students who enrolled in classes but chose not to graduate yet are employed in the wine industry or started a winery.