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?

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Response Count</th>
<th>Response Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two-year AAAS Degree in Enology and Viticulture</td>
<td>58</td>
<td>69.9%</td>
</tr>
<tr>
<td>One-year viticulture certificate</td>
<td>12</td>
<td>14.5%</td>
</tr>
<tr>
<td>One-year enology certificate</td>
<td>10</td>
<td>12.0%</td>
</tr>
<tr>
<td>No degree</td>
<td>10</td>
<td>12.0%</td>
</tr>
<tr>
<td>answered question</td>
<td>83</td>
<td>83</td>
</tr>
<tr>
<td>skipped question</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Response Count</th>
<th>Response Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>69</td>
<td>83.1%</td>
</tr>
<tr>
<td>No</td>
<td>14</td>
<td>16.9%</td>
</tr>
<tr>
<td>answered question</td>
<td>83</td>
<td>83</td>
</tr>
<tr>
<td>skipped question</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

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?

<table>
<thead>
<tr>
<th>Job Classification</th>
<th>Percentage</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winemaker</td>
<td>26.2% (22)</td>
<td></td>
</tr>
<tr>
<td>Assistant Winemaker</td>
<td>21.4% (19)</td>
<td></td>
</tr>
<tr>
<td>Cellar Worker</td>
<td>16.7% (14)</td>
<td></td>
</tr>
<tr>
<td>Wine Sales and Promotion</td>
<td>16.7% (14)</td>
<td></td>
</tr>
<tr>
<td>N/A - not employed in wine industry</td>
<td>16.7% (14)</td>
<td></td>
</tr>
<tr>
<td>Vineyard Manager</td>
<td>10.7% (9)</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>10.7% (9)</td>
<td></td>
</tr>
<tr>
<td>Lab Technician</td>
<td>6.0% (6)</td>
<td></td>
</tr>
<tr>
<td>Vineyard Assistant</td>
<td>4.8% (4)</td>
<td></td>
</tr>
<tr>
<td>Tasting Room Attendant</td>
<td>3.6% (3)</td>
<td></td>
</tr>
<tr>
<td>Event Coordinator / Hospitality</td>
<td>2.4% (2)</td>
<td></td>
</tr>
<tr>
<td>Vineyard / Winery Equipment Sales Rep</td>
<td>1.2% (1)</td>
<td></td>
</tr>
</tbody>
</table>

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

- Full-time: 58.5% (48)
- Part-time: 41.5% (34)
Who is your current or most recent employer?

<table>
<thead>
<tr>
<th>Self-employed or winery owner x 13</th>
<th>Washington</th>
<th>Oregon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ensemble Cellars</td>
<td>Cayuse Vineyards x 2</td>
<td>Watermill Winery</td>
</tr>
<tr>
<td>Elegante’ Cellars</td>
<td>Saviah Cellars x 2</td>
<td>Ankeny Winery</td>
</tr>
<tr>
<td>DaMa Wines</td>
<td>Tamarack Cellars x 2</td>
<td>Elk Cove Winery</td>
</tr>
<tr>
<td>Fivash Cellars</td>
<td>Through the Vine x 2</td>
<td>F. H. Steinbart Co. –</td>
</tr>
<tr>
<td>Trio Vintners</td>
<td>Abito</td>
<td>Homebrew Supply</td>
</tr>
<tr>
<td></td>
<td>Artifex x 3</td>
<td>Reinginer Winery</td>
</tr>
<tr>
<td></td>
<td>Bel Lago Winery</td>
<td>OSU Ag Research</td>
</tr>
<tr>
<td></td>
<td>Betz Family Winery</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Cave B Estate Winery</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Chateau Rollat</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Cliffstar LLC</td>
<td></td>
</tr>
<tr>
<td></td>
<td>DeLille Cellars</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Foundry Vineyards</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Laht Neppur Brewing Co. and Cellars</td>
<td></td>
</tr>
<tr>
<td></td>
<td>LaTour Vineyards</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Long Shadows Vintners</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Middleton Family Wines</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Northstar Winery</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Power House Theater</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Precept Wine</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Puget Sound Energy</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Rasa Vineyards</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Reed Vineyards</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Seven Hills Winery x 2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sleight of Hand Cellars</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ste. Michelle Wine Estates</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Super 1 Foods – wine buyer</td>
<td></td>
</tr>
<tr>
<td></td>
<td>SuLei Cellars</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Tsillan Cellars</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Waters Winery</td>
<td></td>
</tr>
<tr>
<td></td>
<td>William Church Winery</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Willow Crest Wine Estates</td>
<td></td>
</tr>
</tbody>
</table>

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

![Annual Income Bar Chart]

- Less than $15,000: 8.5% (4)
- $15,000 to $24,999: 4.3% (2)
- $25,000 to $34,999: 21.3% (10)
- $35,000 to $44,999: 27.7% (13)
- $45,000 to $54,999: 19.1% (5)
- $55,000 to $64,999: 6.4% (3)
- $65,000 to $74,999: 8.5% (4)
- $75,000 to $84,999: 2.1% (1)
- $85,000 and over: 2.1% (1)
What is your annual income before taxes at your current job [part-time]? 

- Less than $15,000: 35.3% (6)
- $15,000 to $24,999: 41.2% (7)
- $25,000 to $34,999: 17.5% (3)
- $35,000 to $44,999
- $45,000 to $54,999
- $55,000 to $64,999
- $65,000 to $74,999
- $75,000 to $84,999
- $85,000 and over: 5.9% (1)

Where are you currently employed?

- WW Valley: 57.1% (44)
- Other USA: 10.4% (8)
- Oregon: 9.1% (7)
- Puget Sound: 7.8% (6)
- Columbia Valley: 6.5% (6)
- International: 6.5% (6)
- California: 3.9% (3)
- Horse Heaven Hills: 2.6% (2)
- Yakima Valley: 1.3% (1)
- Columbia Gorge: 1.3% (1)
- Lake Chelan: 1.3% (1)
- All Other Responses:
How helpful has the information you learned in the E&V program been in the specific duties of your job?

- Very helpful: 70.1% (54)
- Somewhat helpful: 26.0% (20)
- Not too helpful: 3.8% (3)

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

- Well: 41.6% (32)
- Adequately: 49.4% (38)
- Inadequately: 7.8% (6)
- Poorly: 1.3% (1)
If your job is not related to your training, check the following that may apply.

- 18.5% (10) Other
- 5.6% (3) Did not want to work in the trained field
- 13.0% (7) Better advancement opportunities
- 7.4% (4) Better pay in an unrelated job
- 3.7% (2) Could not find a related job
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.