

BERKLEE VALENCIA MASTER’S PROGRAMS SURVEY
SUMMER 2016 REPORT

Summer 2016 Survey Infographic.....	2
Summer 2016 Survey Report.....	3
Appendix: Summer 2016 Survey Summary.....	12

BERKLEE VALENCIA MASTER'S GRADUATES

CLASS OF 2016

Likelihood of Program Recommendation



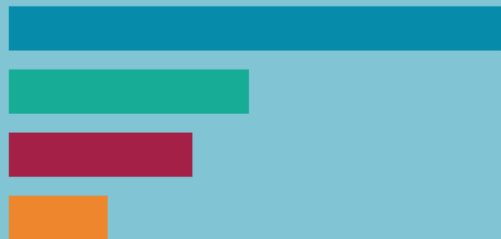
- 73% definitely/probably
- 17% maybe
- 10% definitely not/probably not

Helpfulness of Studies for Career Advancement



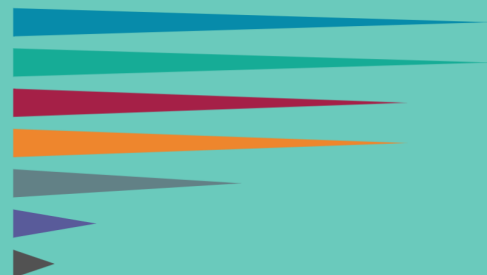
- 87% definitely/probably
- 8% maybe
- 6% definitely not/probably not

Most Valuable Part of Valencia Experience



- 35% community
- 17% education/curriculum
- 13% faculty
- 7% facilities (labs/studios)

Career Plans of Valencia Master's Graduates



- 23% live performance
- 23% scoring
- 19% music technology
- 19% music business
- 11% education
- 4% internship/study
- 2% publishing

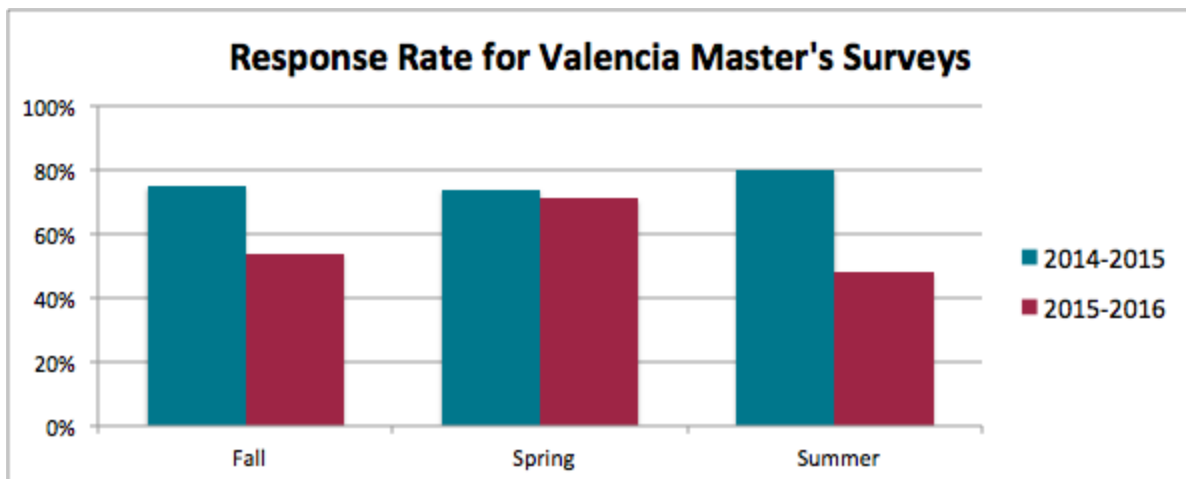
Berklee Valencia Master's Programs Summer 2016 Survey Report

This report summarizes the results of the Summer 2016 Valencia master's programs year-end survey administered in July 2016. In addition to gauging student satisfaction with their experience, the survey also asked students to report on their post-graduation career plans. Students on the Valencia campus express continued satisfaction with their program, professors, faculty advisor, and activities. Additionally, 87% of students agreed that their graduate studies will help them advance in their careers. An infographic and an appendix with survey results follows this report.

Survey Distribution and Response Rate

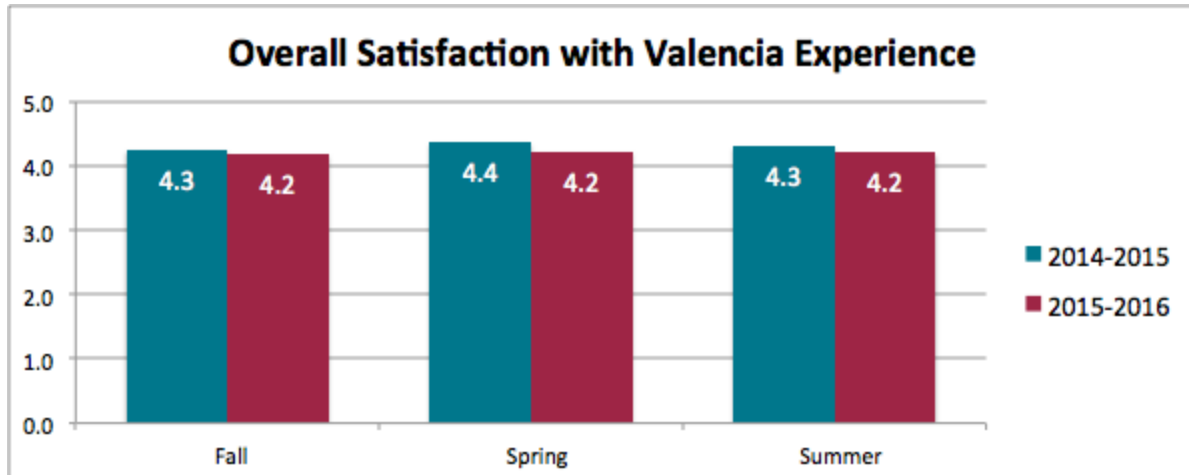
The Summer 2016 student survey was conducted online through Qualtrics from July 6–21, with a survey link distributed by email to 119 students in the four master's degree programs on Berklee's campus in Valencia. The survey included questions about campus and technology services, the International Career Center, social media, student services, career plans, and overall Valencia experience.

The survey response rate was 48%, a drop from previous years. This is likely due to the timing of this year's summer survey distribution, which began after cap and gown week had started. Similarly, the fall 2016 survey was distributed during finals week, which is later in the semester than usual and a likely cause of the drop in response rate for that semester.

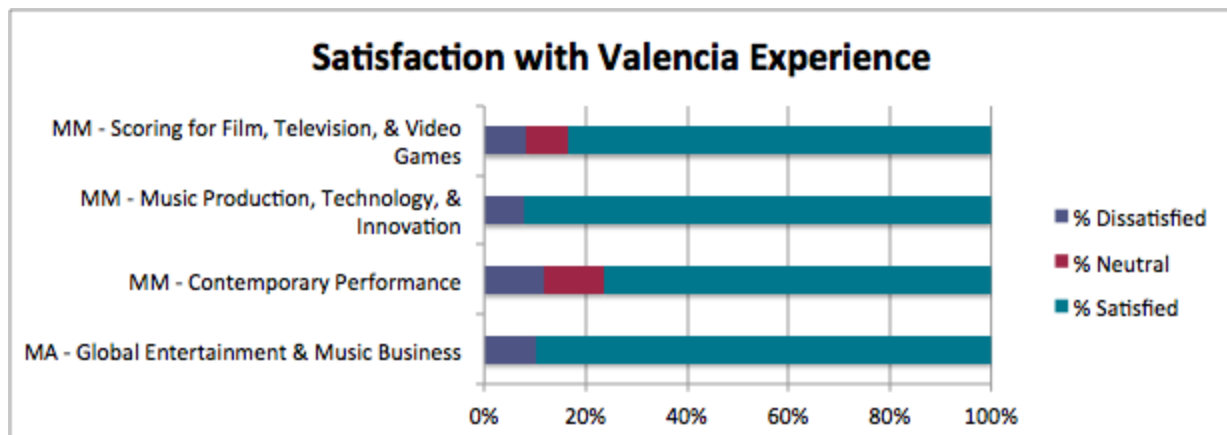


Student Satisfaction with Valencia Experience

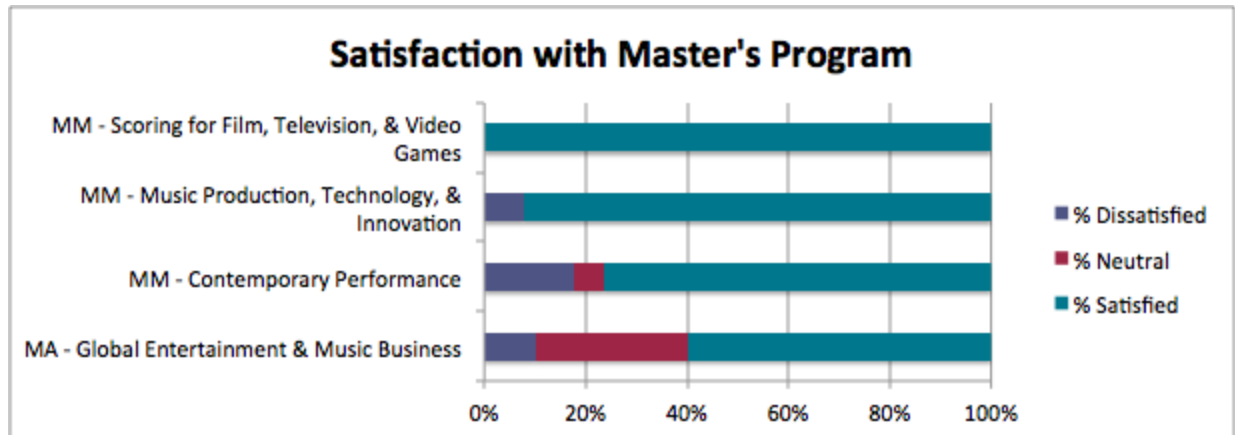
As the chart below shows, students at the Valencia campus consistently report high levels of satisfaction with their experience. Throughout the 2015–2016 academic year, students rated their overall level of satisfaction with their Valencia experience at 4.2 on a five-point scale, where one is very dissatisfied and five is very satisfied. This is a slight change from the 2014–2015 academic year, when the average satisfaction ranged from 4.3–4.4.



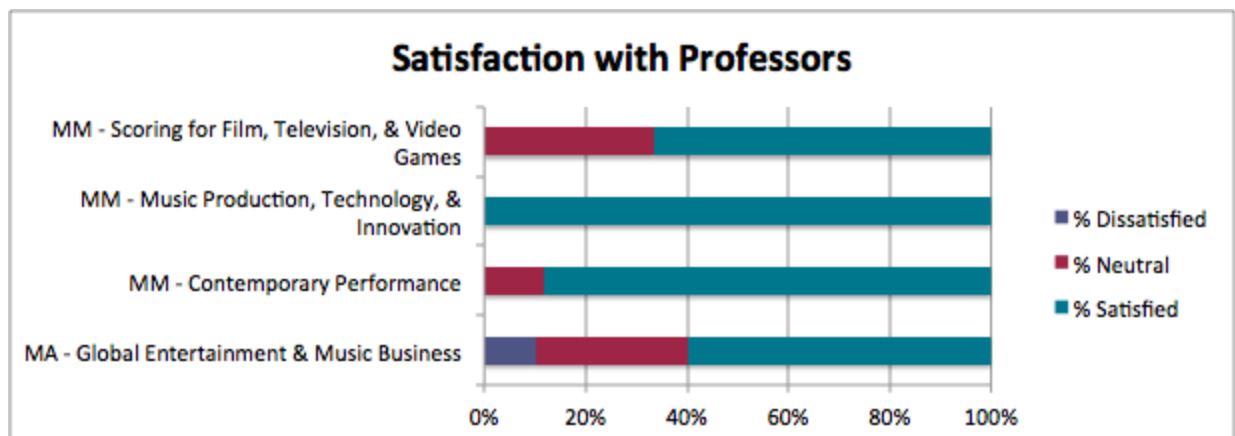
The chart below shows the distribution of positive (satisfied and very satisfied), neutral, and negative (dissatisfied and very dissatisfied) responses by program, illustrating the high percentage of students across programs who report satisfaction with their experience on the Valencia campus.



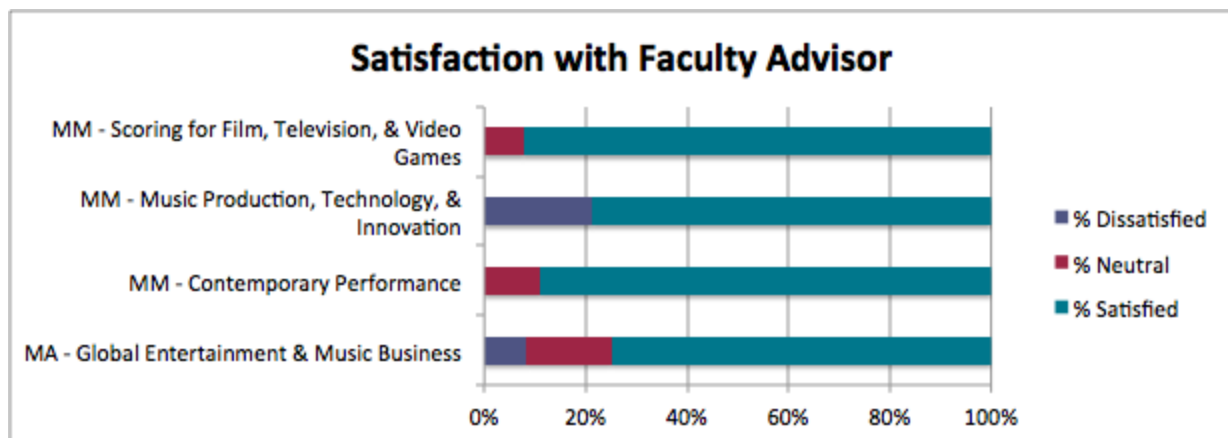
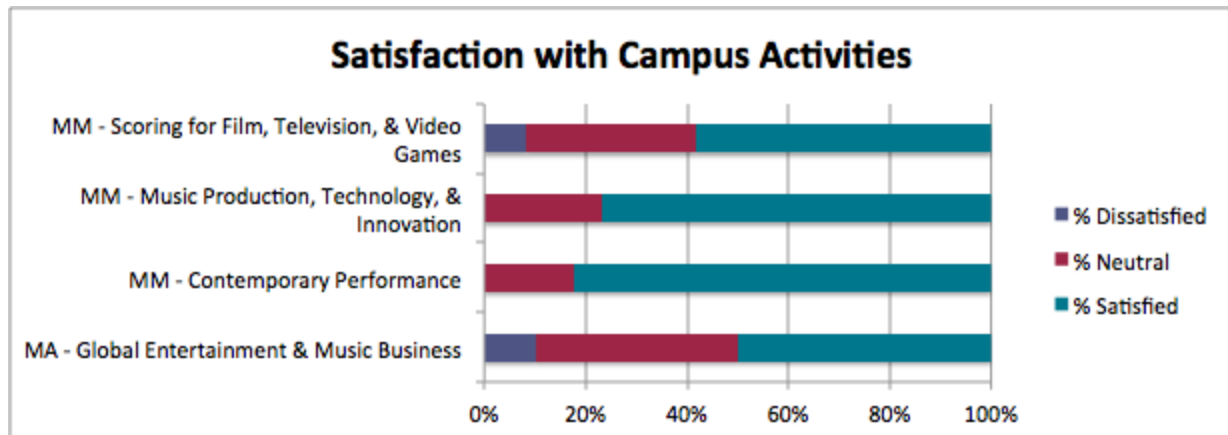
Students' satisfaction with specific aspects of their Valencia experience varies. Students in the Master of Music in Scoring for Film, Television, and Video Games report 100% satisfaction with their program of study, with 58% very satisfied and 42% satisfied. Students in the Master of Arts in Global Management and Music Business are most critical of their program, with 60% satisfied, 30% neutral, and 10% dissatisfied.



One hundred percent of Master of Music in Music Production, Technology, and Innovation students report satisfaction with their professors. Across all programs, only one respondent expressed dissatisfaction with the professors, with all other students either satisfied or neutral.

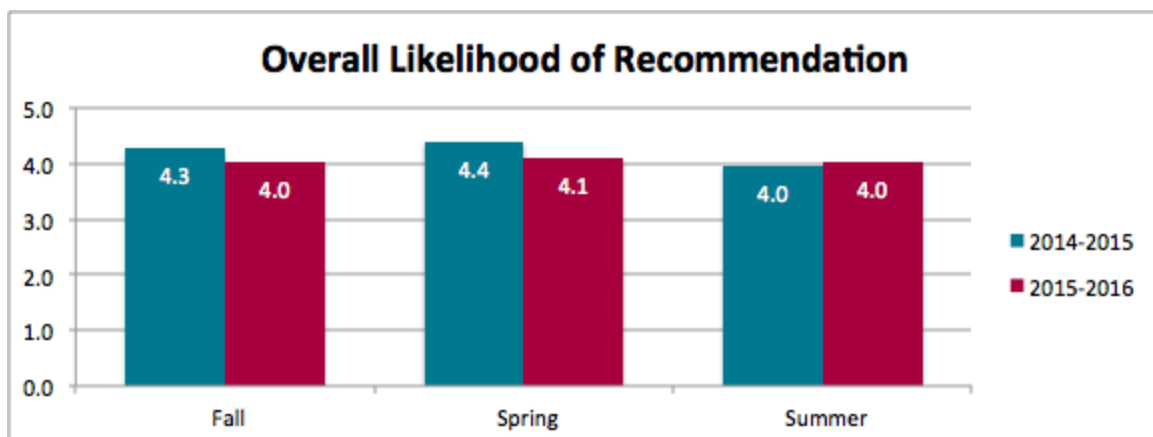


Students also rated their satisfaction with their faculty advisor, a new item for this survey, and with campus activities. While satisfaction for both varies across programs, overall student satisfaction with faculty advisors is 84%, the highest among ratings for program, professors, advisor, and activities. Overall satisfaction with campus activities is the lowest rated of these at 69%, but has the highest overall percentage of neutral responses, at 27%, with only 4% of students dissatisfied.

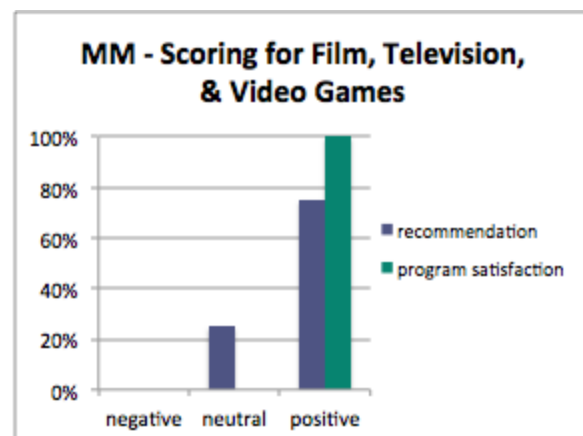
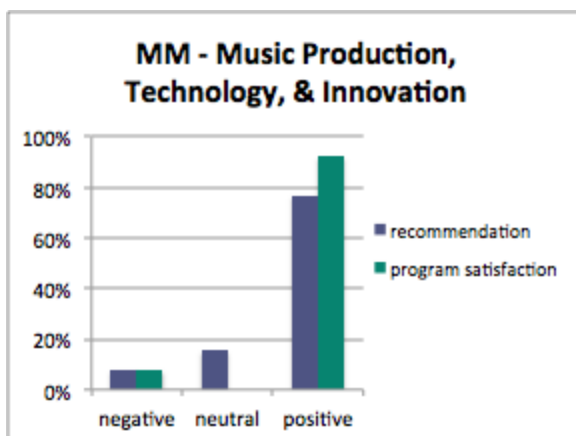
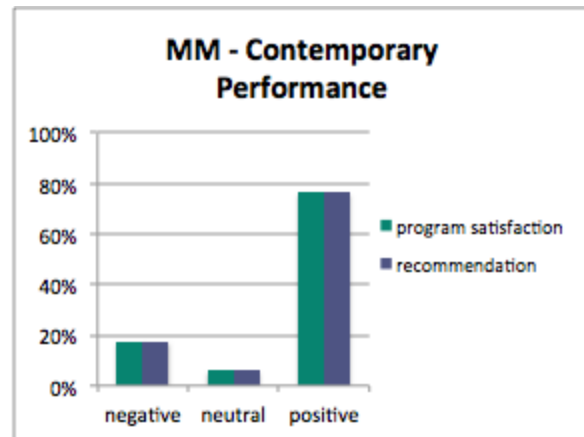
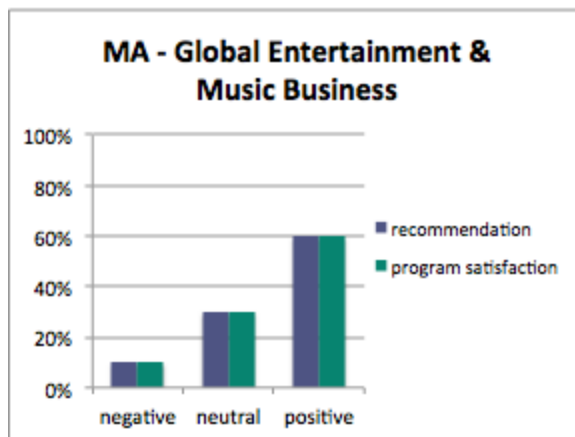
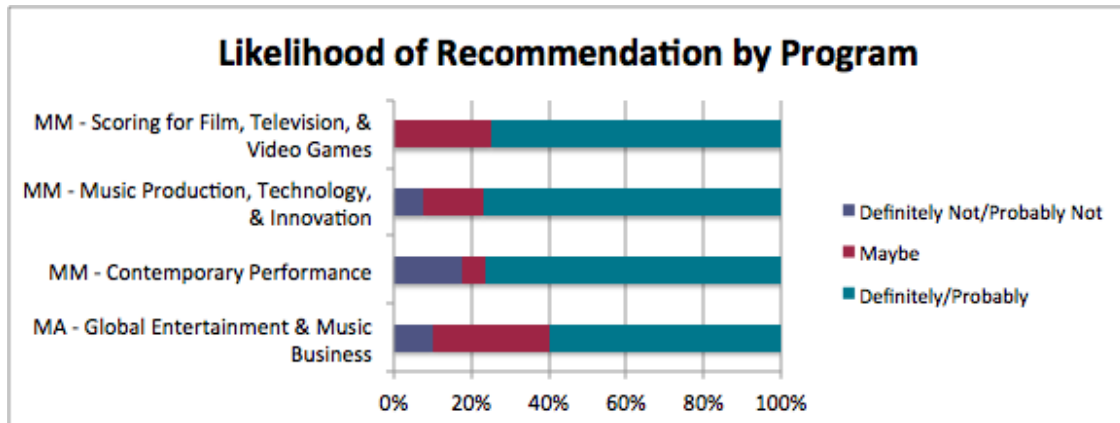


Likelihood of Recommendation

Additionally, students were asked whether they would recommend their program to others, an additional indicator of satisfaction. Average responses are consistently positive for both the current and previous academic years, with both summer surveys showing an average rating of 4.0, which corresponds to satisfied.

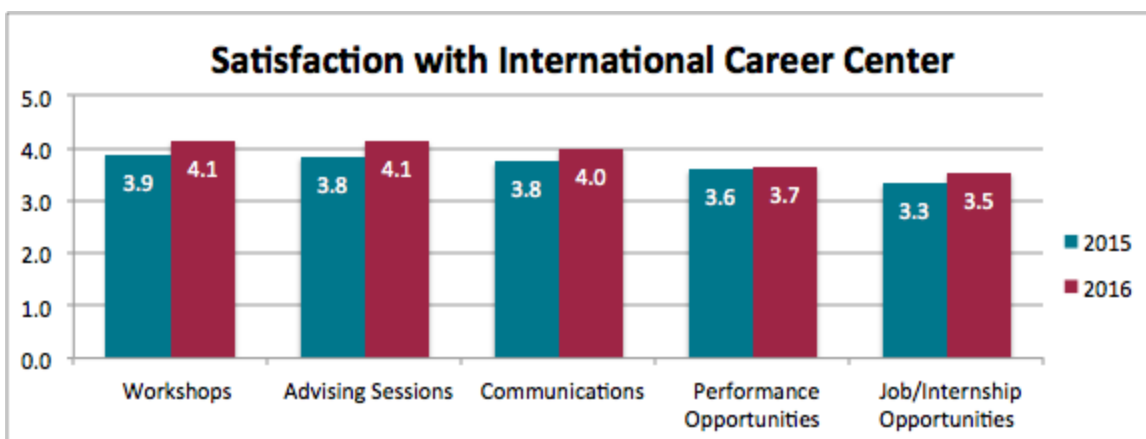


The likelihood of recommendation metric also shows the willingness of students to speak on behalf of their programs. The chart below shows the distributions of students who responded positively (would definitely or probably recommend), neutrally (would consider recommending), or negatively (would definitely not or probably not recommend). Students respond very similarly to the questions about program recommendation and satisfaction with Valencia experience, faculty, activities, and faculty advisor, and they respond nearly identically to questions about program satisfaction and recommendation, indicating that these questions might be redundant.

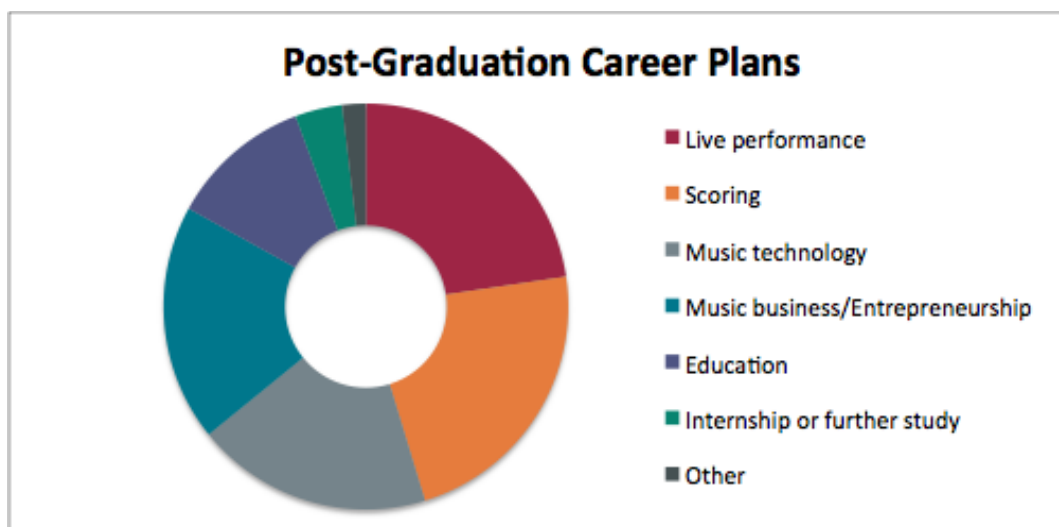


International Career Center and Career Plans

The year-end Valencia survey includes several questions about student satisfaction with the services and communications provided by the International Career Center (ICC), as well as students' post-graduation plans. Satisfaction with the ICC has improved slightly across all areas since last summer's survey, with workshops and advising sessions rated most highly.

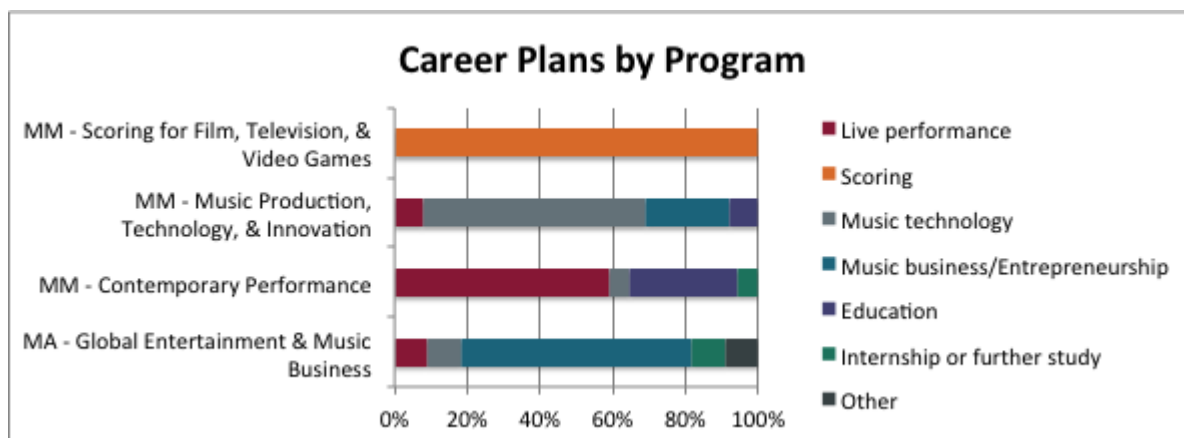


Predictably, students' career plans are closely tied to the four graduate programs: 23% of students intend to pursue live performance, 23% scoring, 19% music technology, and 19% music business/entrepreneurship. An additional 11% plan to work in education, with 4% of students pursuing an internship or further study, and 2% of students selecting "other" (publishing).



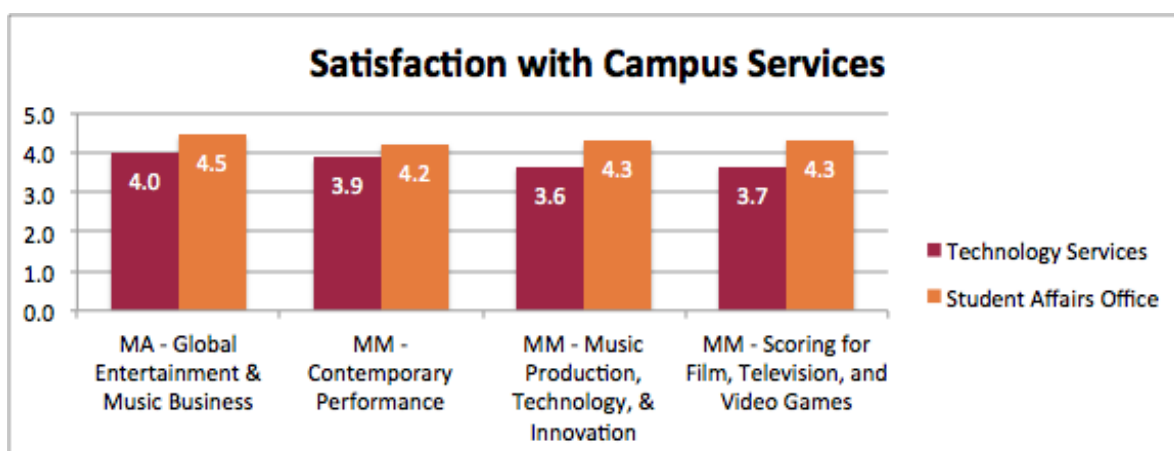
The most popular career area for each master's program is closely aligned with the degree's focus. For example, 100% of students in the Master of Music in Scoring for Film, Television, & Video Games program intend to pursue a career in scoring, 64% of Master of Arts in Global Entertainment and Music Business students plan to work in music business or

entrepreneurship, and 59% of Master of Music in Contemporary Performance students intend to pursue live performance. Popular secondary career interests are education for the Master of Music in Contemporary Performance (29%) and business for the Master of Music in Music Production, Technology, & Innovation (23%).



Campus Services

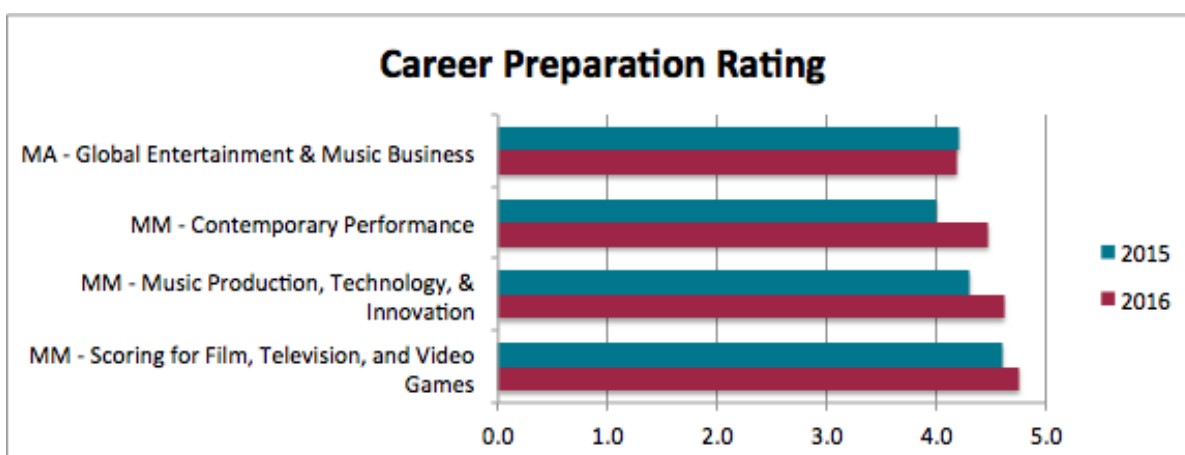
The survey asked about satisfaction with different student services, including Technology Services and the Student Affairs Office. Students are generally positive about their experiences with both offices, although students in the two technology-intensive programs report slightly lower satisfaction with Technology Services. Students continue to express satisfaction with the Student Affairs Office, with an overall rating of 4.3 out of 5 in both 2015 and 2016.



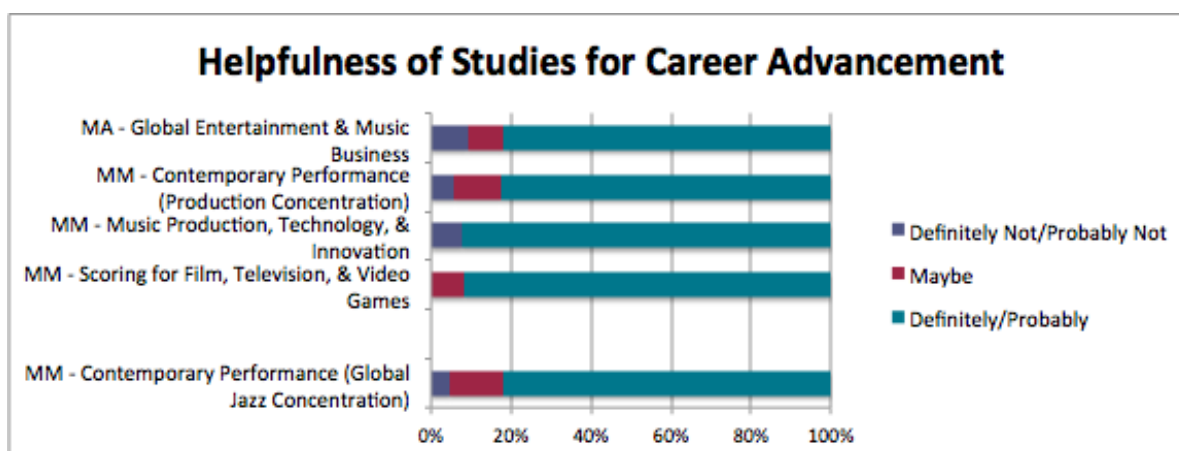
Career Preparation

Students were asked to rate the extent to which their graduate education prepared them for their career. For 2016, the question was “Will your graduate studies at Berklee help you advance in your career?” This is a change from last year’s question, “Have your studies at Berklee’s Valencia campus made you more prepared to enter the music industry?” The new language better reflects the reality of graduate students, many of whom already have professional music industry experience, and matches the question asked of master’s students on the Boston campus.

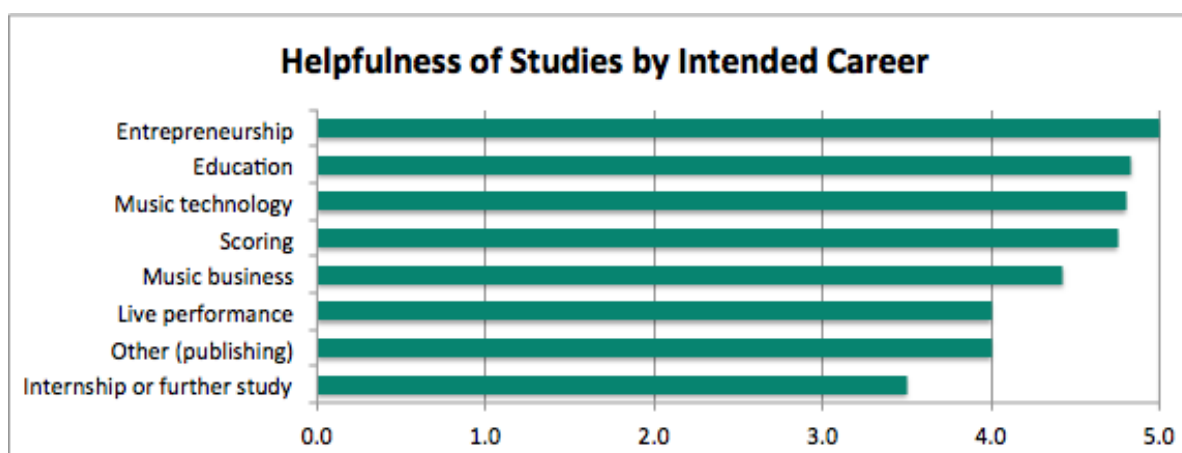
Students rate their career preparation highly, with an overall rating of 4.5, which is mid-way between probably yes and definitely yes. Average ratings by program range from 4.2 for the Master of Arts in Global Entertainment & Music Business to 4.8 for the Master of Music in Scoring for Film, Television, & Video Games.



The first graduating master’s students on the Boston campus, the alumni of the Master of Music in Contemporary Performance (Global Jazz Concentration), were also asked whether their studies will help them with career advancement. For comparison, this group is included in the distribution of responses below. Students in all five master’s programs respond positively, with 82% of students in the Master of Arts in Global Entertainment & Music Business, Master of Music in Contemporary Performance (Production Concentration), and the Boston-based Master of Music in Contemporary Performance (Global Jazz Concentration) answering probably yes or definitely yes. Of students in the Master of Music in Music Production, Technology, & Innovation and the Master of Music in Scoring for Film, Television, & Video Games programs, 92% answered probably yes or definitely yes.



While career preparation ratings across programs are similar, there is some difference in ratings by intended career area. Students intending to pursue entrepreneurial activities rate the helpfulness of their studies at 5.0, the highest possible rating, while students intending to move into an internship or continue their studies rate their preparation at 3.5, mid-way between maybe and probably yes. Students intending to enter other career areas rate their preparation between 4.0 and 4.8.

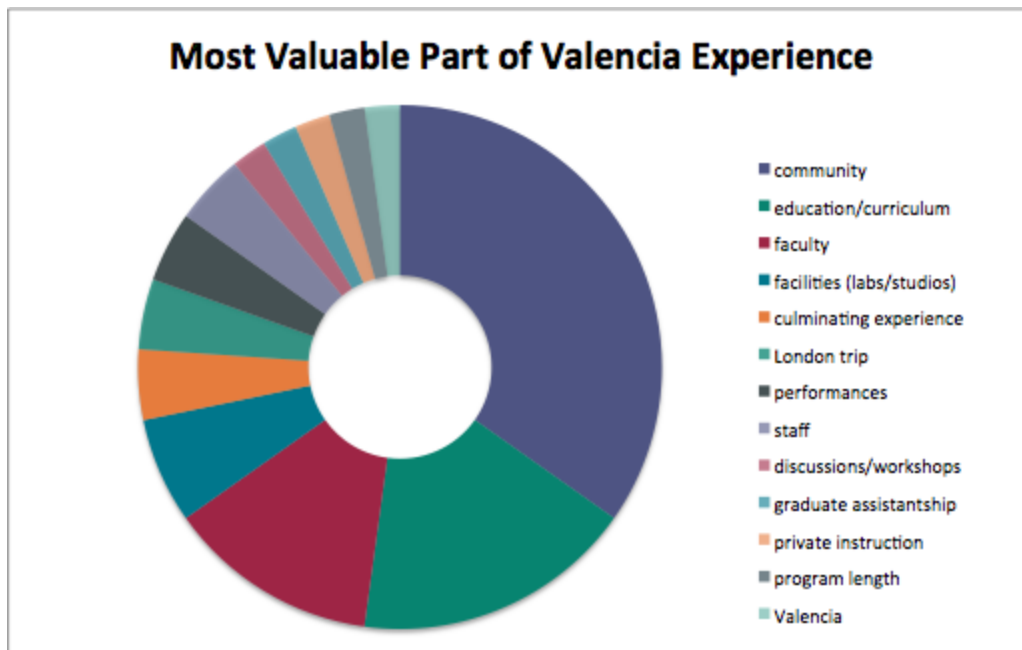


Most Valuable Component of Valencia Experience

Students were given the opportunity to comment on the most valuable part of their Berklee in Valencia experience through an optional text box, and 58% of students responded. The most commonly cited theme is community, with 35% of responses mentioning it. Education/curriculum is also popular at 17%, followed by faculty at 13%.

Themes vary slightly by program. For the Master of Music in Contemporary Performance, community is cited 47% of the time and it is cited 38% of the time for the Master of Music in Music Production, Technology, & Innovation. For the Master of Arts in Global Entertainment & Music Business, the most commonly cited theme is facilities

(labs/studios) at 29%. For the Master of Music in Scoring for Film, Television, and Video Games, the most commonly cited theme is education/curriculum at 55%.

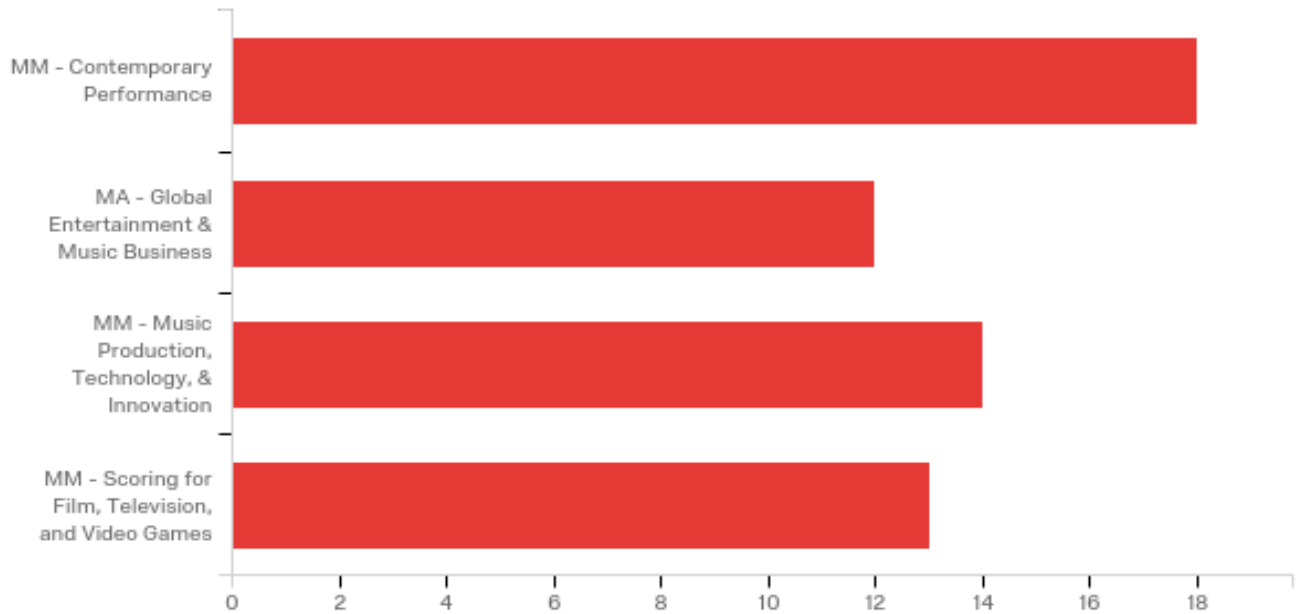


Summary

Master's students on the Valencia campus are consistently satisfied with their experience, and are particularly positive about the Berklee Valencia community. Students feel that their graduate programs are adequately preparing them for career advancement, regardless of program or intended career path. For next year's survey, it would be helpful to administer the survey in time for cap and gown pick up to ensure a higher response rate.

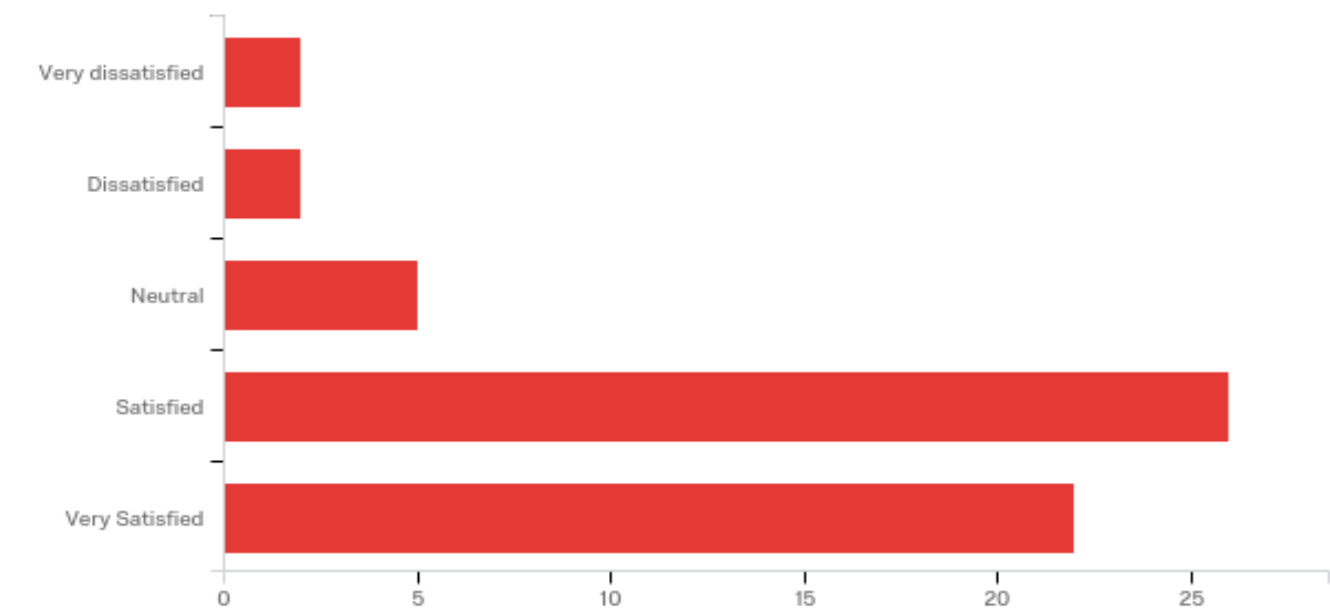
Appendix: Summer 2016 Survey Summary

Q2 - Please select the program that you are attending in the 2015-2016 academic year:



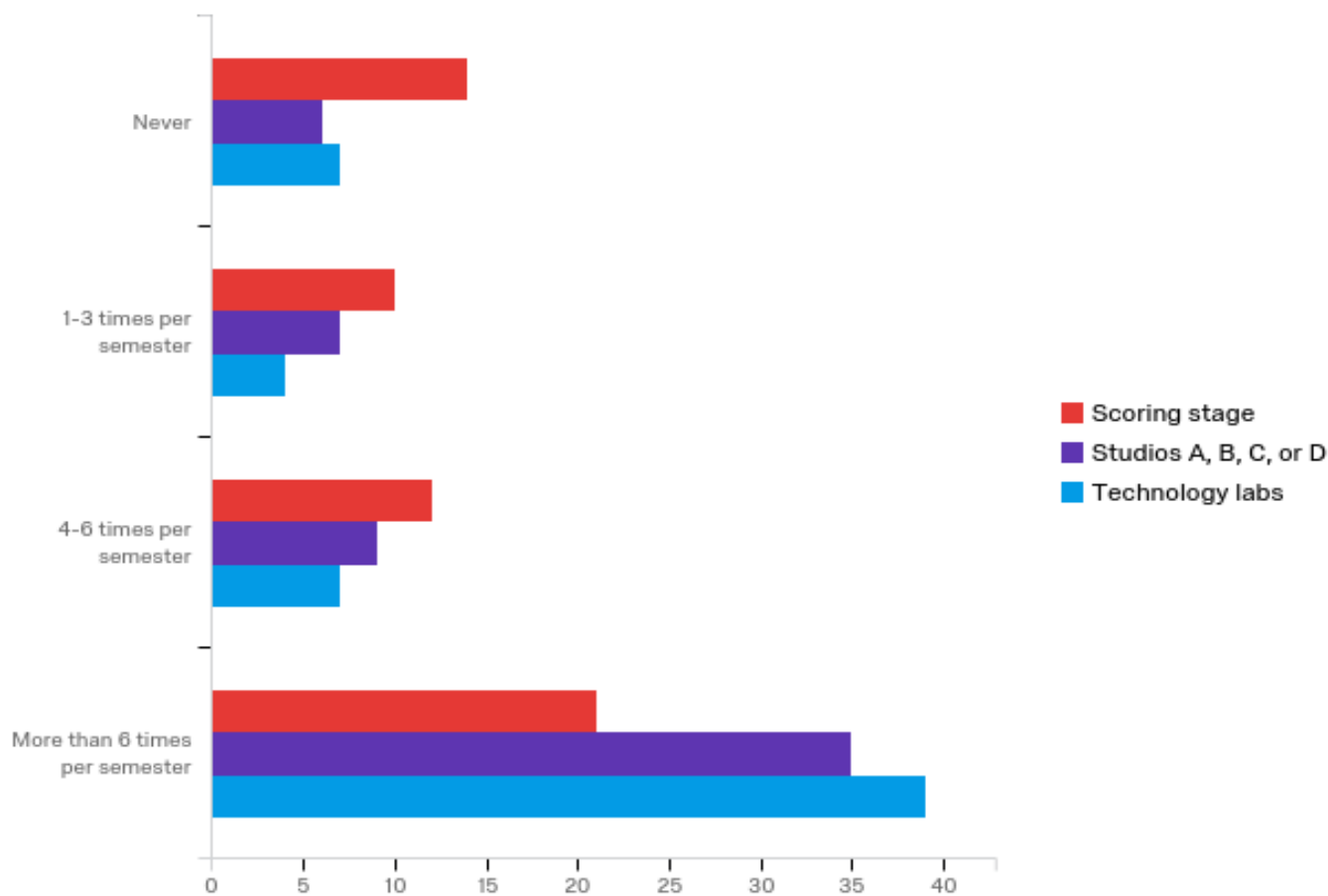
Answer	%	Count
MM - Contemporary Performance	31.58%	18
MA - Global Entertainment & Music Business	21.05%	12
MM - Music Production, Technology, & Innovation	24.56%	14
MM - Scoring for Film, Television, and Video Games	22.81%	13
Total	100%	57

Q4 - Please rate your satisfaction with your Faculty Advisor.



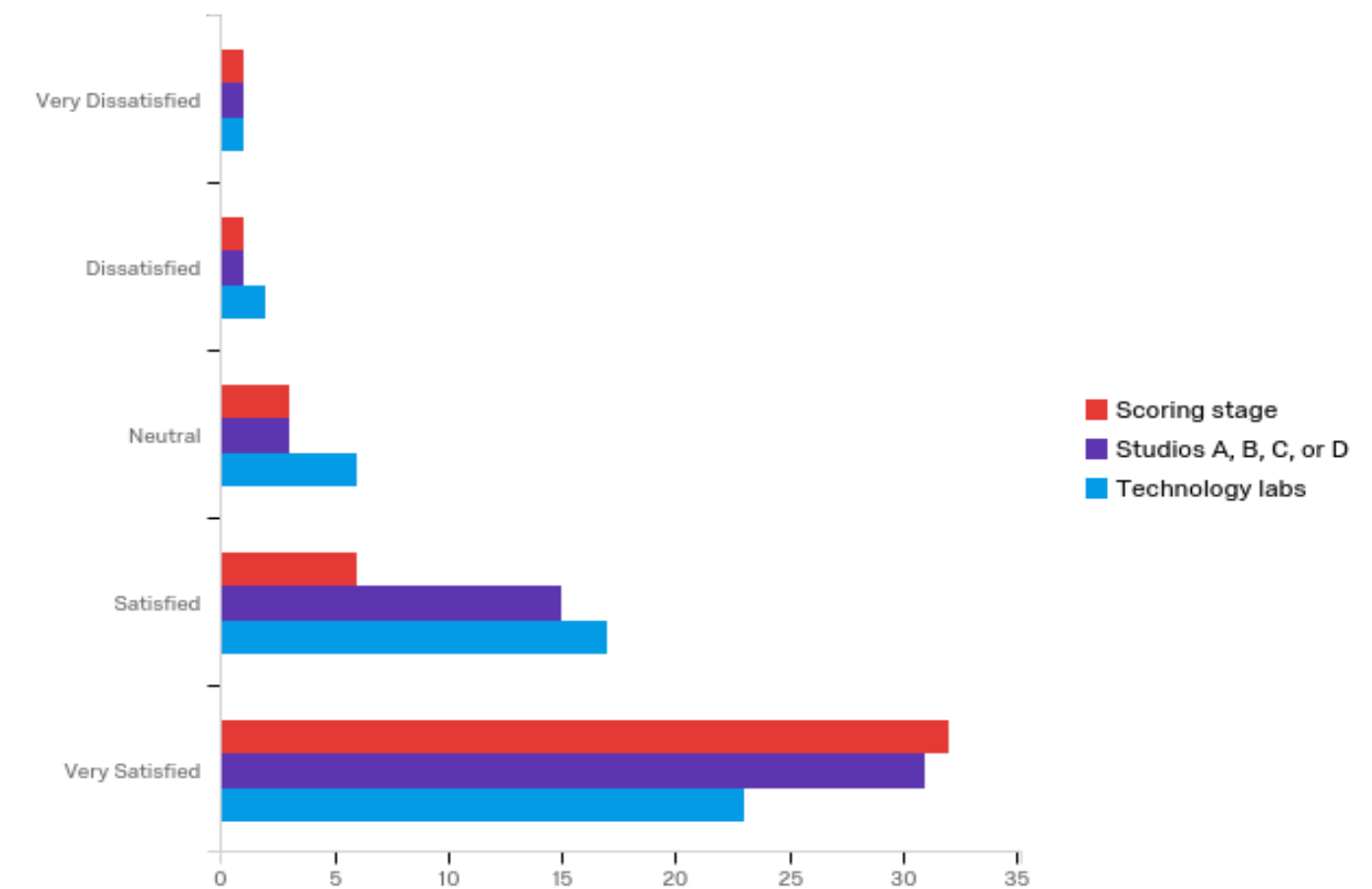
Answer	%	Count
Very dissatisfied	3.51%	2
Dissatisfied	3.51%	2
Neutral	8.77%	5
Satisfied	45.61%	26
Very Satisfied	38.60%	22
Total	100%	57

Q5 - How often have you used the following facilities?



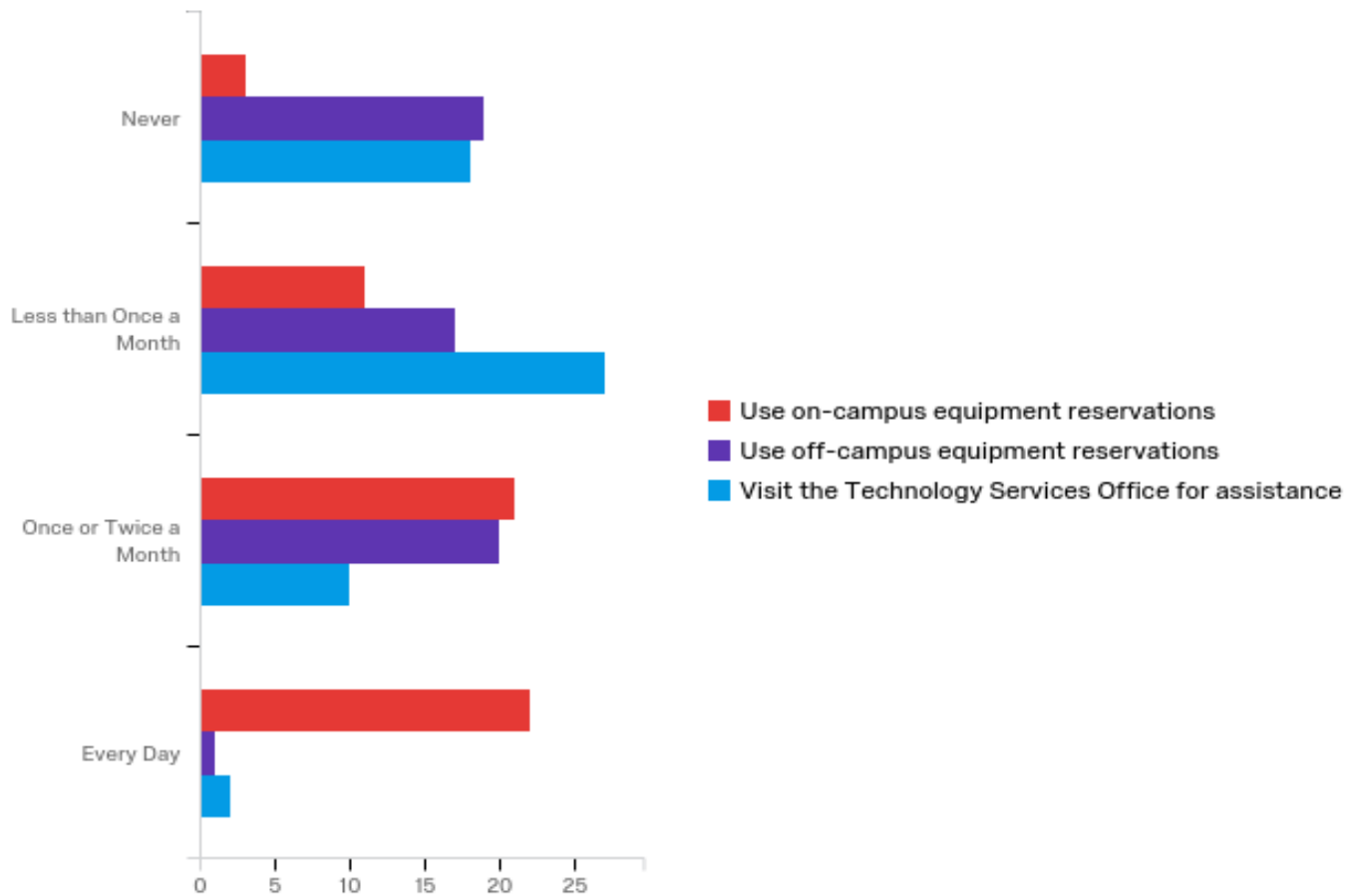
Question	Never		1-3 times per semester		4-6 times per semester		More than 6 times per semester		Total
Scoring stage	24.56%	14	17.54%	10	21.05%	12	36.84%	21	57
Studios A, B, C, or D	10.53%	6	12.28%	7	15.79%	9	61.40%	35	57
Technology labs	12.28%	7	7.02%	4	12.28%	7	68.42%	39	57

Q6 - Please rate your level of satisfaction with these facilities:



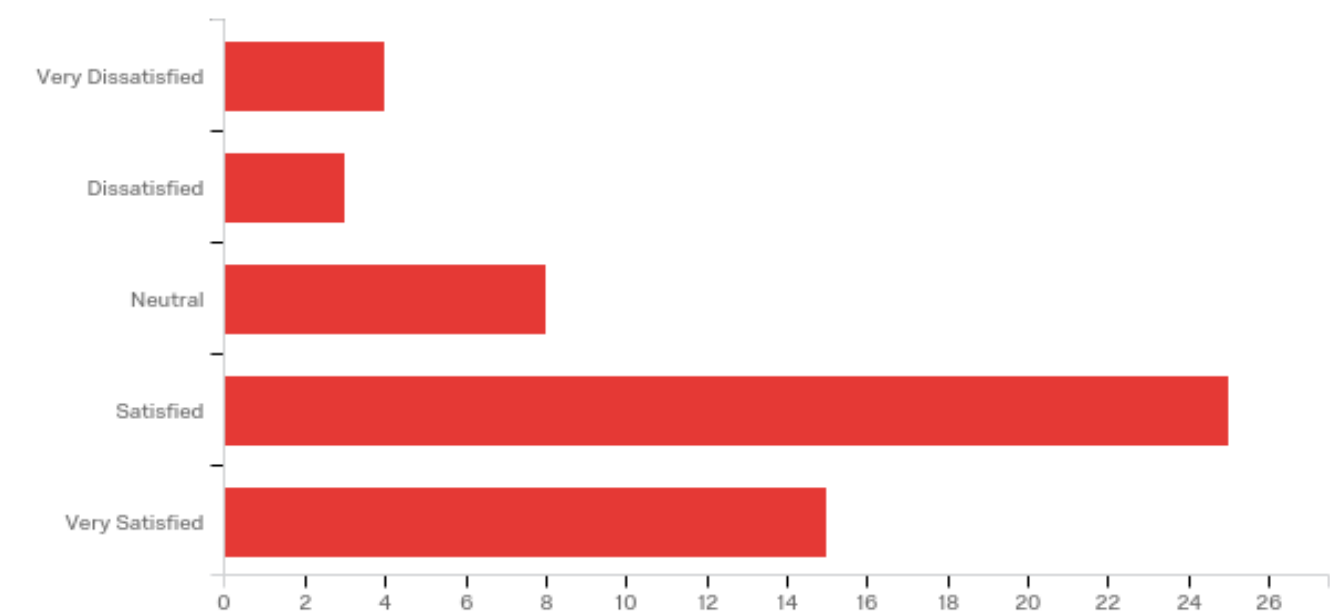
Question	Very Dissatisfied		Dissatisfied		Neutral		Satisfied		Very Satisfied		Total
Scoring stage	2.33%	1	2.33%	1	6.98%	3	13.95%	6	74.42%	32	43
Studios A, B, C, or D	1.96%	1	1.96%	1	5.88%	3	29.41%	15	60.78%	31	51
Technology labs	2.04%	1	4.08%	2	12.24%	6	34.69%	17	46.94%	23	49

Q7 - How often did you:



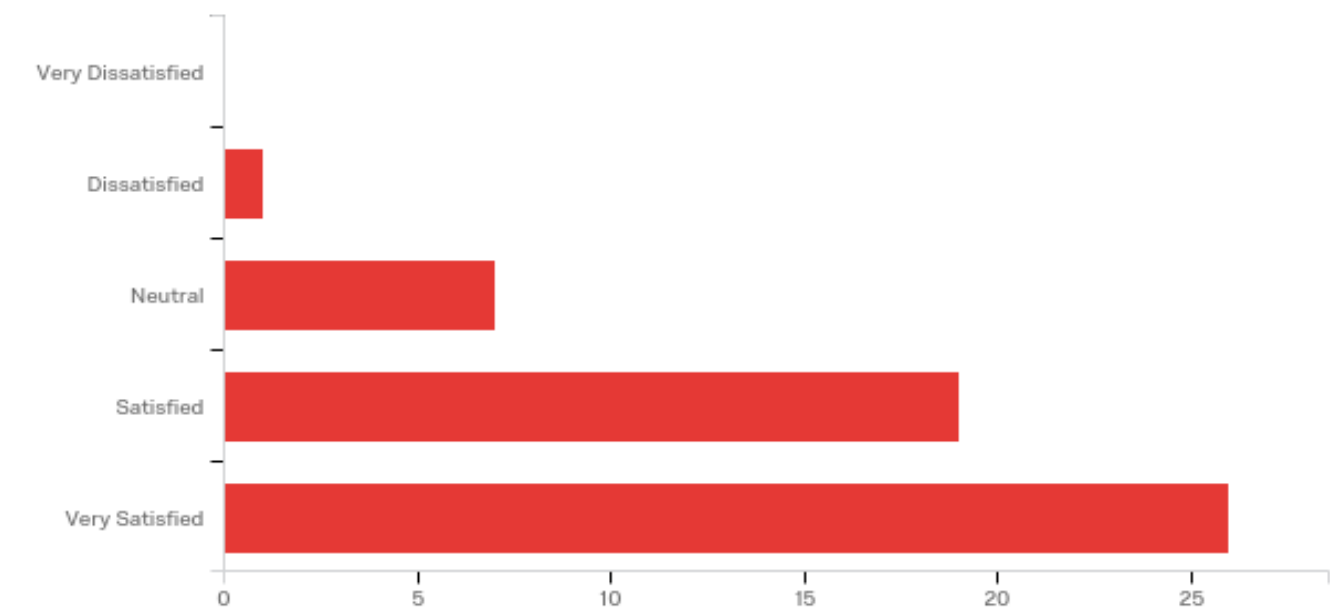
Question	Never		Less than Once a Month		Once or Twice a Month		Every Day		Total
Use on-campus equipment reservations	5.26%	3	19.30%	11	36.84%	21	38.60%	22	57
Use off-campus equipment reservations	33.33%	19	29.82%	17	35.09%	20	1.75%	1	57
Visit the Technology Services Office for assistance	31.58%	18	47.37%	27	17.54%	10	3.51%	2	57

Q9 - How satisfied are you that your technical needs were met on campus by the Technology Services Office (software bundles, printing services, general technology support, etc.)?



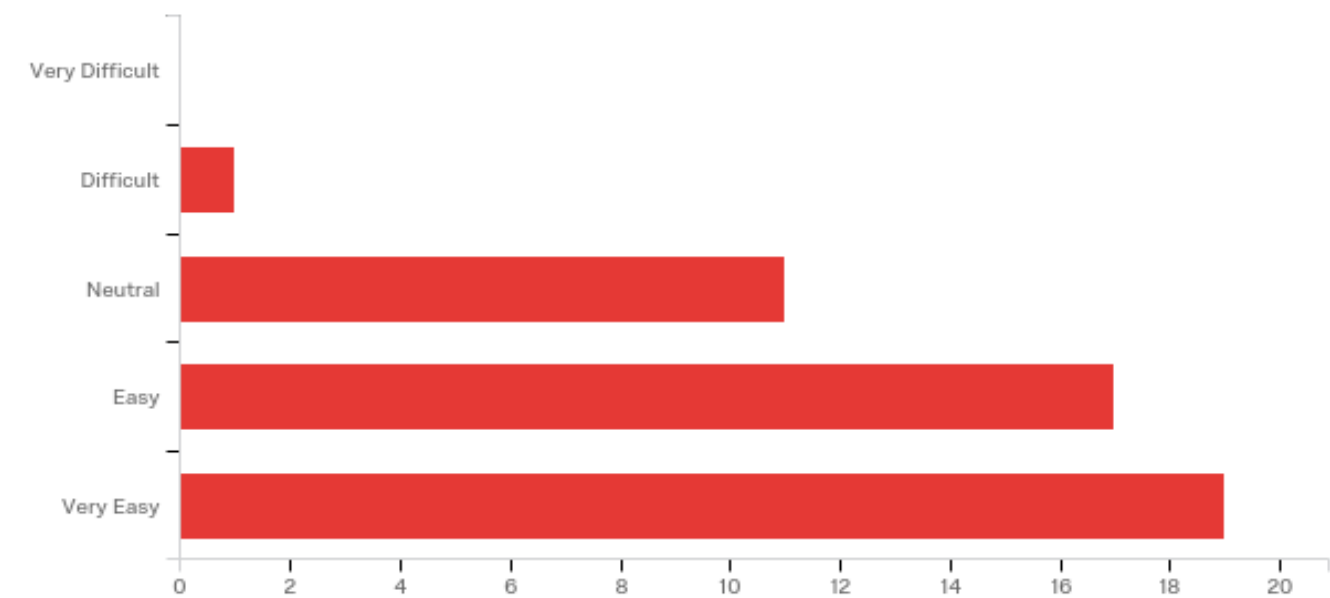
Answer	%	Count
Very Dissatisfied	7.27%	4
Dissatisfied	5.45%	3
Neutral	14.55%	8
Satisfied	45.45%	25
Very Satisfied	27.27%	15
Total	100%	55

Q12 - How satisfied are you with the services provided by the Student Affairs Office?



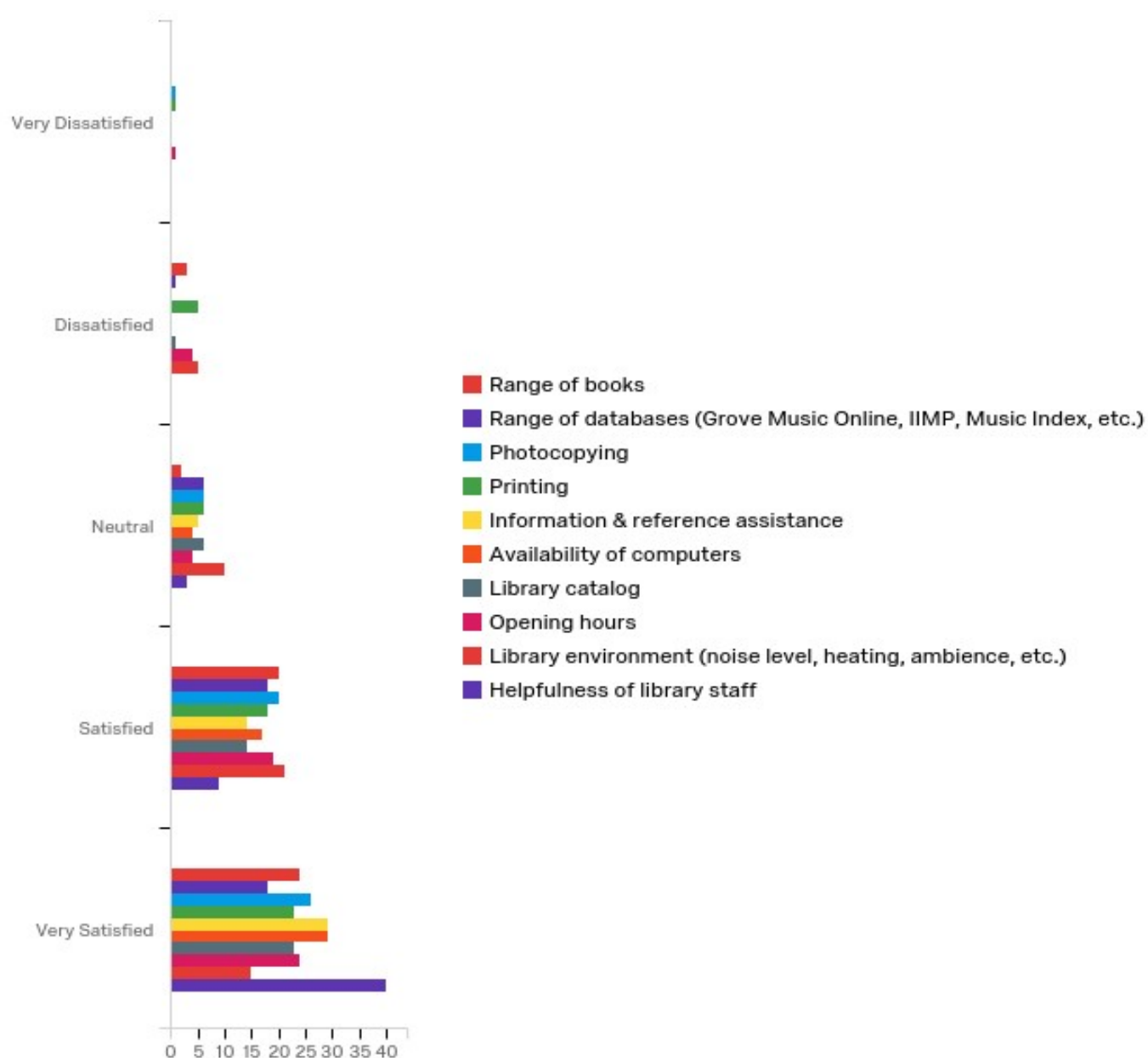
Answer	%	Count
Very Dissatisfied	0.00%	0
Dissatisfied	1.89%	1
Neutral	13.21%	7
Satisfied	35.85%	19
Very Satisfied	49.06%	26
Total	100%	53

Q14 - How easy was it to participate in student activities?



Answer	%	Count
Very Difficult	0.00%	0
Difficult	2.08%	1
Neutral	22.92%	11
Easy	35.42%	17
Very Easy	39.58%	19
Total	100%	48

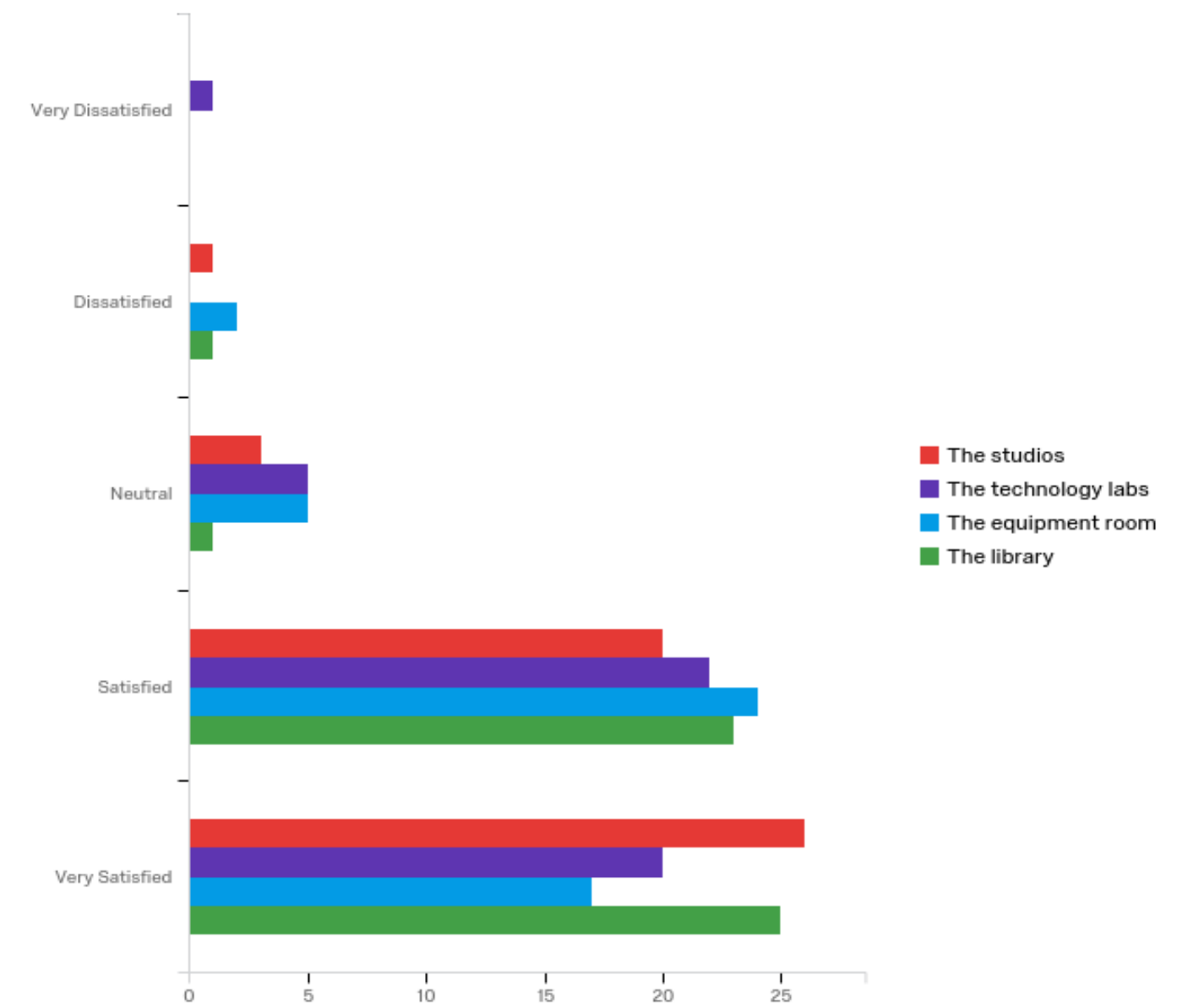
Q19 - Please indicate your satisfaction with the following library facilities or services:



Question	Very Dissatisfied		Dissatisfied		Neutral		Satisfied		Very Satisfied		Total
Range of books	0.00%	0	6.12%	3	4.08%	2	40.82%	20	48.98%	24	49
Range of databases (Grove Music Online, IIMP, Music Index, etc.)	0.00%	0	2.33%	1	13.95%	6	41.86%	18	41.86%	18	43
Photocopying	1.89%	1	0.00%	0	11.32%	6	37.74%	20	49.06%	26	53
Printing	1.89%	1	9.43%	5	11.32%	6	33.96%	18	43.40%	23	53

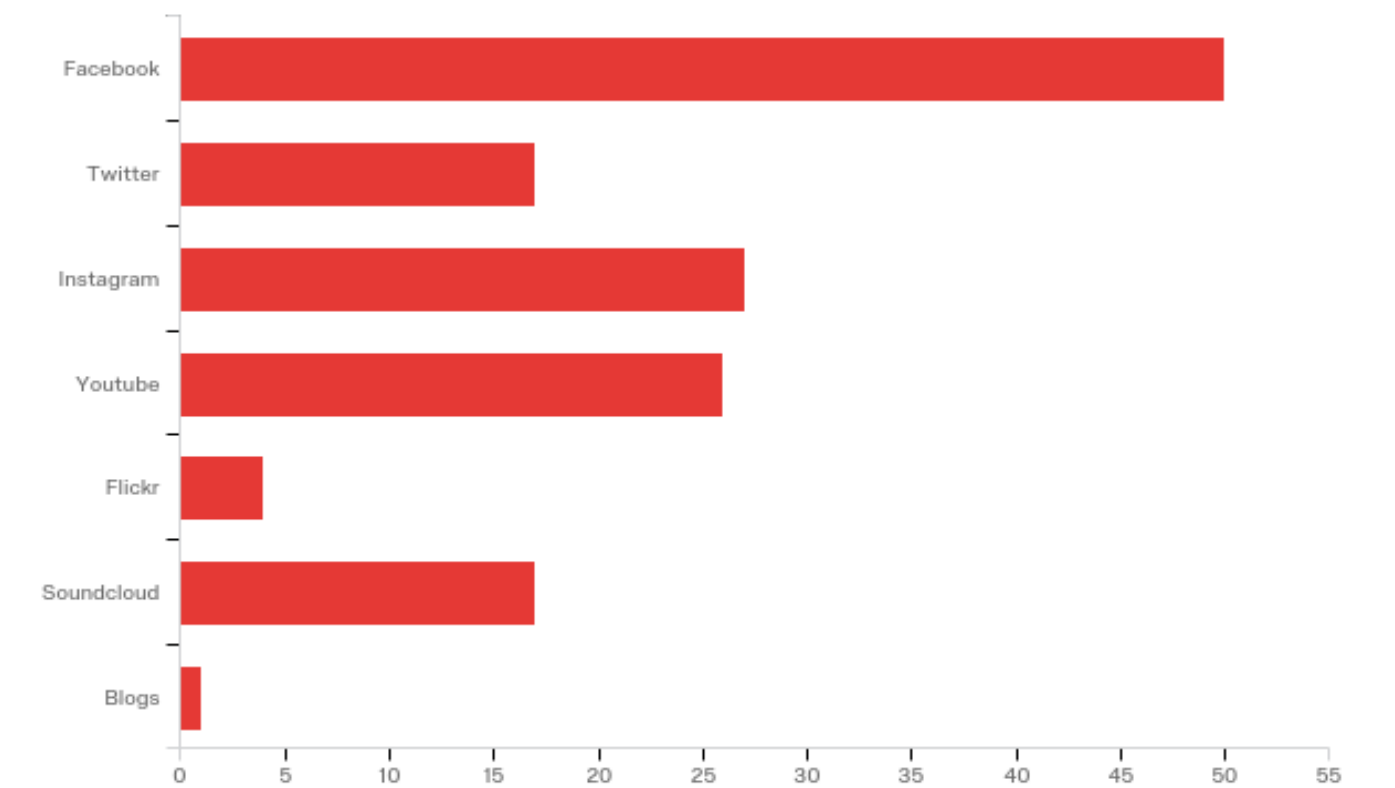
Information & reference assistance	0.00%	0	0.00%	0	10.42%	5	29.17%	14	60.42%	29	48
Availability of computers	0.00%	0	0.00%	0	8.00%	4	34.00%	17	58.00%	29	50
Library catalog	0.00%	0	2.27%	1	13.64%	6	31.82%	14	52.27%	23	44
Opening hours	1.92%	1	7.69%	4	7.69%	4	36.54%	19	46.15%	24	52
Library environment (noise level, heating, ambience, etc.)	0.00%	0	9.80%	5	19.61%	10	41.18%	21	29.41%	15	51
Helpfulness of library staff	0.00%	0	0.00%	0	5.77%	3	17.31%	9	76.92%	40	52

Q21 - How satisfied are you with the Graduate Assistant or Campus Service student workers in:



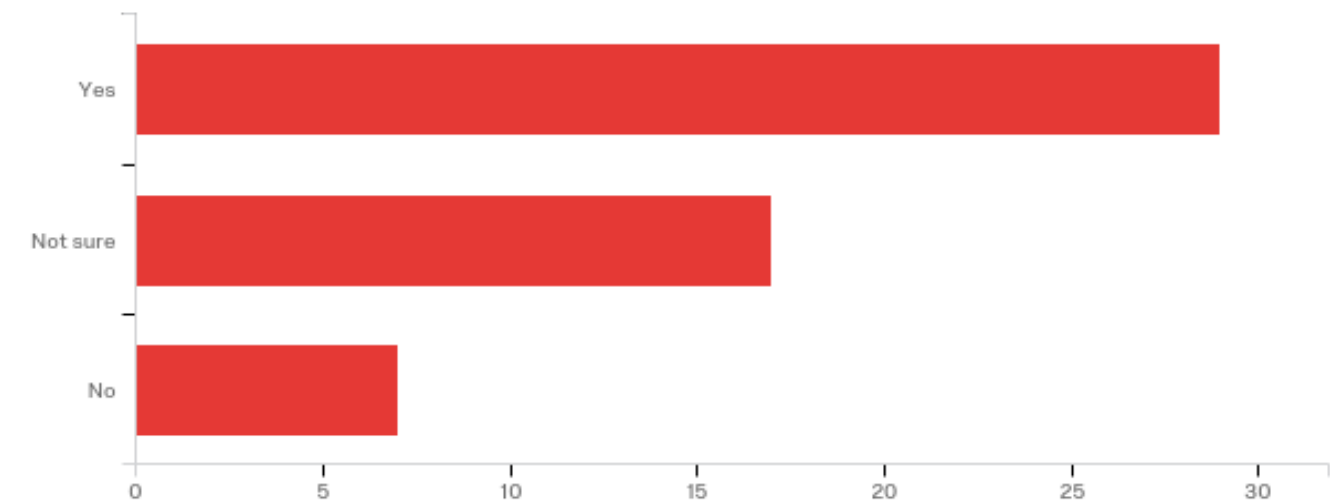
Question	Very Dissatisfied		Dissatisfied		Neutral		Satisfied		Very Satisfied		Total
The studios	0.00%	0	2.00%	1	6.00%	3	40.00%	20	52.00%	26	50
The technology labs	2.08%	1	0.00%	0	10.42%	5	45.83%	22	41.67%	20	48
The equipment room	0.00%	0	4.17%	2	10.42%	5	50.00%	24	35.42%	17	48
The library	0.00%	0	2.00%	1	2.00%	1	46.00%	23	50.00%	25	50

Q24 - Which of our social media accounts do you follow?



Answer	%	Count
Facebook	96.15%	50
Twitter	32.69%	17
Instagram	51.92%	27
Youtube	50.00%	26
Flickr	7.69%	4
Soundcloud	32.69%	17
Blogs	1.92%	1
Total	100%	52

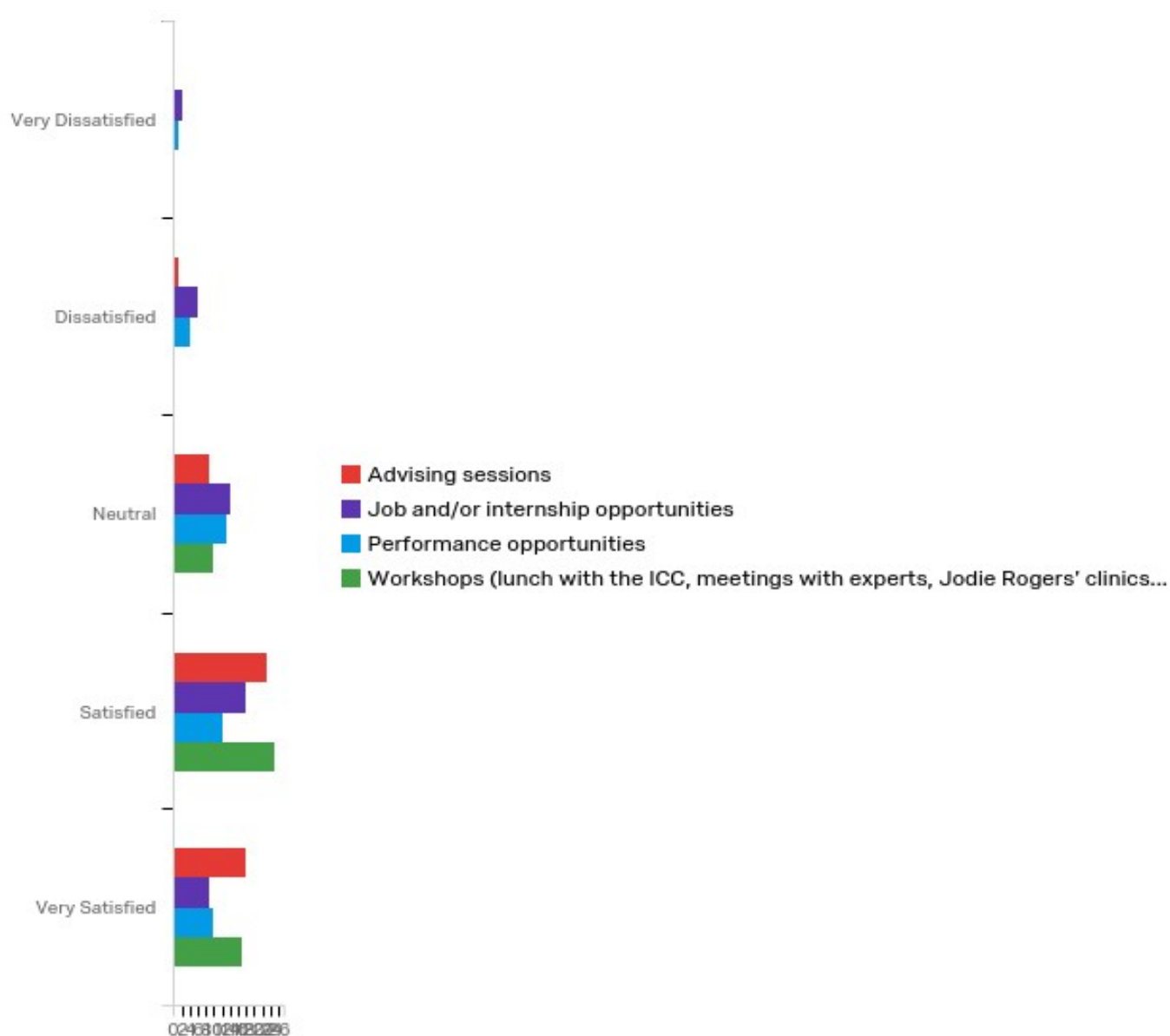
Q25 - Do you feel our social media accounts accurately show the campus experience?



Answer	%	Count
Yes	54.72%	29
Not sure	32.08%	17
No	13.21%	7
Total	100%	53

Q28 - Please

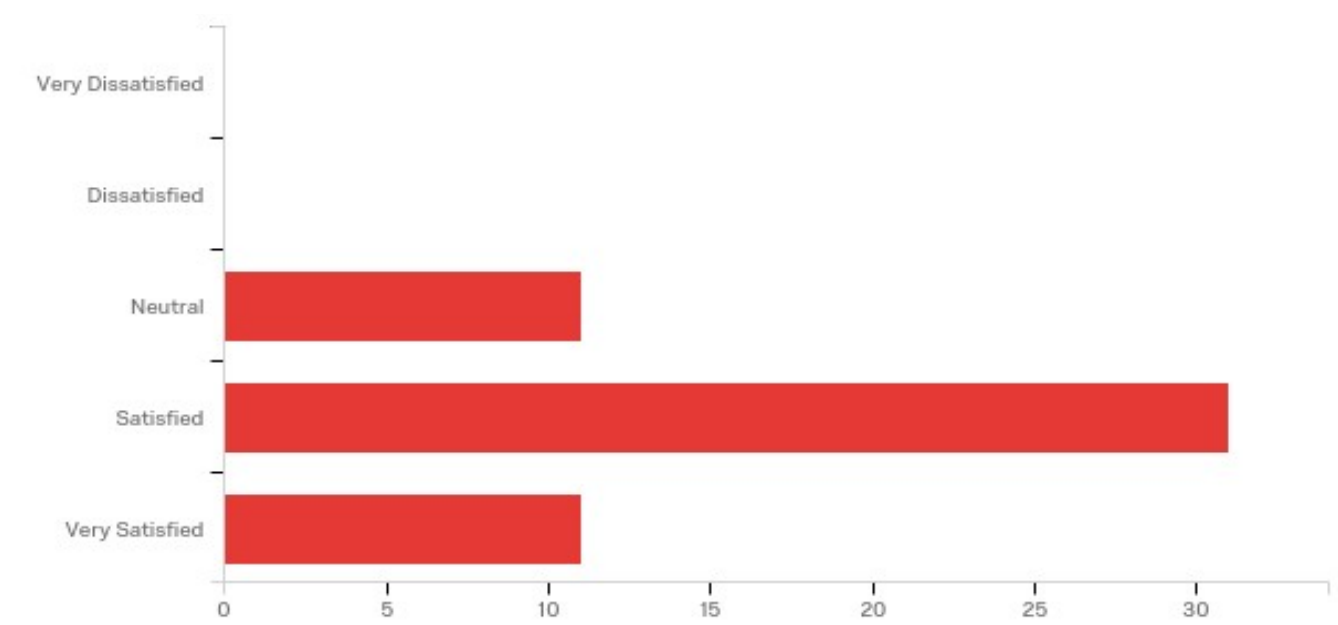
rate your satisfaction with these services provided by the ICC.



Question	Very Dissatisfied		Dissatisfied		Neutral		Satisfied		Very Satisfied		Total
Advising sessions	0.00%	0	1.96%	1	17.65%	9	45.10%	23	35.29%	18	51
Job and/or internship opportunities	4.08%	2	12.24%	6	28.57%	14	36.73%	18	18.37%	9	49
Performance opportunities	2.50%	1	10.00%	4	32.50%	13	30.00%	12	25.00%	10	40
Workshops (lunch with the ICC, meetings with experts, Jodie Rogers' clinics...)	0.00%	0	0.00%	0	19.23%	10	48.08%	25	32.69%	17	52

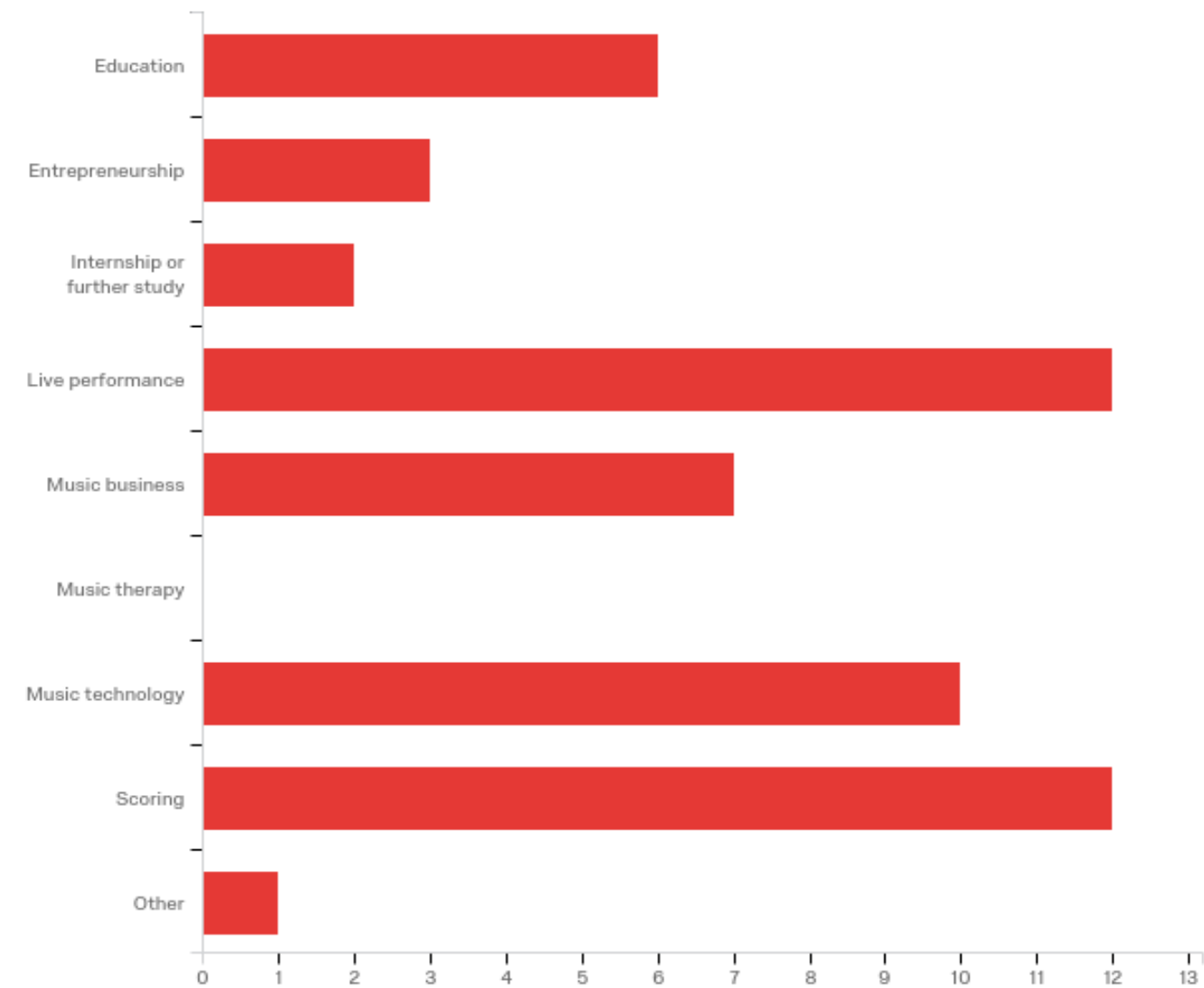
clinics, etc.)											
----------------	--	--	--	--	--	--	--	--	--	--	--

Q29 - How satisfied are you with the ways the ICC communicates with you (i.e. posters, class visits, social media, email)?



Answer	%	Count
Very Dissatisfied	0.00%	0
Dissatisfied	0.00%	0
Neutral	20.75%	11
Satisfied	58.49%	31
Very Satisfied	20.75%	11
Total	100%	53

Q30 - What area of the music industry do you plan to enter as a professional?



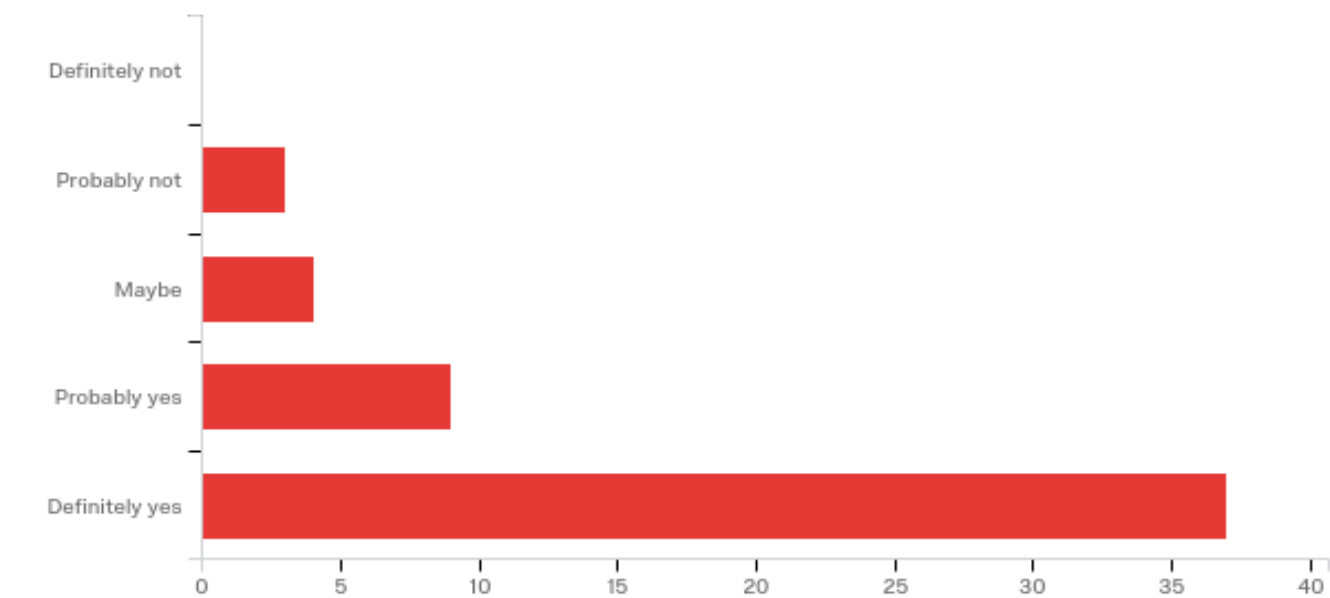
Answer	%	Count
Education	11.32%	6
Entrepreneurship	5.66%	3
Internship or further study	3.77%	2
Live performance	22.64%	12
Music business	13.21%	7
Music therapy	0.00%	0
Music technology	18.87%	10
Scoring	22.64%	12

Other	1.89%	1
Total	100%	53

Other

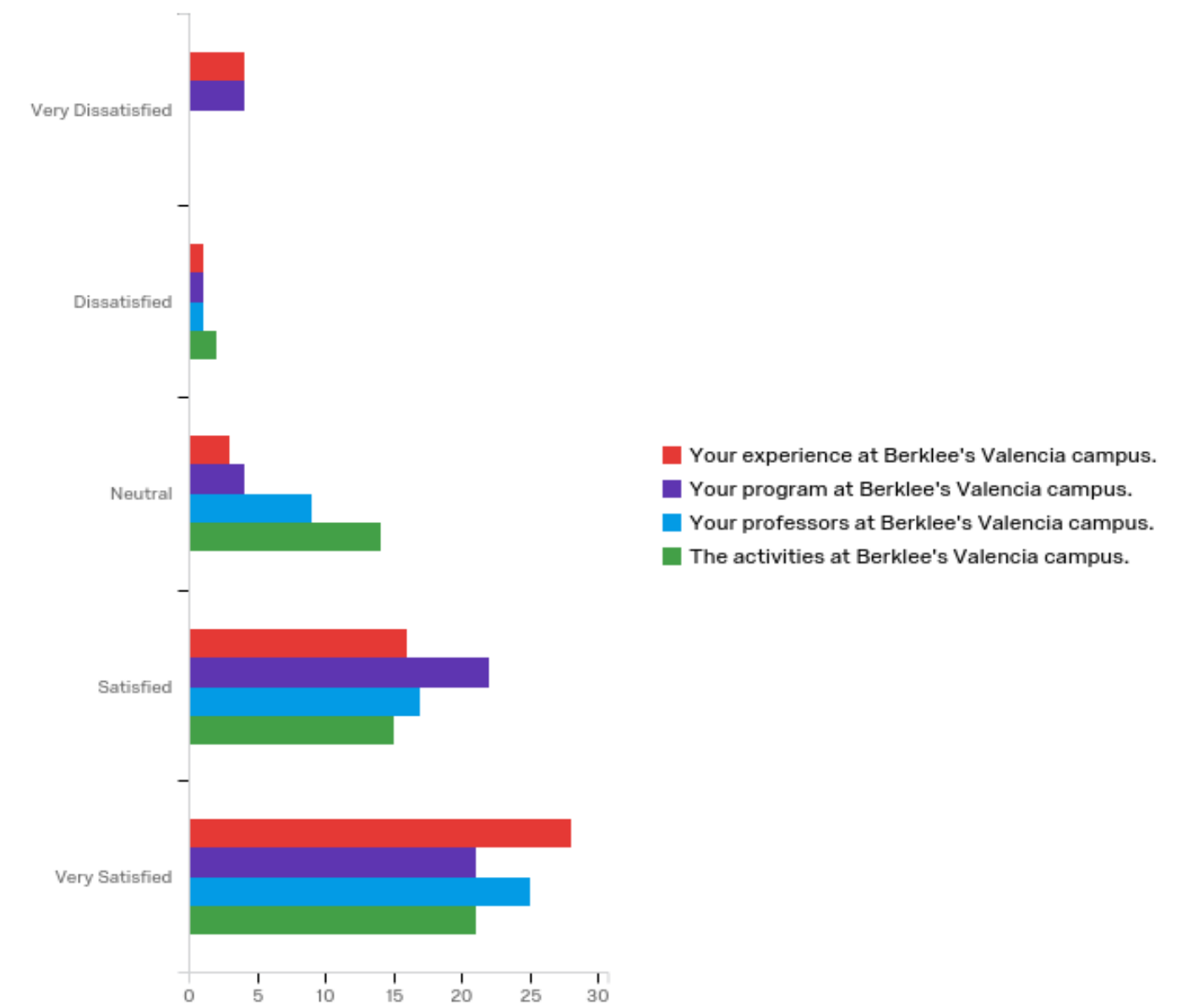
Other
Publishing

Q31 - Will your graduate studies at Berklee help you advance in your career?



Answer	%	Count
Definitely not	0.00%	0
Probably not	5.66%	3
Maybe	7.55%	4
Probably yes	16.98%	9
Definitely yes	69.81%	37
Total	100%	53

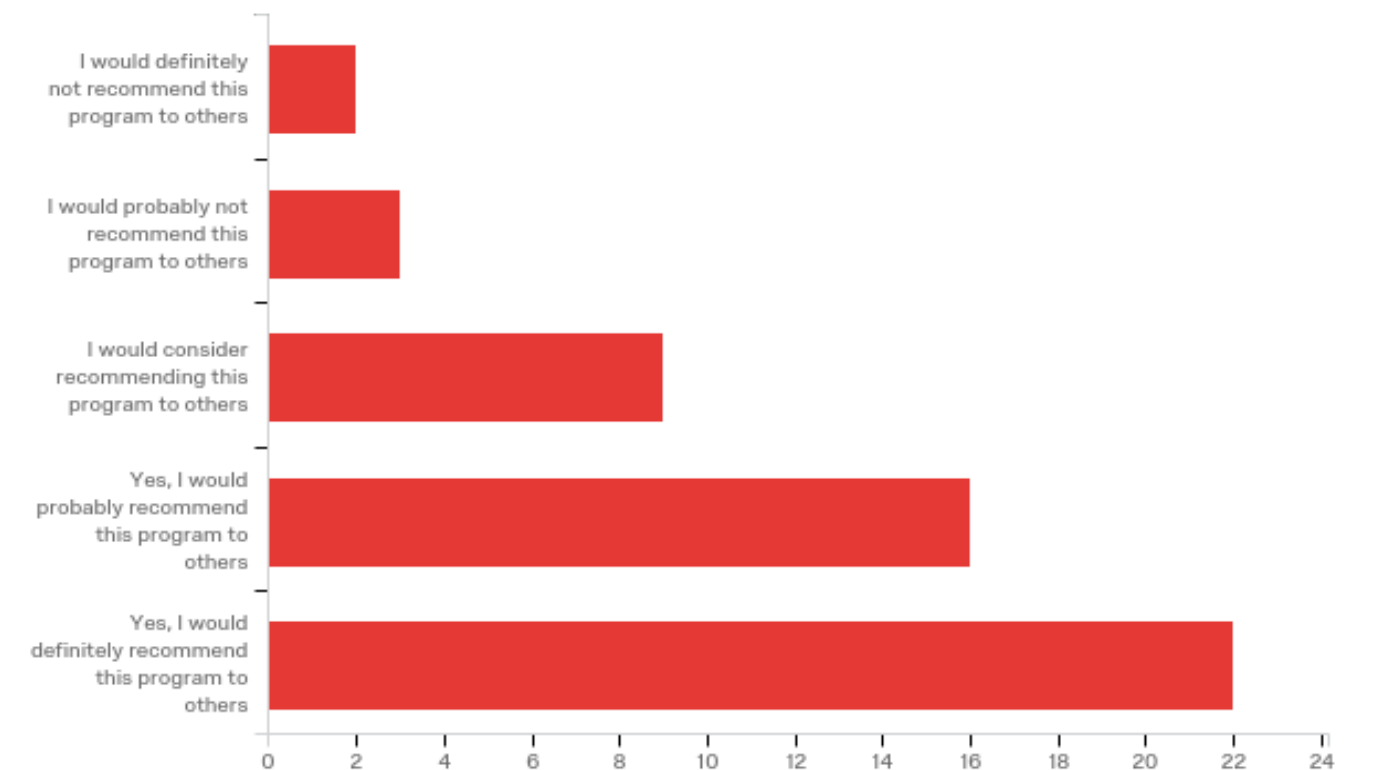
Q33 - Based on your experience so far, please indicate the overall level of satisfaction with:



Question	Very Dissatisfied		Dissatisfied		Neutral		Satisfied		Very Satisfied		Total
Your experience at Berklee's Valencia campus.	7.69%	4	1.92%	1	5.77%	3	30.77%	16	53.85%	28	52
Your program at Berklee's Valencia campus.	7.69%	4	1.92%	1	7.69%	4	42.31%	22	40.38%	21	52
Your professors at Berklee's Valencia	0.00%	0	1.92%	1	17.31%	9	32.69%	17	48.08%	25	52

campus.											
The activities at Berklee's Valencia campus.	0.00%	0	3.85%	2	26.92%	14	28.85%	15	40.38%	21	52

Q34 - Based on your experience so far, would you recommend your program at Berklee's Valencia campus to others?



Answer	%	Count
I would definitely not recommend this program to others	3.85%	2
I would probably not recommend this program to others	5.77%	3
I would consider recommending this program to others	17.31%	9
Yes, I would probably recommend this program to others	30.77%	16
Yes, I would definitely recommend this program to others	42.31%	22
Total	100%	52