

The Career Center – Haworth College of Business

Executive Summary

Semester-end Report – spring 2010

The Career Center, located in Schneider Hall, Haworth College of Business, is part of the WMU Career Network. The Career Center is dedicated to the career development of business students and engages them in experiences that help them launch satisfying careers. This is accomplished through two main strategies: 1) Career Programs and Advising, 2) Employment Services

Highlights of spring 2010: Three new programs were launched: Mentor Program with HCoB Advisory Council, MBA Career Management Seminar and the Business Externship Program.

In response to an 80 percent increase in advising requests in fall 2009 over fall 2008, group seminars on resume and cover letter development were implemented in spring 2010 to efficiently serve students in small groups in addition to 1:1.

As a result of a poor economy, college recruiting was predicted to experience a 20 percent decline. The Career Fair drew 120 employers (16 percent decrease from spring 2009). On the contrary, there was a 48 percent increase in employers posting business internships and jobs. In addition, the Career Center facilitated 552 interviews (a 34 percent increase from spring 2009). Twenty-five percent of 2009-10 graduates completed the graduate survey before leaving campus and reported an average starting salary of \$44,643.

The Career Center staff is pleased to offer an overview of the spring 2010 accomplishments and assessment data which will be used to continuously improve the career education and employment services that are offered to Haworth College of Business students.

Staff

Jessie Wagner, MS – Career Advisor
Geraldyn Heystek, MBA – Academic/Career Advisor
Caroline Ray, BBA – Employer Relations Coordinator
Danielle Field, BFA – Office Associate
Linda Ickes, MA, GCDFI – Director
Matt Larson, MBA Candidate – Graduate Assistant

Student Assistants:
Alex Grabemeyer, Management, graduated 5/10
Leanne Snyder, Undecided
Chalyn Gallop, Criminal Justice
Amber Hale, Biomedical Sciences
Patricia Smith, Human Resource Management



Premier Partners

Through their financial contributions, time and expertise, premier partners support The Career Center by sponsoring a variety of career education programs and events that help our students explore and develop their job search knowledge, gain professional skills, and launch satisfying careers.



UNIV 1020: Pre-Business Career
Exploration & Development, 1 credit

During one class period, Target Executive
Team Leaders conduct interview training
to develop students' interview skills.

Amway

Coyote Logistics

Daymon Worldwide

Enterprise Rent-a-Car

Meijer

Target

Walmart

Whirlpool



Career Olympics on February 1, 2010
Delta Sigma Pi (DSP) earned the Gold!
Employer representatives from Daymon Worldwide,
Enterprise, Meijer, Walmart and sponsors from
Edward Jones, Prudential, and Eaton judged and
offered developmental feedback on job search skills:
resume, cover letter, professional introduction, and
interviewing skills.

Career Center Contributors

Robert J. Bobb '69
John H. '77 and Susan J. Boll
The Greenleaf Companies
Haworth, Inc.
Thomas M. '77 and Melanie B. Thornton

With gratitude to the generous contributors who support the career development of business students.
Grand Opening, April 25, 2008

Budget Summary

Academic Year 2009/10 Operational Budget Overview

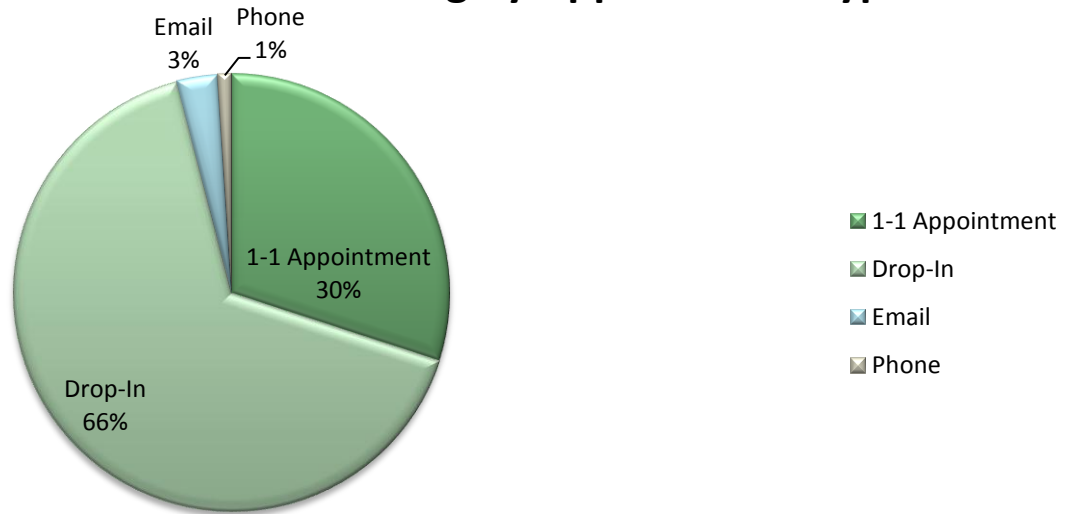
	Booked Budget	Actuals		Totals
		Summer II 2009 through Fall 2009	Spring 2010 through Summer I 2010	
Revenue (\$4900 more than booked budget)				
Pledges due/Gifts Received	\$160,026.00	\$160,026.00	\$0.00	\$160,026.00
Sponsorship Income (Partnerships)	\$25,500.00	\$29,500.00	\$10,000.00	\$39,500.00
Conferences & Special Events (Career Events)	\$51,890.00	\$38,026.98	\$4,763.48	\$42,790.46
Total	\$237,416.00	\$227,552.98	\$14,763.48	\$242,316.46
Expenses (\$16,609 less than booked budget)				
Compensation & Benefits	\$160,026.00	\$80,013.00	\$80,013.00	\$160,026.00
Operating Expenses	\$77,390.00	\$39,763.52	\$21,017.24	\$60,780.76
Total	\$237,416.00	\$119,776.52	\$101,030.24	\$220,806.76

Career Education and Advising

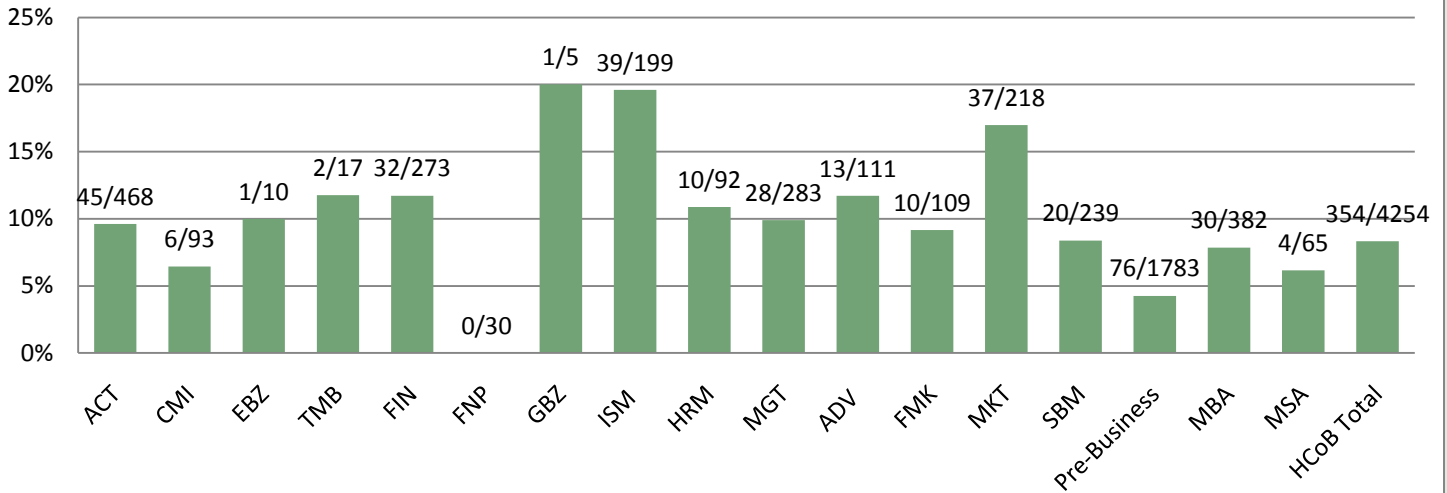
Career Advising

Career advising is offered to students and recent alumni until they launch their first professional role. During spring 2010, 449 students used drop-in advising hours on Wednesday and Thursday afternoons, and one-on-one appointments, available on Monday-Friday.

Spring and Summer I 10: Advising by Appointment Type

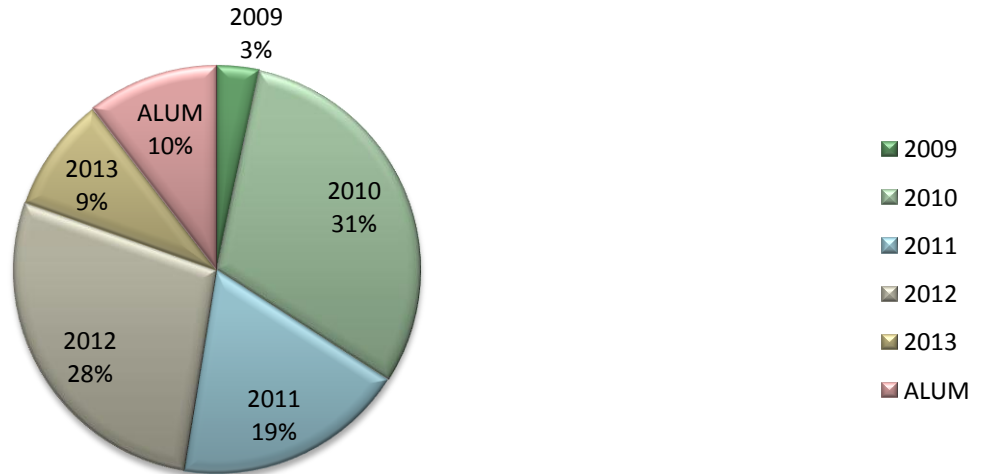


Spring and Summer I 10: Advising by Enrolled Major*

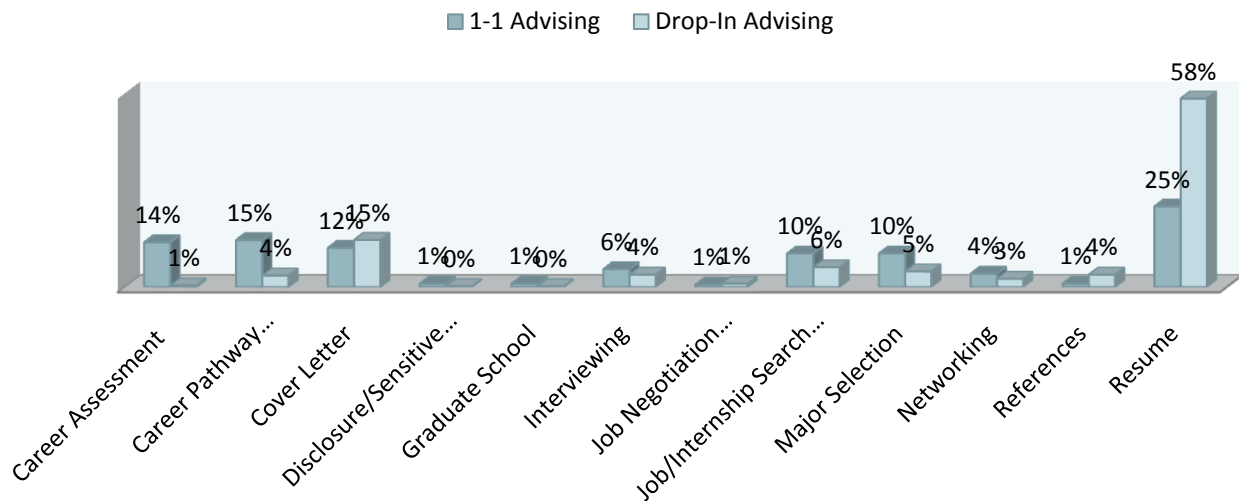


*The data represented in this graph is based on spring semester 2010 enrollment numbers provided by the Office of Student Academic and Institutional Research. The value above each bar represents the total number of students seen within each major over the total number of business students enrolled in each academic program. Major codes used in this data are used by the WMU Registrar's Office. Ninety-five (95) students pursuing non-business majors were also seen in The Career Center.

Spring and Summer I 10: Appointment by Grad Year



Spring and Summer I 10: Advising Topics**



**This data shows the reasons students' seek advising and the frequency that each advising topic is discussed.

Note: Annual Goal: 10% of total student enrollment or approximately 500 student appointments for 1:1 and drop-in advising.

Source: Lerner, Neal. "Counting Beans and Making Beans Count."

- Total Number of Student Appointments 2008-09: 690 or 138% of goal
 - Fall 2008: 281
 - Spring 2009: 409
- Total Number of Student Appointments in 2009-10: 954 or 191% of goal
 - Fall 2009: 505 (80% increase over fall 2008.)
 - Spring 2010: 449 (*10% increase over spring 2009.) *In response to 80% increase in fall, group seminars on resume and cover letters were implemented to more efficiently serve students in small groups.
- With current staffing level, appointment availability is within a 1-2 week wait time.

Career Programs: Events and Presentations



UNIV 1020: Career Exploration & Development, 1 credit

Designed for pre-business students, UNIV is a semester-long course where students enhance their understanding of self, including interests, personality and values that influence choosing an academic major and career pathway. Students also developed job search, networking, and interview skills in preparation for the internship search.

Students meet with a career advisor twice during the semester, conduct informational interviews with alumni mentors, and have lunch with and network with employer representatives during the Business Internship Panel and during the practice interview class period.

Excerpted from spring 2010 Evaluation Results:

This seminar taught me career exploration and job search methods that are useful now and in the future. *100% of the students agreed.*

The on-line MBTI and SII provided helpful reports to assist me in learning about my personality and career interests. *100 % of the students agreed.*

The one-on-one appointments with an instructor helped me with my career exploration and development. *100% of the students agreed.*

Conducting informational interviews with alumni mentors was helpful. *96% of the students agreed.*

I learned how to communicate my academic qualifications, transferable skills and attributes, and employment experience in a professional-style resume. *100% of the students agreed.*



Events

HCoB Advisory Council Mentor Program

*Jan. 14: Eight members of the Haworth College of Business Advisory Council are mentors for 27 business students. After a panel discussion and networking, the students identified their mentor choice. Ed Bernard, John Boll, Sandi Doctor, Ken Miller, Jeff Ross, Jose Santamaria, Tom Schleuter, Marc Shupan, and Aaron Zeigler participated in the Mentor Program.

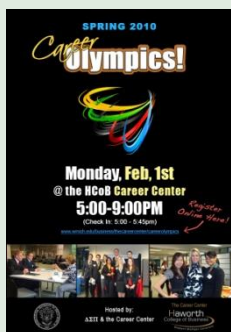


Major Info Night and Business Bash with Student Leadership Advisory Board

*Jan. 26 and 27: Representatives from professional student organizations, academic departments, the Career Center and Haenicke Institute for Global Education (Study Abroad) provided program information. Professional student organizations reported that interest and membership in their organizations has increased as a result of the Business Bash event.

Practice Interview Day with the Society for Excellence in Human Resources (SEHR)

*Jan. 29: Eight employers conducted practice interviews with students. The Society for Excellence in Human Resources student members greeted employers and student participants and assisted in staffing the event. Students (93%) said the program was highly relevant to their interest and learning needs.



Career Olympics with DSP

*Feb. 1: The Career Olympics were created as an engaging way to prepare students for Career Fair. Students rotated between four events (resume critique, cover letter critique, professional introduction/appearance, and interviewing) that were judged by employers including Aflac, Daymon Worldwide, Eaton, Edward Jones, Enterprise Rent-a-Car, Meijer, Stryker and Walmart. 95% of the students said they would definitely use what they learned.

ISM Career Night with APICS

*Feb. 3: 16 employers attended with 8 employers giving presentations followed by networking. APICS members greeted and provided professional introductions for employers. 137 students attended.



WMU Career Fair and Interviews



*Feb 4 & 5: Employers (120) attended the WMU Career Fair which is organized by Career and Student Employment Services. 33 employers conducted interviews in two locations, Bernhard Center and in the Career Center, Haworth College of Business

Presentations (Workshops and Curriculum Integration)

BUS 1750: Introduction to Business Enterprise, 17 sections

“Orientation to Career Center, BroncoJOBS, and Career Planning Using Focus”

Be a S.T.A.R.: Interview Workshop

Developed in response to employer feedback that indicated students were poorly answering behavioral interview questions and lacking adequate knowledge about the company. Students learn to answer behavioral interview questions and conduct company research. *100% of students found the program content relevant to their interest and learning needs.*

Food Marketing Pre-Conference Prep Session

“Business and Dining Etiquette Seminar”

S.T.A.R. Interview Training with Beta Alpha Psi and PricewaterhouseCooper (PWC)

Consider a Career in Financial Planning—Especially for Women!

Amy Williams, General Partner with Edward Jones Financial Services presented an overview of Edward Jones and the career opportunities available.

Whirlpool Negotiation Training

Led by the Whirlpool procurement team, ISM students participated in interactive negotiation training.

Sales Communication Training with DiSC (Sponsored by Whirlpool Corporation)

Students enrolled in Dr. Eckert’s Advanced Selling Strategies class took the DiSC style instrument and learned about their own selling style and how to adapt to different customer styles and motivations. Co-facilitated by Brent Funk, Whirlpool University Relations.

Kohler Night

Led by WMU alum, Bill Cousineau, Vice President of Operations for Kohler Company, ISM and engineering students enjoyed a professional development program and dinner with professionals from the Kohler Company.



Resume and Cover Letter Workshops for ACTY 2100 Students

Developed for Ms. Burke’s ACTY 2100 career development assignments. Students learned how to effectively market their skills and qualifications through a resume and cover letter. Approximately 100 students were served through these workshops. These workshops served students efficiently in small groups and reduced the demand for this content through 1:1 advising.

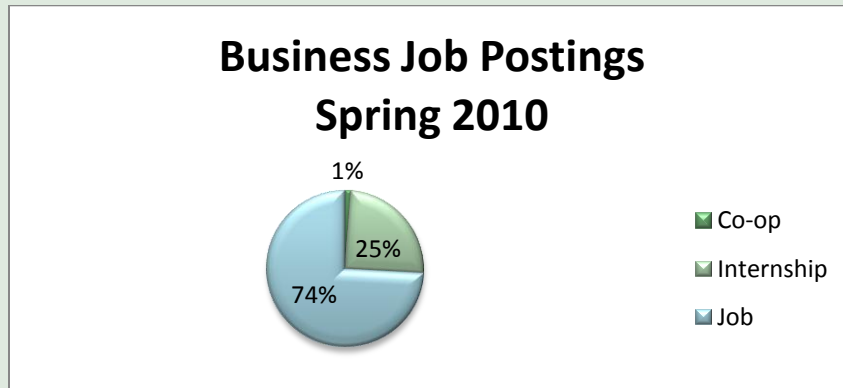
Classroom Presentations

At the request of several faculty members, presentations on interviewing, sales techniques according to personality, the Myers-Briggs Type Indicator, and 30-second commercials were delivered in classroom settings.

Employment Services

BroncoJOBS

During spring 2010, a total of 1,029 jobs (business functions) were posted with the Career Center using BroncoJOBS. (This reflects a 48% increase from spring 2009 semester.)



* 1,029 job postings. Breakdown: Co-Op -13, Internship - 253, Professional Jobs -763.

Note: Not all employers post positions on BroncoJOBS; instead, some employers prefer alternate recruiting strategies such as speaking to professional student organizations, attending career events, and/or referrals from faculty.

On-Campus Interviewing Program

The Career Center houses eight interview rooms that are used by employers to conduct interviews on campus. Employers request on-line interview schedules using BroncoJOBS or they self-schedule interviews following a job posting or attendance at a career fair, event, or networking program.

Number of employers and on-campus interviews:

<u>368</u>	Scheduled on-line through BroncoJOBS
<u>184</u>	Self-Scheduled by Employer
<u>73</u>	Total # of Employers Interviewing on Campus
<u>552</u>	Total # of Interviews organized by The Career Center



Employer Evaluation of Students Interview Skills

Interview Attire, Appearance

*98% of students met or exceeded employers' expectations

Demonstrated knowledge of company (3% improvement over spring 2009)

*97% of students met or exceeded employers' expectations

Ability to describe skills

*95% of students met or exceeded employers' expectations

Ability to effectively answer and ask questions (7% improvement over spring 2010)

*95% of students met or exceeded employers' expectations

Partial List of Employers Recruiting Business Students:

Acosta
Advantage Sales and Marketing
Aerotek
Aflac
Airgas
Amway (Premier Partner)
BlueGranite
Borgwarner
Brooksource
CBS
Cintas Corporation
Coca-Cola Enterprises
Cole Gavlas, PC
Command Transportation
ConAgra Foods
Coyote Logistics (Premier Partner)
Consolidated Graphics, Inc.
Crow Horwath LLP
Daymon Worldwide (Premier Partner)
Deloitte Services LP
EcoLab
Edward Jones Investments
Enterprise Rent-A-Car (Premier Partner)
Ernest& Julio Gallo Winery
Federal Energy Regulatory Commission
Flagstar Bank
G.A. Richards Company
Grainger Industrial Supply
Greenleaf Hospitality Group
Harley Davidson Motor Company
Harold Zeigler Lincoln Mercury
Haworth, Inc.
Hormel Foods Corporation
Jewel/Osco
Johnson & Johnson Sales and Logistics
JP Morgan Chase & Co
Kalamazoo Kings
Kellogg Company
Kohler
Kroger
LOC Enterprise
Macy's
Marathon Petroleum
Meijer (Premier Partner)
Metro Transit
Monroe-Brown Foundation
Monsanto
MSDSonline
Muskegon County-Human Resources
National City/PNC
News America Marketing
Nolan Transportation Group
Northwestern Mutual Financial Network
Oakland Human Resources Consortium
Parker Hannifin Corporation
Paychex, Inc.
Pepsi Bottling Group
Phoenix International Freight Services
Post Cereal
PricewaterhouseCoopers
Rowley Bushue & Company
RJG & Associates
Robert Bosch, LLC
Ross Mortgage
Sam's Club
Sara Lee Corporation
Spartan Stores
Speedway
Steelcase
Stryker Corporate
Stryker Instruments
Stryker Medical
Target (Premier Partner)
TDS Telecom/TDS Metrocom
Technology Connection, LLC
Texas Instruments
Thomson Reuters
Transfreight
Treasury Strategies, Inc.
U.S. Army TACOM
U.S. Dept. Of Homeland Security
U.S. Dept. of Justice
U.S. Peace Corps
University Directories
Unum
Van Buren County Human Resources
Walmart (Premier Partner)
Whirlpool (Premier Partner)
Yeo & Yeo PC
Zhang Financial

Graduate Employment Report

2009-10 Graduates

(August, December 2009 and May, June 2010 graduates surveyed upon graduation—25% participation)

Major	Graduates	Internship	Sample Job Titles	Sample Employers	Avg Starting Salary
Accountancy	133	33%	Accountant Tax Associate Staff Auditor	Deloitte Grant Thornton Auto Owners Insurance	\$45,000
Computer Information Systems	42	20%	Associate Software Developer Webmaster	Eaton Corporation Auto Owners Insurance Western Michigan University	\$45,000
Telecommunications Information Management	7	33%	IT	Thomson Reuters	*
eBizD	5	67%	UI Engineer Co-Founder Application Developer	INGage Networks BrightMenus.com GA Richards	\$47,500
Finance	121	17%	Business Analyst Financial Representative Bank Manager Real Estate Agent Relationship Manager	Auto Owners Insurance Northwestern Mutual PNC Bank Century 21 Merrill Lynch	\$47,071
Personal Financial Planning	16	40%	Sr. Financial Sales Consultant Personal Financial Planner	PNC Bank Individual Financial Planning	\$39,750
Management	131	15%	Project Manager Assistant Manager Regional Manager Underwriter	VanDam and Krusinga Bank of America Nolan Transportation Group Cameron Wilson & Associates	\$43,361
Integrated Supply Management	76	71%	Buyer Operations Supervisor Supply Chain Specialist Scheduling Coordinator Procurement Rotational Program	Stryker Exel Logistics Whirlpool Lockheed Martin Kohler Bosch Monsanto	\$50,500
Human Resources Management	38	50%	*	*	*
Marketing	97	32%	Event Planner Management Trainee Account Coordinator	American Diabetes Assoc. Roofing Insulation Supply A5 Inc	\$37,700
Advertising & Promotion	38	33%	Marketing Coordinator Administrative Coordinator Signature Contractor	Biddergy.com StructureTec Stryker Medical	\$29,300
Food & CPG Marketing	59	78%	Merchandise Associate Retail Sales Rep. Co-Manager Category Analyst	Meijer Kellogg Company Kroger Sara Lee Kraft Foods Heinen's Fine Foods	\$40,909
Sales & Business Marketing	102	31%	Sales Representative Account Executive Account Manager	Command Transportation Coyote Logistics JPMorgan Chase Ecolab MSDSonline	\$41,654

*Insufficient Data. Note: Chart includes data collected upon graduation through May 2010. A final 2009-10 graduate report will be published in September/October 2010.