

The Career Center – Haworth College of Business

Semester-end Report – fall 2011

Executive Summary

The Career Center, located in Schneider Hall, home to 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.

Highlights of fall 2011:

The Business Career Day drew 119 employers (9% increase from fall 2010) and 1006 interviews (a 5% increase from fall 2010) were scheduled in the Career Center. With a 7% increase in business internship postings from last fall, the Career Center saw a 2.5% increase in students who used advising services. The average starting salary reported by December 2011 graduates with 2 weeks of graduation was \$39,184 for BBA graduates and \$57,159 for MBA/MSA graduates.

Students in BUS 1750 completed 3 career orientation assignments and had one class period with a career advisor. Integration into BUS 1750 accomplishes an orientation to The Career Center services, registration with Broncojobs, and an orientation to career planning. An assessment of student learning outcomes was conducted and we found that 75-78% of the students demonstrated excellent knowledge of career services, Broncojobs, and career planning.

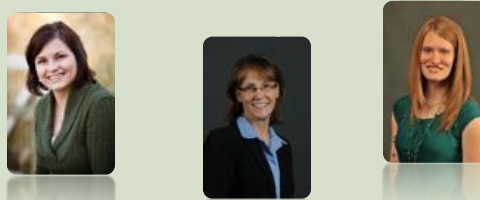
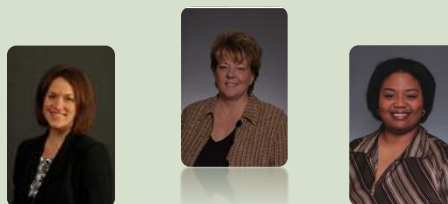
The Career Center staff is pleased to offer an overview of the fall 2011 accomplishments and assessment data which will be used to continuously improve the career development and employment services that are offered to Haworth College of Business students.

Staff

Jessie Wagner, MS, GCDF – Career Advisor
Geralyn Heystek, MBA, GCDF- Career Advisor
Caroline Ray, BBA – Employer Relations Coordinator
Shawna Cassada – Office Coordinator joined the Career Center in November
Linda Ickes, MA, GCDFI – Director
Carrie Tremble, MA, LPC – Doctoral Graduate Assistant

Student Staff:

Rachel Fuller, Pre-Business
Chalyn Gallop, Criminal Justice
Katlin Itttermann, Human Resource Management (graduated)
Patricia Smith, Human Resource Management (graduated)
Leanne Snyder, Pre-Business/Anthropology
Ashley Walker, Advertising & Promotion
Darcey Watson, Accountancy
Ade Weir, Marketing



Premier Partners

In addition to recruiting talented employees, 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.



Rajinish Sinha
IT Intern with Stryker

Coyote Logistics

CH Robinson

Enterprise Rent-a-Car

Kraft Foods

Meijer

Stryker

Walmart



Pam McIntosh
Sales Representative with Kraft Foods
Food & CPG Marketing, 2010

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

Financials

Fall 2011

July 1 through December 31, 2011

The full-time staff positions in the Career Center are funded by the gift from the contributors who established initial funding for The Career Center.

Follows is a summary of The Career Center's annual operating budget which is funded through event registration, employer premier partnerships, sponsorships, and grants:

Revenue	\$41,045
Outstanding Revenue from fall 2011 events	\$30,576
Total Revenue	\$71,621
Operating Expenses	\$55,661

Career Education and Advising

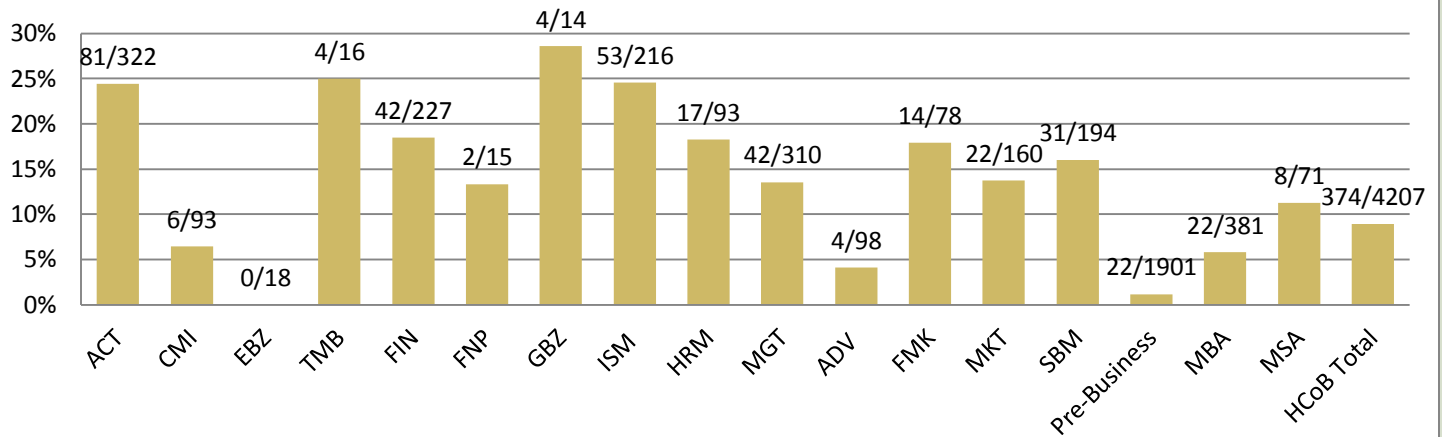
Career Advising

Career advising is offered to students and recent alumni until they launch their first professional role. During fall 2011, **417** (2.5% increase from fall 2010) students visited for drop-in hours or one-on-one appointments.

Summer II & Fall 2011 Advising by Appointment Type

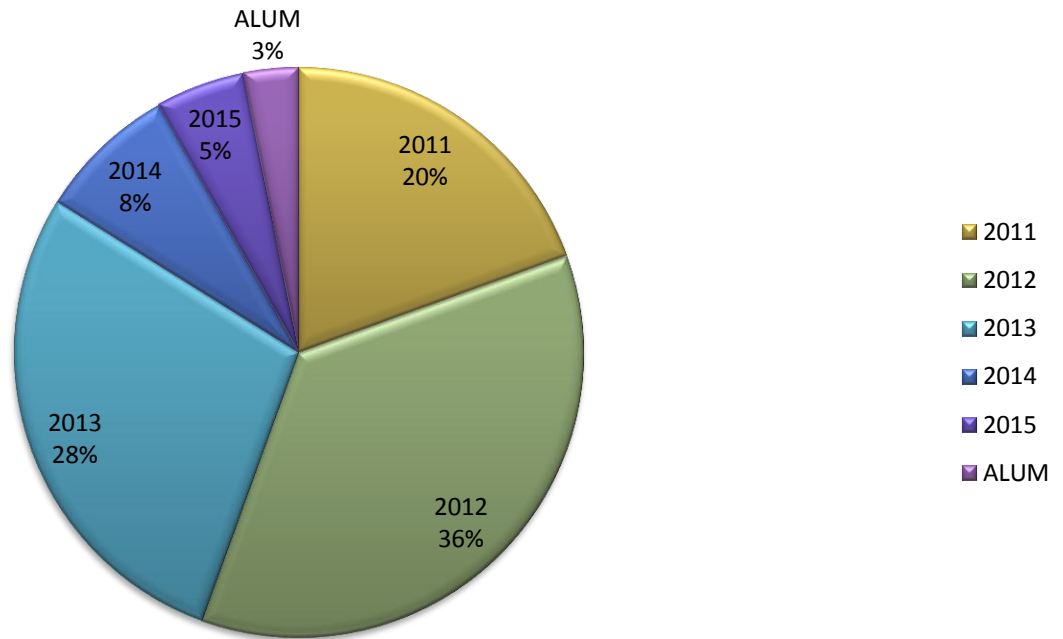


Summer II & Fall 2011 Advising by Enrolled Major*

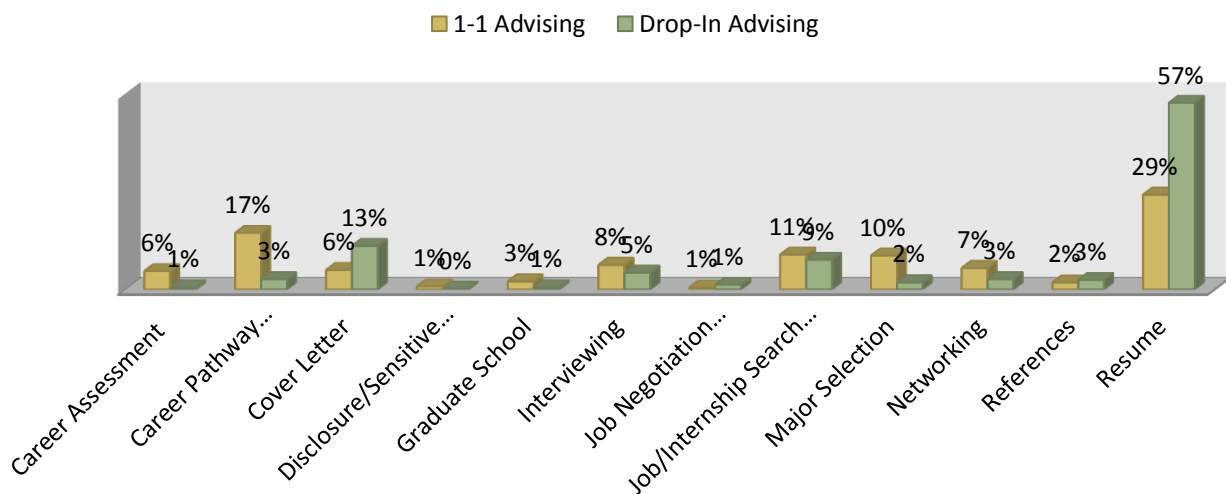


* The value above each bar represents the total number of students seen within each major over the total number of business students enrolled in each academic program. Thirty-seven (37) students pursuing non-business majors were also seen in The Career Center.

Summer II & Fall 2011 Appointment by Grad Year



Summer II & Fall 2011 Advising Topics



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

*The following results are from a **satisfaction survey** conducted with students who sought advising during the fall 2011 semester.

-96% of the students agreed that the advisor helped them think about their skills, interests, personality and values when making career choices.

-94% of the students agreed that they felt more prepared to communicate their skills to employers through their resume, cover letter and interviewing skills.

-Students reported that after their visit to the Career Center, they felt more confident using Broncojobs, the Career Development Guide, LinkedIn, the Business iWebfolios and O*Net Online.

Career Programs: Events and Instruction



UNIV 1020: Career Exploration & Development, 1 credit

Designed for pre-business students, 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 met with a career advisor once during the semester, conducted informational interviews with alumni mentors, and networked with employer representatives during the Business Internship Panel and during the practice interview class period.

One sections of U1020 was offered in fall 2011.

Excerpted from fall 2011 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.

100% of the students strongly 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.



BUS 1750: Introduction to Business Enterprise

Three self-instructional modules followed by one class period facilitated by a career advisor accomplishes an orientation to The Career Center, Broncojobs, and exposure to career planning.

By reviewing a sampling of completed assignments, an assessment of student learning was conducted.

Objectives and Outcomes

The students will be able to:

1. Describe career development services and programs available to pre-business students.

75% of the students (96 out of 128 sampled) earned a 100% score on the quiz.

2. Use BroncoJOBS to find and apply for jobs, publish a resume, and locate interview schedules.

70% of the students (60 out of 86 sampled) earned a 100% score on the quiz.

3. Describe how work interests correlate to academic majors.

77% of the students agreed that they were more aware of their career interests and the correlation with choosing an academic major.

4. As a result of the career action plan exercise during The Career Center's class visit, my motivation to get involved in opportunities that will build my career experience has increased.

78% of the students agreed with this statement; 20% were neutral and 2% disagreed.

Events

Major Info Night and Business Bash with Student Leadership Advisory Board

*Sept. 21 and 22: Sponsored by the Premier Partners of The Career Center, Business Bash draws student organizations, academic departments, the Career Center and Haenicke Institute for Global Education (Study Abroad) together to engage students in the Haworth College of Business community. Student Leadership Advisory Board members reported that the membership in their organizations has increased as a result of organizing Business Bash each semester.

Resume Critique Night

*Oct 3: Over 40 students visited The Career Center to polish their resumes before attending the Business Career Day. Students met and received suggestions from Career Center staff, Business Communication faculty, and employer representatives from Kellogg's and Wal-Mart.

Practice Interview Day with SBMA

*Oct 7: Ten (10) employers conducted practice interviews with 77 students. The Sales and Business Marketing Association greeted employers and student participants and assisted in staffing the event. Students (100%) said the program was relevant to their learning needs and they would use the feedback to improve their interviewing skills.



ISM Career Night with APICS

*Oct 12: ISM Career Night drew 28 (47% increase from fall 2010) employers, with 12 giving presentations followed by networking with 140 students. Student members of APICS hosted the event.



Food Marketing Career Night with FMA

*Oct. 26: Food Marketing Career Night was successful with 15 employers and over 85 students attending. The Food Marketing Association students attended employer presentations followed by networking.



Business Career Day

*Oct. 27: With a 9% increase over last year, 119 employers attended the annual Business Career Day. Hosted by Alpha Kappa Psi, approximately 1200 students attended.



Career Day Interviews

*Oct. 28: Twenty-eight (28) employers conducted interviews following the Business Career Day.



Business Internship Panel

*November 9: Five employers discussed their internship programs: C.H. Robinson, Coyote Logistics, Enterprise Rent-a-Car, Meijer, and Wal-Mart. Approximately 40 students attended the panel of which a smaller group had lunch with the employers.

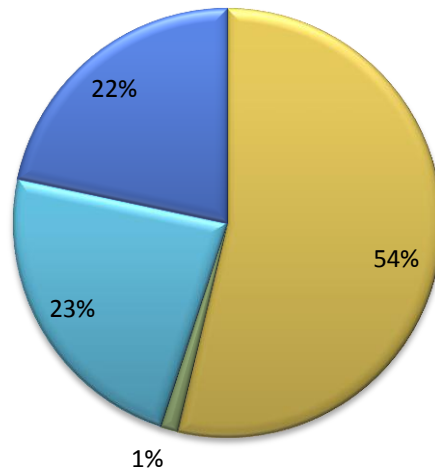
Employment Services

BroncoJOBS

A total of 1180 business-related jobs were posted on BroncoJOBS.

Business Job Postings Fall 2011

■ Full-time Jobs ■ Co-Op ■ Internships ■ Other Jobs



* 639 Full-Time job postings, Co-Op -16, Internship – 277, Other Jobs: 258 Note: Not all employers post positions on BroncoJOBS; instead, some employers prefer alternate recruiting strategies such as speaking to a professional student organization or attending a career event.

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.

599 Scheduled on-line through BroncoJOBS

407 Self-Scheduled by Employer

69 Total # of Employers Interviewing on Campus

1006 Total # of Interviews organized by The Career Center



Partial List of Employers Recruiting WMU Students

Acosta
Advantage Sales and Marketing
Aerotek
Aflac
Accretive Health
ADP-Automatic Data Processing
BlueGranite
Borgwarner
Brooksource
C.H. Robinson (Premier Partner)
Cintas Corporation
Coca-Cola Enterprises
Cole Gavlas, PC
Command Transportation
ConAgra Foods
Coyote Logistics (Premier Partner)
Consolidated Graphics, Inc.
Crow Horwath LLP
Disney Worldwide Services
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
Hantz Group
Harold Zeigler Lincoln Mercury
Haworth, Inc.
Hormel Foods Corporation
Jewel/Osco
Johnson & Johnson Sales and Logistics
JPMorgan Chase & Co
J. M. Smucker Company
Kellogg Company
Kohler
Kraft Foods (Premier Partner)
Kroger Company
Macy's
Marathon Petroleum
Meijer (Premier Partner)
Metro Transit
Michigan Civil Service Commission
Monsanto
MSDSonline
Nestle'
New York Life
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
Red Frog Events
RJG & Associates
Robert Bosch, LLC
Quad Graphics
Sam's Club
Sara Lee Corporation
Spartan Stores
Schawk
Speedway SuperAmerica
Steelcase
Stryker Corporate Office (Premier Partner)
Stryker Instruments (Premier Partner)
Target Stores
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
Waddell & Reed
Walmart (Premier Partner)
Whirlpool
Yeo & Yeo PC
Zhang Financial

Graduation Survey

August and December 2011 Graduates "At Graduation" First Destination Summary

Forty-Nine (49%) of Haworth College of Business graduates responded within 2 weeks of graduation

Bachelor of Business Administration Major	Average Starting Salary Salary Range	Sample Job Titles	Sample Employers
<p style="text-align: center;">Accountancy 31/70 graduates responded</p> <p style="text-align: center;">Employed FT, 32% Employed PT, 13% Continuing Education, 16% Post-graduate Internship, 26% Not Seeking Employment, 3% Seeking Employment, 10%</p>	<p>\$48,929 \$37,500 - \$62,500</p>	<p>Finance Specialist Staff Accountant Staff Auditor Auditor</p>	<p>Deloitte Stryker Corporation Plante & Moran Doeren Mayhew</p>
<p style="text-align: center;">Advertising & Promotion 11/23 graduates responded</p> <p style="text-align: center;">Employed FT, 18% Employed PT, 27% Post-graduate Internship, 10% Declined to Answer, 18% Seeking Employment, 27%</p>	*	*	*
<p style="text-align: center;">Computer Information Systems 10/23 graduates responded</p> <p style="text-align: center;">Employed FT, 50% Employed PT, 20% Continuing Education, 10% Self Employed, 10% Volunteering, 10%</p>	<p>\$55,000 \$37,500 - \$77,500</p>	<p>Computer Systems Administrator IT Department Technology Specialist</p>	<p>Wright Coating Technologies HUMANeX Ventures Compuware</p>
<p style="text-align: center;">Electronic Business Design 1/4 graduates responded</p> <p style="text-align: center;">Employed FT, 100%</p>	*	*	*
<p style="text-align: center;">Finance 7/50 graduates responded, 14%</p> <p style="text-align: center;">Employed FT, 100%</p>	<p>\$40,000 \$32,500 - \$62,500</p>	<p>Financial Representative Financial Planning Assistant Financial Advisor Mortgage Loan Originator</p>	<p>Northwestern Mutual Zhang Financial New York Life Towne Mortgage Company</p>
<p style="text-align: center;">Food & Consumer Packaged Goods Marketing 0/5 graduates responded</p>	*	*	*
<p style="text-align: center;">General Business 0/2 graduates responded</p>	*	*	*

<p>Human Resources Management 14/28 graduates responded, 50%</p> <p>Employed FT, 64% Continuing Education, 14% Seeking Employment, 22%</p>	<p>\$36,250 \$27,500 - \$62,500</p>	<p>Management Trainee Customer Service Manager Operations Analyst II Assistant Manager HR Generalist</p>	<p>Edward Rose and Sons Multi Family Home Real Estate PNC Bank Abercrombie & Fitch</p>
<p>Integrated Supply Management 25/39 graduates responded, 64%</p> <p>Employed FT, 80% Employed PT, 4% Continuing Education, 8% Seeking Employment, 8%</p>	<p>\$57,250 \$42,500 - \$85,000</p>	<p>Buyer Global Purchasing & Supply Chain Material Planner Production Planner Procurement Coordinator Supply Chain Administrator</p>	<p>Ford Motor Company General Motors Gentex John Deere Kellogg's Hydro Aluminum</p>
<p>Management 13/38 graduates responded, 34%</p> <p>Employed FT, 37% Employed PT, 39% Self Employed, 8% Military Service, 8% Seeking Employment, 8%</p>	<p>\$32,500 \$27,500 - \$37,500</p>	<p>Team Leader Sales Member Solutions Representative Retail Sales</p>	<p>MPI Research State Farm Insurance First Community Federal Credit Union</p>
<p>Marketing 19/44 graduates responded, 43%</p> <p>Employed FT, 47% Employed PT, 16% Not Seeking Employment, 5% Seeking Employment, 32%</p>	<p>\$35,000 \$32,500 - \$37,500</p>	<p>Customer Service Manager Administrative Assistant Account Manager Area Sales Manager</p>	<p>Zazios Immigration Law Firm Logistics University Directories</p>
<p>Personal Financial Planning 0/2 graduates responded</p>	<p>*</p>	<p>*</p>	<p>*</p>
<p>Sales & Business Marketing 35/56 graduates responded, 63%</p> <p>Employed FT, 86% Employed PT, 8% Seeking Employment, 6%</p>	<p>\$41,042 \$32,500 - \$62,500</p>	<p>Sales Associate Sales Account Executive Marketing Associate Mortgage Banker Transportation Sales Rep Leadership Associate</p>	<p>MSDSonline Schneider Logistics Stryker Quicken Loans CH Robinson Consolidated Graphics</p>
<p>Telecommunications Information Management 1/4 graduates responded</p> <p>Employed FT, 100%</p>	<p>*</p>	<p>*</p>	<p>*</p>

<p>Master of Science, Accountancy 14 graduates responded</p> <p>Employed FT, 86% Post-graduate Internship, 7% Seeking Employment, 7%</p>	<p>\$50,682 \$32,500 - \$52,500</p>	<p>Financial Analyst Accountant Tax Associate Assurance Associate Associate Tax Staff</p>	<p>Stryker Fisher Spiegel Kunkle & Gerber BDO USA, LLP Ernst and Young PricewaterhouseCoopers Crowe Horwath</p>
<p>Master of Business Administration 28/42 graduates responded</p> <p>Employed FT, 75% Employed PT, 7% Self Employed, 4% Seeking Employment, 14%</p>	<p>\$63,636 \$37,500 - \$85,000</p>	<p>Financial Analyst Risk Manager Associate Brand Manager Senior Financial Analyst Treasury Analyst Group Sales Account Executive</p>	<p>Stryker Whirlpool Kellogg Company Spectrum Health Pharmaceutical Research Palace Sports and Entertainment</p>