

The Career Center – Haworth College of Business

2009-10

Semester-end Report – fall 2009

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. This is accomplished through two main strategies: 1) Career Programs and Advising, 2) Employment Services

Highlights of fall 2009: Five new programs were launched, the Career Leadership Seminar, Food Marketing Career Night, STAR Interview Workshop, Career Olympics, and the Business Externship Program. As a result of a poor economy, college recruiting was predicted to experience a 20% decline. The Business Career Day drew 100 employers (18% decrease from fall 2008 and we facilitated 725 interviews (a 9% decrease from fall 2008). However, we saw a 5% increase in job postings, which we believe is a result of our outreach to employers who eliminated travel from their college recruiting budgets. A small number of December 2009 graduates completed the graduate survey before leaving campus and reported an average starting salary of \$47,046.

The Career Center staff is pleased to offer an overview of the fall 2009 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 – Director
Matt Larson, MBA Candidate – Graduate Assistant

Not Pictured:

Alex Grabemeyer, Management – Student Assistant
Leanne Snyder, Undecided – Student Assistant
Chalyn Gallop, Criminal Justice – Student Assistant



*Great Academics
Great Experiences
Great Careers!*

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

Premier Partners

Through their 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.



Amway

Coyote Logistics

Enterprise Rent-a-Car

Meijer

Target

Walmart

Whirlpool



Coyote Logistics recruiting team at Business Career Day, Oct 1, 2009

Coyote reported making 5 offers to WMU students, all 5 accepted!

Practice Interview Day on Sept. 18, 2009 with members of the Sales & Business Marketing Association (SBMA).

Employer representatives from Amway, Enterprise, Meijer, Target, and Whirlpool conducted practice interviews and gave students feedback.

Faculty Advisory Committee

Faculty members, representing all departments, help The Career Center integrate successfully into the college's operations. During fall 2009, faculty provided input, feedback and support on the development of the following guidelines, programs and new initiatives:

- Professional (On-Campus Interviewing) Guidelines for Students
- Business Bash format changes and improvements for 2010
- Integration of orientation to Career Center and career planning into BUS 1750
- Senior Send-off Program with Student Leadership Advisory Board
- Integration of "Great Academics, Great Experiences, Great Careers" model into new undergraduate student fall orientation
- MBA Career Management Seminar for 2010 with Graduate Policy Council
- Launch of Business Externship Program
- Development of major-specific career pathway resources
- Promotion of study abroad internship programs

Budget

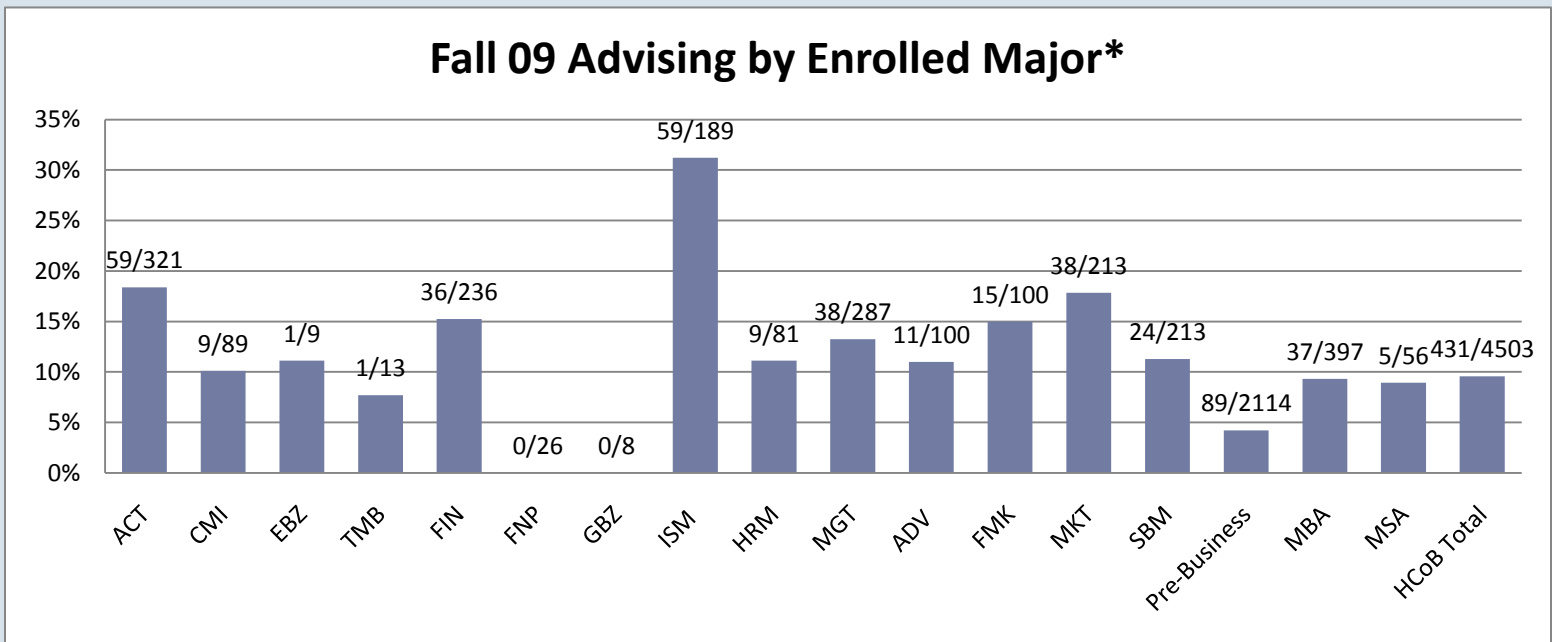
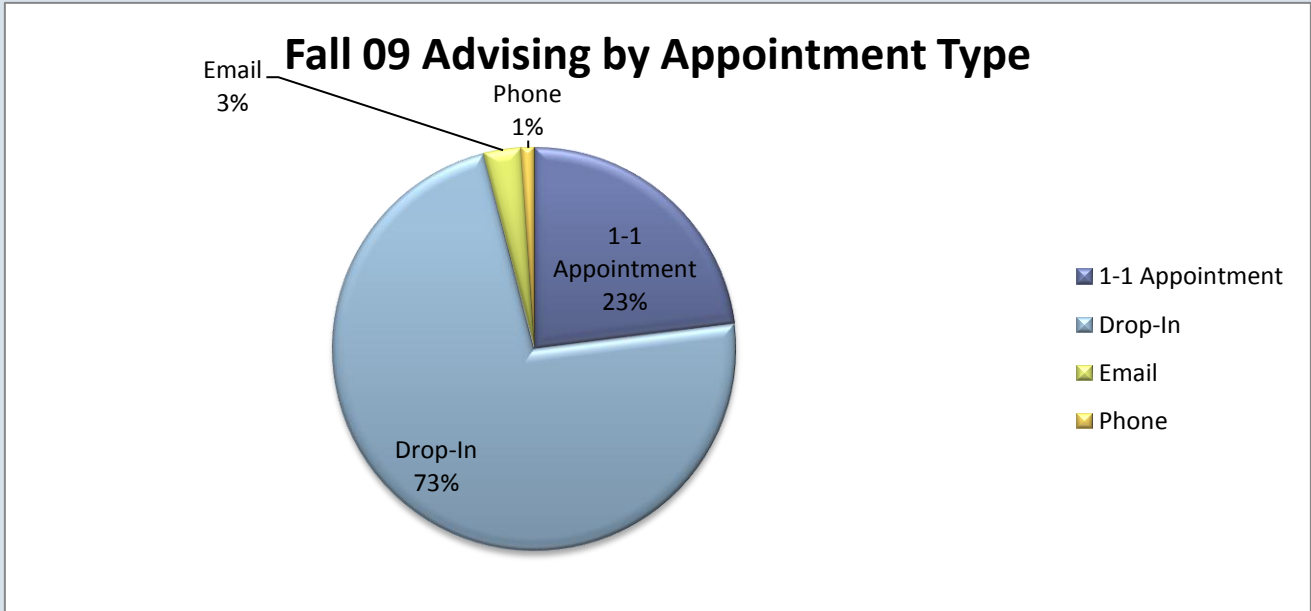
Fall 2009
July 1 - December 31, 2009

	Booked Budget	Estimated Actuals
Revenue		
Pledges Due/Gifts Received	\$160,026.00	\$160,026.00
Sponsorship Income (Partnerships)	\$25,500.00	\$29,500.00
Conferences & Special Events (Career Events)	\$51,890.00	\$38,027.00
Total	\$237,416.00	\$227,553.00
Expenses		
Compensation & Benefits	\$160,026.00	\$80,013.00
Operating Expenses	\$77,390.00	\$39,688.00
Totals	\$237,416.00	\$119,701.00

Career Education and Advising

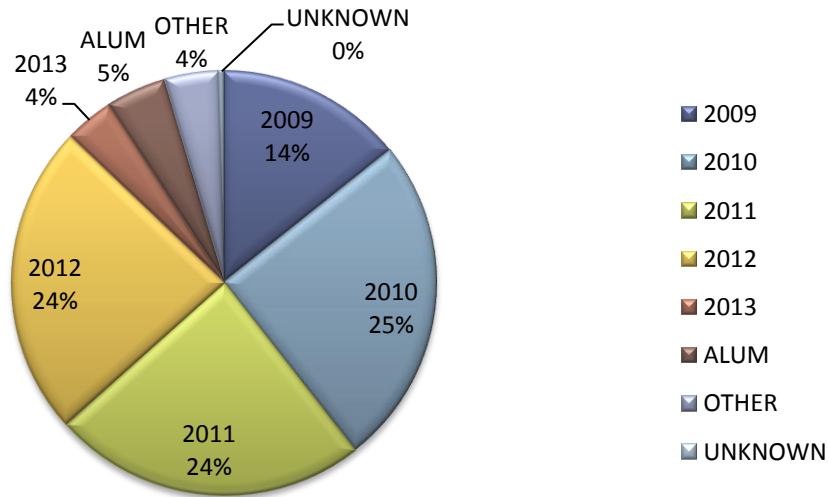
Career Advising

Career advising is offered to students and recent alumni until they launch their first professional role. During Fall 09, 505 student visits occurred during 20-minute drop-in hours on Tuesday and Wednesday afternoons, and one-on-one appointments, available on Monday-Friday. This represents a 19% increase from spring 2009 semester.



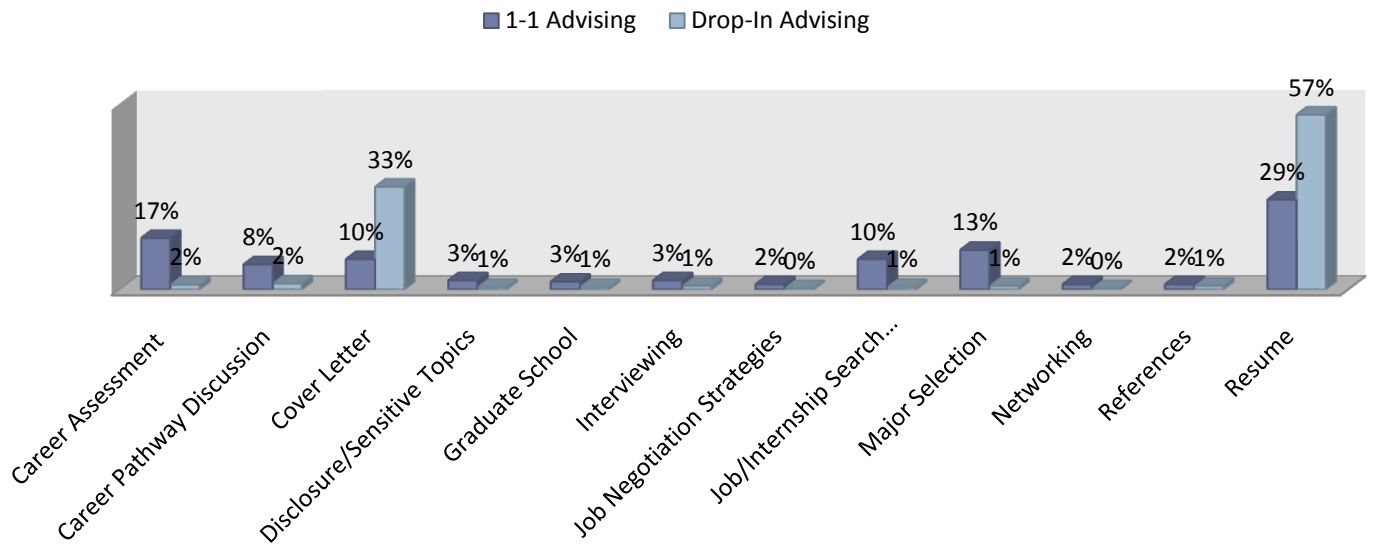
*The data represented in this graph is based on fall semester 2009 enrollment numbers provided by the Office of Student Academic and Institutional Research. The value above each bar represents the total number of students seen within each major over the total number of business students enrolled in each academic program. Major codes used in this data are used by the WMU Registrar's Office. 74 students pursuing non-business majors were also seen in The Career Center.

Fall 09 Appointment by Grad Year



*Other indicates graduate years other than those listed above.

Fall 09 Advising Topics**



**This data shows the reasons students seek advising and the frequency that each advising topic is discussed. Advising on topics that guide students in selecting a major and deciding on a career pathway increased over fall 08.

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 in Fall 2008: 281 or 59% of annual goal
- Total Number of Student Appointments in Spring 2009: 409 or 82 % of annual goal
- Total Number of Student Appointments in Fall 2009: 505 or 101% of annual goal

Career Programs: Events and Presentations

Career Leadership Seminar



The Career Leadership Seminar is a 6-part non-credit seminar designed for undecided 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.

Sponsored by Meijer, Aflac, Stryker and Target, the seminar concluded with an etiquette dinner with employer representatives, faculty and career center staff. Each student is recognized with a bookstore \$100 gift card and certificate of completion.

Excerpted from fall 2009 Evaluation Results:

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

#4: This seminar helped me decide on a major and/or career direction according to my interests, personality, and/or values. *92% of the students agreed.*

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

#8: The one-on-one appointments with an instructor helped me with my career exploration and development. *92% of the students agreed.*

#11: Conducting informational interviews with professionals and alumni was helpful. *92% of the students agreed.*

#15: I learned how to communicate my academic qualifications, transferable skills and attributes, and employment experience in a professional-style resume. *92% of the students agreed.*



Events (Networking and Student Development)

Practice Interview Day with SBMA

*Sept. 18: Eight employers conducted 71 practice interviews with students. The Sales and Business Marketing Association greeted employers and student participants and assisted in staffing the event. Students (97%) said the program was relevant to their interest and learning needs.

Business Bash with Student Leadership Advisory Board

*Sept. 22 and 23: Sponsored by Target, Charter One Bank and Meijer. 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.



Career Olympics with DSP

*Sept. 24: The Career Olympics were created as an engaging way to prepare students for Career Day. Students rotated between four events (resume critique, cover letter critique, professional introduction/appearance, and interviewing) that were judged by employers including: Amway, HUMANeX Ventures, Aflac, Allegra Print & Imaging, Kellogg's, and Charter One Bank. The top 3 teams, top 3 individuals, and top registered students organization were recognized with medals and the Bronco Cup.



Food Marketing Career Night with FMA



*Sept. 30: The first Food Marketing Career Night was successful with 15 employers and 85 students attending. Informational presentations were followed by networking the evening before Career Day.



ISM Career Night with APICS



*Sept. 30: 16 employers attended with 8 employers giving presentations followed by networking. APICS members greeted and provided professional introductions for employers. 137 students attended.

Business Career Day

*Oct. 1: Employers (100) attended Career Day which is organized by the Career Center and Alpha Kappa Psi Career Day Director and Co-Director, Haworth College of Business. An estimated 1800 to 2000 students attended.



Career Day Interviews

*Oct. 2: 27 employers conducted interviews following Career Day in two locations, Bernhard Center and Career Center

Business Internship Panel

*October 22: Six employers discussed their internship programs and provided information to students on how to apply. An estimated 30 students attended.



CIS Career Development Day with BTN

*November 6: The sixth CIS Career Development Day included Amway, Auto-Owners Insurance, Thomson Reuters, and Steelcase. Presentations were given by each employer, followed by a panel and networking. 21 students attended.



Presentations

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

This workshop was created as the result of feedback from employers who indicated that students were struggling to answer behavioral interview questions and demonstrate knowledge about the company. This 2-hour workshop assisted students with answering behavioral interview questions and conducting company research. *100% of students found the program content relevant to their interest and learning needs.*

BUS 1750: Introduction to Business Enterprise, 45 sections

"Orientation to Career Center, BroncoJOBS, and Career Planning Using Focus"

BUS 3700: Integrated Communication in Business, MGMT 2800

"30 Second Commercials," "Be a S.T.A.R. Interview Workshop," "Interview Training with Kellogg's"

Food Marketing Association Meeting, APICS Meeting, MKTG 2900: Food & CPG Industries

"Business, Dining Etiquette and Employer Networking Workshop"

FYE: Pre-Business Section

"MBTI – Discovering your personality preferences"

MGMT 3250: Human Resource Management

"Job Search Techniques in an Economic Recession"

MKTG 4700: Business Marketing Strategy

"Selling Techniques Related to Your MBTI Personality Profile"

Employment Services

BroncoJOBS

A total of 1034 jobs (business function) were posted on BroncoJOBS.



* 1034 job postings: Co-Op -12, Internship – 168, Other Jobs: 854. 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.

<u>454</u>	Scheduled on-line through BroncoJOBS
<u>270</u>	Self-Scheduled by Employer
<u>61</u>	Total # of Employers Interviewing on Campus
<u>725</u>	Total # of Interviews organized by The Career Center



Partial List of Employers Recruiting WMU Students, Fall 2009 (689 total)

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
Lewis Reed & Allen P.C.
LOC Enterprise
Macy's
Marathon Petroleum
Meijer (Premier Partner)
Metro Transit
Monroe-Brown Foundation
Monsanto
MSDSonline
Muskegon County-Human Resources
National City
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
Steak N Shake
Steelcase
Stryker Corporate Office
Stryker Instruments
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 Survey

Undergraduate December 2009 Graduates

Major	Average Starting Salary Salary Range	Percent of students reporting an internship
Accountancy	48,000 \$40,000 - \$55,000	67%
Computer Information Systems	52,000 \$48,000 - \$53,000	75%
Telecommunications Information Management	\$43,000 \$40,000 - \$45,000	*
eBizD	*	*
Finance	\$53,000 \$40,000 - \$65,000	70%
Personal Financial Planning	*	*
Management	\$41,000 \$24,000 - \$55,000	25%
Integrated Supply Management	\$54,667 \$45,000 - \$60,000	100%
Human Resources Management	\$35,000 - \$43,000	*
Marketing	\$39,000 \$38,000 - \$40,000	*
Advertising & Promotion	*	*
Food & CPG Marketing	*	*
Sales & Business Marketing	\$48,750 \$24,000 - \$85,000	80%
Telecommunications Information Management	\$40,000 - \$45,000	*

*Insufficient response rate