

# The Career Center – Haworth College of Business

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## Executive Summary

### Semester-end Report – spring 2011

[The Career Center](#) facilitates career exploration and professional development through innovative programming and advising, empowering students to launch satisfying business careers.

#### Highlights of spring 2011:

Despite the gloomy national labor market situation, the college segment of the market was predicted to rebound this year; however, bachelor level starting salaries decreased slightly over the last two years. While overall hiring across all degrees was expected to increase 3%, hiring at the **Bachelor's level was expected to surge by 10%** according to the 4,600 employers who responded to Michigan State University's *Recruiting Trends 2010-2011* survey.

At WMU, the Career Fair drew 137 employers, a 12% increase over spring 2010. Employers posted a 14% increase of business internships and jobs over last year and 465 interviews were scheduled in the Career Center.

As a result of new outreach initiatives, 60% of 2010-11 graduates (35% increase over 2009-10) completed the graduation survey with an average starting salary of \$42,540 for BBA graduates, \$46,650 for MSA and \$65,612 for MBA graduates.

The Business Externship Program, a career exploration program that matches pre-business students with mentors, earned recognition as co-coordinators Geralyn Heystek and Jessie Wagner presented at two conferences: National Academic Advising Association (NACADA) and the National Career Development Association (NCDA).

The Career Center team is proud to offer an overview of the spring 2011 career programs and employment services that are offered to Haworth College of Business students.

## Staff

Jessie Wagner, MS – Career Development Specialist  
Geralyn Heystek, MBA – Academic/Career Development Specialist  
Caroline Ray, BBA – Employer Relations Coordinator  
Danielle Field, BFA – Office Associate  
Linda Ickes, MA, GCDFI – Director  
Carrie Tremble, MA, LPC, Doctoral Candidate – Graduate Assistant

#### Student Assistants:

Darcey Watson, Accountancy  
Ashley Walker, Advertising and Promotion  
Katlin Ittermann, Human Resource Management  
Leanne Snyder, Business and Anthropology  
Chalyn Gallop, Criminal Justice  
Patricia Smith, Human Resource Management



**The Career Center**  
Haworth College of Business

WESTERN MICHIGAN UNIVERSITY



## 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 students explore and develop job search knowledge, gain professional skills, and launch satisfying careers.



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

Rick Miller of Target Stores conducts interview training to coach pre-business students in their internship search.

**Coyote Logistics**

**Daymon Worldwide**

**Enterprise Rent-a-Car**

**Meijer**

**Target**

**Walmart**



**Practice Interview Day**

Eric Older of Daymon Worldwide conducted practice interviews with marketing students to assist them in developing behavioral 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

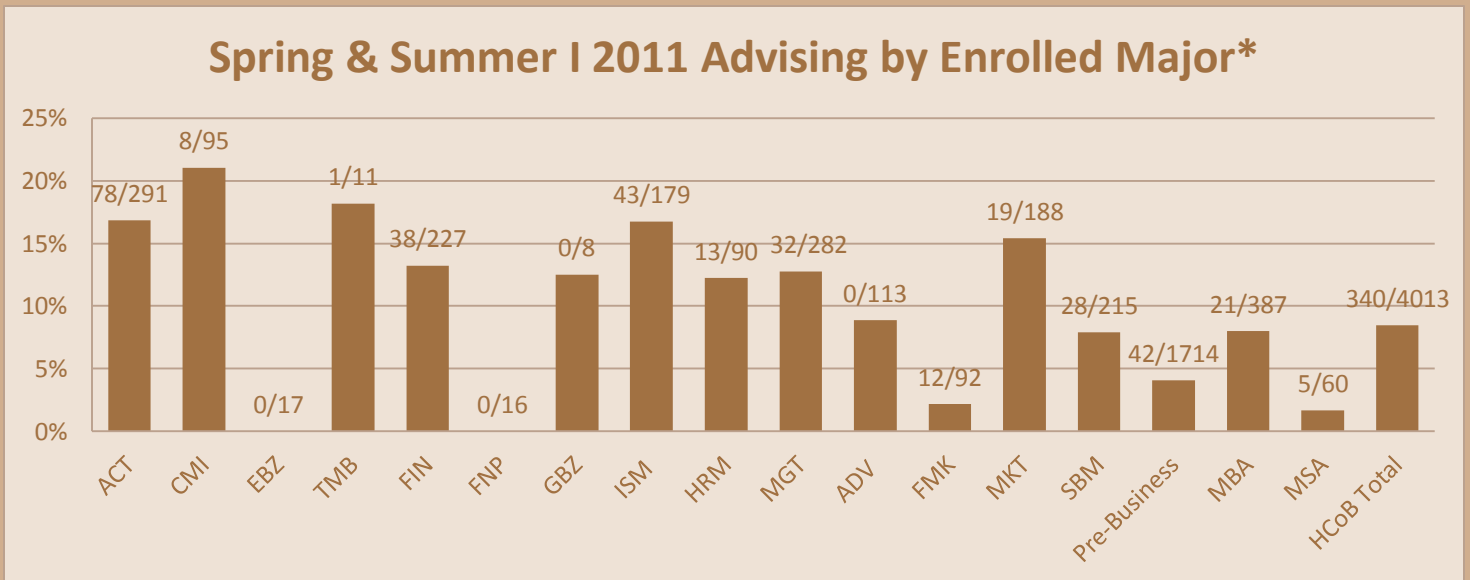
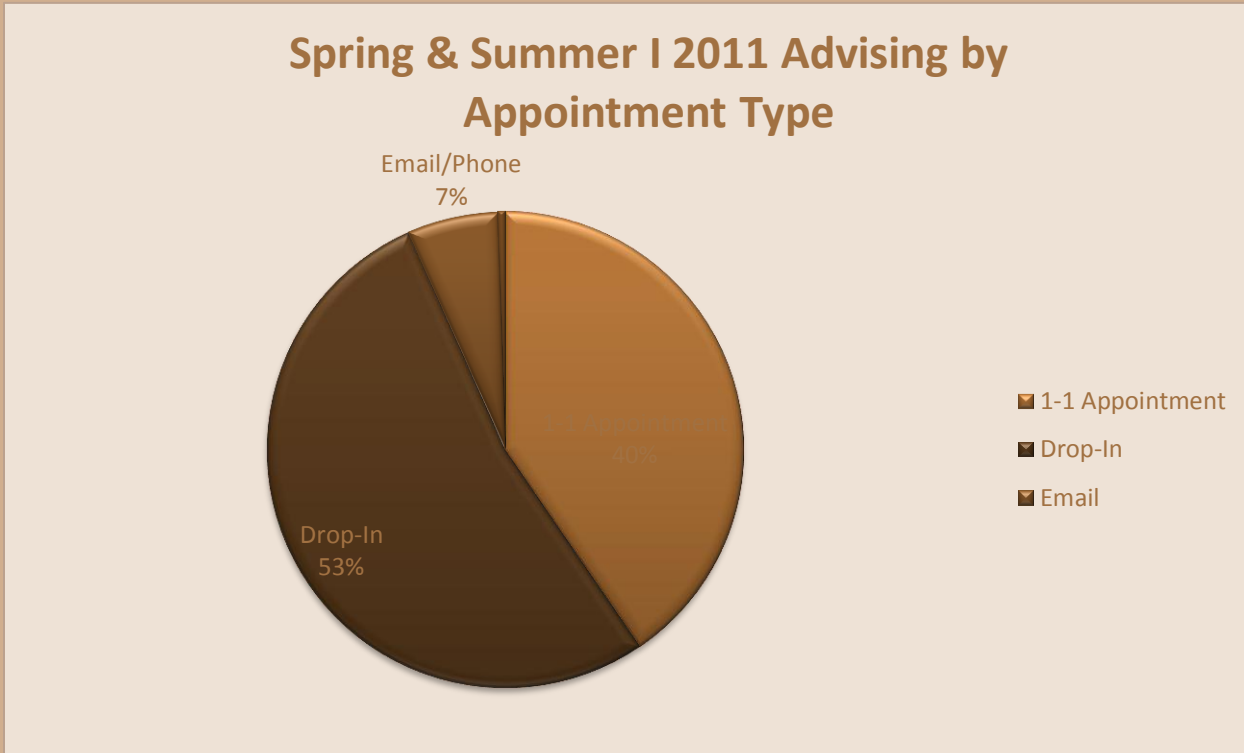
# Budget Summary

## Academic Year 2010-11 Operating Budget

	Actuals		Totals
	Summer II 2010 through Fall 2010	Spring 2011 through Summer I 2011	
<b>Revenue</b>			
Pledges/Gifts Received	\$160,026.00	\$0.00	\$160,026.00
Sponsorship Income (Partnerships)	\$21,590.00	\$3,850.00	\$25,440.00
Conferences & Special Events (Career Events)	\$42,944.55	\$5,824.89	\$48,769.44
<b>Total</b>	<b>\$224,560.55</b>	<b>\$9,674.89</b>	<b>\$234,235.44</b>
<b>Expenses</b>			
Compensation & Benefits	\$80,013.00	\$80,013.00	\$160,026.00
Operating Expenses	\$31,688.08	\$23,088.91	\$54,776.99
<b>Total</b>	<b>\$111,701.08</b>	<b>\$103,101.91</b>	<b>\$214,802.99</b>

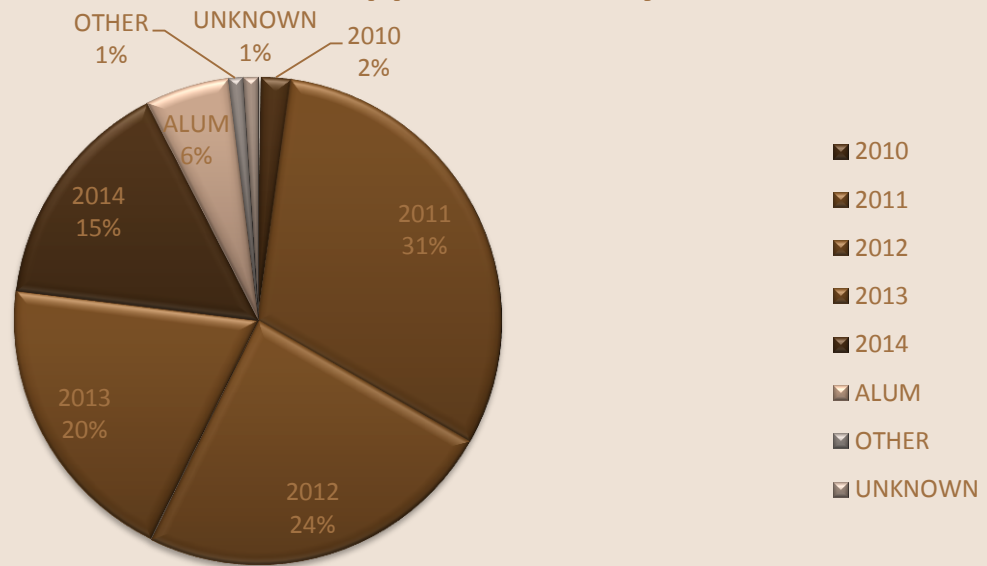
## Career Advising

Career advising is offered to students and recent alumni until they launch their first professional role. During spring 2011, 403 students used drop-in advising hours, and one-on-one appointments.

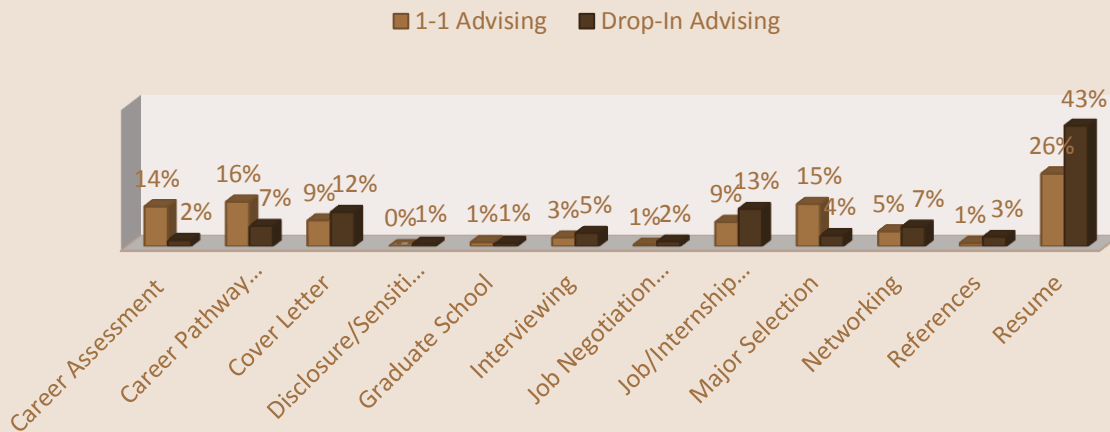


\*The data represented in this graph is based on spring semester 2011 enrollment numbers provided by the Office of Student Academic and Institutional Research. The value above each bar represents the total number of students seen within each major over the total number of business students enrolled in each academic program. Major codes used in this data are used by the WMU Registrar's Office. 64 students pursuing non-business majors were also seen in The Career Center

## Spring & Summer I 2011 Appointment by Grad Year



## Spring & Summer I 2011 Advising Topics\*\*



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

- Total Number of Student Appointments 2008-09: 690
- Total Number of Student Appointments in 2009-10: 954
- Total Number of Student Appointments in 2010-11: 810
  - Group seminars on resume and cover letters were implemented to more efficiently serve students in small groups, which decreased the number of student appointments in The Career Center.

## Career Programs: Course, Events and Presentations



### **UNIV 1020: Career Exploration & Development, 1 credit**

Designed for pre-business students, this 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 network with employer representatives during the Business Internship Panel and during the practice interview class period.

Two sections of U1020 were offered in spring 2011.

### **Excerpted from spring 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.  
*95% 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.  
*92% 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

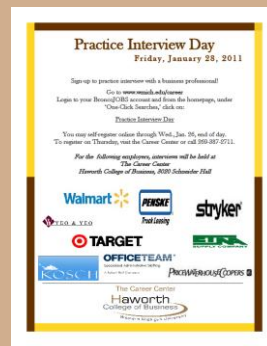
### Major Info Night and Business Bash with Student Leadership Advisory Board

\*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. 28: Ten 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. 100% of participating students said the program was relevant to their learning needs and 84% said the program was highly relevant to their needs.



### ISM Career Night with APICS

\*Feb. 16: 16 employers attended with 8 employers giving presentations followed by networking. APICS members greeted and provided professional introductions for employers. 134 students attended.



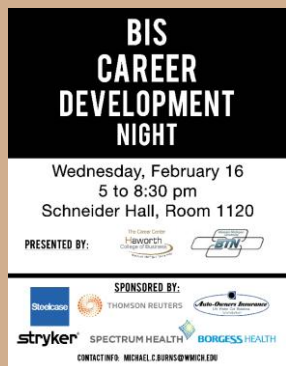
### WMU Career Fair and Interviews

\*Feb 17 & 18: Employers (137) attended the WMU Career Fair which is organized by Career and Student Employment Services. 28 employers conducted interviews in two locations, Bernhard Center (20) and in the Career Center, Haworth College of Business (8)



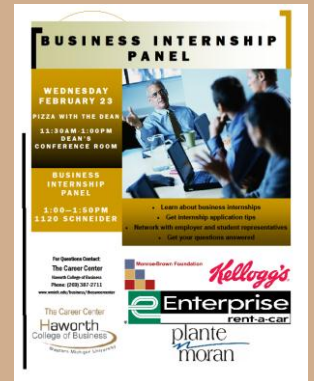
### BIS Career Development Night

\*Feb 16: Six employers attended this professional development and networking evening for BIS students. The employers delivered presentations about the IT industry, participated in a panel, and had time to network with current students over refreshments. Approximately 20 students attended.



## Business Internship Panel

\*Feb. 23: Four employers discussed their internship programs and provided information to students on how to apply. An estimated 50 students attended.



## Food Marketing Pre-Conference Recruiting Activities

\*March 28: Prior to the Food Marketing Conference, employers and students participated in pre-conference activities including 12 employer presentations, employer-sponsored luncheon and a mini-career fair. An estimated 75 students attended.

## Business Externship Program

Designed for pre-business students, an externship is an unpaid, collegiate level job shadow experience for one to three days. Each student applicant was matched with an organization and assigned to a mentor (often an alum) to learn about activities performed in a business career, how an organization functions, and the educational and experience needed to enter a field. Fifty-five (55) students completed an externship with 49 different organizations. Pictured are student externs with Haworth in Holland (lower center), Kellogg's in Battle Creek (left), and Educational Community Credit Union in Kalamazoo (right).

For more information, visit: <http://www.wmich.edu/business/thecareercenter/bep.html>



## Presentations (Workshops and Curriculum Integration)

### BUS 1750: Introduction to Business Enterprise, 22 sections, approx. 325 students

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

The students learn to:

- \*Find Career Center programs and services
- \*Register with the Career Center and search for internships
- \*Assess their career-related interests and correlate them to academic majors and career pathways

### Career Fair Preparation Workshops

Workshops were offered to assist students on preparing resumes, personal introductions, and interviewing skills. In addition, Enterprise Rent-A-Car spoke to students on career fair etiquette and best practices.

### Food Marketing Pre-Conference Prep Sessions

Preparation sessions were offered for Sigma Phi Omega ("Career Fair Preparation and Networking") and Food Marketing Association ("Business and Dining Etiquette Seminar") prior to the Food Marketing Conference.

### S.T.A.R. Interview Training

Behavioral interview training was provided to Beta Alpha Psi ( Honorary Accounting Fraternity) to assist with improving interviewing skills in preparation for the approaching competitive fall recruiting season.

### 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 small-group workshops reduced the demand for 1:1 instruction.

### Business Externship Program Professional Development Workshops

As a part of the Business Externship Program, externs attend a two-hour professional development workshop focusing on business communication, etiquette, informational interviewing, company research, corporate culture, and confidentiality. Six workshops were offered for 55 students.



### WSA Professionalism Workshop

A two-hour workshop for members of Western Student Association (WSA) focused on professionalism including dining etiquette, networking, and professional attire.

### Resume and Interview Skills for Supply Chain Candidates

Following a brief presentation on resume and interviewing best practice strategies, students participated in a resume review and practice interview with representatives from Whirlpool and Kellogg's. Approximately 25 students attended.

**Resume and Interviewing Skills**  
**Supply Chain candidates**

*You only get one chance to make a good first impression*

Facilitated by  
The Career Center, Heiworth College of Business,  
Kellogg's and Whirlpool

This session will offer you practical tips, practice, and feedback to strengthen your resume and interviewing skills.

- Transform your experience "list" statements into skill and accomplishment statements that demonstrate your competencies
- Focus on experience and accomplishments that support where you're "going" in your career rather than where you've "been"
- Develop answers that give the interviewer evidence of your technical knowledge, problem solving, and communication skills as well as your personal strengths.

6:15 pm Snacks, drinks, beverages

6:30-7:00 pm Practical tips on resume and interviewing

7:10-8:00 pm Resume review and interview practice with Kellogg's and Whirlpool

Tuesday, Jan 25  
6:30-8:00 pm

Dean's Conference Room  
Schneider Hall  
For ISM students only!

Whirlpool  
Kellogg's  
The Career Center  
Heiworth  
College of Business

### Classroom Presentations

By invitation from faculty members and student organizations, presentations on resume development, interviewing, sales techniques based on personality, the Myers-Briggs Type Indicator, and 30-second personal commercials were delivered.

# Employment Services

## BroncoJOBS

During spring 2011, a total of 1168 jobs (business functions) were posted with the Career Center using BroncoJOBS.



\* 1168 job postings. Breakdown: Co-Op - 15, Internship - 300, Professional Jobs - 853.

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:

- 232 Scheduled on-line through BroncoJOBS
- 233 Self-scheduled by employer
- 70 Total # of employers interviewing on campus
- 465 Total # of interviews organized by The Career Center

### Employer Evaluation of Students Interview Skills

#### *Interview Attire, Appearance*

\*100% of students met or exceeded employers' expectations

#### *Demonstrated knowledge of company*

\*94% of students met or exceeded employers' expectations

#### *Ability to describe skills*

\*96% of students met or exceeded employers' expectations

#### *Ability to effectively answer and ask questions*

\*92% of students met or exceeded employers' expectations



## Number of Employers Recruiting Business Students: 604

### Partial List of Employers Recruiting Haworth College of Business Students and Graduates:

Acosta	<b>Meijer (Premier Partner)</b>
Advantage Sales and Marketing	Metro Transit
Aerotek	Monroe-Brown Foundation
Aflac	Monsanto
Ally Financial	NASA
American Airlines	New York Life
Bendix	Nissan Forklift of MI, Inc.
Borgwarner	Nolan Transportation Group
Brooksource	Oakland Human Resources Consortium
CBS	Parker Hannifin Corporation
C.H. Robinson Worldwide Inc.	Patriot Capital, LP
Coca-Cola Enterprises	PepsiCo
Cole Gavlas, PC	Plante & Moran, PLLC
Command Transportation	Post
ConAgra Foods	PricewaterhouseCoopers
<b>Coyote Logistics (Premier Partner)</b>	Quad/Graphics
Consolidated Graphics, Inc.	Red Black Tree LLC
Crowe Horwath LLP	Rowley Bushue & Company
<b>Daymon Worldwide (Premier Partner)</b>	RJG & Associates
Deloitte Services LP	Robert Bosch, LLC
Domino's Pizza	Ross Mortgage
Doner Advertising	Sam's Club
Edward Jones Investments	Sara Lee Corporation
<b>Enterprise Rent-A-Car (Premier Partner)</b>	Sherwin-Williams Company
Ernest & Julio Gallo Winery	Southwest Airlines
Fifth Third Bank	Steelcase
First Investors Corporation	Stryker
G.A. Richards Company	<b>Target (Premier Partner)</b>
Greenleaf Hospitality Group	TDS Telecom/TDS Metrocom
Harley Davidson Motor Company	Technology Connection, LLC
Harold Zeigler Lincoln Mercury	Texas Instruments
Haworth, Inc.	Thomson Reuters
Hormel Foods Corporation	Transfreight
Jewel/Osco	Treasury Strategies, Inc.
Johnson & Johnson Sales and Logistics	UHY
JP Morgan Chase & Co	U.S. Dept. Of Homeland Security
Kalamazoo Kings	U.S. Dept. of Justice
Kellogg Company	U.S. Peace Corps
Kraft Foods	University Directories
Kroger	Unum
LOC Enterprise	Verizon Wireless
Lowe's	<b>Walmart (Premier Partner)</b>
Marathon Petroleum	West Michigan Strategic Alliance
Mayo Clinic	Yeo & Yeo, PC
McCormick & Company	Zondervan Publishing House

# Graduation Employment Report

2010-11 Graduates

August, December 2010 and May, June 2011 graduates

**Sixty (60%) of graduates completed survey.**

**Seventy-one (71%) reported their first destination upon graduation.**

Major # of grads/# of survey respondents	First Destination “at graduation”	Internship Experience	Sample Job Titles	Sample Employers	Starting Salary Range Average
<a href="#">Accountancy</a> <a href="#">ACTY</a>  136/69 responses 74% first destination reported	Employed FT, 45% Employed PT, 3% Post-Grad Internship, 9% Continuing Ed, 17%	23%	Accountant Assurance Associate Bus. Affairs Manager Finance Analyst Tax Analyst Tax Associate Vendor Accountant Budget Coordinator Accounts Receivable Accountant	Spartan Stores PricewaterhouseCoopers BDO USA Meijer Corporation Stryker Grooms & Harkins, PC Baily & Associates Edward Rose & Sons KPMG, LLP Deloitte	\$30,000 – \$55,000  \$39,320
<a href="#">Advertising &amp; Promotion</a> <a href="#">ADV</a>  56/45 responses 47% first destination reported	Employed FT, 36% Employed PT, 7% Volunteer, 4%	53%	Event Coordinator Marketing Admin. Inside Sales Asst. Sales Representative Asst. Account Executive Account Coordinator Assistant Strategist	Red Frog Events Imperial Beverage Kaiser Aluminum Media Group Leo Burnett Goodby, Silverstein & Partners PHD Media	\$22,000 - \$36,000  \$32,000
<a href="#">Computer Information Systems</a> <a href="#">CIS</a>  49/32 responses 72% first destination reported	Employed FT, 56% Post-Grad Internship, 3% Continuing Ed, 13%	25%	PC Support Specialist IT Manager Network Support Assistant IT Manager Project Manager SAP CRM Analyst Network Administrator IT Analyst Risk Management Project Coordinator IT Consultant	County of Ottawa Western MI University RE/MAX of MI Parker Hannifin Perrigo Rockwell Automation Eaton Corporation Auto-Owners Insurance First Community Federal Credit Union Compuware	\$37,000 - \$67,500  \$53,944
<a href="#">Economics</a> <a href="#">ECON</a>  10/5 responses 100% first destination reported	Employed FT, 40% Continuing Ed, 60%	0%	Master’s, Economics Law School	Western MI University Univ. of Detroit Mercy	*
<a href="#">Electronic Business Design</a> <a href="#">eBizD</a>  3/3 responses 100% first destination reported	Employed FT, 100%	67%	System Administrator Business Analyst	Eaton Corporation	\$40,000 - \$45,000  \$42,500
<a href="#">Finance</a> <a href="#">FIN</a>  143/63 responses 75% first destination reported	Employed FT, 54% Employed PT, 3% Post-Grad Internship, 5% Continuing Ed, 13%	25%	Assistant Buyer Assistant Financial Mgr. Business Lending Associate Finance/Operations Coordinator Financial Advisor Financial Analyst Financial Consultant Mortgage Banker Personal Banker	General Motors Seale Brothers Construction Michigan Commerce Bank HECO, Inc. Edward Jones LVM Capital Quicken Loans J.P. Morgan Chase Bronson Healthcare Group Allstate Clear Capital	\$31,000 - \$60,000  \$46,227

Major # of grads/# of survey respondents	First Destination "at graduation"	Internship Experience	Sample Job Titles	Sample Employers	Starting Salary Range Average
<u>Food &amp; Consumer Packaged Goods Marketing</u> <u>FMK</u> 63/50 responses 82% first destination reported	Employed FT, 80% Employed PT, 2%	66%	Assistant Manager Business Analyst Category Analyst Retail Representative Sales Representative Territory Sales Manager Sr. Inventory Coord. Grocery Purchasing Rep Sr. Sales Service Rep Reset Merchandiser	Walmart Daymon Worldwide Sara Lee Constellation Wine Hormel Foods Advantage Sales and Marketing Abbott Nutrition Kraft Foods The Kellogg Company	\$30,000 - \$50,000 \$39,931
<u>Human Resource Management</u> <u>HRM</u> 50/32 responses 65% first destination reported	Employed FT, 50% Employed PT, 6% Post-Grad Internship, 3% Continuing Ed, 3% Volunteer Activity, 3%	38%	Compensation Analyst HR Assistant HR Coordinator Recruiter Recruiting Admin. Recruiting Coord.	LexisNexis Trillium Staffing Menards Summit Polymers, Inc. Kelly Services Con-Way Freight Pfizer	\$25,000 - \$42,500 \$35,727
<u>Integrated Supply Management</u> <u>ISM</u> 93/78 responses 80% first destination reported	Employed FT, 77% Post-Grad Internship, 3%	50%	Buyer Capacity Planning Analyst Commodities Manager Forecast & Market Analyst Global Supply Chain Leadership Inventory Planner Logistics Planner Procurement Analyst Supplier Quality	Denso Manufacturing The Kellogg Company American Airlines Perrigo John Deere Whirlpool Corporation Kohler Company Robert Bosch Jabil Circuit Motorola Parker Hannifin General Motors	\$42,500 - \$57,500 \$47,580
<u>Management</u> <u>MGMT</u> 164/85 responses 62% first destination reported	Employed FT, 54% Self Employed, 1% Employed PT, 1% Military Service, 1% Continuing Ed, 5%	21%	Asst. Dept. Manager Assistant Manager City Clerk Dept. Manager Group Leader Leadership Dev. Program Associate Manager Trainee Project Manager Account Executive	Menard's Goodrich Quality Inc. City of South Haven Walmart Target Consolidated Graphics Inc Speedway Enterprise Rent-a-Car Michigan Steel Command Transportation	\$34,000 - \$50,000 \$39,940
<u>Marketing</u> <u>MKTY</u> 110/67 responses 58% first destination reported	Employed FT, 43% Employed PT, 3% Military Service, 3% Post-Grad Internship, 7% Continuing Ed, 1% Volunteer Activity, 1%	31%	Insurance Underwriter Account Manager Management Trainee Personal Banker Account Coordinator Territory Manager Sales Associate Marketing Coordinator	Wilson & Associates Coca-Cola Refreshments Enterprise Rent-a-Car J.P. Morgan Chase Biggs-Gilmore Country Fresh Coyote Logistics Community Action	\$32,000 - \$50,000 \$41,114
<u>Personal Financial Planning</u> <u>PPF</u> 12/6 responses 83% first destination reported	Employed FT, 50% Employed PT, 33%	33%	Financial Advisor Call Center Representative	Edward Jones Aegon Diversified Investment Advisors	\$30,000 - \$70,000 \$50,000
<u>Sales &amp; Business Marketing</u> <u>SBM</u> 114/65 responses 77% first destination reported	Employed FT, 65% Employed PT, 2% Self Employed, 5% Post-Grad Internship, 3% Continuing Ed, 2%	37%	Account Executive Account Manager Assoc. District Manager Advertising Consultant Inside Sales Management Trainee Outside Sales Sales Consultant Sales Engineer Territory Manager	Command Transportation Coyote Logistics ADP Angie's List Thomson Reuters Enterprise Rent-a-Car Pure Water Technologies Kraft Foods Keyence Ecolab	\$30,000 - \$50,000 \$42,605
<u>Telecommunications</u> <u>Information Management</u> <u>TIM</u> 3/0 responses	*	*	*	*	*

Major # of grads/# of survey respondents	First Destination “at graduation”	Internship Experience	Sample Job Titles	Sample Employers	Starting Salary Range Average
<a href="#">Master of Business Administration</a> <a href="#">MBA</a>  140/68 responses 78% first destination reported	Employed FT, 76% Self-Employed, 2%	4%	Business Relationship Manager Director of Quality Director of Strategic Solutions Financial Analyst Insurance Agent IT Manager Marketing Manager Logistics Analyst Project Manager	Consumers Energy L-3 Communications IRI Microsoft Spectrum Health The Kellogg Company Amway PNC Bank Stryker Pfizer EPI Printers	\$50,000 - \$80,000  \$65,612
<a href="#">Master of Science in Accountancy</a> <a href="#">MSA</a>  45/18 responses 83% first destination reported	Employed FT, 72% Post-Grad Internship, 6% Continuing Ed, 6%	44%	Auditor Accounting Associate Accountant Staff Accountant Assurance Associate Tax Associate	PricewaterhouseCoopers First Community Federal Credit Union Seber Tans PLC KPMG BDO USA Auditor General Plante & Moran	\$40,000 - \$55,000  \$46,650

\*Insufficient Data.

Note: Chart includes data collected upon graduation through July 2011. A final 2010-11 graduate report will be published in October 2011.