The Student Professional Readiness Series (SPuRS) is a co-curricular graduation requirement in the Haworth College of Business at Western Michigan University ensuring that all undergraduate BBA students “earn their spurs” and graduate with the “career readiness” competencies desired by employers.

- Critical Thinking/Problem Solving
- Oral/Written Communications
- Teamwork/Collaboration
- Digital Technology
- Leadership
- Professionalism/Work Ethic
- Career Management
- Global/Intercultural Fluency

*as defined by the National Association of Colleges and Employers (NACE)
What is the Value of SPuRS?

SPuRS provides the framework for professional development. The program helps answer common questions asked by students in relation to their career development.

Why am I doing this?

- To be more engaged in business professional development experiences
- To build networking relationships with industry experts, business faculty, staff, and peers
- To gain personal and interpersonal insight
- To be more knowledgeable about leadership and professionalism
- To create and communicate a personal brand
- To be a “career ready” graduate

What is a “Personal Brand”?

It’s your reputation.
It’s about bringing who you are to what you do and how you do it. It’s about making your mark by being yourself - your best self.

Think of your personal brand as your calling card - your unique promise of value. It’s what you’re known for and how people experience you. (as defined by PwC)
Foundational Level Activities

Personal & Interpersonal Knowledge
- Career Assessment & Interpretation
- Career Pathway Discussion
- FOCUS Assessment
- Resume Revamp!
- The Art of Mindful Communication Workshop
- Business Career Day/WMU Career Fair
- BEP Professional Development Workshop #2
- HCoB Speaker Series
- Real Talk Diversity Series
- Research Writing for Business Students Workshop

Professional Insight
- BEP Extravaganza
- Major Match-up Event
- Career Fair Prep – Internship Panel
- Food Marketing Conference
- LinkedIn Profile
- ISM Career Night
- Food, Sales, & Marketing Night
- Meet the Firms
- Finance Career Day
- IT Forum
- Industry Specific Panels
- Company Research & Position Analysis
- Financial Planning Speaker Series

Leadership & Service
- BEP Professional Development Workshop #1
- Bronco Study Zone Engagement
- Business College Volunteer (BUS 1000)
- Complete BroncoJOBS Profile
- 5 P’s of Presenting Professionally Workshop
- Big Interview Engagement
- Women in Leadership

Advanced Level Activities

Personal & Interpersonal Knowledge
- Communication Center Mentoring x6
- Digital Badging & Personal Branding Workshop
- Career Fair Prep – Personal Branding Breakout
- Personal Branding Workshop with Strengths
- The Art of Mindful Communication Workshop x2
- Professional Communication Skill elearning modules
- HCoB Speaker Series x2
- Real Talk Diversity Series x2
- Trailblazer Applicant
- Business RSO President
- Pitch Competition
- Study Abroad
- Starting Gate Workshops

Professional Insight
- Business Career Day/WMU Career Fair x2
- On Campus Interview
- One-on-One Resume Assistance
- Practice Interview Day
- Resume Critique Day
- Business Internship Program
- Food Marketing Conference x2
- ISM Career Night x2
- Food, Sales, & Marketing Night x2
- Meet the Firms x2
- IT Forum x2
- Industry Specific Panels x2
- Relevant Work Experience (5+ years)
- Career Fair Prep – Keynote Speaker
- Internship Experience
- Military Experience
- Financial Planning Speaker Series x2

Leadership & Service
- Alumni Award Lunch
- Business RSO eBoard Member
- Business RSO Committee Lead
- Etiquette Dinner
- Business RSO Membership
- Become a Peer Mentor
- Women in Leadership x2
- Be an Academic Tutor
- WMU Athlete
- Bring Your “A” Game to Work Workshop Series
- Career Fair Prep – Professionalism Breakout
- Leadership x2
- Teamwork & Collaboration
- Professionalism & Ethics

What Do I want To be Known For?
- Foundational Level Activities
- Personal & Interpersonal Knowledge
- Professional Insight
- Leadership & Service

What Is My Personal Brand?
- Foundation Level Activities
- Personal & Interpersonal Knowledge
- Professional Insight
- Leadership & Service

What Value do I bring to a Team?
- Advanced Level Activities
- Personal & Interpersonal Knowledge
- Professional Insight
- Leadership & Service

How do I Break Into Industry?
- Foundational Level Activities
- Personal & Interpersonal Knowledge
- Professional Insight
- Leadership & Service

What Value of networking?
- Advanced Level Activities
- Personal & Interpersonal Knowledge
- Professional Insight
- Leadership & Service

For a complete list of SPuRS approved activities:
www.wmich/business/academics/spurs and ExperienceWMU
See program manager for approval of unique experiences.

NOTE: Events indicated with “x2” indicates that advanced level credit can be earned by attending the event twice.
Where Do I Start?

- It is recommended to complete a minimum of four (4) foundational level SPuRS approved activities in your first year at WMU.
- Transfer students should plan to take BUS 3000 to satisfy the foundational level of SPuRS.
- If students have trouble completing the foundational level and need to make a personal plan of completion before applying to the BBA program, they should schedule a meeting with the Program Manager of SPuRS.

Where am I right now?

Define Your Dream - First Year

Where am I right now?

What do I want to be known for?

What academic major am I considering and why?

What do I value in the workplace?

What are my unique strengths, skills and attributes?

What skills and qualities need to be developed in order to accomplish my goal?

What kinds of obstacles or challenges might get in my way? (Skills, knowledge, resources, etc.)

What will make me stand out in the eyes of a potential employer or within my chosen industry?

What do I want others to know about me?

What do I want to be known for?

What is my passion?

What are my skills and abilities?

How do I learn more about industries?

What am I interested in?

Recommended First-Year Activities

Minimum of two (2) activities from each pillar

Personal & Interpersonal Knowledge

- FOCUS Assessment with worksheet
- Professional Communication Modules
- HCoB Speaker Series
- Art of Mindful Communication
- Career Day/Fair

Professional Insight

- Major Match-Up
- Create a LinkedIn Profile
- Company Research and Position Analysis with worksheet

Leadership & Service

- Create a BroncoJOBS profile with worksheet
- Big Interview Engagement
- Bronco Study Zone Usage

For a complete list of SPuRS approved activities, please visit ExperienceWMU.

First Year

Foundational level activities are exploratory in nature, providing insight into personal and interpersonal awareness, business majors and industries, professional development and career readiness.

To satisfy the foundational level, before applying to the BBA program, students must:
- Complete a minimum of six (6) SPuRS-approved foundational level activities with two (2) from each pillar of engagement
- Initiate the foundational level audit through ExperienceWMU

First Year SPuRS Completion Plan

Minimum of two (2) activities from each pillar

Personal & Interpersonal Knowledge

Professional Insight

Leadership & Service

Upon completion, process foundational level audit in ExperienceWMU. See audit process pg. 19
How do I build my network?

How do I get involved?

How Do I maintain Momentum?

Recommended Sophomore Year Activities

Minimum of two (2) activities from each pillar

<table>
<thead>
<tr>
<th>Personal &amp; Interpersonal Knowledge</th>
<th>Professional Insight</th>
<th>Leadership &amp; Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resume ReVamp!</td>
<td>Conduct an Informational Interview</td>
<td>5 P’s of Presenting Professionally</td>
</tr>
<tr>
<td>HCoB Speaker Series</td>
<td>Career Fair Prep - Internship Panel</td>
<td>Join a business registered student organization</td>
</tr>
<tr>
<td>Real Talk Diversity</td>
<td>Resume Critique Day</td>
<td>Career Fair Prep - Professionalism breakout session</td>
</tr>
<tr>
<td>Career Fair Prep - Personal Branding breakout session</td>
<td>Career Day/ Fair</td>
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</tbody>
</table>

For a complete list of SPuRS approved activities, please visit ExperienceWMU.

Sophomore Year

- It is recommended to complete a minimum of two (2) foundational level SPuRS approved activities in your sophomore year at WMU. To satisfy the foundational level you must complete six (6) foundational level SPuRS approved activities.
- Begin the advanced level of the program and complete three (3) advanced level SPuRS approved activities in your sophomore year.

Define Your Dream - Sophomore Year

Where am I right now?

What do I want to be known for?

What academic major am I considering and why?

What do I value in the workplace?

What are my unique strengths, skills, and attributes?

What skills and qualities need to be developed in order to accomplish my goal?

What kinds of obstacles or challenges might get in my way? (Skills, knowledge, resources, etc.)

What will make me stand out in the eyes of a potential employer or within my chosen industry?

What do I want to do with my life?

What did I do?

Sophomore Year

Foundational Level Completion Plan

Minimum of two (2) activities from each pillar

<table>
<thead>
<tr>
<th>Personal &amp; Interpersonal Knowledge</th>
<th>Professional Insight</th>
<th>Leadership &amp; Service</th>
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<tbody>
<tr>
<td>Upon completion, process foundational level audit in ExperienceWMU. See audit process pg. 19</td>
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</tbody>
</table>
Define Your Dream - Junior Year

How do I bridge into industry?

What am I right now?

Define Your Dream - Junior Year

Where am I right now?

What do I want to be known for?

What academic major did I declare and why?

What do I value in the workplace?

What are my unique strengths, skills, and attributes?

What skills and qualities need to be developed in order to accomplish my goal?

What kinds of obstacles or challenges might get in my way? (Skills, knowledge, resources, etc.)

What will make me stand out in the eyes of a potential employer or within my chosen industry?

Junior Year

Advanced level activities are more immersive in nature. Students are encouraged to identify and select SPuRS experiences that support their own career development and growth.

To satisfy the advanced level, before applying to graduate, students must:

- Complete six (6) SPuRS-approved advanced level activities with two from each pillar of engagement
- Initiate the advanced level audit through ExperienceWMU

How do I finish strong?

- It is recommended to complete four (4) advanced level SPuRS approved activities in your junior year at WMU.
- Remember, application for graduation typically takes place in the first semester of senior year – so you must process your SPuRS Advanced Level Audit as soon as you have earned two (2) advanced level SPuRS approved activities from each pillar. You will be able to continue earning SPuRS after your audit has been approved.

Recommended Junior Year Activities

Minimum of two (2) activities from each pillar

<table>
<thead>
<tr>
<th>Personal &amp; Interpersonal Knowledge</th>
<th>Professional Insight</th>
<th>Leadership &amp; Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>• HCoB Speaker Series*</td>
<td>• Practice Interview Day</td>
<td></td>
</tr>
<tr>
<td>• Starting Gate Workshops</td>
<td>• Internship Experience</td>
<td></td>
</tr>
<tr>
<td>• Real Talk Diversity*</td>
<td>• ISM Career Night*</td>
<td></td>
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<tr>
<td></td>
<td>• Meet the Firms*</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Food, Sales, &amp; Marketing Night*</td>
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<tr>
<td></td>
<td>• Finance Career Day*</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• IT Forum*</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Food Marketing Conference*</td>
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</tbody>
</table>

Activities listed above with a * require you to attend the event on two (2) separate occasions.

Junior Year Completion Plan

Minimum of two (2) activities from each pillar

<table>
<thead>
<tr>
<th>Personal &amp; Interpersonal Knowledge</th>
<th>Professional Insight</th>
<th>Leadership &amp; Service</th>
</tr>
</thead>
<tbody>
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</tbody>
</table>

Upon completion, process advanced level audit in ExperienceWMU. See audit process pg. 19
Define Your Dream - Senior Year

What do I want to be known for?

Where am I right now?

What do I want to do professionally after I graduate with my chosen major?

What do I value in the workplace?

What are my unique strengths, skills, and attributes?

What skills and qualities need to be developed in order to accomplish my goal?

What kinds of obstacles or challenges might get in my way? (Skills, knowledge, resources, etc.)

What will make me stand out in the eyes of a potential employer or within my chosen industry?

Senior Year

Can I go for the Gold?

Students are encouraged to view SPuRS as an opportunity to invest in their own career readiness. With that in mind, students have the opportunity in the advanced level of the program to receive designation based on their engagement with advanced level experiences.

Bronze SPuR: 6 advanced level SPuRS-approved experiences

Silver SPuR: 8 advanced level SPuRS-approved experiences

Gold SPuR: 10+ advanced level SPuRS-approved experiences

- Students earn a bronze, silver, or gold designation based on their level of engagement with the advanced level SPuRS activities.
- These designations will be awarded in the final semester of school prior to graduation in a pinning ceremony as part of BUS 4000, Business Professionalism.
- BUS 4000 is not available in the summer semesters.

Recommended Senior Year Activities

Minimum of two (2) activities from each pillar

- HCoB Speaker Series*
- Starting Gate Workshops
- Real Talk Diversity*
- Trailblazer Applicant
- Practice Interview Day
- Internship Experience
- ISM Career Night*
- Meet the Firms*
- Food, Sales, & Marketing Night*
- Finance Career Day*
- IT Forum*
- Food Marketing Conference*
- Bring Your “A” Game to Work
- Business registered student organization eBoard member
- Etiquette Dinner
- Women in Leadership*

Activities listed above with an "*" require you to attend the event on two (2) separate occasions.

Advanced Level Completion Plan

Minimum of two (2) activities from each pillar

Upon completion, process advanced level audit in Experience WMU. See audit process pg. 19
Be Proud

How do I communicate my accomplishments?

SPuRS has helped to shape and clarify your personal brand. Your added value stems from your unique experiences. Review your SPuRS progression and reflect on your professional growth based on your engagement with SPuRS activities.

Think of your personal brand as your calling card - your unique promise of value. It’s what you’re known for and how people experience you.

<table>
<thead>
<tr>
<th>Personal &amp; Interpersonal Knowledge</th>
<th>Professional Insight</th>
<th>Leadership &amp; Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>(list your SPuRS experiences)</td>
<td>(list your SPuRS experiences)</td>
<td>(list your SPuRS experiences)</td>
</tr>
</tbody>
</table>

What did I learn about myself?

What do I do well?

What do I want others to know about me? (List five adjectives that best describe you.)

What is my personal brand?

How do I make sure my behavior supports my personal brand?

Digital Badges

Recognizing that our business students acquire knowledge through a variety of channels, the college offers digital badges for business students demonstrating important skills and competencies learned outside the classroom and workplace. Digital badges help showcase skills that enhance professionalism, career readiness, and are verified by WMU faculty. Employers gain additional insight into who a student is as an emerging professional.

**Badges**

- Provide evidence of experiences
- Communicate your credentials
- Verify application of career readiness competencies

WMU business students are encouraged to share their earned badges on LinkedIn.

Credly has enabled a copy and paste feature to make it easy for you to manually add your verified achievements, badges, or certifications to your LinkedIn Profile and to share them with your LinkedIn network. For step-by-step guidance in sharing your digital badges to your LinkedIn profile, access Credly support.

Badges can also be displayed on personal websites, shared with a link via email, or announced on Facebook, Twitter, Google+ or other social networks.

If you need help with displaying your badge, contact Cindy Wagner at cindy.wagner@wmich.edu or (269) 387-5928.

"Make time to intentionally invest in your professional growth and career readiness. SPuRS provides the framework for this development and includes approved activities, experiences, and opportunities that help support you to become the most excellent version of yourself.

Challenge yourself to:

- Do more than the minimum.
- Stay actively engaged.
- Build your personal brand.
- Professionally network with confidence."

Danielle Field
Program, Manager
Student Professional Readiness Series
When others take their time.
You take the wheel.

IN CHARGE.
That's something you'll be in the Enterprise Management Training Program – in charge of a team of ambitious people like you, in charge of your own million-dollar business and in charge of choosing exactly where you start your career. Get ready to make real decisions every single day as part of an organization that has repeatedly been recognized as a great place to launch a career.

THIS IS WHERE IT ALL STARTS.
go.enterprise.com

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Talent Acquisition Specialist
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517-346-8929

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Equal Opportunity Employer/Disability/Veterans
Activity Tracking

Students’ event record is available on ExperienceWMU. SPuRS credit will not be awarded retroactively for college-sponsored, sponsored events that have taken place in a previous semester. It is the student’s responsibility to cross-reference their personal account to ensure their SPuRS progress is up-to-date and accurate within the academic semester that the activity took place.

The SPuRS path can be accessed via ExperienceWMU, found in the GoWMU student portal. Once logged into ExperienceWMU, students can view their SPuRS.

Students receive SPuRS credit in three distinct ways:

1. Attendance; Be sure to swipe your Bronco Identification Card and sign in for these events – this is the formal method for verification that the item is complete.
2. Department or college reported; Some activities will be reported to a SPuRS representative by faculty or through departments directly. Please allow time for this communication to take place. Updates will be made to your SPuRS progress as soon as possible.
3. Self-reported experience; Some of these opportunities are self-paced – you report your experience via the blue “report experience” button found in ExperienceWMU at the item level. Often this process requires students to provide personal reflection, updated worksheets or other applicable documentation to support item completion.

Attendance

Showing up is the first step to success. Students are encouraged to view their timeliness as a performance measure within the SPuRS program and after graduation in their careers. In order to receive credit for activity participation, students must arrive on time. Once a session or workshop has begun, it is disrespectful to the facilitator and other attendees to enter the room. It is the student’s responsibility at each SPuRS event to document and record their attendance for SPuRS credit to be awarded.

SPuRS events begin on-time, every time. For this reason, students should plan to arrive 5-10 minutes early. To receive SPuRS credit for a workshop-like activity, students must stay for the duration of the scheduled event.

Falsifying check-in information or leaving an event before its completion with the intention of receiving SPuRS credit are examples (but not a complete listing) of academic dishonesty in SPuRS and will be reported. SPuRS adheres to the WMU Student Code of Conduct.

Events like career fairs, day-long conferences, and networking sessions have a more flexible attendance policy. Students can attend portions of the event as their schedules allow. However, students must inform the event coordinator of your need to attend only a portion of the event. Students will only receive SPuRS credit in that students can attend portions of the event as their schedules allow. However, students must inform the event coordinator of your need to attend only a portion of the event. Students will only receive SPuRS credit if they fully communicate with SPuRS staff and establish a mutual agreement regarding event participation.

Please ask the SPuRS Program Manager if you have questions pertaining to the attendance policy.

Audits and Level Completion

Upon completion of the minimum requirements for both the foundational and the advanced level of SPuRS, students must initiate a formal audit through ExperienceWMU. The foundational level audit must be confirmed and verified by a SPuRS representative prior to applying to the Haworth College of Business and the advanced level audit must be confirmed and verified by a SPuRS representative prior to applying for graduation.

Example of how to process a foundational level SPuRS audit in ExperienceWMU:

1. Log in to ExperienceWMU.
2. Click on the “SPuRS Foundational Level” found in the Paths section on the home page.
3. Click on the “Level Completion - SPuRS Foundational”.
4. At the bottom of the page, you should see “Foundational Level Audit REQUIRED”. Click on that button.
5. Click on the blue “REPORT EXPERIENCE” button at the bottom of the page.
6. Select SPuRS – “Foundational Level Audit”.
7. Fill out the audit information required and click “SUBMIT”.

PLEASE NOTE: The Academic Advising Office will not process BBA applications or sign off on graduation audits if the applicable SPuRS audit is incomplete. Students typically apply to the college in the fourth semester of school (second semester of sophomore year). Application for graduation tends to take place a semester prior to your expected graduation (first semester of senior year).

Behavior

Proper business etiquette is often portrayed by behavior and attitude. You are in control of your outlook and ultimately your approach to everyday life. It is an expectation that students demonstrate professional business etiquette at all SPuRS-approved activities. Appropriate behavior includes, but is not limited to, timely attendance, active engagement, respect of the facilitator and fellow participants, and approaching the experience in a positive, engaging manner.

“All individuals are expected to conduct themselves in a professional and civil manner. This includes exemplifying academic honesty, integrity, fairness, trustworthiness, personal responsibility, respect for others, and ethical conduct. These attributes are exhibited in the University setting as well as in the community.” - WMU Student Code of Conduct

The event coordinator and SPuRS representatives reserve the right to dismiss students from activities when they are being disrespectful and exhibit unprofessional behavior. This demeanor will not be tolerated and is in direct violation of the WMU Student Code of Conduct. If this occurs, the student will forfeit credit for the event and additional disciplinary action may occur.

“Show up, even if attendance isn’t mandatory. Don’t make a habit of selling yourself short. You get the most out of the experiences that you give your time and attention to, and half of that effort comes from just showing up.”

Sarah Bonner
Business Law student

“Employers look to hire people who are qualified academically, but also qualified by their behavior and attitude. The SPuRS program helped me to learn appropriate business behavior, and now I feel more prepared to conduct myself professionally.”

Josh Wenke
Pre-computer Information Systems

Example of how to process a foundational level SPuRS audit in ExperienceWMU:
Calendar

SPuRS-approved activities are typically college and university sponsored. A calendar of approved activities is compiled at the start of each semester and listed on the Haworth College of Business website:

http://www.wmich.edu/business/academics/spurs

Please note, events may be removed or rescheduled due to cancellation or severe weather or illness. Changes to the schedule are posted as soon as possible. These changes are also communicated through the weekly news article published in ExperienceWMU. Added events are not a guarantee, so students should plan their semesters accordingly to take full advantage of professional development opportunities.

Capacity

Workshop and other training session capacity is limited to the restrictions of the designated room. This policy aligns with university safety concerns and allows event coordinators to manage size constraints for specific events. Students are encouraged to plan ahead and earn SPuRS credit before the end of the semester. Remember, early arrival for SPuRS events helps to guarantee your “seat” for the scheduled activity. Event capacity can become a concern at any point throughout the academic year, but events taking place at the end of a semester tend to reach capacity quickly.

It is the facilitators discretion to close registration or sign-in if the event capacity is reached.

Digital Badges

Haworth College of Business digital badges offer students recognition for the extracurricular skills they develop and give employers a verified glimpse into how students learn. These digital badges are portable and sharable, and contain information from the college of business specifying what and how students master skills outside the classroom. Digital badges can be displayed on a variety of platforms, including LinkedIn, Facebook, Google+, Twitter, and the Mozilla Backpack.

Event Registration

SPuRS representatives will scan student Bronco Identification Cards at specific events to track attendance and manage event registration. This documentation is also used to award credit for attendance-based experiences. Students are strongly encouraged to carry their Bronco Identification Cards with them at all times and it is the student’s responsibility to take appropriate steps at each SPuRS event to have their attendance documented in order to receive SPuRS credit. On occasion attendance may be collected with a manual sign-in sheet.

It is recommended that you collect and save any handouts, agendas and applicable materials available to you at SPuRS events. If there is a question in regard to your attendance, you may be asked to provide proof of your attendance and these items would help confirm your participation.

Newsletter and Updates

The SPuRS Program Manager will publish a weekly news article in ExperienceWMU informing students of upcoming events, any applicable changes and recent updates. Students are strongly encouraged to join the Haworth College of Business organization in ExperienceWMU and regularly check for these news articles.

Professional Attire

It is recommended that students dress in business casual for SPuRS-approved activities and events. In situations where employers are present, it is strongly encouraged that students dress in business professional attire. When in doubt, err on the formal and conservative side. It is better to be overdressed than undressed.

PLEASE NOTE: If you are not appropriately dressed, you may be asked to leave the event and you will not receive SPuRS credit. Keep in mind that professional dress is only ONE component of your professional image.

Repeating Events

Students should feel welcome to attend SPuRS activities and events more than once for continued learning and growth. However, students will not receive additional credit for attending a repeat event, unless the experience is distinctly altered. For example, Entrepreneurship Forum invites a new speaker for each event in the series, so repeat attendance for the Haworth College of Business Speaker Series is recognized in the SPuRS framework.

As a general rule of thumb, SPuRS completion requires 12 unique SPuRS-approved activities.

Requirements

Students are expected to complete a minimum of 6 foundational level SPuRS-approved activities prior to applying to the Haworth College of Business and formally declaring their chosen business major(s). An official SPuRS audit must be initiated by the student in ExperienceWMU before a SPuRS representative can confirm level completion and update the student’s Degree Works. This update in Degree Works confirms the student’s eligibility, from the SPuRS perspective, to process a BBA application with the Office of Academic Advising and Admission into the Haworth College of Business.

Transfer students are strongly encouraged to take Business Preparation for Transfer Students (BUS 3000) in place of the required BUS 1000 course in the pre-business curriculum. This course is taught by dedicated Zhang Career Center staff and incorporates the content found in the foundational level of SPuRS. For this reason, if passed with a “C” or better, BUS 3000 will satisfy the foundational level of SPuRS.

To complete the advanced level of SPuRS, students are required to complete a minimum of 6 advanced level SPuRS-approved activities prior to applying to graduate. Similarly, students must initiate an advanced second level audit in ExperienceWMU before a SPuRS representative can confirm level completion and update Degree Works.

Students are encouraged to view SPuRS as an opportunity to invest in their own career readiness and not simply another graduation requirement. With that in mind, students have the opportunity in the advanced level of the program to receive designation based on their level of engagement with advanced experiences.

- 6 advanced level SPuRS-approved experiences: Bronze SPuR
- 8 advanced level SPuRS-approved experiences: Silver SPuR
- 10+ advanced level SPuRS-approved experiences: Gold SPuR

This designation is recognized with a lapel pin that will be awarded during a pinning ceremony as part of the SPuRS capstone course, BUS 4000, Business Professionalism.

PLEASE NOTE: Business students who attend WMU as part of an international partnership agreement with catalog year 2017 and earlier will not be required to complete SPuRS as a graduation requirement (this is true for 2+2 and 3+1 partnerships). Effective catalog year 2018, 3+1 partnership students will not be required to complete the SPuRS program, but 2+2 partnership students will be required to complete the advanced level of the program like all domestic transfer students.
Reservations (RSVP)

Some SPuRS events require pre-registration and may also require an official RSVP to reserve your personal space (examples: Practice Interview Day or Resume Critique Day). These events are marked with an "*" on the published SPuRS calendar of events. Specific event details can be found in ExperienceWMU and will always re-direct students to the official registration process or point of contact for additional questions. If you have questions, please be sure to connect with a SPuRS representative prior to the event to provide adequate time for the formal RSVP and event registration process.

Self-Reported Experiences

Some SPuRS-approved experiences are student initiated and can be completed at any time throughout the students’ undergraduate journey. Examples of these experiences include, but are not limited to: informational interviews, FOCUS assessment reflections, internship experiences and interview reflections. Students are strongly encouraged to inform themselves of what is expected in terms of activity verification in advance of completing the activity. SPuRS credit will not be awarded if all verification materials are not provided in the self-reported experience tool in ExperienceWMU. Examples of verification materials include, but are not limited to: reflection worksheets, preparation and follow up worksheets documenting the process, contact information for support of completion and a screenshot of any follow up email communication with the third party.

How to submit self-reported activities in ExperienceWMU for SPuRS credit:

1. Log in to ExperienceWMU and the SPuRS path to find the item you are attempting to get credit for.
2. Read the bold statement to confirm what documentation is needed to receive credit. In some cases you are provided with worksheets. Note: You may be redirected to log in to your Office 365 email account in order to access provided worksheets. Use your bronco net id and password to access the document.
3. Click “File” on the top left of the screen, click “Save as” from the drop down menu. Save the document in an easily accessible location on your computer.
4. Find the document on your computer and make the necessary updates (complete the form). Remember to re-save the document to your computer before you exit the screen.
5. Log back in to ExperienceWMU, the SPuRS path and the item you want to get credit for, click the blue “REPORT EXPERIENCE” button and find the appropriate experience type (“SPuRS – ”). Complete the form and upload the updated document to the software (accessing your personal saved file).

After you have clicked “Submit”, your submission will be sent to the administrative side of the software. A SPuRS representative will be reviewing these self-reports on a weekly basis. Please allow time for review and approval.

PLEASE NOTE: If you are using a Mac, you may need to save your file using the following steps:

1. Click on “Tools” > “Forms” > “Add” or “Edit”
2. Click on “Edit” from the top bar > Select all
3. Right click on one of the form fields and click on “Properties”
4. Click on the “Appearances” tab
5. Change the font size
6. Click “Close”
7. Click on “Close Form Editing”
8. Re-save the document to your computer

Text Notifications

Students can opt in to receive text notifications for upcoming SPuRS approved activities. SPuRS uses remind.com to connect with students interested in this notification process. To receive text notifications, text the message @a87hbb to the number 81010. If you don’t have a mobile phone, you can sign up for email notifications via computer through rmd.at/a87hbb.

PLEASE NOTE: Events may be removed or rescheduled due to cancellation, severe weather, or illness. Changes to the schedule are posted as soon as possible. These changes are also communicated through the weekly news article published in ExperienceWMU. Additional events are not a guarantee, students should plan their semesters accordingly to take full advantage of professional development opportunities.

Unique Opportunities

On occasion the SPuRS Program Manager may approve unique, one-time offered experiences to count for SPuRS credit. This approval is at the discretion of the SPuRS Program Manager and Implementation Team. Students who are engaging in co-curricular development experiences that are not formally represented in the SPuRS framework are strongly encouraged to connect directly with the SPuRS Program Manager in advance of the experience to discuss how the experience is growing you professionally and supporting your career readiness.
There is greatness in all of us.

Spur it on at WMU.

Ready to let your gr-r-reat out?
KELLOGGCAREERS.COM/STUDENTS

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Resources and Examples
# Plan It 4-Ward

## Plan for Success

Use this sheet to extend some ideas about the four most important aspects of your future at WMU.

### Financial

- What do I want my costs to be for tuition, housing, books, etc.?
- How can I plan to pay for college?
- What other expenses should I budget for?
- How will I manage my finances?

### Academic

- Which major interests me?
- Why is this major a good fit for my career goals?
- What classes or experiences will help me develop skills?
- How can I plan my academic schedule?

### Career

- What are the demands of the career I'm interested in?
- What experience and skills should I gain to prepare for my career?
- Who are some successful professionals in this field?
- How can I pursue internships or work experiences?

### Engagement

- What campus experiences will I enjoy most?
- What organizations or clubs should I join?
- How can I get involved in extracurricular activities?
- What leadership roles can I assume?

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**Western Michigan University Student Engagement Report**

WMU recognizes that regular participation in co-curricular activity provides students the opportunity to become engaged and involved in their education outside of their academic courses. These programs focus on learning and development that complements and strengthens students’ academic and extracurricular experiences, culminating in well-rounded and professionally polished individuals.

**Name:** Briana Brooks  
**Date:** 2000/00/00

### Foundational Level

- Personal & Interpersonal Knowledge - SPuRS Foundation
- Professional Insight - SPuRS Foundation
- Leadership & Service - SPuRS Foundation
- Level Completion - SPuRS Foundation
- Overall Progress

### SPuRS Foundation Level

- Business Learning Community - Ice Cream Social with Business Ambassadors
  - Attended BLC Ice Cream Social on 00/00/00
  - Students living in the Business Learning Community have a unique opportunity to interact with peers pursuing business-related fields of study.
  - Attended Business Career Day on 00/00/00

### Letter of Recommendation

- From a faculty mentor:
  - Mentored in Business Communication.
  - Attended Business Career Day on 00/00/00

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**Western Michigan University**
Career Days Fair Attendance

The annual career fair attracts a diverse range of students and professionals who are looking to connect with employers in the business, finance, and technology industries. Attendees can network with companies, learn about job opportunities, and gain valuable insights into the job market.

Real Talk Diversity Series

Attendees from the Wall to Wall Diversity Summit in College and Beyond on 11/1/15.

The Real Talk Diversity Series is designed to address the challenges faced by women and underrepresented minorities in the workplace. By engaging in discussions and workshops, participants gain knowledge and tools to navigate the business landscape.

Resume Review:

Attendees received feedback on their resumes at the event.

Networking opportunities have never been more important for career development. Attendees had the chance to connect with professionals and explore potential job opportunities.

Professional Insight: KPMG Internship Program

Business Internship Program Celebration

Attendees of the Longevity Program Graduation on 11/21/15.

The program is designed for students who aspire to professional careers in business, finance, and technology. Participants gain hands-on experience and develop essential skills.

Business Internship Program Extravaganza Showcased

Students presented their internship experiences to the audience.

The event was an excellent opportunity for students to showcase their achievements and network with potential employers.

Business Internship Program Showcase

Attendees of the Business Internship Program Graduation and Project Presentations on 11/21/15.

Student projects were displayed and discussed, allowing attendees to gain insights into the projects and the skills developed.

ISM Career Night

Attendees of the ISM Career Night on 11/21/15.

ISM Career Night is a night of networking for students, providing opportunities to connect with professionals and gather valuable insights.

Major Matchup Events

Major Matchup Events America

Major Matchup Events on 11/21/15.

Marketing, Sales & Food Marketing Career Night

Attendees of the Marketing, Sales & Food Marketing Career Night on 11/21/15.

The event offered a platform for students to engage with professionals in the industry, learn about career opportunities, and network.

Business Internship Program Professional Development Workshop

Attendees of the Business Internship Program Professional Development Workshop on 11/21/15.

The workshop aimed to provide students with the skills and knowledge necessary to succeed in the business world.

Haworth College of Business Community Volunteer Experience

Attendees of the Haworth College of Business Community Volunteer Experience on 11/21/15.

Volunteerism is an important part of professional development. Students had the opportunity to give back to the community while gaining valuable experience.

Foundation Level Audit

Attendees of the Foundation Level Audit on 11/21/15.

The audit provided an overview of the foundational knowledge required for success in the field.

Business Internship Program Graduation and Project Presentations on 11/21/15.

Student projects were on display, allowing attendees to appreciate the hard work and dedication of the students.
Western Michigan University Student Engagement Report

NAME: Buster broccoli
DATE: X/X/XXXX

Personal & Interpersonal Knowledge - SPuRS Advanced
Professional Insight - SPuRS Advanced
Leadership & Service - SPuRS Advanced
Level Completion - SPuRS Advanced
Overall Progress

SPuRS Advanced Level

Business Research Consultation
Attended Business Research Consultation X/X/XXXX

Research consultation appointments help students develop their critical thinking and problem-solving skills. Students learn how to use library databases to access information about companies, industries, customer markets, and scholarly sources and develop time-saving research for assignments, business plans, and more.

Trailblazers Applicant
Attended Trailblazer Applicant X/X/XXXX

Trailblazers Applicant
The Trailblazer program recognizes exceptional students with a commitment to community service and professional development. Students who participate in the Trailblazer program are provided with unique opportunities to identify, develop, and design an individualized learning experience.

DESIGN/In LEAD Conference

IBM Career Night
Standard IBM Career Night for MSA/ComDev, Contact: IBM 86 613 72 613 613 613 613 613

IBM Career Night provides opportunities for students, faculty members, and professionals in the fields of supply chain management, information technology, and business administration.

Practice Interview Day

Practice Interview Day on X/X/XXXX

Practice Interview Day provides students with opportunities to practice interviewing skills in a supportive environment. Students receive feedback and suggestions to improve their performance.

Resume Coaching Day

Resume Coaching Day on X/X/XXXX

Resume Coaching Day helps students strengthen their resumes and prepare for the professional interview. Students receive personalized feedback on their resumes and tips on how to improve them.

Leadership & Service - SPuRS Advanced

Business RSO Committee Chair

Business RSO Committee Chair on X/X/XXXX

The Business RSO Chair provides leadership and guidance to the Business Resource Student Organization (RSO) and serves as a resource for the Business Department and its students.

Business RSO Membership & Attendance

Business RSO Membership & Attendance on X/X/XXXX
Business RSO Membership & Attendance

Business RSO Membership registration is open now! It allows you to access additional funds for your organization. Please contact Tom Schell or your Sponsor for information. If you have any questions, please contact Office of Student Life at (269) 387-5107.

Print Center

Haworth College of Business

3420 Schneider Hall - 3rd Floor (next to the Fetzer Center) • Student Parking available in Lot 72W

PH: (269) 387-5097 • FAX: (269) 387-5710 • EMAIL: hcb-duplicating@wmich.edu

Black & White copies

- 8 1/2 x 11" .......................... 10¢
- 8 1/2 x 14" .......................... 15¢
- Color copies
  - 8 1/2 x 11" .......................... 25¢
  - Color Posters
    - 11 x 17" .......................... 25¢
    - 12 x 18" .......................... 50¢

- 11 x 17" .......................... 25¢
- 12 x 18" .......................... 50¢

- Send to 3rd floor
- Smaller jobs can be handled at their own cost
- Larger jobs will be sent to the Print Center

- Business cards
- Flyers
- Posters
- Booklets
- Binders
- Reports
- Presentations
- FAX
- and more

- Reports
- Presentations
- Booklets
- Resumes
- Posters
- FAX
- and more

Advanced Level Audit

Approved 2012 - 2013

Business students can audit certain courses by paying a fee. The course will not appear on their transcript, but they will receive the credit. The fee is $30 per credit hour. For more information, please contact the Business Office at (269) 387-5097 or the Office of Student Life at (269) 387-5107.

Monday - Friday
7:45am - 5pm

Free posters for RSOs!

Other services: Comb Binding • Fast Back Binding • Staple Binding • Three Hole Punch

My Notes
## Contacts

<table>
<thead>
<tr>
<th>Facility</th>
<th>Phone #</th>
<th>Room #</th>
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**GO BRONCOS!**
Coyote proudly supports SPuRS, providing the tools you need to build a successful career.

[COYOTE.COM/CAREERS](#) #JOINTHEPACK
Employers want to hire college graduates that are “Career Ready”.

**What does that mean?**

“Career Readiness” is the attainment and demonstration of requisite competencies that broadly prepare college graduates for a successful transition into the workplace.  

*National Association of Colleges and Employers (NACE)*

### Competencies

- **Critical Thinking/Problem Solving:** Exercise sound reasoning to analyze issues, make decisions, and overcome problems. The individual is able to obtain, interpret, and use knowledge facts, and data in this process, and may demonstrate originality and inventiveness.

- **Oral/Written Communications:** Articulate thoughts and ideas clearly and effectively in written and oral forms to persons inside and outside of the organization. The individual has public speaking skills; is able to express ideas to others; and can write/edit memos, letters, and complex technical reports clearly and effectively.

- **Teamwork/Collaboration:** Build collaborative relationships with colleagues and customers representing diverse cultures, races, ages, genders, religions, lifestyles, and viewpoints. The individual is able to work within a team structure, and can negotiate and manage conflict.

- **Digital Technology:** Leverage existing digital technologies ethically and efficiently to solve problems, complete tasks, and accomplish goals. The individual demonstrates effective adaptability to new and emerging technologies.

- **Leadership:** Leverage the strengths of others to achieve common goals, and use interpersonal skills to coach and develop others. The individual is able to assess and manage his/her emotions and those of others; use empathetic skills to guide and motivate; and organize, prioritize and delegate work.

- **Professionalism/Work Ethic:** Demonstrate personal accountability and effective work habits, e.g., punctuality, working productively with others, and time workload management, and understand the impact of non-verbal communication on professional work image. The individual demonstrates integrity and ethical behavior, acts responsibly with the interests of the larger community in mind, and is able to learn from his/her mistakes.

- **Career Management:** Identify and articulate one’s skills, strengths, knowledge, and experience relevant to the position desired and career goals, and identify areas necessary for professional growth. The individual is able to navigate and explore job options, understands and can take the steps necessary to pursue opportunities, and understands how to self-advocate for opportunities in the workplace.

- **Global/Intercultural Fluency:** Value, respect, and learn from diverse cultures, races, ages, genders, sexual orientations, and religions. The individual demonstrates openness, inclusiveness, sensitivity, and the ability to interact respectfully with all people and understand individuals’ differences.