



WESTERN MICHIGAN UNIVERSITY

Haworth College of Business

Student Professional
Readiness Series

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wmich.edu/business/academics/spurs

What is the Student Professional Readiness Series?

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 | • Leadership |
| • Communication | • Professionalism |
| • Teamwork | • Equity & Inclusion |
| • Technology | • Career & Self-Development |

SPuRS provides the framework for professional development. The program helps answer common questions asked by students.

Why is social involvement valuable?

Who am I?

How do I make a strong professional impression?

Who do I want to be?

What value do I bring to work?

What careers am I interested in?

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 and professional brand
- To be a “career ready” graduate

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

In order to complete this level, you must complete two (2) activities from each of the three pillars.

Personal & Interpersonal Knowledge

Communication • Self-Awareness • Confidence • Diversity & Inclusion

Career Pathway Discussion	Communication TED Talk
FOCUS Assessment	Resume Building Workshop
All That We Share	Resume ReVamp
Multicultural Meet & Greet	Strengths Workshop
Build Your Brand Workbook (part 1)	True Colors

Professional Insight

Major Exploration • Industry Exploration • Professional Connections

Entrepreneurship Forum	Financial Planning Speaker Series
Business Externship Showcase	Major Match-Up Event
Company Research & Position Analysis	Employer Meet & Greet
LinkedIn Profile	RSO Employer Information Night
Find Your Challenge	WIRED

Leadership & Service

Social Responsibility • Initiative & Work Ethic • Managing Impressions

Athletic Study Tables	President's Leadership Series
Bronco Study Zone	Student Employee
Big Interview	Best Practices for Interviewing - Video Series
Handshake Student Profile	College of Business Volunteer Experience
Leadership TED Talk	Board of Directors

Students who successfully complete **BUS 3000** (Business Preparation for Transfer Students) will satisfy the minimum requirements of the foundational level.

Students must complete their foundational level audit before they can apply to the BBA and declare their chosen major.

For a complete list of SPuRS approved activities :

www.wmich/business/academics/spurs and **Experience WMU**



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

In order to complete this level, you must complete a minimum of two (2) activities from each of the three pillars.

Personal & Interpersonal Knowledge

Cultural Appreciation • Personal Branding • Critical Thinking & Problem Solving

RSO Student President	Starting Gate Company
Escape Room	Student Case Competition
Employer Hosted Workshop	Study Abroad
One-on-One Strengths Coaching	Art of Negotiation Video Series
Build Your Brand Workbook (parts 1 & 2)	Secondary Market Research Tutorials

Professional Insight

Career Readiness • Career Management • Networking

Business Externship Program	Internship Experience
Career Fair Attendance	Military Experience
One-on-One Resume Assistance	Practice Interview Day
Informatonal Interviewing	Resume Critique Day
Advanced Company Research	RSO Affiliated Industry Tour

Leadership & Service

Civic Engagement • Teamwork & Collaboration • Professionalism & Ethics

Big Interview (Advanced Custom Set)	Student Volunteer
Bring Your "A" Game to Work	RSO Affiliated Community Service
RSO Exectuive Board Member	Service Learning
RSO Active Member	WMU Athlete
Gender in the Workplace Event	The Jungle Podcast - Review & Reflection

Students should plan to take **BUS 4000** (Business Professionalism) in their final semester of their undergraduate degree. BUS 4000 is not offered in the summer semesters.

Students must complete their advanced level audit before they can apply for graduation.

Advanced level SPuRS will continue to record in ExperienceWMU even after the advanced level audit has been approved.

Define Your Dream - First Year

Where am I right now?

What impact do I want to have professionally?

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 career goals?

What kinds of obstacles or challenges might get in my way?

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

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** SPuRS-approved foundational level activities with **two** from each pillar of engagement.
- Initiate the foundational level audit through ExperienceWMU.

Where Do I Start?

- **It is recommended** to complete a minimum of **four** 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.

Recommended First Year Activities

Minimum of **two** activities from each pillar

Personal & Interpersonal Knowledge	Professional Insight	Leadership & Service
FOCUS Assessment	Major Match-Up	Handshake Profile
Resume Revamp	Finding Your Challenge	Best Practices of Interviewing
True Colors	Financial Planning Speaker Series	Bronco Study Zone

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

What did I do?

First Year SPuRS Completion Plan

Minimum of **two** activities from each pillar

Personal & Interpersonal Knowledge	Professional Insight	Leadership & Service

Upon completion, process advanced level audit in ExperienceWMU. See audit process page 17.

Define Your Dream - Sophomore Year

Where am I right now?

What impact do I want to have professionally?

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?

Sophomore Year

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

Do I have the tools I need for networking?

How do I get involved?

How do I meet people with similar goals?

How do I build my network?



How Do I Maintain Momentum?

Recommended Sophomore Year Activities

Minimum of **two** activities from each pillar

Personal & Interpersonal Knowledge	Professional Insight	Leadership & Service
Career Pathway Discussion	Major Match-Up	Leadership TED Talk
Communication TED Talk	LinkedIn Profile	Bronco Study Zone
Build Your Brand Workbook (part 1)	Company Research & Position Analysis	Board of Directors

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

What did I do?

Foundational Level Completion Plan

Minimum of **two** activities from each pillar

Personal & Interpersonal Knowledge	Professional Insight	Leadership & Service

Upon completion, process advanced level audit in ExperienceWMU. See audit process page 17.

Define Your Dream - Junior Year

Where am I right now?

What impact do I want to have professionally?

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 career goals?

What kinds of obstacles or challenges might get in my way?

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 immerse 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** 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** 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** advanced level SPuRS approved activities from each pillar. You will be able to continue earning SPuRS after the audit has been approved.

Recommended Junior Year Activities

Minimum of **two** activities from each pillar

Personal & Interpersonal Knowledge	Professional Insight	Leadership & Service
Build Your Brand Workbook (parts 1 & 2)	Career Fair Attendance	Bring Your “A-Game” to Work
Student Case Competition	Internship Experience	Business RSO Member
Employer Hosted Workshop	Resume Critique Day	Women in Leadership
Escape Room	Professional Networking Event	Etiquette Dinner

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

What did I do?

Junior Year Completion Plan

Minimum of **two** activities from each pillar

Personal & Interpersonal Knowledge	Professional Insight	Leadership & Service

Upon completion, process advanced level audit in ExperienceWMU. See audit process page 17.

Define Your Dream - Senior Year

Where am I right now?

What impact do I want to have professionally?

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 career goals?

What kinds of obstacles or challenges might get in my way?

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:

12 advanced level
SPuRS-approved
experiences



Gold SPuR:

18 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 only available in the fall and spring semesters. Students planning on graduating in the summer months should take this course in the spring prior to graduation.

Recommended Senior Year Activities

Minimum of **two** activities from each pillar

Personal & Interpersonal Knowledge	Professional Insight	Leadership & Service
RSO Student President	Career Fair Attendance	Jungle Podcast Reflection
Starting Gate Company	Internship Experience Practice	Business RSO Executive Board Member
WMU Student Ambassador	Interview Day Professional	Peer Mentor
Secondary Market Research Tutorials	Networking Event	Big Interview (Advanced Set)
Art of Negotiation - Video Series	On Campus Interview Reflection	Service Learning
For a complete list of SPuRS approved activities, please visit ExperienceWMU.		

What did I do?

Advanced Level Completion Plan

Minimum of **two** activities from each pillar

Personal & Interpersonal Knowledge	Professional Insight	Leadership & Service

Upon completion, process advanced level audit in Experience WMU. See audit process page 17.

How Do I Communicate My Accomplishments?

You can show employers a copy your SPuRS Progress Report.

This report can be found in ExperienceWMU under the Paths section.

1. Log into goWMU.wmich.edu
2. Click on the ExperienceWMU tab, this will take you to the ExperienceWMU home page
3. Locate the Paths section and click on the Student Professional Readiness Series tab.
4. On the My Paths page, scroll down to find the Print View link.
5. When you click on this link, you can view your Progress Report.
6. To save a PDF copy of this report, click on **Print**, then **Save as a PDF**.

Be Proud!

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 brand?

How do I make sure my behavior supports my brand?

Appendix

Activity Tracking

Students' event records are available in ExperienceWMU. SPuRS credit will not be awarded retroactively for college-sponsored, scheduled 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 or scan a QR code to record your attendance 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-guided experience:** Some of these opportunities are self-guided – report your experience based on the level and pillar of the activity in ExperienceWMU. There you will find detailed instructions on how to complete the activity and the necessary forms.

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 intent 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 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.

"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

Audits and Level Completion

Upon completion of the minimum requirements for both the foundational and the advanced bronze 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 bronze level audit should be submitted and approved by a SPuRS representative prior to applying for graduation.

Example of how to process a SPuRS audit in ExperienceWMU:

1. Log in to ExperienceWMU.
2. Click on the “**Student Professional Readiness Series (SPuRS)**” tab found in the Paths section on the home page.
3. Click on the “**Foundational Level Activities**” or “**Advanced Level Activities - Bronze**”.
4. Click on “**Foundational (or Advanced) Level Audit REQUIRED**”.
5. Click on the “**SPuRS - Foundational (or Advanced) Level Audit**” hyperlink.
6. Fill out the audit information required and click “**SUBMIT**”. (Note: You do not need to select additional path items for the audit process.)

PLEASE NOTE: The Academic Advising Office will not process BBA applications 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 deadlines are below, listed by expected graduation term:

Spring Semester: October 1st.

Summer Semester: February 1st.

Fall Semester: February 1st

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 with a positive, engaging attitude.

“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.

Calendar

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

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

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. 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.

Event Registration

SPuRS representatives will scan student Bronco Identification Cards or post a QR code at specific events to track attendance and manage event registration. This documentation is also used to award credit for attendance-based SPuRS 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.

NOTE: 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:

<https://experiencewmu.wmich.edu/organization/spurs/news>

Students are strongly encouraged to join the Student Professional Readiness Series (SPuRS) organization in ExperienceWMU and regularly check for these news articles.

"SPuRS provided the framework for my involvement and development in the business college... Through SPuRS, I feel prepared to start my business career ahead of my competition."

HCoB Student
Management

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 underdressed.

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 distinctively 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.

NOTE: 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 graduation. Similarly, students must initiate an advanced level bronze 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**
- **12 advanced** level SPuRS-approved experiences: **Silver SPuR**
- **18 advanced** level SPuRS-approved experiences: **Gold SPuR**

This designation is recognized with a lapel pin that will be awarded upon completion 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 BUS 3000 and 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 participation “seat: (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-Guided 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, and internship experiences

Students are strongly encouraged to inform themselves of what is expected in terms of activity verification before 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 a third party.

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

1. Log in to ExperienceWMU.
2. Click on the “**Student Professional Readiness Series (SPuRS)**” tab found in the Paths section on the home page.
3. Click on “**Foundational Level Activities**” or “**Advanced Level Activities**” based on the level you are requesting credit for.
4. Click on the pillar that represents the experience for which you are requesting credit.
5. Click on the hyperlink to review detailed instructions.
6. Click on the corresponding form for the experience.
7. Complete the form and submit.

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 regularly. Please allow time for review and approval.

“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

Text Notifications

Students can opt in to receive text notifications for upcoming SPuRS approved activities. Students interested in this communication method must turn on the text message notification feature in your ExperienceWMU account settings:

1. Log in to ExperienceWMU.
2. Click on the first letter of your first name or photo in the upper right corner.
3. On the “Profile” tab, scroll down to turn on your text message notifications (include your cell phone number and your mobile provider).
4. Select “Update”.
5. Text Messaging is optional and will be supplemented by other forms of communication. Standard data and text message rates will apply. You can opt out at any point by returning to your account profile in ExperienceWMU and turning Text Message Notifications off.

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

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. 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 prior to the experience to discuss how the experience is growing you professionally, supporting your career readiness, and discuss its connection to SPuRS.

WMU
the **Print Center** @

HAWORTH COLLEGE OF BUSINESS

3420 Schneider Hall - 3rd Floor (next to the Fetzner Center) • Student Parking available in Lot 72W
PH: (269) 387-5097 • FAX: (269) 387-5710 • EMAIL: hcob-duplicating@wmich.edu

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Contacts

Department	Phone #	Room #	Name	Email Address
Academic Advising	269-387-5075	2350	Colleen Stano	business-adv-office@wmich.edu
Print Center	269-387-5097	3420	Judy Custer	judy.custer@wmich.edu
Study Abroad/ Global Business	269-387-5086	2320		
SPuRS	269-387-5131	3020	Danielle Field	hcob-spurs@wmich.edu
WMU Signature	269-387-2745	Ellsworth	Evan Heiser	evan.heiser@wmich.edu
Zhang Career Center	269-387-2711	3020	Geralyn Heystek	careercenter-hcob@wmich.edu

"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

Resources and Examples



HERE ARE SOME VIDEO LINKS THAT ANSWER
FREQUENTLY ASKED QUESTIONS !

What is SPuRS?

<https://youtu.be/6WJPYptCQE4>

How do I track my SPuRS progress?

<https://youtu.be/uSxwgYCHoks>

What is an audit? Where do I have to go to do that?

How do I complete an audit?

<https://youtu.be/pyB-MPLA73I>

How do I self-report an activity?

<https://youtu.be/hy-oSSlhW7g>

SPuRS Experiences on a Resume

With SPuRS as a graduation requirement, WMU business students have a unique opportunity to communicate and share how their SPuRS experiences have supported their personal and interpersonal skills, connected their chosen field of study to their desired career goals, and further advanced their career readiness competency development.

SPuRS experiences are officially recorded and tracked in ExperienceWMU, but students are encouraged to consider how SPuRS experiences can be included on their resume. There is not a one-size fits all approach to this process – your SPuRS experiences can be listed in your education section, in an honors and awards section, in an extracurricular section, or you can even create your own Career Readiness and Engagement section. The choice is yours.

Some possible examples are provided in the space below. Explore these options and then take time to update your resume in a way that best suits you.

Example:

Education

Western Michigan University – Haworth College of Business
Bachelor of Business Administration
Major: Sales and Business Marketing
GPA: 3.9
Lee Honors College
Active SPuRS Member (foundational level complete)

Kalamazoo, MI
Expected Graduation: April 2024
Minor: General Business
Dean's List 2020-Present

Example:

Career Readiness and Engagement

Student Professional Readiness Series (SPuRS)

Bronze Designation Earned

- Communication and professional networking experience gained through actively engaging in a discussion with a panel of professionals in the Food Marketing industry
- Applied leadership, teamwork and critical thinking skills in an interactive escape room experience
- Established professional digital profiles through Handshake, LinkedIn, ExperienceWMU, and maintained a social media presence for Phi Chi Theta
- Explored interpersonal and personal awareness through participation in Women in Leadership and completing parts 1 and 2 of the Build Your Brand Workbook

Example:

HONORS & AWARDS:

IHSA Baseball State Champion
Dean's List – Western Michigan University
Student Professional Readiness Series – Foundational Level
Student Professional Readiness Series – Advanced Level (Silver Designation)
Bloomberg Market Concepts Certified

Example:

EDUCATION

Western Michigan University, Haworth College of Business Kalamazoo, MI

Bachelor of Business Administration

Major: Digital Marketing & eCommerce

Gold Level Graduate from the Student Professional Readiness Series (SPuRS)

Graduated: December 2020

WMU Signature: Leadership

Cumulative GPA: 3.0/4.0 Major GPA: 3.5/4.0

Example:

SPuRS Experiences and Co-Curricular Engagement

- Attended Major Match-up and participated in WIRED events to explore business majors and business industries; developed personal **interest toward Integrated Supply Management**
 - Completed the FOCUS assessment and met with a Career Development Specialist to **discuss career opportunities and ISM related roles**: purchasing, procurement, and quality assurance
 - Participated in the Business Externship Program – visited Coyote Logistics, Eaton Corporation, and PepsiCo, **connected with ISM employers**
 - **Joined the Supply Chain Management Association** as an active member
 - Attended **ISM Career Night** and professionally networked with employers at the career fair; led to on-campus and virtual **interviews**
 - Seeking a professional **internship** in Integrated Supply Management for the summer 2022
-

Remember, there is not a “right” way to document your experiences on your resume. If you would like help thinking through your resume, highlighting your SPuRS experiences more intentionally, please meet with a Career Development Specialist in the Zhang Career Center.

“SPuRs made me realize that my college experience was more than being a student taking classes towards getting a degree. SPuRS helped me understand the way people work, how to have amazing communication and networking skills, and being a professional leader.”

“As a WMU athlete, being a leader on and off the court is critical in life because every day is another game, and by winning that day, you are creating success for yourself and the opportunities to be great. It also shows great work ethic by being an student athlete, because it lets other people know that your priorities are held at a high level... These activities made me realize that I am more than a college student at WMU, and that I can do amazing things after college. I can become someone I never thought I could with the help of the SPuRS program.”

HCoB Students



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 programming efforts focus on learning and development that compliments and strengthens students' classroom curriculum as well as encourages them to become involved in a variety of co-curricular experiences culminating in well-rounded and professionally polished individuals.

Name: Buster Bronco

Date: August xx, xxxx

Foundational level activities	
Advanced level activities - Bronze	
Advanced level activities - Silver	
Advanced level activities - Gold	
Overall Progress	

Student Professional Readiness Series (SPuRS)

Foundational level activities

Foundational Personal & Interpersonal Knowledge Experience 1

Attended Business Externship Program Professional Development Workshop #2 before 6/30/2019 on 7/1/2016

Foundational Personal & Interpersonal Knowledge Experience 2

Attended Business Learning Community - Ice Cream Social with Business Ambassadors before 6/30/2019 on 7/1/2016

Foundational Professional Insight Experience 1

Attended Business Externship Program Celebration before 6/30/2019 on 7/1/2016

Foundational Professional Insight Experience 2

Attended Business Externship Program Extravaganza before 6/30/2019 on 7/1/2016

Foundational Leadership & Service Experience 1

Attended Business Externship Program Professional Development Workshop #1 before 6/30/2019 on 7/1/2016

Foundational Leadership & Service Experience 2

Attended Haworth College of Business Community Volunteer Experience before 6/30/2019 on 7/1/2016

Foundational Level Audit

Completed on 6/10/2019

Advanced level activities - Bronze**Advanced Bronze Personal & Interpersonal Knowledge Experience 1**

Attended One-on-One Strengths Coaching before 6/30/2019 on 7/1/2016

Advanced Bronze Personal & Interpersonal Knowledge Experience 2

Attended Business Externship Professional Development Workshop #2 before 6/30/2019 on 7/1/2016

Advanced Bronze Leadership & Service Experience 1

Attended Business Externship Program before 6/30/2019 on 7/1/2016

Advanced Professional Insight Experience 2

Attended Student Advisory Advising Verification before 6/30/2019 on 7/1/2016

Advanced Bronze Leadership & Service Experience 1

Attended SPURS - Business RSO eBoard Member (not President) before 6/30/2019 on 7/1/2016

Advanced Bronze Leadership & Service Experience 2

Attended Become a Peer Mentor before 6/30/2019 on 7/1/2016

Advanced Bronze Level Audit

Completed on 6/10/2019

*Advanced level activities - Silver***Advanced Silver Level Experience 1**

Attended Business RSO Membership and Attendance before 6/30/2019 on 7/1/2016

Advanced Silver Level Experience 2

Attended Business RSO Project Team Member before 6/30/2019 on 7/1/2016

Advanced Silver Level Experience 3

Attended Career Day/Fair Attendance before 6/30/2019 on 7/1/2016

Advanced Silver Level Experience 4

Attended Career Fair Prep - Endnote Speaker Attendance before 6/30/2019 on 7/1/2016

Advanced Silver Level Experience 5

Attended Career Fair Prep Event - Personal Career Development Workshop before 6/30/2019 on 7/1/2016

Advanced Silver Level Experience 6

Attended College Career Fair Attendance before 6/30/2019 on 7/1/2016

*Advanced level activities - Gold***Advanced Gold Level Experience 1**

Attended Career RIG Conference before 6/30/2019 on 7/1/2016

Advanced Gold Level Experience 2

Attended Dining Etiquette Event before 6/30/2019 on 7/1/2016

Advanced Gold Level Experience 3

Attended Escape Room Participation before 6/30/2019 on 7/1/2016

Advanced Gold Level Experience 4

Attended ISM Career Night before 6/30/2019 on 7/1/2016

Advanced Gold Level Experience 5

Attended Major Match-up - Presenter before 6/30/2019 on 7/1/2016

Advanced Gold Level Experience 6

Attended Marketing, Sales & Food Marketing Career Night before 6/30/2019 on 7/1/2016

Western Michigan University Student Engagement Report

SAMPLE

Written by

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Edited by

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Content Contributor

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WESTERN MICHIGAN UNIVERSITY

Haworth College of Business
**Student Professional
Readiness Series**

3020 Schnieder Hall
269-387-5131
hcob-spurs@wmich.edu

What is Career Readiness?

Career readiness is a foundation from which to demonstrate requisite core competencies that broadly prepare the college educated for success in the workplace and lifelong career management*

*defined by NACE (National Association of Colleges and Employers)



Career and Self-Development:

Proactively develop oneself and one's career through continual personal and professional learning, awareness of one's strengths and weaknesses, navigation of career opportunities, and networking to build relationships within and without one's organization.



Communication:

Clearly and effectively exchange information, ideas, facts, and perspectives with persons inside and outside of an organization.



Critical Thinking:

Identify and respond to needs based upon an understanding of situational context and logical analysis of relevant information.



Equity and Inclusion:

Demonstrate the awareness, attitude, knowledge, and skills required to equitably engage and include people from different local and global cultures.



Professionalism:

Knowing work environments differ greatly, understand and demonstrate effective work habits, and act in the interest of the larger community and workplace.



Leadership:

Recognize and capitalize on personal and team strengths to achieve organizational goals.



Teamwork:

Build and maintain collaborative relationships to work effectively toward common goals, while appreciating diverse viewpoints and shared responsibilities.



Technology:

Understand and leverage technologies ethically to enhance efficiencies, complete tasks, and accomplish goals.