Executive Summary

The Career Center, located in Schneider Hall, home to Haworth College of Business, is part of the WMU Career Network. The Career Center is dedicated to the career development of business students and engages them in experiences that help them launch satisfying careers.

Highlights of fall 2010: The Business Career Day drew 109 employers (10% increase from fall 2008) and 956 interviews (a 13% increase from fall 2009) were scheduled in the Career Center. December 2010 graduates who completed the graduate survey before leaving campus reported an average starting salary of $43,101 for BBA graduates and $56,604 for MBA/MSA graduates.

With an 80% increase in student appointments from fall 2008 to fall 2009, small group seminars on resume development and cover letter writing were added. As a result, there was a 24% decrease in students who were seen during one-on-one advising. Students in BUS 1750 completed 3 career modules and worked with a career advisor for an in-class group career planning interpretation. Integration into BUS 1750 accomplishes career center orientation, students registering with the Career Center, and a career planning exercise that guides students in choosing a major and developing a career action plan.

The Career Center staff is pleased to offer an overview of the fall 2010 accomplishments and assessment data which will be used to continuously improve the career development and employment services that are offered to Haworth College of Business students.

Staff

Jessie Wagner, MS – Career Advisor
Geralyn Heystek, MBA-Academic/Career Advisor
Caroline Ray, BBA – Employer Relations Coordinator
Danielle Field, BFA – Office Associate
Linda Ickes, MA, GCDF – Director
Matt Larson, MBA Candidate – Graduate Assistant

Student Staff:
Chalyn Gallop, Criminal Justice
Katlın Ittterman, Human Resource Management
Megan McNeal, Sales & Business Marketing (graduated Dec ‘10)
Patricia Smith, Human Resource Management
Leanne Snyder, Pre-Business/Anthropology
Ashley Walker, Advertising & Promotion
Darcey Watson, Accountancy
Premier Partners

In addition to recruiting talented employees, premier partners support The Career Center by sponsoring a variety of career education programs and events that help our students explore and develop their job search knowledge, gain professional skills, and launch satisfying careers.

Coyote Logistics
Daymon Worldwide
Enterprise Rent-a-Car
Meijer
Target
Walmart

Michelle Hoisington recruits for Sales Management interns and trainees for Enterprise Rent-a-Car at the Business Career Day.

Erika Colley, a 2009 graduate from Haworth College of Business returns to recruit Executive Team Leaders and interns for Target Stores.

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
Career Education and Advising

Career Advising

Career advising is offered to students and recent alumni until they launch their first professional role. During fall 10, 407 students visited for drop-in hours or one-on-one appointments.

- Total Number of Student Appointments
  - Fall 2010: 407 (24% decrease) Small group seminars were offered in addition to one-on-one advising for resume and cover letter development, two of the main reasons students seek advising.
  - Fall 2009: 505 (80% increase from fall 2008.)

Fall 10 Advising by Appointment Type

![Fall 10 Advising by Appointment Type](image)

Fall 10 Advising by Enrolled Major*

![Fall 10 Advising by Enrolled Major](image)

*The data represented in this graph is based on fall 2010 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. 44 students pursuing non-business majors were also seen in The Career Center.
**Fall 2010 Advising Topics**

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

- **Total Number of Student Appointments**
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  - Fall 2009: 505 (80% increase from fall 2008.)
Career Programs: Events and Presentations

Career Leadership Seminar

The Career Leadership Seminar is a 6-part non-credit seminar designed for pre-business students.

Students enhance their understanding of self, including interests, personality and values that influence choosing an academic major and career pathway. Students also developed job search, networking, and interview skills in preparation for the internship search.

Students met representatives from Aflac, Allegra Print & Imaging, HUMANeX Ventures, and Target.

Sponsored by a grant from Target, the seminar concluded with an etiquette dinner and each student is recognized with a $100 scholarship and certificate of completion.

Excerpted from Evaluation Results:

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

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

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

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

- Conducting informational interviews with professionals and alumni 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. 92% of the students agreed.
Events

Major Info Night and Business Bash with Student Leadership Advisory Board
*Sept. 21 and 22: Publicity and t-shirts were sponsored by Charter One Bank and Society for Financial Services Professionals. Student organizations, academic departments, the Career Center and Haenicke Institute for Global Education (Study Abroad) provided program information. Student organizations reported that the membership in their organizations increased as a result of attending Business Bash.

Practice Interview Day with SBMA
*Sept. 24: Thirteen (13) employers conducted practice interviews with 95 students. The Sales and Business Marketing Association greeted employers and student participants and assisted in staffing the event. Students (100%) said the program was relevant to their learning needs and they would use the feedback to improve their interviewing skills.

Career Olympics with DSP
*Oct 11: The Career Olympics were created as an engaging way to prepare students for Career Day. Students rotated between four events (resume critique, cover letter critique, professional introduction/appearance, and interviewing) that were judged by employers: Aflac, Daymon Worldwide, Enterprise Rent-a-Car, Edward Jones, McDonalds, and Walmart. The top students were recognized with medals and the Bronco Cup. 100% of the students said the activities were relevant to their learning needs. Students said, “Feedback from the interview practice and feedback from the professional introduction was extremely beneficial.” “The practice interview was INCREDIBLE.”

Food Marketing Career Night with FMA
*Oct. 13: The second Food Marketing Career Night was successful with 18 employers and over 85 students attending. The Food Marketing Association students attended employer presentations followed by networking.
ISM Career Night with APICS
*Oct 13: Employers (18) and the APICS Southwest Michigan Chapter attended. APICS members greeted and provided professional introductions for employer presenters. 138 students attended. Steve Yager of Texas Instruments and ISM alum returns annually to recruit talented procurement interns from W.M.U.

Business Career Day
*Oct. 14: Employers (109) attended Career Day which is organized by the Career Center and student members of Alpha Kappa Psi co-ed business fraternity. An estimated 1800 to 2000 students attended.

Career Day Interviews
*Oct. 15: 30 employers conducted interviews following Career Day in two locations, Bernhard Center and Career Center

Business Internship Panel
*October 27: Five employers discussed their internship programs and provided information to students on how to apply: Enterprise Rent-a-Car, Red Frog Events, Northwestern Mutual, Perrigo, and Thomson Reuters. Fifty students attended the panel of which a smaller group had lunch with the employers.

The Mentor Program
*November 15: Business leaders, many members of the Haworth College of Business Advisory Council, volunteer to serve as mentors to students. The Career Center organized a panel presentation followed by networking. Each student participant heard about the mentors’ career path and milestones that influenced these successful business leaders’ careers. Students (27) were matched with the mentor of their choice. Students said that it was the best professional networking program they have attended.
Employment Services

BroncoJOBS

A total of 778 jobs (business function) were posted on BroncoJOBS.

* 778 job postings: Co-Op -10, Internship – 263, Other Jobs: 505. Note: Not all employers post positions on BroncoJOBS; instead, some employers prefer alternate recruiting strategies such as speaking to a professional student organization or attending a career event.

On-Campus Interviewing Program

The Career Center houses eight interview rooms that are used by employers to conduct interviews on campus. Employers request on-line interview schedules using BroncoJOBS or they self-schedule interviews following a job posting or attendance at a career fair, event, or networking program.

- 608 Scheduled on-line through BroncoJOBS
- 348 Self-Scheduled by Employer
- 74 Total # of Employers Interviewing on Campus
- 956 Total # of Interviews organized by The Career Center
Partial List of Employers Recruiting WMU Students

Acosta
Advantage Sales and Marketing
Aerotek
Aflac
Airgas
Amway
BlueGranite
Borgwarner
Brooksource
CBS
Cintas Corporation
Coca-Cola Enterprises
Cole Gavlas, PC
Command Transportation
ConAgra Foods
**Coyote Logistics (Premier Partner)**
Consolidated Graphics, Inc.
Crow Horwath LLP
**Daymon Worldwide (Premier Partner)**
Deloitte Services LP
Ecolab
Edward Jones Investments
**Enterprise Rent-A-Car (Premier Partner)**
Ernest & Julio Gallo Winery
Federal Energy Regulatory Commission
Flagstar Bank
G.A. Richards Company
Grainger Industrial Supply
Greenleaf Hospitality Group
Harley Davidson Motor Company
Harold Zeigler Lincoln Mercury
Haworth, Inc.
Hormel Foods Corporation
Jewel/Osco
Johnson & Johnson Sales and Logistics
JP Morgan Chase & Co
Kalamazoo Kings
Kellogg Company
Kohler
Kraft Foods
LOC Enterprise
Macy’s
Marathon Petroleum
**Meijer (Premier Partner)**
Metro Transit
Monroe-Brown Foundation
Monsanto
MSDOnline
Muskegon County-Human Resources
National City
News America Marketing
Nolan Transportation Group
Northwestern Mutual Financial Network
Oakland Human Resources Consortium
Parker Hannifin Corporation
Paychex, Inc.
Pepsi Bottling Group
Phoenix International Freight Services
Post Cereal
PricewaterhouseCoopers
Rowley Bushue & Company
RJG & Associates
Robert Bosch, LLC
Ross Mortgage
Sam’s Club
Sara Lee Corporation
Spartan Stores
Speedway
Steak N Shake
Steelcase
Stryker Corporate Office
Stryker Instruments
**Target (Premier Partner)**
TDS Telecom/TDS Metrocom
Technology Connection, LLC
Texas Instruments
Thomson Reuters
Transfreight
Treasury Strategies, Inc.
U.S. Army TACOM
U.S. Dept. Of Homeland Security
U.S. Dept. of Justice
U.S. Peace Corps
University Directories
Unum
Van Buren County Human Resources
**Walmart (Premier Partner)**
Whirlpool
Yeo & Yeo PC
Zhang Financial
### “At Graduation” Employment Summary

<table>
<thead>
<tr>
<th>Major</th>
<th>Average Starting Salary</th>
<th>Sample Job Titles</th>
<th>Sample Employers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accountancy</td>
<td>$50,000</td>
<td>Assurance Associate, Tax Analyst, Staff Accountant</td>
<td>PricewaterhouseCoopers, Stryker Corporation, BDO USA</td>
</tr>
<tr>
<td>Finance</td>
<td>$52,625</td>
<td>Financial Advisor, Senior Buyer, Call Center Representative</td>
<td>Edward Jones, Bronson Healthcare, Aegon Diversified Investment Advisors</td>
</tr>
<tr>
<td>Management</td>
<td>$42,583</td>
<td>City Clerk, Leadership Development Program, Data Coordinator, Project Manager, Customer Service Agent, Compliance Officer</td>
<td>City Government, Consolidated Graphics, Western MI University, Atsalis Brothers Painting, Berends Hendricks, Insurance, Classic Growers</td>
</tr>
<tr>
<td>Integrated Supply Management</td>
<td>$47,500</td>
<td>Capacity Planning Analyst, Operations Supervisor, Inventory Control, Supply Chain Analyst</td>
<td>Kellogg’s, Exel Supply Chain, Kendall Electric, Stryker Instruments</td>
</tr>
<tr>
<td>Human Resources Management</td>
<td>$26,500</td>
<td>Recruiter, Human Resources Assistant</td>
<td>Kelly Services, Trillium Staffing</td>
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<tr>
<td>Food &amp; CPG Marketing</td>
<td>$40,500</td>
<td>Sr. Sales Service Rep, Food Service Sales Rep, Retail Sales Rep, Assistant Manager, Business Analyst, Retail Leadership Dev Program</td>
<td>Kraft, Hormel, Abbott Nutrition, Walmart, Daymon Worldwide, Save-A-Lot</td>
</tr>
<tr>
<td>Sales &amp; Business Marketing</td>
<td>$42,000</td>
<td>Territory Manager, Inside Sales Account Executive, Transportation Sales Rep, Sales Associate</td>
<td>Ecolab, Thomson Rueters, Command Transportation, C.H. Robinson, MSDSonline</td>
</tr>
</tbody>
</table>
## Graduate Survey
December 2010 Graduates “At Graduation” Employment Report

<table>
<thead>
<tr>
<th>Master of Science, Accountancy</th>
<th>$41,333</th>
<th>Auditor Accounting Associate Accountant</th>
<th>PricewaterhouseCoopers First Community Federal Credit Union Seber Tans PLC</th>
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<tbody>
<tr>
<td></td>
<td>$30,000 - $52,500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Master of Business Administration</td>
<td>$71,875</td>
<td>Stryker Spectrum Health Chem Link Amway L-3 Communications Avionics Systems</td>
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<tr>
<td></td>
<td>$47,500 - $85,000</td>
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<td></td>
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<tr>
<td>Advertising &amp; Promotion</td>
<td>Data Collection in Progress</td>
<td></td>
<td></td>
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<tr>
<td>Computer Information Systems</td>
<td>Insufficient data to report “at graduation” employment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Electronic Business Design</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Telecommunication Information</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Management</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marketing</td>
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