The Career Center – Haworth College of Business
2008-09 Report, July 1 – June 30
Mid-Year Report – Fall 2008

Executive Summary

The Career Center, located within Schneider Hall, home to Haworth College of Business, is part of the WMU Career Network. The Career Center opened its doors in July 2008 and is dedicated to facilitating the career development for business students and accomplishes this through offering career education and employment services and programs.

The demand for advising services is high and resulted in students’ waiting 7.5 weeks for a career advising appointment. In response, two positions (graduate assistant and academic/career advisor) were added to the Career Center staff.

To support the Western Edge, a program that encourages students to decide on a major and progress toward degree completion in the most efficient timeline possible, a 1-credit pre-business career exploration course was proposed. The course was piloted and proved effective in helping students decide on a major and occupational pathway by providing career assessment and enhanced advising and guidance on career exploration, networking and securing internship employment. Unfortunately, the 1-credit course was not approved; however, delivery of early career exploration education and advising is still a high priority.

The Career Center staff is pleased to offer an overview of the first semester’s accomplishments and assessment data which will be used to continuously improve career education and employment services and programs offered to Haworth College of Business students.

Staff (left to right)
Danielle Field, BFA – Office Associate
Caroline Ray, BBA – Employer Relations Coordinator
Linda Ickes, MA, SPHR – Director
Jessie Wagner, MS – Career Advisor
Renae Avino, Accountancy – Student Assistant
Meagan McNeal, Marketing – Student Assistant
Alex Grabemeyer, Management – Student Assistant
Career Center Contributors

Robert J. Bobb ’69
John H. ’77 and Susan J. Boll
The Greenleaf Companies
Haworth, Inc.
Thomas M. ’77 and Melanie B. Thornton

With gratitude to the generous contributors who support the career development of business students.
Grand Opening, April 25, 2008

Premier Partners

Through their contributions, time and expertise, Premier Partners support The Career Center by sponsoring a variety of career education programs and events that help our students explore and develop their job search knowledge, gain professional skills, and launch satisfying careers.

Amway
Coyote Logistics
Enterprise Rent-a-Car
Meijer
Target
Whirlpool

Sara Gonzales, Amway Corp.
Practice Interview Day

Rick Miller, Target
Business Bash

Faculty Advisory Committee

An advisory committee with faculty membership from each department and program meet each semester, and as needed, to collaborate on practices to help The Career Center integrate successfully into the College’s operations. This will include initiatives such as:

• Internship Program Development
• Employer Relations
• Student Conduct, Interviewing On Campus
• Pre-Business Career Exploration Course
• Employment and Salary Collection/Reporting
## Budget

**July 1 - December 31, 2008**

<table>
<thead>
<tr>
<th></th>
<th>Booked Budget</th>
<th>Estimated Actuals</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pledges due/Gifts Received</td>
<td>$127,000.00</td>
<td>$127,000.00</td>
</tr>
<tr>
<td>Sponsorship Income</td>
<td>$40,000.00</td>
<td>$25,050.00</td>
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<tr>
<td>(Partnerships)</td>
<td></td>
<td></td>
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<tr>
<td>Conferences &amp; Special</td>
<td>$65,000.00</td>
<td>$55,380.00</td>
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<tr>
<td>Events (Career Events)</td>
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<td></td>
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<tr>
<td><strong>Total</strong></td>
<td>$232,000.00</td>
<td>$207,430.00</td>
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<tr>
<td><strong>Expenses</strong></td>
<td></td>
<td></td>
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<tr>
<td>Compensation &amp; Benefits</td>
<td>$161,240.00</td>
<td>$80,620.00</td>
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<tr>
<td>Operating Expenses</td>
<td>$70,760.00</td>
<td>$27,099.30</td>
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<tr>
<td><strong>Totals</strong></td>
<td>$232,000.00</td>
<td>$107,719.30</td>
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</tbody>
</table>
Employment Services

BroncoJOBS-Online Recruiting and Career Event Management Software

A total of 987 (business) jobs were posted on BroncoJOBS to assist employers in recruiting business majors.

Business Job Postings
Fall 2008

* 987 job postings: Co-Op -15, Internship – 203, Jobs -769 (full-time only). This information does not include part-time student employment or job descriptions sent directly to academic departments within Haworth College of Business.

On-Campus Interviewing Program

The Career Center houses eight interviewing 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.

314 Pre-Select on BroncoJOBS
3 Open Schedules on BroncoJOBS
476 Self-Scheduled by Employer
65* Total # of Employers Interviewing on Campus
793 Total # of Interviews organized by The Career Center
Partial List of Employers Recruiting WMU Students, Fall 2008 (662 total)

Abbott Nutrition*
Advantage Sales and Marketing
Aerotek*
Aldi*
Allegra Print & Imaging
Amway (Premier Partner)*
BDO Seidmann
Brooksource*
C.H. Robinson*
Ceva Logistics*
Cintas Corporation
Colgate-Palmolive Company*
ConAgra Foods
Consumers Credit Union
Coyote Logistics (Premier Partner)*
Consolidated Graphics*
Crowe Horwath LLC*
Daymon Worldwide*
Deloitte Services LP*
Doeren Mayhew*
EcoLab*
Edward Jones Investments*
Enterprise Rent-A-Car (Premier Partner)*
Ernst & Young*
Finish Line (The) *
Ford Motor Company*
GMAC*
Hantz Group*
Harley Davidson Motor Company*
Haworth, Inc.
Heinen Fine Foods*
Honda of America*
Hormel Foods*
Jewel/Osco*
John Deere*
Johnson & Johnson Sales and Logistics*
Kellogg Company
Kohler*
KPMG*
Kroger Company
Maner, Costerisan, & Ellis, PC*
Marathon Petroleum*
MarketingWerks*
MeadWestvaco Corporation*
Meijer (Premier Partner)*
Menard's
Mercedes-Benz Technology
Merrill Lynch
Monsanto*
Monster Media Works*
MPI Research
Music Video Distributors, Inc.
National City*
Nestle’ *
News America Marketing
Northwestern Mutual Financial Network
Pepsi Bottling Group*
Perrigo*
Plante & Moran*
Post Cereal
PricewaterhouseCoopers*
Prudential Financial
RL Polk and Company
Robert Bosch, LLC
Robert Half International
Roofing & Insulation Supply, Inc.
Rowley, Bushue, & Company, LLC*
Sam’s Club
Sara Lee Corporation
Speedway*
Steelcase*
Stryker Corporate Office*
Stryker Instruments
Stryker Medical
Sun Life Financial
Target (Premier Partner)*
Texas Instruments*
Thomson Reuters*
Transfreight
U.S. Dept. Of Commerce
U.S. Dept. of Defense - Inspector General*
U.S. Dept. Of Homeland Security
U.S. Dept. of Justice
University Directories
UHY*
Valley Oak Financial
Walmart*
Whirlpool (Premier Partner)
X-Rite Incorporated
Yeo & Yeo*
Students’ interviewing preparation is assessed through employers’ feedback and will guide Career Center staff in the development of programming to help students better prepare for interviews.

Employers’ Suggestions and Evaluation of Students’ Interview Preparation:
• Do more research on the company
• Ask more questions
• More practice needed on describing actions and accomplishments (Behavioral Interviewing)

(EE = Exceeded Expectations)
• 42% EE for answering and asking interview questions
• 23% EE for knowledge of company
• 58% EE for appearance (dress/grooming)
### Graduate Survey

**Haworth College of Business, Western Michigan University**  
**2008 graduates**

<table>
<thead>
<tr>
<th>Major</th>
<th>Number of respondents</th>
<th>Average Salary</th>
<th>Percent of students reporting an internship</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accountancy</td>
<td>30</td>
<td>44,000</td>
<td>50%</td>
</tr>
<tr>
<td>Computer Information Systems</td>
<td>13</td>
<td>41,818</td>
<td>100%</td>
</tr>
<tr>
<td>Telecommunications Information Management</td>
<td>1</td>
<td></td>
<td>100%</td>
</tr>
<tr>
<td>eBizD</td>
<td>4</td>
<td>48,000</td>
<td>*</td>
</tr>
<tr>
<td>Finance</td>
<td>27</td>
<td>41,385</td>
<td>67%</td>
</tr>
<tr>
<td>Personal Financial Planning</td>
<td>8</td>
<td>47,500</td>
<td>*</td>
</tr>
<tr>
<td>Management</td>
<td>39</td>
<td>39,159</td>
<td>33%</td>
</tr>
<tr>
<td>Integrated Supply Management</td>
<td>28</td>
<td>48,611</td>
<td>82%</td>
</tr>
<tr>
<td>Human Resources Management</td>
<td>11</td>
<td>33,000</td>
<td>*</td>
</tr>
<tr>
<td>Marketing</td>
<td>28</td>
<td>33,611</td>
<td>29%</td>
</tr>
<tr>
<td>Advertising &amp; Promotion</td>
<td>31</td>
<td>28,386</td>
<td>67%</td>
</tr>
<tr>
<td>Food &amp; CPG Marketing</td>
<td>7</td>
<td>44,100</td>
<td>100%</td>
</tr>
<tr>
<td>Sales &amp; Business Marketing</td>
<td>23</td>
<td>40,167</td>
<td>40%</td>
</tr>
<tr>
<td>Master of Business Administration</td>
<td>26</td>
<td>70,000</td>
<td>0%</td>
</tr>
<tr>
<td>Master of Science in Accountancy</td>
<td>7</td>
<td>52,000</td>
<td>50%</td>
</tr>
</tbody>
</table>

*Many of the respondents did not answer this question.*
Career Education and Advising

Career Advising
Drop-In Appointments: 15 minutes each, 4 hrs/wk
1-1 Appointments: 50 minutes each, 4-8 hrs/wk

Career Center: Type of Appointment

Career Center: Advising by Enrolled Major*

*The data represented in this graph is based on Fall 2008 enrollment numbers provided by the Office of Student Academic and Institutional Research. The graph represents the percent of student seen within each major in the College of Business and the total percent of Haworth students. Major specific data that was not collected and other majors advised are not included in this graph. Other majors seen include: AVS, CHEM, COM, DIETETICS, ECON, ECON/FIN, ENGINEERING, ENGL, HESA, PSCI, PSY.
Alumni include graduation years of 2003 and 2007.

Note: Annual Goal: 10% of total student enrollment or approximately 500 students for 1:1 and drop-in advising. Source: Lerner, Neal. “Counting Beans and Making Beans Count.”

- Total Number of Students Advised: 281 or 59% of annual goal

**Data collection methods for tracking the reasons students seek career advising will be fully implemented during the Spring 2009 semester.**
UNIV 1020: Career Exploration & Development, 1 credit

UNIV 1020 is focused on career exploration and guides students to research different business careers. Students participate in activities designed to enhance their understanding of self, including interests, personality and values that influence choosing an academic major and career pathway. Students also learn job search, networking, and interview skills in preparation for the internship search.

Students will be able to:

- Identify strengths, interests, and professional values and relate them to career exploration and decision making
- Explore academic majors, careers, and occupational information
- Practice professional networking methods
- Demonstrate professional job search skills needed to find and apply for internships and professional employment

Fall 2008 Evaluation Results:

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

#4: This course helped me decide on a major and/or career direction according to my interests, personality, and/or values. 87% of the students agreed

#6: The on-line MBTI and SII provided helpful reports to assist me in learning about my personality and interests. 91% of the students agreed

#8: The one-on-one appointments with an instructor helped me with my career exploration and development. 100% of the students strongly agreed

#11: Conducting informational interviews with professionals and alumni was helpful. 100% of the students agreed

#15: I learned how to communicate my academic qualifications, transferable skills and attributes, and employment experience in a professional-style resume. 100% of the students agreed

Note:

University Counseling & Testing Center, the coordinating department for UNIV 1020 asked that the pre-business section of the Career Exploration & Development course be transferred to the Haworth College of Business. The pre-business section has been offered under UNIV since 2003.

During fall 2008, a proposal to create the pre-business Career Exploration course under a new BUS 1020 course was submitted, but not approved by the HCoB Undergraduate Policy Council.
Career Programs: Events and Presentations

Events (Networking and Student Development)

Business Bash with Student Leadership Advisory Board
*Awarded a $5,000 grant from Target to support leadership development of students. A banner, t-shirts, posters, and major-specific career resource flyers were provided to students. RSOs and departments provided program information and membership benefits.

Practice Interview Day with Delta Sigma Pi
*10 employers conducted 65 practice interviews with students. Delta Sigma Pi assisted with program logistics and greeted employers and student participants. Students (97%) said the program was relevant to their interest and learning needs. (See flyer.)

ISM Career Night with APICS
*25 employers attended with 12 employer presentations followed by networking. APICS members greeted and provided professional introductions for employers. 150 students attended.

Career Day—Get Prepared!
*A series of networking and job search presentations were offered by employers prior to Career Day. (See Career Day publicity booklet.)

Career Day with Alpha Kappa Psi
*122 employers attended Career Day. Alpha Kappa Psi Director and Co-Director worked with The Career Center to coordinate the event. AKPSI members greeted guests and staffed the event. An estimated 2000 students attended.

Career Day Interviews
*28 employers conducted interviews the day following Career Day.

CIS Career Development Day with Business Technology Network
*6 employers presented professional development topics in break-out groups followed by a panel discussion and networking. Approx. 50 students attended and 92% said the program was relevant to their interests and learning needs, while 100% said they would use what they learned. BTN student members worked with The Career Center to plan and organize the event. (See agenda.)

Business Internship Panel
*6 employers discussed their internship programs and the education, skills, and attributes they seek in internship candidates. Approx. 45 students attended and 91% said the internship panel helped them learn about internships. (See flyer.)

Etiquette Dinner
*Presented by the Kalamazoo Chamber of Commerce and sponsored by employers, the etiquette dinner provided students information on business and dining etiquette and was followed by a 3-course meal with employer representatives. The dinner was organized by the Career and Student Employment Services’ office of the Career Network.
**Employer Information Meetings/Snack Stops**
*Scheduled and promoted information sessions, receptions, and snack stops for employers and students. (Ex.: Disney Program, Hormel Foods, Northwestern Mutual Life, Consumers Credit Union, etc.)*

**Presentations**
(Registered Student Organizations and Curriculum Integration)

Presentation topics were integrated into registered student organization meetings and courses:

*Orientation to The Career Center Resources and Services Including Registration with BroncoJOBS*
*Orientation to Career Assessment and Planning*
*Characteristics of Effective Resumes*
*Interviewing Skills*
*Effective Networking*
*Assessing Strengths using StrengthsQuest*

**BUS 1750: Introduction to Business Enterprise**
**First Year Seminar**
**BUS 3700: Integrated Business Communication**
**BUS 1420: Informational Writing**
**Accounting Internship Meetings**
**Food Marketing Association Meeting**
**Delta Sigma Pi Meeting**
**French Hall Dormitory Meeting**
**Sales & Business Marketing Association Meeting**
**Student Leadership Advisory Board Meeting**