Executive Summary
Semester-end Report – spring 2010

The Career Center, located in Schneider Hall, 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. This is accomplished through two main strategies: 1) Career Programs and Advising, 2) Employment Services.

Highlights of spring 2010: Three new programs were launched: Mentor Program with HCoB Advisory Council, MBA Career Management Seminar and the Business Externship Program.

In response to an 80 percent increase in advising requests in fall 2009 over fall 2008, group seminars on resume and cover letter development were implemented in spring 2010 to efficiently serve students in small groups in addition to 1:1.

As a result of a poor economy, college recruiting was predicted to experience a 20 percent decline. The Career Fair drew 120 employers (16 percent decrease from spring 2009). On the contrary, there was a 48 percent increase in employers posting business internships and jobs. In addition, the Career Center facilitated 552 interviews (a 34 percent increase from spring 2009). Twenty-five percent of 2009-10 graduates completed the graduate survey before leaving campus and reported an average starting salary of $44,643.

The Career Center staff is pleased to offer an overview of the spring 2010 accomplishments and assessment data which will be used to continuously improve the career education 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, GCDFI – Director
Matt Larson, MBA Candidate – Graduate Assistant

Student Assistants:
Alex Grabemeyer, Management, graduated 5/10
Leanne Snyder, Undecided
Chalyn Gallop, Criminal Justice
Amber Hale, Biomedical Sciences
Patricia Smith, Human Resource Management
Premier Partners

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

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

Career Center Contributors

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

With gratitude to the generous contributors who support the career development of business students.

Grand Opening, April 25, 2008
## Budget Summary

### Academic Year 2009/10 Operational Budget Overview

<table>
<thead>
<tr>
<th></th>
<th>Booked Budget</th>
<th>Actuals</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pledges due/Gifts Received</td>
<td>$160,026.00</td>
<td>$160,026.00</td>
<td>$0.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>$160,026.00</td>
</tr>
<tr>
<td>Sponsorship Income (Partnerships)</td>
<td>$25,500.00</td>
<td>$29,500.00</td>
<td>$10,000.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>$39,500.00</td>
</tr>
<tr>
<td>Conferences &amp; Special Events (Career Events)</td>
<td>$51,890.00</td>
<td>$38,026.98</td>
<td>$4,763.48</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>$42,790.46</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$237,416.00</td>
<td>$227,552.98</td>
<td>$14,763.48</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>$242,316.46</td>
</tr>
</tbody>
</table>

### Expenses ($16,609 less than booked budget)

<table>
<thead>
<tr>
<th></th>
<th>Booked Budget</th>
<th>Actuals</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Compensation &amp; Benefits</td>
<td>$160,026.00</td>
<td>$80,013.00</td>
<td>$80,013.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>$160,026.00</td>
</tr>
<tr>
<td>Operating Expenses</td>
<td>$77,390.00</td>
<td>$39,763.52</td>
<td>$21,017.24</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>$60,780.76</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$237,416.00</td>
<td>$119,776.52</td>
<td>$101,030.24</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>$220,806.76</td>
</tr>
</tbody>
</table>
Career Education and Advising

Career Advising
Career advising is offered to students and recent alumni until they launch their first professional role. During spring 2010, 449 students used drop-in advising hours on Wednesday and Thursday afternoons, and one-on-one appointments, available on Monday-Friday.

Spring and Summer I 10: Advising by Appointment Type

Spring and Summer I 10: Advising by Enrolled Major*

*The data represented in this graph is based on spring semester 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. Ninety-five (95) students pursuing non-business majors were also seen in The Career Center.
**Spring and Summer I 10: Appointment by Grad Year**

- 2009: 3%
- 2010: 31%
- 2011: 19%
- 2012: 28%
- 2013: 9%
- ALUM: 10%

**Spring and Summer I 10: Advising Topics**

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

Note: Annual Goal: 10% of total student enrollment or approximately 500 student appointments for 1:1 and drop-in advising.


- **Total Number of Student Appointments 2008-09:** 690 or 138% of goal
  - Fall 2008: 281
  - Spring 2009: 409
- **Total Number of Student Appointments in 2009-10:** 954 or 191% of goal
  - Fall 2009: 505 (80% increase over fall 2008.)
  - Spring 2010: 449 (*10% increase over spring 2009.) *In response to 80% increase in fall, group seminars on resume and cover letters were implemented to more efficiently serve students in small groups.
- With current staffing level, appointment availability is within a 1-2 week wait time.
Career Programs: Events and Presentations

UNIV 1020: Career Exploration & Development, 1 credit
Designed for pre-business students, UNIV is a semester-long course where students enhance their understanding of self, including interests, personality and values that influence choosing an academic major and career pathway. Students also developed job search, networking, and interview skills in preparation for the internship search.

Students meet with a career advisor twice during the semester, conduct informational interviews with alumni mentors, and have lunch with and network with employer representatives during the Business Internship Panel and during the practice interview class period.

Excerpted from spring 2010 Evaluation Results:

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

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

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

Conducting informational interviews with alumni mentors was helpful. 96% of the students agreed.

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

HCoB Advisory Council Mentor Program
*Jan. 14: Eight members of the Haworth College of Business Advisory Council are mentors for 27 business students. After a panel discussion and networking, the students identified their mentor choice. Ed Bernard, John Boll, Sandi Doctor, Ken Miller, Jeff Ross, Jose Santamaria, Tom Schleuter, Marc Shupan, and Aaron Zeigler participated in the Mentor Program.

Major Info Night and Business Bash with Student Leadership Advisory Board
*Jan. 26 and 27: Representatives from professional student organizations, academic departments, the Career Center and Haenicke Institute for Global Education (Study Abroad) provided program information. Professional student organizations reported that interest and membership in their organizations has increased as a result of the Business Bash event.

Practice Interview Day with the Society for Excellence in Human Resources (SEHR)
*Jan. 29: Eight employers conducted practice interviews with students. The Society for Excellence in Human Resources student members greeted employers and student participants and assisted in staffing the event. Students (93%) said the program was highly relevant to their interest and learning needs.

Career Olympics with DSP
*Feb. 1: The Career Olympics were created as an engaging way to prepare students for Career Fair. Students rotated between four events (resume critique, cover letter critique, professional introduction/appearance, and interviewing) that were judged by employers including Aflac, Daymon Worldwide, Eaton, Edward Jones, Enterprise Rent-a-Car, Meijer, Stryker and Walmart. 95% of the students said they would definitely use what they learned.

ISM Career Night with APICS
*Feb. 3: 16 employers attended with 8 employers giving presentations followed by networking. APICS members greeted and provided professional introductions for employers. 137 students attended.

WMU Career Fair and Interviews
*Feb 4 & 5: Employers (120) attended the WMU Career Fair which is organized by Career and Student Employment Services. 33 employers conducted interviews in two locations, Bernhard Center and in the Career Center, Haworth College of Business
MBA Career Management Seminar
A six-week program designed for MBA students. In partnership with Right Management, students were lead through professional development exercises in self assessment, the hidden job market, networking, resume development meeting, interviewing practice and guidance from a search firm consultant.

Business Internship Panel
*Feb. 24: Six employers discussed their internship programs and provided information to students on how to apply. An estimated 50 students attended.

Food Marketing Pre-Conference Recruiting Activities
*March 24: Prior to the Food Marketing Conference, employers and students participated in pre-conference activities including 12 employer presentations, employer-sponsored luncheon at Zazio’s and a mini-career fair.

Advertising & Promotion Career Night with Ad Club
*April 8: The first Advertising & Promotion Career Night included professional topics of interest to advertising students and showcased employers: Digitas, Donor, Leo Burnett, and mlive.com. Dr. Bill Ward of Ferris State University was the keynote speaker.

Business Externship Program
*Designed for pre-business students, an externship is an unpaid, collegiate level job shadow experience for one to five days. Each student applicant was matched with an organization and assigned to a mentor (often an alum) to learn about activities performed in a business career, how an organization functions, and the educational and experience needed to enter a field. 65 students completed an externship with 45 different organizations. Pictured are student externs with Haworth in Holland, Kellogg’s in Battle Creek, and G.A. Richards in Grand Rapids.

For more information, visit:
http://www.wmich.edu/business/thecareercenter/bep.html
Presentations (Workshops and Curriculum Integration)

BUS 1750: Introduction to Business Enterprise, 17 sections
“Orientation to Career Center, BroncoJOBS, and Career Planning Using Focus”

Be a S.T.A.R.: Interview Workshop
Developed in response to employer feedback that indicated students were poorly answering behavioral interview questions and lacking adequate knowledge about the company. Students learn to answer behavioral interview questions and conduct company research. **100% of students found the program content relevant to their interest and learning needs.**

Food Marketing Pre-Conference Prep Session
“Business and Dining Etiquette Seminar”

S.T.A.R. Interview Training with Beta Alpha Psi and PricewaterhouseCooper (PWC)

Consider a Career in Financial Planning—Especially for Women!
Amy Williams, General Partner with Edward Jones Financial Services presented an overview of Edward Jones and the career opportunities available.

Whirlpool Negotiation Training
Led by the Whirlpool procurement team, ISM students participated in interactive negotiation training.

Sales Communication Training with DiSC (Sponsored by Whirlpool Corporation)
Students enrolled in Dr. Eckert’s Advanced Selling Strategies class took the DiSC style instrument and learned about their own selling style and how to adapt to different customer styles and motivations. Co-facilitated by Brent Funk, Whirlpool University Relations.

Kohler Night
Led by WMU alum, Bill Cousineau, Vice President of Operations for Kohler Company, ISM and engineering students enjoyed a professional development program and dinner with professionals from the Kohler Company.

Resume and Cover Letter Workshops for ACTY 2100 Students
Developed for Ms. Burke’s ACTY 2100 career development assignments. Students learned how to effectively market their skills and qualifications through a resume and cover letter. Approximately 100 students were served through these workshops. These workshops served students efficiently in small groups and reduced the demand for this content through 1:1 advising.

Classroom Presentations
At the request of several faculty members, presentations on interviewing, sales techniques according to personality, the Myers-Briggs Type Indicator, and 30-second commercials were delivered in classroom settings.
Employment Services

BroncoJOBS

During spring 2010, a total of 1,029 jobs (business functions) were posted with the Career Center using BroncoJOBS. (This reflects a 48% increase from spring 2009 semester.)

![Business Job Postings Spring 2010](chart)


Note: Not all employers post positions on BroncoJOBS; instead, some employers prefer alternate recruiting strategies such as speaking to professional student organizations, attending career events, and/or referrals from faculty.

On-Campus Interviewing Program

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

Number of employers and on-campus interviews:

- 368 Scheduled on-line through BroncoJOBS
- 184 Self-Scheduled by Employer
- 73 Total # of Employers Interviewing on Campus
- 552 Total # of Interviews organized by The Career Center

Employer Evaluation of Students Interview Skills

* Interview Attire, Appearance
  * 98% of students met or exceeded employers’ expectations

* Demonstrated knowledge of company (3% improvement over spring 2009)
  * 97% of students met or exceeded employers’ expectations

* Ability to describe skills
  * 95% of students met or exceeded employers’ expectations

* Ability to effectively answer and ask questions (7% improvement over spring 2010)
  * 95% of students met or exceeded employers’ expectations
Partial List of Employers Recruiting Business Students:

Acosta
Advantage Sales and Marketing
Aerotek
Aflac
Airgas
**Amway (Premier Partner)**
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
Kroger
LOC Enterprise
Macy’s
Marathon Petroleum
**Meijer (Premier Partner)**
Metro Transit
Monroe-Brown Foundation
Monsanto
MSDSonline
Muskegon County-Human Resources
National City/PNC
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
Steelcase
Stryker Corporate
Stryker Instruments
Stryker Medical
**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 (Premier Partner)**
Yeo & Yeo PC
Zhang Financial
## Graduate Employment Report
### 2009-10 Graduates

(August, December 2009 and May, June 2010 graduates surveyed upon graduation—25% participation)

<table>
<thead>
<tr>
<th>Major</th>
<th>Graduates</th>
<th>Internship</th>
<th>Sample Job Titles</th>
<th>Sample Employers</th>
<th>Avg Starting Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accountancy</td>
<td>133</td>
<td>33%</td>
<td>Accountant, Tax Associate, Staff Auditor</td>
<td>Deloitte, Grant Thornton, Auto Owners Insurance</td>
<td>$45,000</td>
</tr>
<tr>
<td>Computer Information Systems</td>
<td>42</td>
<td>20%</td>
<td>Associate Software Developer, Webmaster</td>
<td>Eaton Corporation, Auto Owners Insurance, Western Michigan University</td>
<td>$45,000</td>
</tr>
<tr>
<td>Telecommunications Information Management</td>
<td>7</td>
<td>33%</td>
<td>IT</td>
<td>Thomson Reuters</td>
<td>*</td>
</tr>
<tr>
<td>eBizD</td>
<td>5</td>
<td>67%</td>
<td>UI Engineer, Co-Founder, Application Developer</td>
<td>InGage Networks, BrightMenus.com, GA Richards</td>
<td>$47,500</td>
</tr>
<tr>
<td>Finance</td>
<td>121</td>
<td>17%</td>
<td>Business Analyst, Financial Representative, Bank Manager, Real Estate Agent, Relationship Manager</td>
<td>Auto Owners Insurance, Northwestern Mutual, PNC Bank, Century 21, Merrill Lynch</td>
<td>$47,071</td>
</tr>
<tr>
<td>Management</td>
<td>131</td>
<td>15%</td>
<td>Project Manager, Assistant Manager, Regional Manager, Underwriter</td>
<td>VanDam and Krusinga, Bank of America, Nolan Transportation Group, Cameron Wilson &amp; Associates</td>
<td>$43,361</td>
</tr>
<tr>
<td>Integrated Supply Management</td>
<td>76</td>
<td>71%</td>
<td>Buyer, Operations Supervisor, Supply Chain Specialist, Scheduling Coordinator, Procurement Rotational Program</td>
<td>Stryker, Exel Logistics, Whirlpool, Lockheed Martin, Kohler, Bosch, Monsanto</td>
<td>$50,500</td>
</tr>
<tr>
<td>Human Resources Management</td>
<td>38</td>
<td>50%</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Marketing</td>
<td>97</td>
<td>32%</td>
<td>Event Planner, Management Trainee, Account Coordinator</td>
<td>American Diabetes Assoc., Roofing Insulation Supply AS Inc</td>
<td>$37,700</td>
</tr>
<tr>
<td>Advertising &amp; Promotion</td>
<td>38</td>
<td>33%</td>
<td>Marketing Coordinator, Administrative Coordinator, Signature Contractor</td>
<td>Bidgery.com, StructureTec, Stryker Medical</td>
<td>$29,300</td>
</tr>
<tr>
<td>Food &amp; CPG Marketing</td>
<td>59</td>
<td>78%</td>
<td>Merchandise Associate, Retail Sales Rep, Co-Manager, Category Analyst</td>
<td>Meijer, Kellogg Company, Kroger, Sara Lee, Kraft Foods, Heinen’s Fine Foods</td>
<td>$40,909</td>
</tr>
<tr>
<td>Sales &amp; Business Marketing</td>
<td>102</td>
<td>31%</td>
<td>Sales Representative, Account Executive Account Manager</td>
<td>Command Transportation, Coyote Logistics, JPMorgan Chase, Ecolab, MSDsonline</td>
<td>$41,654</td>
</tr>
</tbody>
</table>

*Insufficient Data. Note: Chart includes data collected upon graduation through May 2010. A final 2009-10 graduate report will be published in September/October 2010.