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 supporting the career development of business students by assisting them in engaging in career development experiences and launching satisfying careers. This is accomplished through two main strategies: 1) Career Programs and Advising, 2) Employment Services.

The demand for advising services is high and resulted in students waiting 7.5 weeks for a career advising appointment in fall semester 2008. In response, two positions (graduate assistant and academic/career advisor) were added to The Career Center staff in January 2009. As a result, students waited on average 1 week for an advising appointment in spring semester 2009. Additionally, staff members were able to focus on in-depth advising topics such as major selection, career pathway discussion, and career assessments in one-on-one advising appointments, in addition to increased support during drop-in advising for topics such as resumes and cover letters.

Based on employer feedback and advising data, The Career Center staff will offer new programs, such as the S.T.A.R. Interview Workshop, that specifically addresses areas that students need improvement.

The Career Center staff is pleased to offer an overview of the spring 2009 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)

Meagan McNeal, Marketing – Student Assistant
Linda Ickes, MA, SPHR – Director
Geralyn Heystek, MBA, Academic/Career Advisor
Caroline Ray, BBA – Employer Relations Coordinator
Jessie Wagner, MS – Career Advisor
Danielle Field, BFA – Office Associate
Not Pictured:
Alex Grabemeyer, Management – Student Assistant
Shanae Locke, Fashion Merchandising – Student Assistant
Michael Taylor, Business – Student Assistant
Matt Larson, Career & Technical Education – Graduate 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

Faculty Advisory Committee

An advisory committee with faculty membership from each department help The Career Center integrate successfully into the college’s operations. During spring 2009, the advisory committee members provided input and feedback on the development of the following guidelines, procedures and documents:

- Internship Program Description and Q&A for students
- Internship Program Guide for Employers
- Integration into career-related events including Food Marketing Conference and IT Forum and Business Bash
- Development of Career Development Action Plan and Haworth Experience Model

Rick Miller, Target
Interview Training with students in UNIV 1020

Sara Gonzales, Amway; Jon Sanborn, Edward Jones; Dr. Judy Swisher, Finance & Commercial Law
Buster Bronco, standing
Practice Interview Day
# Academic Year 2008/09 Operational Budget Overview

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<th></th>
<th>Booked Budget</th>
<th>Estimated Actuals</th>
<th>Totals</th>
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<td>Fall 2009</td>
<td>Spring 2009</td>
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<td>through April</td>
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<td><strong>Revenue</strong></td>
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<td>Conferences &amp; Special Events (Career Events)</td>
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Career Education and Advising

Career Advising

Career advising is offered to students and recent alumni until they launch their first professional role. During Spring 09, 371 students (32% increase over fall 08) were advised during 20-minute drop-in hours Wednesday and Thursday afternoons, and one-on-one appointments, available on Mondays, Tuesdays, and Thursdays.

Spring 09 Advising by Appointment Type

Spring 09 Advising by Enrolled Major*

*The data represented in this graph is based on spring semester 2009 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. Other majors seen included: AVS, BYL, CHL, CMU, CRJ, DIET, ECL, EDU, ENG, ENL, FVM, GRL, JNL, OCM, PSL, PPL, PSY, PUR, and SWK. A total of 38 students were seen with majors outside of the College of Business.

**Spring 09 Appointments by Grad Year**

- 2009: 28%
- 2010: 23%
- 2011: 27%
- 2012: 13%
- ALUM: 7%
- UNKNOWN: 2%

**Spring 09 Advising Topics**

- 1-1 Advising (Spring 09)
- Drop-In Advising

**This data shows the reasons students’ seek advising and the frequency that each advising topic is discussed. Advising on topics that guide students in selecting a major and deciding on a career pathway increased over fall 08.**

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

- Total Number of Student Appointments in Fall 2008: 281 or 59% of annual goal
- Total Number of Student Appointments in Spring 2009: 409 or 82% of annual goal
- Exceeded advising goal by 190 appointments reaching 138% of annual goal
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

Excerpted from Spring 2009 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. 92% of the students agreed

#6: The on-line MBTI and SII provided helpful reports to assist me in learning about my personality and interests. 85% 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 agreed

#11: Conducting informational interviews with professionals and alumni was helpful. 96% 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:

UNIV 1020: Pre-Business Career Exploration & Development, 1 credit, will be offered again in spring semester 2010. In lieu of UNIV 1020, The Career Center will offer the Career Leadership Seminar in fall semester 2009. The seminar will focus on the same objectives as UNIV 1020, but will be non-credit bearing and offered over the course of 5 weeks.
Career Programs: Events and Presentations

Events (Networking and Student Development)

Business Bash with Student Leadership Advisory Board
*Sponsored by Meijer, Meijer-brand snacks were available for students. Professional student organizations, academic departments, and the Career Center 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 Society for Excellence in HR
*10 employers conducted 68 practice interviews with students. Society for Excellence in Human Resources (SEHR) assisted with program logistics and greeted employers and student participants. Students (97%) said the program was relevant to their interest and learning needs.

ISM Career Night with APICS
*16 employers attended with 8 employers giving presentations followed by networking. APICS members greeted and provided professional introductions for employers. 125 students attended.

Career Fair Preparation with Enterprise Rent-a-Car
*Interview Etiquette & Dress and Career Fair Etiquette programs were presented by Enterprise and hosted by American Marketing Association and Alpha Kappa Psi

Career Fair by Career & Student Employment Services
*143 employers attended Career Fair. Business professional student organizations, The Sales and Business Marketing Association and Delta Sigma Pi greeted employers and helped with the event logistics.

Career Day Interviews
*19 employers conducted interviews during/after Career Fair.
Business Internship Panel
*7 employers discussed their internship programs and provided information to students on how to apply. Approx. 50 students attended and 100% indicated they were more motivated to gain experience through an internship experience.

Food Marketing Conference (Pre-Conference Presentations)
*12 employers presented information about career opportunities with their organizations. Students had lunch with employers at Zazio’s following the presentations.

Employer Information Meetings/Snack Stops
*Informal networking opportunities such as “Snack Stops” allow students to drop-in and learn about organizations and career-building opportunities. (Ex.: Disney College Program, Deloitte, and Advantage Sales & Marketing)

Presentations
BUS 1750: Introduction to Business Enterprise, 26 sections
“Orientation to Career Center, BroncoJOBS, and Career Planning Using Focus”

BUS 1420: Informational Writing
“One Stop Shop—Online Career Resources”

MGMT 3500: Managing Diversity
“Job Search Techniques in an Economic Recession”

Food Marketing Association Meeting
“You Only Get One Chance to Make a Good Impression”

Annual Phonation Student Staff
“Market Yourself: Resumes and Interviewing”

French/Davis Halls
“The Stages of Interviewing”
Employment Services

BroncoJOBS

A total of 496 business jobs (internships and entry-level professional positions) were posted on BroncoJOBS.

* 496 job postings: Co-Op – 16, Internship – 159, Professional Jobs – 321. 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.

117 Facilitated through BroncoJOBS
295 Self-Scheduled by Employer
66 Total # of Employers Interviewing on Campus
412 Total # of Interviews organized by The Career Center

Students’ interviewing skills are assessed through employers’ feedback. As a result, the Career Center staff will offer behavioral interviewing training (STAR Workshop) in the fall 2009.

Employers’ suggestions and evaluation of students’ interview skills:

• Do more research on the company
• Ask more questions
• More practice needed on describing actions and accomplishments (Behavioral Interviewing)

(EE = Exceeded Expectations)
• 24% EE for answering and asking interview questions
• 14% EE for knowledge of company
• 49% EE for appearance (dress/grooming)
Partial List of Employers Recruiting WMU Students, Spring 2009 (372 total)

Acosta
Advantage Sales and Marketing
Aerotek
Airgas
Aldi
**Amway (Premier Partner)**
BlueGranite
Borgwarner
BrooksSource
CareerBuilder.com
CBS
Cintas Corporation
Coca-Cola Enterprises
Command Transportation
ConAgra Foods
**Coyote Logistics (Premier Partner)**
Consolidated Graphics, Inc.
Dana Corporation
Deloitte Services LP
Denso Manufacturing Michigan
EcoLab
Edward Jones Investments
**Enterprise Rent-A-Car (Premier Partner)**
Ernest & Julio Gallo Winery
Federal Energy Regulatory Commission
Flagstar Bank
Gordon Food Service
Grainger Industrial Supply
Grand Rapids Label
Harley Davidson Motor Company
Harold Zeigler Lincoln Mercury
Haworth, Inc.
Hormel Foods Corporation
Jewel/Osco
Johnson & Johnson Sales and Logistics
JP Morgan Chase & Co
Kehe Food Distributors
Kellogg Company
Kohler
Lewis Reed & Allen P.C.
LOC Enterprise
Macy’s
Marathon Petroleum
**Meijer (Premier Partner)**
Metro Transit
Monroe-Brown Foundation
Monsanto
MSDSonline
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
Rieter Automotive
RJG & Associates
Robert Bosch, LLC
Ross Mortgage
Sam’s Club
Sara Lee Corporation
Speedway
Steak n Shake
Steelcase
Stryker Corporate Office
Stryker Instruments
Sun Life Financial
**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
**Whirlpool (Premier Partner)**
X-Rite Incorporated
Zhang Financial
Graduate Survey
Undergraduate April 2009 Graduates

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<tr>
<th>Major</th>
<th>Average Starting Salary</th>
<th>Percent of students reporting an internship</th>
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<td>Accountancy</td>
<td>50,167</td>
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<tr>
<td>Computer Information Systems</td>
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<td>Telecommunications Information Management</td>
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<td>eBizD</td>
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<td>Finance</td>
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<td>Personal Financial Planning</td>
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<td>Management</td>
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<td>Integrated Supply Management</td>
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<td>Advertising &amp; Promotion</td>
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<tr>
<td>Food &amp; CPG Marketing</td>
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<tr>
<td>Sales &amp; Business Marketing</td>
<td>44,357</td>
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*Insufficient response rate