The Career Center – Haworth College of Business

Executive Summary
Semester-end Report – spring, summer I 2012

The Career Center team is proud to offer an overview of the spring 2012 career programs and employment services that were available to assist Haworth College of Business students to launch satisfying business careers.

Highlights of spring 2012:
Employers responded to the NACE Job Outlook 2012 survey indicating their plan to hire 9.5% more new graduates in 2011-12 than they did in 2010-11 with 65% of the employers indicating a preference to begin their recruitment process in the fall of each academic year.

At WMU, the Career Fair drew 173 employers, a 26% increase over spring 2010. Employers posted a 34% increase of business internships and jobs over last year and 451 interviews were scheduled in the Career Center.

Eighty-eight (88%) of the 2011-12 Haworth College of Business graduates reported their “at graduation” first destination, a 7% increase over 2010-11 graduates. For those reporting full-time employment, the average starting salary for BBA graduates was $42,509, for MSA $49,423, and $59,853 for MBA graduates.

Results from the BBA Exit Survey indicated a high level of satisfaction with the leads to employment opportunities available through BroncoJOBS, career nights, and job fairs. The most common score given was 5 out of 5 with a mean score of 3.87. Opportunities include increasing the ease of access for career advising as some students indicated they “don’t have time to seek career advising.” Overall, when asked for strengths, students offered numerous comments related to the Career Center such as job opportunities, career fairs, career development services, and internship opportunities for the students.

Staff
Jessie Wagner, MS, GCDF – Career Development Specialist
Geralyn Heystek, MBA, GCDF – Career Development Specialist
Caroline Ray, BBA, GCDF – Career Development Specialist
Shawna Cassada, Office Coordinator
Linda Ickes, MA, GCDFI – Director
Alaina Parker, MPM – Employer Relations Coordinator (began July 2012)
Carrie Tremble, MA, LPC, Doctoral Candidate – Graduate Assistant

Student Assistants:
Darcey Watson, Accountancy
Ashley Walker, Advertising and Promotion
Rachel Fuller, Advertising and Promotion
Leanne Snyder, Business and Anthropology
Chalyn Gallop, Criminal Justice
Ade Weir, Marketing
Lauren Wolfe, Marketing
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 students explore and develop job search knowledge, gain professional skills, and launch satisfying careers.

C.H. Robinson
Coyote Logistics
Enterprise Rent-a-Car
Fifth Third Bank
Kraft Foods
Meijer
Stryker
Walmart

Natalie Cassady
Recruiter, Coyote Logistics
BBA, Management, ’10

Erin Kelly
Financial Center Manager, Fifth Third Bank
Leads a tour of WMU students to explore careers in banking.
Business Externship Program, May 2012

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 2011-12 Operating Budget

<table>
<thead>
<tr>
<th></th>
<th>Summer II 2011 through Fall 2011</th>
<th>Spring 2012 through Summer I 2012</th>
<th>Totals</th>
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<td><strong>Revenue</strong></td>
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<td><strong>Total</strong></td>
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## Expenses

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<tr>
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<th>Actuals</th>
<th>Totals</th>
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<tr>
<td>Operating Expenses</td>
<td>$55,460.73</td>
<td>$98,019.79</td>
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<td><strong>Total</strong></td>
<td>$98,019.79</td>
<td>($4,263.79)</td>
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</tbody>
</table>
Career Advising

Career advising is offered to students and recent alumni until they launch their first professional role. During spring 2012, 466 (403 spring 2011) appointments (both drop-in advising hours and one-on-one appointments) were conducted in The Career Center.

![Spring & Summer I 2012 Advising by Appointment Type](chart)

**Spring & Summer I 2012 Advising by Enrolled Major***

*The data represented in this graph is based on spring semester 2012 enrollment numbers provided by the Office of Student Academic and Institutional Research. The value above each bar represents the total number of student appointments seen within each major over the total number of business students enrolled in each academic program. Students may have had more than one appointment. Major codes used in this data are used by the WMU Registrar’s Office. Thirty-eight (38) students pursuing non-business majors were also seen in The Career Center.*
Spring & Summer I 2012 Appointment by Grad Year

- 2016: 0%
- 2015: 16%
- 2014: 22%
- 2013: 27%
- 2012: 27%
- 2011: 5%
- Alum: 3%
- Unknown: 1%

Spring & Summer I 2012 Advising Topics**

**This data shows the reasons students seek advising and the frequency that each advising topic is discussed.
Career Programs: Course, Events and Presentations

UNIV 1020: Career Exploration & Development, 1 credit
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 develop job search, networking, and interview skills in preparation for choosing a major and conducting an internship search.

*Exploration of interests and skills*

Students meet with a career advisor once during the semester, conduct informational interviews with alumni mentors, and network with employer representatives during the practice interview/resume and cover letter critique class period, and during the etiquette dinner. Two sections of U1020 were offered in spring 2012.

*Spring 2012 Evaluation Results:*
This course taught me career exploration and job search methods that are useful now and in the future. 100% of the students agreed.
Events

Major Info Night and Business Bash with Student Leadership Advisory Board
*Jan. 18 and 19:* Each department presented an overview of the academic majors available followed by networking and pizza with faculty and staff.

Business Bash drew all fifteen (15) student organizations, The Career Center and Haenicke Institute for Global Education (Study Abroad) office. Student organizations reported that interest and membership in their organizations increased as a result of the Major Info Night and Business Bash events.

Practice Interview Day with the Society for Excellence in Human Resources (SEHR)
*Feb. 3:* Eight (8) 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. 100% of the students said the program was relevant to their professional development needs and 72% said the program was highly relevant to their needs.

ISM Career Night with APICS
*Feb. 15:* Twenty-four (24) employers and 130 students attended. Ten employers gave a presentation followed by networking. APICS members greeted and provided professional introductions for employers. Demand from employers for supply chain candidates increased by 40% during 2011-12.

WMU Career Fair and Interviews
*Feb 16 & 17:* Employers (173) attended the WMU Career Fair. Twenty-five (25) employers conducted interviews in two locations, Bernhard Center (25) and in The Career Center, Haworth College of Business (9).

BIS Career Day
*Feb 10:* Ten (10) employers attended this professional development and networking event for BIS students. The director of technology for the W.K. Kellogg Foundation delivered a keynote address, which was followed by a brief panel and extended networking. BTN, our IT student organization, co-ordinated the event. Approximately 65 students attended, which was more than triple the attendance from spring 2011.
Business Internship Panel
*Jan. 26: Three (3) employers discussed their internship programs with students including how to apply.

Food Marketing Pre-Conference Recruiting Activities
March 26: Prior to the Food Marketing Conference, pre-conference activities drew 75 students and 17 employers. Students network with employer representatives during rotating turbo presentations followed by a luncheon and a mini-career fair.

Business Externship Program
Designed for pre-business students, an externship is an unpaid, collegiate level job shadow experience. Each student is matched with an organization and assigned to a mentor (often an alum) to learn about a business career, how an organization functions, and the education and experience needed to enter a field.

Eighty six (86) students participated with 46 different organizations; a total of 132 externship opportunities. Educational Community Credit Union (ECCU) and the Dow Chemical Company sponsored the 2012 program (pictured is Ric Bondy from ECCU presenting the sponsorship check).

Pictured (left to right) are externs with Fifth Third Bank in Kalamazoo, Haworth in Holland, and Webasto Roofing Systems in Livonia.
Presentations (Examples, not a complete list)

BUS 1750: Introduction to Business Enterprise, 16 sections, approx. 515 students
“Orientation to The Career Center, BroncoJOBS, and Career Planning Using Focus”
The students learned to:
* Find The Career Center programs and services
* Register with The Career Center and search for internships
* Assess their career-related interests and correlate them to academic majors and career pathways

Food Marketing Pre-Conference Prep Sessions
Preparation sessions were offered for Sigma Phi Omega (“Career Fair Preparation and Networking”) and Food Marketing Association (“Business and Dining Etiquette Seminar”) prior to the Food Marketing Conference.

The Mentor Program
Eight mentors shared advice and feedback to 24 students (many pursuing an MBA/MSA) during round table discussions. Mentors included experienced business leaders in roles of manager, president, senior director, vice president, and financial planner. Most have earned an advanced degree from WMU.

Business Externship Program Information Sessions
Six (6) peer mentors, also former extern participants, assisted with the program this year. They created a marketing plan, conducted information sessions, met with accepted externs to discuss the program, and participated in the professional development workshops. The information sessions were hosted in the College of Business and in the Business Learning Community.

Peer Mentors Pictured: Brad Taylor, Lauren Evans, Ruben Norman, Lucas Bodin, Matt Parks, and Katie DeWolf

Business Externship Program Professional Development Workshops
As a part of the Business Externship Program, externs attend a two-hour professional development workshop to learn about and develop skills in business communication, etiquette, informational interviewing, company research, corporate culture, and confidentiality. Five (5) workshops were offered for 86 students. Pictured to the right is Lucas Bodin, a Business Externship Program Peer Mentor, with several externs during a workshop.
Employment Services

BroncoJOBS

During spring 2012, a total of 1562 business-related jobs were available to students through BroncoJOBS.

![Business Job Postings (Spring 2010)](image)


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 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:

- 254 Scheduled on-line through BroncoJOBS
- 197 Self-scheduled by employer
- 62 Total # of employers interviewing on campus
- 451 Total # of interviews organized by The Career Center

Employer Evaluation of Students Interview Skills

*Interview Attire, Appearance*
*92% of students met or exceeded employers’ expectations*

*Demonstrated knowledge of company*
*92% of students met or exceeded employers’ expectations*

*Ability to describe skills*
*97% of students met or exceeded employers’ expectations*

*Ability to effectively answer and ask questions*
*95% of students met or exceeded employers’ expectations*
Partial List of Employers Recruiting Business Students, Spring 2012

Total: 964

Acosta
Advantage Sales and Marketing
Aerotek
Aflac
Ally Financial
American Airlines
Bendix
Borgwarner
Brooksource
CBS

*C.H. Robinson Worldwide Inc. (Premier Partner)*
Coca-Cola Enterprises
Cole Gavlas, PC
Command Transportation
ConAgra Foods

*Coyote Logistics (Premier Partner)*
Consolidated Graphics, Inc.
Crowe Horwath LLP
Daymon Worldwide (Premier Partner)
Deloitte Services LP
Domino’s Pizza
Doner Advertising
Edward Jones Investments

*Enterprise Rent-A-Car (Premier Partner)*
Ernest & Julio Gallo Winery

*Fifth Third Bank (Premier Partner)*
First Investors Corporation
G.A. Richards Company
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

*Kraft Foods (Premier Partner)*
Kroger
LOC Enterprise
Lowes
Marathon Petroleum
Mayo Clinic
McCormick & Company

*Meijer (Premier Partner)*
Metro Transit
Monroe-Brown Foundation
Monsanto
NASA
New York Life
Nissan Forklift of MI, Inc.
Nolan Transportation Group
Oakland Human Resources Consortium
Parker Hannifin Corporation
Patriot Capital, LP
PepsiCo
Plante & Moran, PLLC
Post
PricewaterhouseCoopers
Quad/Graphics
Red Black Tree LLC
Rowley Bushue & Company
RJG & Associates
Robert Bosch, LLC
Ross Mortgage
Sam’s Club
Sara Lee Corporation
Sherwin-Williams Company
Southwest Airlines
Steelcase

*Strayer (Premier Partner)*
Target
TDS Telecom/TDS Metrocom
Technology Connection, LLC
Texas Instruments
Thomson Reuters
Transfreight
Treasury Strategies, Inc.
UHY
U.S. Dept. Of Homeland Security
U.S. Dept. of Justice
U.S. Peace Corps

University Directories
Unum
Verizon Wireless

*Walmart (Premier Partner)*
West Michigan Strategic Alliance
Yeo & Yeo, PC
Zondervan Publishing House
Fifty-five (55%) or 590 out of 1073 graduates responded to the “at graduation” survey. Eighty-eight (88%) of respondents reported their first “at graduation” destination.

<table>
<thead>
<tr>
<th>Major # of survey respondents/# of grads</th>
<th>First Destination “at graduation”</th>
<th>Internship Experience</th>
<th>Sample Job Titles</th>
<th>Sample Employers</th>
<th>Starting Salary Range Average</th>
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<td><strong>Accountancy</strong> ACT</td>
<td>Employed FT, 40%</td>
<td>36%</td>
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<td>Ally Financial</td>
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<td>Target Corporation</td>
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<td><strong>Computer Information Systems CIS</strong></td>
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<td>Information Technology</td>
<td>Compuware</td>
<td>$30,000 – 85,000+</td>
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<td></td>
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<td>IT Specialist</td>
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<td>Technology Specialist</td>
<td>HUMANeX Ventures</td>
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<td>Self-Employed, 20%</td>
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<td><strong>Finance FIN</strong></td>
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<td>Financial Advisor</td>
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<td>Titan Advisory</td>
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<td>Research Analyst</td>
<td>Wealth-X</td>
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<td># of survey respondents/# of grads</td>
<td>First Destination “at graduation”</td>
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<tr>
<td>Human Resource Management</td>
<td>HRM</td>
<td>Employed FT, 62%</td>
<td>31%</td>
<td>Recruiting Admin Management Trainee HR Generalist HR Generalist</td>
<td>Ciber, Inc, Edward Rose and sons, International Paper, Matronardi Produce</td>
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<td>Integrated Supply Management</td>
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<td>Employed FT, 82%</td>
<td>59%</td>
<td>Supply Chain Specialist Commodity Specialist Buyer, Purchasing Sourcing Buyer, Buyer Global Purchasing, Global Business Services</td>
<td>ABB, American Airlines, Ford Motor Company, GE Aviation, BorgWarner, General Motors, IBM</td>
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<tr>
<td>Management</td>
<td>MGT</td>
<td>Employed FT, 42%</td>
<td>27%</td>
<td>National Account Manager Assistant Manager Operations Supervisor, Manager Trainee Team Leader ACCEL Management Program</td>
<td>Coyote Logistics, Edward Rose, Exel Logistics, J.B. Hunt, MPI Research, PNC</td>
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<td>Marketing</td>
<td>MKT</td>
<td>Employed FT, 51%</td>
<td>39%</td>
<td>Resident Director Datassential Pricing Strategist, Sales, Sales</td>
<td>American Campus Communities, Research Analyst, DePuy Orthopedics, Quicken Loans, InterCall</td>
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<td>Personal Financial Planning</td>
<td>FNP</td>
<td>Employed FT, 50%</td>
<td>50%</td>
<td>Financial Consultant</td>
<td>Advance Capital Management</td>
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<td>Sales &amp; Business Marketing</td>
<td>SBM</td>
<td>Employed FT, 88%</td>
<td>40%</td>
<td>Sales Associate, Sales, Account Manager, Account Manager, Sales Representative, Mortgage Banker Sales Consultant, District Manager, Account Manager</td>
<td>Greenleaf Hospitality Group, Total Plastics, Inc, CH Robinson, Coyote Logistics, Command Transportation, Quicken Loans, Unum, ADP, Exopack</td>
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<td>Telecommunications</td>
<td>TIM</td>
<td>Employed FT, 100%</td>
<td>60%</td>
<td>Vantage Guardian Business Analyst, Loan Originator</td>
<td>Compuware, Eaton Corporation, Quicken Loans</td>
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<td>Major</td>
<td>First Destination “at graduation”</td>
<td>Internship Experience</td>
<td>Sample Job Titles</td>
<td>Sample Employers</td>
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<tr>
<td><strong>Master of Business Administration</strong> MBA</td>
<td>Employed FT, 91% Self-Employed, 2%</td>
<td>8%</td>
<td>System’s Analysis Commodity Manager, Solutions Marketing Manager Brand Manager Category Manager Financial Analysis Risk Manager Global Planning Manager</td>
<td>Chemical Bank Eaton Corporation MPI Research Microsoft The Kellogg Company The Kellogg Company Perrigo Company Stryker Whirlpool Corporation Wolverine World Wide</td>
<td>$22,500 – 85,000 + $60,882</td>
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<tr>
<td><strong>Master of Science in Accountancy</strong> MSA</td>
<td>Employed FT, 74% Employed PT, 11% Post-Grad Internship, 5%</td>
<td>26%</td>
<td>Tax Associate Assurance Associate Assurance Associate Financial Analyst Auditor Contract Analysis</td>
<td>BDO USA, LLP PricewaterhouseCoopers Ernst and Young Stryker Office of Auditor General W.K. Kellogg Foundation</td>
<td>$30,000 – 85,000 $49,423</td>
</tr>
</tbody>
</table>