The Student Professional Readiness Series (SPuRS) is a co-curricular graduation requirement in the Haworth College of Business at Western Michigan University ensuring that all undergraduate BBA students “earn their spurs” and graduate with the “career readiness” competencies desired by employers.

- Critical Thinking/Problem Solving
- Oral/Written Communications
- Teamwork/Collaboration
- Digital Technology
- Leadership
- Professionalism/Work Ethic
- Career Management
- Global/Intercultural Fluency

*as defined by the National Association of Colleges and Employers (NACE)
What is the value of SPuRS?

SPuRS provides the framework for professional development. The program helps answer common questions asked by students in relation to their career development.

Why am I doing this?

- To be more engaged in business professional development experiences
- To build networking relationships with industry experts, business faculty, staff, and peers
- To gain personal and interpersonal insight
- To be more knowledgeable about leadership and professionalism
- To create and communicate a personal brand
- To be a “career ready” graduate

What is a “Personal Brand”?

It's your reputation.

It’s about bringing who you are to what you do and how you do it. It's about making your mark by being yourself - your best self.

Think of your personal brand as your calling card - your unique promise of value. It's what you're known for and how people experience you. (as defined by PwC)
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**Foundational Level Activities**

**How do I work with others?**

**What are my skills and abilities?**

**What do I already know?**

**How will I make it happen?**

**What am I passionate about?**

**How do I demonstrate initiative?**

**How do I invest in myself?**

**What does my involvement say about me?**

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### Personal & Interpersonal Knowledge

*Communication • Self-Awareness • Confidence • Diversity & Inclusion*

- Lyceum Lecture Series
- Career Pathway Discussion
- FOCUS Assessment w/ worksheet
- Resume ReVamp!
- The Art of Mindful Communication Workshop
- Business Career Day/WMU Career Fair
- BEP Professional Development Workshop #2
- HCoB Speaker Series
- Real Talk Diversity Series
- Research Writing for Business Students Workshop
- Personal Branding Workbook
- Strengths Workshop

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### Professional Insight

*Major Exploration • Industry Exploration • Professional Connections*

- BEP Extravaganza
- Major Match-up Event
- Career Fair Prep – Internship Panel
- Food Marketing Conference
- LinkedIn Profile
- ISM Career Night
- Food, Sales, & Marketing Night
- Meet the Firms
- Finance Career Day
- IT Forum
- Company Research & Position Analysis
- Financial Planning Speaker Series

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### Leadership & Service

*Social Responsibility • Initiative & Work Ethic • Managing Impressions*

- BEP Professional Development Workshop #1
- Bronco Study Zone Engagement
- Business College Volunteer (BUS 1000)
- Complete BroncoJOBS Profile
- 5 P’s of Presenting Professionally Workshop
- Big Interview Engagement (Foundational)
- Women in Leadership Event
- Athletic Study Tables
Advanced Level Activities

Personal & Interpersonal Knowledge

- Communication Center Mentoring x6
- Career Fair Prep – Personal Branding Breakout
- Professional Branding Workbook
- The Art of Mindful Communication Workshop x2
- Lyceum Lecture Series x2
- HCoB Speaker Series x2
- Real Talk Diversity Series x2
- Trailblazer Applicant
- Business RSO President
- Pitch Competition
- Study Abroad
- Starting Gate Workshops
- Starting Gate Company
- Professional Communication Modules
- Strengths Coaching

Professional Insight

- Business Career Day/WMU Career Fair x2
- On Campus Interview
- One-on-One Resume Assistance
- Practice Interview Day
- Resume Critique Day
- Business Externship Program
- Food Marketing Conference x2
- ISM Career Night x2
- Food, Sales, & Marketing Night x2
- Meet the Firms x2
- Finance Career Day x2
- IT Forum x2
- Relevant Work Experience (5+ years)
- Career Fair Prep – Keynote Speaker
- Internship Experience
- Military Experience
- Financial Planning Speaker Series x2
- Informational Interviewing

Leadership & Service

- Alumni Award Lunch
- Business RSO eBoard Member
- Business RSO Committee Lead
- Etiquette Dinner
- Business RSO Membership
- Become a Peer Mentor
- Women in Leadership x2
- Be an Academic Tutor
- WMU Athlete
- Bring Your “A-Game” to Work
- Career Fair Prep – Professionalism Breakout
- Service Learning
- Case Study Competitions
- Big Interview Engagement (Advanced)

NOTE: Events indicated with “x2” indicates that advanced level credit can be earned by attending the event twice.

For a complete list of SPuRS approved activities: www.wmich.edu/business/academics/spurs & ExperienceWMU
See program manager for approval of unique experiences.
Define Your Dream - First Year

Where am I right now?

What do I want to be known for?

What academic major am I considering and why?

What do I value in the workplace?

What are my unique strengths, skills and attributes?

What skills and qualities need to be developed in order to accomplish my goal?

What kinds of obstacles or challenges might get in my way? (Skills, knowledge, resources, etc.)

What will make me stand out in the eyes of a potential employer or within my chosen industry?
First Year

Foundational level activities are exploratory in nature, providing insight into personal and interpersonal awareness, business majors and industries, professional development and career readiness.

To satisfy the foundational level, before applying to the BBA program, students must:

- Complete a minimum of six SPuRS-approved foundational level activities with two from each pillar of engagement
- Initiate the foundational level audit through ExperienceWMU

**Where Do I Start?**

- **It is recommended** to complete a minimum of four foundational level SPuRS approved activities in your **first year** at WMU.
- **Transfer students** should plan to take BUS 3000 to satisfy the foundational level of SPuRS.
- If students have trouble completing the foundational level and need to make a personal plan of completion before applying to the BBA program, they should schedule a meeting with the Program Manager of SPuRS.

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**Recommended First-Year Activities**

Minimum of two activities from each pillar

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<tr>
<th>Personal &amp; Interpersonal Knowledge</th>
<th>Professional Insight</th>
<th>Leadership &amp; Service</th>
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<tbody>
<tr>
<td>FOCUS Assessment with worksheet</td>
<td>Major Match-Up</td>
<td>Create a BroncoJOBS profile with worksheet</td>
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<tr>
<td>Resume ReVamp!</td>
<td>Create a LinkedIn Profile</td>
<td>Big Interview Engagement (Foundational)</td>
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<tr>
<td>HCoB Speaker Series</td>
<td>Company Research and Position Analysis with worksheet</td>
<td>Bronco Study Zone Usage</td>
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<td>Art of Mindful Communication</td>
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<td>Career Day/Fair Attendance</td>
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For a complete list of SPuRS approved activities, please visit ExperienceWMU.

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**What did I do?**

**First Year SPuRS Completion Plan**

Minimum of two activities from each pillar

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<th>Personal &amp; Interpersonal Knowledge</th>
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Upon completion, process foundational level audit in ExperienceWMU. See audit process page 19.
Define Your Dream - Sophomore Year

WHERE AM I RIGHT NOW?

WHAT DO I WANT TO BE KNOWN FOR?

WHAT ACADEMIC MAJOR AM I CONSIDERING AND WHY?

WHAT DO I VALUE IN THE WORKPLACE?

WHAT ARE MY UNIQUE STRENGTHS, SKILLS AND ATTRIBUTES?

WHAT SKILLS AND QUALITIES NEED TO BE DEVELOPED IN ORDER TO ACCOMPLISH MY GOAL?

WHAT KINDS OF OBSTACLES OR CHALLENGES MIGHT GET IN MY WAY? (SKILLS, KNOWLEDGE, RESOURCES, ETC.)

WHAT WILL MAKE ME STAND OUT IN THE EYES OF A POTENTIAL EMPLOYER OR WITHIN MY CHOSEN INDUSTRY?
Sophomore Year

- **It is recommended** to complete a minimum of **two** foundational level SPuRS approved activities in your sophomore year at WMU. To satisfy the foundational level you must complete **six** foundational level SPuRS approved activities.
- Begin the advanced level of the program and complete **three** advanced level SPuRS approved activities in your sophomore year.

### How Do I maintain Momentum?

**Do I have the tools I need for networking?**

**How do I meet people with similar goals?**

**How do I build my network?**

**What do I want to do with my life?**

**How do I get involved?**

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**Recommended Sophomore Year Activities**

Minimum of **two** activities from each pillar

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<td>• Resume ReVamp!</td>
<td>• Conduct an Informational Interview</td>
<td>• 5 P’s of Presenting Professionally</td>
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<tr>
<td>• HCoB Speaker Series</td>
<td>• Career Fair Prep – Internship Panel</td>
<td>• Join a Business Registered Student Organization</td>
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<tr>
<td>• Real Talk Diversity</td>
<td>• Resume Critique Day</td>
<td>• Career Fair Prep – Professionalism breakout session</td>
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<tr>
<td>• Career Fair Prep – Personal Branding breakout session</td>
<td>• Career Day/ Fair Attendance</td>
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For a complete list of SPuRS approved activities, please visit ExperienceWMU.

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**What did I do?**

**Foundational Level Completion Plan**

Minimum of **two** activities from each pillar

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Upon completion, process foundational level audit in ExperienceWMU. See audit process page 19.
Define Your Dream - Junior Year

Where am I right now?

What do I want to be known for?

What academic major did I declare and why?

What do I value in the workplace?

What are my unique strengths, skills and attributes?

What skills and qualities need to be developed in order to accomplish my goal?

What kinds of obstacles or challenges might get in my way? (Skills, knowledge, resources, etc.)

What will make me stand out in the eyes of a potential employer or within my chosen industry?
Junior Year

Advanced level activities are more immerse in nature. Students are encouraged to identify and select SPuRS experiences that support their own career development and growth.

To satisfy the advanced level, before applying to graduate, students must:

• Complete six SPuRS-approved advanced level activities with two from each pillar of engagement
• Initiate the advanced level audit through ExperienceWMU

How Do I Finish Strong?

• It is recommended to complete four advanced level SPuRS approved activities in your junior year at WMU.
• Remember, application for graduation typically takes place in the first semester of senior year – so you must process your SPuRS Advanced Level Audit as soon as you have earned two advanced level SPuRS approved activities from each pillar. You will be able to continue earning SPuRS after the audit has been approved.

Recommended Junior Year Activities
Minimum of two activities from each pillar

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<th>Personal &amp; Interpersonal Knowledge</th>
<th>Professional Insight</th>
<th>Leadership &amp; Service</th>
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<td>• HCoB Speaker Series*</td>
<td>• Practice Interview Day</td>
<td>• Bring Your “A- Game” to Work</td>
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<td>• Starting Gate Workshops</td>
<td>• Internship Experience</td>
<td>• Business Registered Student Organization Executive Board member</td>
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<tr>
<td>• Real Talk Diversity Series*</td>
<td>• ISM Career Night*</td>
<td>• Etiquette Dinner</td>
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<td>• Meet the Firms*</td>
<td>• Women in Leadership*</td>
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<td>• Food, Sales, &amp; Marketing Night*</td>
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<td>• Finance Career Day*</td>
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<td>• IT Forum*</td>
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<td>• Food Marketing Conference*</td>
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What did I do?

Junior Year Completion Plan
Minimum of two activities from each pillar

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Upon completion, process advanced level audit in ExperienceWMU. See audit process page 19.
Define Your Dream - Senior Year

Where am I right now?

What do I want to be known for?

What do I want to do professionally after I graduate with my chosen major?

What do I value in the workplace?

What are my unique strengths, skills and attributes?

What skills and qualities need to be developed in order to accomplish my goal?

What kinds of obstacles or challenges might get in my way? (Skills, knowledge, resources, etc.)

What will make me stand out in the eyes of a potential employer or within my chosen industry?
Senior Year

CAN I GO FOR THE GOLD?

Students are encouraged to view SPuRS as an opportunity to invest in their own career readiness. With that in mind, students have the opportunity in the advanced level of the program to receive designation based on their engagement with advanced level experiences.

**Bronze SPuR:** 6 advanced level SPuRS-approved experiences

**Silver SPuR:** 12 advanced level SPuRS-approved experiences

**Gold SPuR:** 18+ advanced level SPuRS-approved experiences

- Students earn a bronze, silver, or gold designation based on their level of engagement with the advanced level SPuRS activities.
- These designations will be awarded in the final semester of school prior to graduation in a pinning ceremony as part of BUS 4000, Business Professionalism.
- BUS 4000 is only available in the fall and spring semesters. Students planning on graduating in the summer months should take this course in the Spring prior to graduation.

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Recommended Senior Year Activities

Minimum of **two** activities from each pillar

**Personal & Interpersonal Knowledge**

- HCoB Speaker Series*
- Starting Gate Workshops
- Real Talk Diversity Series*
- Trailblazer Applicant

**Professional Insight**

- Practice Interview Day
- Internship Experience
- ISM Career Night*
- Meet the Firms*
- Food, Sales, & Marketing Night*
- Finance Career Day*
- IT Forum*
- Food Marketing Conference*

**Leadership & Service**

- Bring Your “A-Game” to Work
- Business Registered Student Organization Executive Board member
- Etiquette Dinner
- Women in Leadership*

Activities listed above with an “**” require you to attend the event on **two** separate occasions.

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**WHAT DID I DO?**

Advanced Level Completion Plan

Minimum of **two** activities from each pillar

**Personal & Interpersonal Knowledge**

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**Professional Insight**

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**Leadership & Service**

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Upon completion, process advanced level audit in Experience WMU. See audit process page 19.
Be Proud

How do I communicate my accomplishments?

SPuRS has helped to shape and clarify your personal brand. Your added value stems from your unique experiences. Review your SPuRS progression and reflect on your professional growth based on your engagement with SPuRS activities.

Think of your personal brand as your calling card - your unique promise of value. It’s what you’re known for and how people experience you.

<table>
<thead>
<tr>
<th>Personal &amp; Interpersonal Knowledge (list your SPuRS experiences)</th>
<th>Professional Insight (list your SPuRS experiences)</th>
<th>Leadership &amp; Service (list your SPuRS experiences)</th>
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What did I learn about myself?

What do I do well?

What do I want others to know about me? (List five adjectives that best describe you.)

What is my personal brand?

How do I make sure my behavior supports my personal brand?
Appendix
**Activity Tracking**

Students’ event record is available on ExperienceWMU. SPuRS credit will not be awarded retroactively for college-sponsored, scheduled events that have taken place in a previous semester. It is the student’s responsibility to cross-reference their personal account to ensure their SPuRS progress is up-to-date and accurate within the academic semester that the activity took place.

The SPuRS path can be accessed via ExperienceWMU, found in the GoWMU student portal. Once logged into ExperienceWMU, students can view their SPuRS.

Students receive SPuRS credit in three distinct ways:

1. **Attendance**: Be sure to swipe your Bronco Identification Card and sign in for these events – this is the formal method for verification that the item is complete.

2. **Department or college reported**: Some activities will be reported to a SPuRS representative by faculty or through departments directly. Please allow time for this communication to take place. Updates will be made to your SPuRS progress as soon as possible.

3. **Self-reported experience**: Some of these opportunities are self-paced – you report your experience via the blue “report experience” button found in ExperienceWMU at the item level. Often this process requires students to provide personal reflection, updated worksheets or other applicable documentation to support item completion.

**Attendance**

Showing up is the first step to success. Students are encouraged to view their timeliness as a performance measure within the SPuRS program and after graduation in their careers. In order to receive credit for activity participation, students must arrive on time. Once a session or workshop has begun, it is disrespectful to the facilitator and other attendees to enter the room. It is the student’s responsibility at each SPuRS event to document and record their attendance for SPuRS credit to be awarded.

SPuRS events begin on-time, every time. For this reason, students should plan to arrive 5-10 minutes early. To receive SPuRS credit for a workshop-like activity, students must stay for the duration of the scheduled event.

Falsifying check-in information or leaving an event before its completion with the intent of receiving SPuRS credit are examples (but not a complete listing) of academic dishonesty in SPuRS and will be reported. SPuRS adheres to the WMU Student Code of Conduct.

Events like career fairs, day-long conferences, and networking sessions have a more flexible attendance policy in that students can attend portions of the event as their schedules allow. However, students must inform the event coordinator of your need to attend only a portion of the event. Students will only receive SPuRS credit if they fully communicate with SPuRS staff and establish a mutual agreement regarding event participation.

Please ask the SPuRS Program Manager if you have questions pertaining to the attendance policy.

*"Show up, even if attendance isn't mandatory. Don't make a habit of selling yourself short. You get the most out of the experiences that you give your time and attention to, and half of that effort comes from just showing up."

Sarah Bonner
Business Law
Audits and Level Completion

Upon completion of the minimum requirements for both the foundational and the advanced level of SPuRS, students must initiate a formal audit through ExperienceWMU. The foundational level audit must be confirmed and verified by a SPuRS representative prior to applying to the Haworth College of Business and the advanced level audit must be confirmed and verified by a SPuRS representative prior to applying for graduation.

Example of how to process a foundational level SPuRS audit in ExperienceWMU:

1. Log in to ExperienceWMU.
2. Click on the “SPuRS Foundational Level” found in the Paths section on the home page.
3. Click on the “Level Completion - SPuRS Foundational”.
4. At the bottom of the page, you should see “Foundational Level Audit REQUIRED”. Click on that button.
5. Click the hyperlink provided in the bold statement found within the item.
6. Fill out the audit information required and click “SUBMIT”. (Note: You do not need to select additional path items for the audit process.

PLEASE NOTE: The Academic Advising Office will not process BBA applications or sign off on graduation audits if the applicable SPuRS audit is incomplete. Students typically apply to the college in the fourth semester of school (second semester of sophomore year). Application for graduation tends to take place a semester prior to your expected graduation (first semester of senior year).

Behavior

Proper business etiquette is often portrayed by behavior and attitude. You are in control of your outlook and ultimately your approach to everyday life. It is an expectation that students demonstrate professional business etiquette at all SPuRS-approved activities. Appropriate behavior includes, but is not limited to, timely attendance, active engagement, respect of the facilitator and fellow participants, and approaching the experience in a positive, engaging manner.

“All individuals are expected to conduct themselves in a professional and civil manner. This includes exemplifying academic honesty, integrity, fairness, trustworthiness, personal responsibility, respect for others, and ethical conduct. These attributes are exhibited in the University setting as well as in the community.” - WMU Student Code of Conduct

The event coordinator and SPuRS representatives reserve the right to dismiss students from activities when they are being disrespectful and exhibit unprofessional behavior. This demeanor will not be tolerated and is in direct violation of the WMU Student Code of Conduct. If this occurs, the student will forfeit credit for the event and additional disciplinary action may occur.

“Employers look to hire people who are qualified academically, but also qualified by their behavior and attitude. The SPuRS program helped me to learn appropriate business behavior, and now I feel more prepared to conduct myself professionally.”

Josh Wenke
Pre-Computer Information Systems
Calendar
SPuRS-approved activities are typically college and university sponsored. A calendar of approved activities is compiled at the start of each semester and listed on the Haworth College of Business website:

http://www.wmich.edu/business/academics/spurs

Please note, events may be removed or rescheduled due to cancellation, severe weather or illness. Changes to the schedule are posted as soon as possible. These changes are also communicated through the weekly news article published in ExperienceWMU. Added events are not a guarantee, so students should plan their semesters accordingly to take full advantage of professional development opportunities.

Capacity
Workshop and other training session capacity is limited to the restrictions of the designated room. This policy aligns with university safety concerns and allows event coordinators to manage size constraints for specific events. Students are encouraged to plan ahead and earn SPuRS credit before the end of the semester. Remember, early arrival for SPuRS events helps to guarantee your “seat” for the scheduled activity. Event capacity can become a concern at any point throughout the academic year, but events taking place at the end of a semester tend to reach capacity quickly.

It is the facilitators discretion to close registration or sign-in if the event capacity is reached.

Event Registration
SPuRS representatives will scan student Bronco Identification Cards at specific events to track attendance and manage event registration. This documentation is also used to award credit for attendance-based experiences. Students are strongly encouraged to carry their Bronco Identification Cards with them at all times and it is the student’s responsibility to take appropriate steps at each SPuRS event to have their attendance documented in order to receive SPuRS credit. On occasion attendance may be collected with a manual sign-in sheet.

It is recommended that you collect and save any handouts, agendas and applicable materials available to you at SPuRS events. If there is a question in regard to your attendance, you may be asked to provide proof of your attendance and these items would help confirm your participation.

Newsletter and Updates
The SPuRS Program Manager will publish a weekly news article in ExperienceWMU informing students of upcoming events, any applicable changes and recent updates. Students are strongly encouraged to join the Student Professional Readiness Series (SPuRS) organization in ExperienceWMU and regularly check for these news articles.

“SPuRS provided the framework for my involvement and development in the business college...Through SPuRS, I feel prepared to start my business career ahead of my competition.”
HCoB Student
Management
Repeating Events

Students should feel welcome to attend SPuRS activities and events more than once for continued learning and growth. However, students will not receive additional credit for attending a repeat event, unless the experience is distinctively altered. For example, Entrepreneurship Forum invites a new speaker for each event in the series, so repeat attendance for the Haworth College of Business Speaker Series is recognized in the SPuRS framework.

As a general rule of thumb, SPuRS completion requires 12 unique SPuRS-approved activities.

Requirements

Students are expected to complete a minimum of 6 foundational level SPuRS-approved activities prior to applying to the Haworth College of Business and formally declaring their chosen business major(s). An official SPuRS audit must be initiated by the student in ExperienceWMU before a SPuRS representative can confirm level completion and update the student’s Degree Works. This update in Degree Works confirms the student’s eligibility, from the SPuRS perspective, to process a BBA application with the Office of Academic Advising and Admission into the Haworth College of Business.

Transfer students are strongly encouraged to take Business Preparation for Transfer Students (BUS 3000) in place of the required BUS 1000 course in the pre-business curriculum. This course is taught by dedicated Zhang Career Center staff and incorporates the content found in the foundational level of SPuRS. For this reason, if passed with a “C” or better, BUS 3000 will satisfy the foundational level of SPuRS.

To complete the advanced level of SPuRS, students are required to complete a minimum of 6 advanced level SPuRS-approved activities prior to applying to graduate. Similarly, students must initiate an advanced level audit in ExperienceWMU before a SPuRS representative can confirm level completion and update Degree Works.

Students are encouraged to view SPuRS as an opportunity to invest in their own career readiness and not simply another graduation requirement. With that in mind, students have the opportunity in the advanced level of the program to receive designation based on their level of engagement with advanced experiences.

- 6 advanced level SPuRS-approved experiences: Bronze SPuR
- 12 advanced level SPuRS-approved experiences: Silver SPuR
- 18+ advanced level SPuRS-approved experiences: Gold SPuR

This designation is recognized with a lapel pin that will be awarded during a pinning ceremony as part of the SPuRS capstone course, BUS 4000, Business Professionalism.

PLEASE NOTE: Business students who attend WMU as part of an international partnership agreement with catalog year 2017 and earlier will not be required to complete SPuRS as a graduation requirement (this is true for 2+2 and 3+1 partnerships). Effective catalog year 2018, 3+1 partnership students will not be required to complete the SPuRS program, but 2+2 partnership students will be required to complete the advanced level of the program like all domestic transfer students.
**Reservations (RSVP)**

Some SPuRS events require pre-registration and may also require an official RSVP to reserve your personal space (examples: Practice Interview Day or Resume Critique Day). These events are marked with an “**” on the published SPuRS calendar of events. Specific event details can be found in ExperienceWMU and will always re-direct students to the official registration process or point of contact for additional questions.

If you have questions, please be sure to connect with a SPuRS representative prior to the event to provide adequate time for the formal RSVP and event registration process.

**Self-Reported Experiences**

Some SPuRS-approved experiences are student initiated and can be completed at any time throughout the students’ undergraduate journey. Examples of these experiences include, but are not limited to: informational interviews, FOCUS assessment reflections, and internship experiences.

Students are strongly encouraged to inform themselves of what is expected in terms of activity verification before completing the activity. SPuRS credit will not be awarded if all verification materials are not provided in the self-reported experience tool in ExperienceWMU. Examples of verification materials include, but are not limited to: reflection worksheets, preparation and follow up worksheets documenting the process, contact information for support of completion and a screenshot of any follow up email communication with a third party.

**How to submit self-reported activities in ExperienceWMU for SPuRS credit:**

1. Log in to ExperienceWMU and the SPuRS path to find the item you are attempting to get credit for.
2. Read the bold statement to confirm what documentation is needed to receive credit. In some cases you are provided with worksheets. Note: You may be redirected to log in to your Office 365 email account in order to access provided worksheets. Use your bronco net id and password to access the document.
3. Click “File” on the top left of the screen, click “Save as” from the drop down menu. Save the document in an easily accessible location on your computer.
4. Find the document on your computer and make the necessary updates (complete the form). Remember to re-save the document to your computer before you exit the screen.
5. Log back in to ExperienceWMU, the SPuRS path and the item you want to get credit for, click the hyperlink provided within the bold statement in the item description. Complete the form and upload the updated document to the software (accessing your personal saved file).

After you have clicked “Submit”, your submission will be sent to the administrative side of the software. A SPuRS representative will be reviewing these self-reports regularly. Please allow time for review and approval.

**PLEASE NOTE:** If you are using a Mac, you may need to save your file using the following steps:

1. Click on “Tools” > “Forms” > “Add” or “Edit”
2. Click on “Edit” from the top bar > Select all
3. Right click on one of the form fields and click on “Properties”
4. Click on the “Appearances” tab
5. Change the font size
6. Click “Close”
7. Click on “Close Form Editing”
8. Re-save the document to your computer
Text Notifications

Students can opt in to receive text notifications for upcoming SPuRS approved activities. SPuRS uses remind.com to connect with students interested in this notification process.

To receive text notifications, text the message @a87hbb to the number 81010. If you don’t have a mobile phone, you can sign up for email notifications via computer through rmd.at/a87hbb.

PLEASE NOTE: Events may be removed or rescheduled due to cancellation, severe weather, or illness. Changes to the schedule are posted as soon as possible. These changes are also communicated through the weekly news article published in ExperienceWMU. Additional events are not a guarantee, students should plan their semesters accordingly to take full advantage of professional development opportunities.

Unique Opportunities

On occasion the SPuRS Program Manager may approve unique, one-time offered experiences to count for SPuRS credit. This approval is at the discretion of the SPuRS Program Manager. Students who are engaging in co-curricular development experiences that are not formally represented in the SPuRS framework are strongly encouraged to connect directly with the SPuRS Program Manager in advance of the experience to discuss how the experience is growing you professionally and supporting your career readiness.
## Contacts

<table>
<thead>
<tr>
<th>Department</th>
<th>Phone #</th>
<th>Room #</th>
<th>Name</th>
<th>Email Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic Advising</td>
<td>269-387-5075</td>
<td>2350</td>
<td>Betsy Drummer</td>
<td><a href="mailto:business-adv-office@wmich.edu">business-adv-office@wmich.edu</a></td>
</tr>
<tr>
<td>Communication Center</td>
<td>269-387-6423</td>
<td>3445</td>
<td>Jo Wiley</td>
<td><a href="mailto:jo.wiley@wmich.edu">jo.wiley@wmich.edu</a></td>
</tr>
<tr>
<td>Print Center</td>
<td>269-387-5097</td>
<td>3420</td>
<td>Judy Custer</td>
<td><a href="mailto:judy.custer@wmich.edu">judy.custer@wmich.edu</a></td>
</tr>
<tr>
<td>Study Abroad/Global Business</td>
<td>269-387-5086</td>
<td>2320</td>
<td>Barb Tomczak</td>
<td><a href="mailto:barb.caras-tomczak@wmich.edu">barb.caras-tomczak@wmich.edu</a></td>
</tr>
<tr>
<td>Zhang Career Center</td>
<td>269-387-2711</td>
<td>3020</td>
<td>Geralyn Heystek</td>
<td><a href="mailto:careercenter-hcob@wmich.edu">careercenter-hcob@wmich.edu</a></td>
</tr>
<tr>
<td>SPuRS</td>
<td>269-387-5131</td>
<td>2320</td>
<td>Danielle Field</td>
<td><a href="mailto:hcob-spurs@wmich.edu">hcob-spurs@wmich.edu</a></td>
</tr>
</tbody>
</table>

“Make time to intentionally invest in your professional growth and career readiness. SPuRS provides the framework for this development and includes approved activities, experiences, and opportunities that help support you to become the most excellent version of yourself.

**Challenge yourself to:**

- Do more than the minimum.
- Stay actively engaged.
- Build your personal brand.
- Professionally network with confidence.”

Danielle Field  
Program Manager  
Student Professional Readiness Series
Resources and Examples
Plan It 4-Ward

**Plan for Success.** Use this sheet to record some initial thoughts about the four most important aspects of your future at WMU.

<table>
<thead>
<tr>
<th><strong>FINANCIAL</strong></th>
<th><strong>ACADEMIC</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>What do I expect my costs to be?</td>
<td></td>
</tr>
<tr>
<td>How am I planning to pay for college?</td>
<td></td>
</tr>
<tr>
<td><a href="http://wmich.edu/business/scholarships">wmich.edu/business/scholarships</a></td>
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<tr>
<td><a href="http://wmich.edu/finaid/costs">wmich.edu/finaid/costs</a></td>
<td></td>
</tr>
<tr>
<td>Which majors interest me?</td>
<td></td>
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<tr>
<td>Why? What are my academic strategies? What strategies do I use to do well in my classes?</td>
<td></td>
</tr>
<tr>
<td><a href="http://wmich.edu/business/advising">http://wmich.edu/business/advising</a></td>
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<table>
<thead>
<tr>
<th><strong>CAREER</strong></th>
<th><strong>ENGAGEMENT</strong></th>
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</thead>
<tbody>
<tr>
<td>What am I passionate about?</td>
<td></td>
</tr>
<tr>
<td>What experiences and skills should I gain to shape my career development process?</td>
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<td><a href="http://wmich.edu/business/career">wmich.edu/business/career</a></td>
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</tr>
<tr>
<td><a href="http://wmich.edu/career">wmich.edu/career</a></td>
<td></td>
</tr>
<tr>
<td>What campus experiences will I get involved with outside of class?</td>
<td></td>
</tr>
<tr>
<td><a href="http://wmich.edu/business/academics/spurs">wmich.edu/business/academics/spurs</a></td>
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</table>
Western Michigan University Student Engagement Report

WMU recognizes that regular participation in co-curricular activity provides students the opportunity to become engaged and involved in their education outside of their academic courses. These programming efforts focus on learning and development that compliments and strengthens students’ classroom curriculum as well as encourages them to become involved in a variety of co-curricular experiences culminating in well-rounded and professionally polished individuals.

Name: Buster Bronco

<table>
<thead>
<tr>
<th>Personal &amp; Interpersonal Knowledge - SPuRS Foundational</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional Insight - SPuRS Foundational</td>
</tr>
<tr>
<td>Leadership &amp; Service - SPuRS Foundational</td>
</tr>
<tr>
<td>Level Completion - SPuRS Foundational</td>
</tr>
<tr>
<td>Overall Progress</td>
</tr>
</tbody>
</table>

**SPuRS Foundational Level**

**Business Learning Community - Ice Cream Social with Business Ambassadors**

Attended BLC Ice Cream Social on X/X/XXXX

Students living in the Business Learning Community have a unique opportunity to interact with peers pursuing business-related fields of study. At the Ice Cream Social, business students make lasting connections with each other and student leaders from the Haworth College of Business.

**Career Day/Fair Attendance**

Attended Business Career Day on X/X/XXXX
Career Day/Fair Attendance

To build professional confidence and begin experiencing how a traditional career fair is organized, students are encouraged to attend the Business Career Day or the WMU Career Fair. The primary goal of this experience at the foundational level is to learn how to successfully navigate professional job fairs.

Real Talk Diversity Series

Attended Real Talk with Dr. Terrell Strayhorn: Success in College and Beyond on X/X/XXXX

The Real Talk Diversity Series serves as a catalyst to promote, celebrate, and increase awareness about diversity at WMU, to recognize cultural differences as well as similarities, and to encourage cross-cultural interaction.

Resume ReVamp!

Attended Resume ReVamp! on X/X/XXXX

Resume ReVamp provides business students an opportunity to drop off a resume in order to receive written recommendations for improvement within three business days.

Professional Insight - SPuRS Foundational

Business Externship Program Celebration

Attended Business Externship Program Celebration on X/X/XXXX

You’ve heard the saying; “it’s not what you know, it’s WHO you know!” This sentiment speaks to the importance of professional networking. Building a strong network of connections is critical to personal and professional development. This event is meant for employers and their externs to re-connect and debrief on the value of the experience.

Business Externship Program Extravaganza

Attended Business Externship Program Extravaganza on X/X/XXXX

The Business Externship Program Extravaganza is a fun event that takes place before the externships! Students visit a variety of stations to prepare themselves for their upcoming externship visit.

Business Externship Program Showcase

Attended Business Externship Program Showcase and Poster Presentations on X/X/XXXX

Students will meet company representatives that will be participating in the Business Externship Program! They will get a chance to network and find more information about the externships offered.

ISM Career Night

Attended ISM Career Night Fall 2016 Sponsored by General Motors on X/X/XXXX

ISM Career Night is a night of networking for students pursuing internships and entry level positions in supply chain management. Students can attend employer presentations and network with supply chain companies.

Major Match-up Events
Major Match-up Events Attended

Major Match-up on X/X/XXXX

This is a peer-to-peer event, designed to provide information to first and second year students who are exploring options in order to select a business major.

Marketing, Sales & Food Marketing Career Night

Attended WMU Marketing, Food/Sales Marketing Career Night Sponsored by SpartanNash (Fall 2016) on X/X/XXXX

This is a networking event for students pursuing internships and entry level positions in marketing, with a focus on careers in food marketing, marketing and sales. Students attend a keynote speaker presentation followed by networking.

Leadership & Service - SPuRS Foundational

Business Externship Program Professional Development Workshop #1

Attended Business Externship Professional Development Workshop on X/X/XXXX

This workshop will prepare students to be successful at their externship(s).

Haworth College of Business Community Volunteer Experience

Attended Fort Custer National Cemetery Volunteer Fall 2016 on X/X/XXXX

Volunteer experience supports and develops social responsibility which suggests that it is every individual's duty to act for the benefit of the society at large. To encourage this engagement, students are required to complete a community service activity as an assignment in their BUS 1000, Business Preparation course.

Level Completion - SPuRS Foundational

Foundational Level Audit

Approved: Buster Bronco

Students must complete a minimum of six (6) SPuRS-approved foundational level activities: two (2) activities from Personal & Interpersonal Knowledge, two (2) activities from Professional Insight, and two (2) activities from Leadership & Service.

Western Michigan University Student Engagement Report
Western Michigan University Student Engagement Report

WMU recognizes that regular participation in co-curricular activity provides students the opportunity to become engaged and involved in their education outside of their academic courses. These programming efforts focus on learning and development that compliments and strengthens students’ classroom curriculum as well as encourages them to become involved in a variety of co-curricular experiences culminating in well-rounded and professionally polished individuals.

Name: Buster Bronco

Date: X/X/XXXX

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**Personal & Interpersonal Knowledge - SPuRS Advanced**

**Professional Insight - SPuRS Advanced**

**Leadership & Service - SPuRS Advanced**

**Level Completion - SPuRS Advanced**

**Overall Progress**

---

**SPuRS Advanced Level**

---

**Business Research Consultation**

Attended Business Research Consultation X/X/XXXX

Research consultation appointments help students develop their critical thinking and problem solving skills. Students learn how to use library databases to access information about companies, industries, customer markets, find scholarly sources and develop time-saving research for assignments, business plans and more.

---

**Trailblazers Applicant**

Attended Trailblazer Applicant X/X/XXXX
Trailblazers Applicant

The Trailblazers program recognizes exceptional students with a commitment to academics, personal and professional development, leadership and community and campus involvement. By completing an application for this program, students have a unique opportunity to identify, create, design and deliver their own personal brand.

Professional Insight - SPuRS:Advanced

DESIGNEDtoLEAD Conference

Attended Designed to Lead on X/X/XXXX

This is a conference that will draw upon best practices in leadership, personal stories of leadership, and philosophies of leadership, all with you in mind. When you leave, you will feel inspired. You will feel motivated. You will feel passion. And you will feel energized. You will feel like you were DESIGNEDtoLEAD.

ISM Career Night

Attended ISM Career Night Fall XXXXSponsored by General Motors on X/X/XXXX Attended ISM Career Night on X/X/XXXX

ISM Career Night is an event focusing on networking for students pursuing internships and entry level positions in supply chain management. Students attend employer presentations and network with supply chain companies.

Practice Interview Day

Attended Practice Interview Day on X/X/XXXX

Practice Interview Day is an event that assists business students practice their interview skills for the upcoming recruiting season. Students meet with an employer for a 40-minute, one-on-one appointment to receive feedback.

Resume Critique Day

Attended Business Resume Critique Day on X/X/XXXX

Resume Critique Day is an event that assists business students in editing their professional resume for the upcoming recruiting season. Students meet with an employer for a 30-minute, one-on-one appointment to receive feedback.

Leadership & Service - SPuRS:Advanced

Business RSO Committee Lead

Completed on X/X/XXXX

As a business RSO Committee Lead, you will have many opportunities to learn how to collaborate successfully and work as part of a team for the mutual benefit of your student organization and the Haworth College of Business.

Business RSO Membership & Attendance

Completed on X/X/XXXX
Business RSO Membership & Attendance

Registered student organizations (RSO’s) provide students the opportunity to form and develop organizations based on a common interest. Through your involvement with an RSO you will make meaningful connections, further develop your interests and also have fun.

Etiquette Dinner

Attended Business Etiquette Dinner on X/X/XXXX

Students can learn the do’s and don’ts of formal dining by attending an etiquette dinner. At this great event you will learn what to do with your napkin, what utensil to use for each course, how to pass the rolls around a table, many other helpful dining tips and even network with local employer partners.

Level Completion - SPuRS Advanced

Advanced Level Audit

Approved: Buster Bronco

Students must complete a minimum of six (6) SPuRS-approved advanced level activities: two (2) activities from Personal & Interpersonal Knowledge, two (2) activities from Professional Insight, and two (2) activities from Leadership & Service.

Western Michigan University Student Engagement Report
Written by
Danielle Field; Program Manager, SPuRS

Edited by
Brian Smith, Administrative Assistant I, SPuRS

Content Contributors
Geralyn Heystek; Director, Zhang Career Center
Josh Wenke; Pre-Computer Information Systems student
Sarah Bonner; Business Law student
Niki Ramirez, Kellogg’s
Mike Proulx, Enterprise Holdings
Breanna Fassbender, Enterprise Holdings

Graphic Design
Kim Crandall; Administrative Assistant II, Zhang Career Center
Employers want to hire college graduates that are “Career Ready”.

**WHAT DOES THAT MEAN?**

“Career Readiness” is the attainment and demonstration of requisite competencies that broadly prepare college graduates for a successful transition into the workplace.

*National Association of Colleges and Employers (NACE)*

**Competencies**

- **Critical Thinking/Problem Solving:** Exercise sound reasoning to analyze issues, make decisions, and overcome problems. The individual is able to obtain, interpret, and use knowledge facts, and data in this process, and may demonstrate originality and inventiveness.

- **Oral/Written Communications:** Articulate thoughts and ideas clearly and effectively in written and oral forms to persons inside and outside of the organization. The individual has public speaking skills; is able to express ideas to others; and can write/edit memos, letters, and complex technical reports clearly and effectively.

- **Teamwork/Collaboration:** Build collaborative relationships with colleagues and customers representing diverse cultures, races, ages, genders, religions, lifestyles, and viewpoints. The individual is able to work within a team structure, and can negotiate and manage conflict.

- **Digital Technology:** Leverage existing digital technologies ethically and efficiently to solve problems, complete tasks, and accomplish goals. The individual demonstrates effective adaptability to new and emerging technologies.

- **Leadership:** Leverage the strengths of others to achieve common goals, and use interpersonal skills to coach and develop others. The individual is able to assess and manage his/her emotions and those of others; use empathetic skills to guide and motivate; and organize, prioritize and delegate work.

- **Professionalism/Work Ethic:** Demonstrate personal accountability and effective work habits, e.g., punctuality, working productively with others, and time workload management, and understand the impact of non-verbal communication on professional work image. The individual demonstrates integrity and ethical behavior, acts responsibly with the interests of the larger community in mind, and is able to learn from his/her mistakes.

- **Career Management:** Identify and articulate one’s skills, strengths, knowledge, and experience relevant to the position desired and career goals, and identify areas necessary for professional growth. The individual is able to navigate and explore job options, understands and can take the steps necessary to pursue opportunities, and understands how to self-advocate for opportunities in the workplace.

- **Global/Intercultural Fluency:** Value, respect, and learn from diverse cultures, races, ages, genders, sexual orientations, and religions. The individual demonstrates openness, inclusiveness, sensitivity, and the ability to interact respectfully with all people and understand individuals’ differences.