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Zhang Career Center: (269) 387-2711
SPuRS: (269) 387-5131
Successes

Spring 2020

In-person Events
BUS 3000 (204)
UNV 1030 (17)
BUS 4000 (275)
BBA Orientation (77)
Business Bash (375)
Kellogg’s Welcome Back Breakfast (119)
AMA Mixer (33)
Resume Critique Day (53)
Practice Interview Day (21)
BEP Showcase Event (103)
Leveraging LinkedIn with Kellogg’s (30)
Major Match-up (108)
Career Fairs
• ISM (142)
• Marketing, Sales and Food Marketing (224)
BEP Matching Appointments (169)

Virtual Events
Virtual BEP Workshops (146)

Summer 1 and Summer 2

Virtual Events
Virtual Externships (71)
First-year Orientation Sessions (73)
Virtual WIRED Test Program - Summer and Fall (17)

Fall 2020

In-person Events
UNV 1030 (10)
BUS 1000 (175)
Student Employees (9)
BUS 1000 – Career Center Presentations (376)
SPuRS Class Presentations (961)

Newly Virtual Events
Virtual Faculty and Employer Advisory Board for Zhang Career Center and SPuRS
Virtual Resume ReVamp - Resume Critiques (641)
Virtual BBA Orientations - 2 sessions (488)
Virtual BEP Workshops (71)
BUS 3000 (289)
BUS 4000 (145)
Virtual Leveraging LinkedIn with Kellogg’s (60)
Virtual Career Fair Prep Event (139)
Virtual Resume Critique Day (39)
Virtual Practice Interview Day (15)
Virtual Career Fairs
• Meet the Firms (140)
• ISM (177)
• Marketing, Food Marketing and Sales (284)
• Business Career Day (235)
• Finance and Accounting Career Night (150)
• IT Career Day (23)
Virtual Faculty Lunch-and-Learn (10)
Virtual Major Match-up (247)
Virtual BBA Orientation (136)
Business Broncos Finish Strong (12)
Virtual Escape Rooms (72)
ZCC Virtual Appointments (450)
SPuRS Virtual Appointments (170)
BEP Virtual Workshops (73)

New Programs, Events and Committees
Kellogg’s Learning to Network Event
UNIV 1030 (10)
Who You Are Matters (18)
Student Town Hall Meetings
• New Internships and Job Search During the Coronavirus (34)
• Ask an Employer (35)
• Ask a WMU Alum (11)
Faculty Town Hall Meetings
• Accountancy (51)
• BIS (15)
• Marketing (8)
• Management (1)
• Finance and Commercial Law (4)
• WIRED Applications (73)

Escape room attendance: 420 students

9 of 10 graduates are employed or in graduate school within three months of earning their degrees
Successes

The year 2020 was definitely unique! Despite the pandemic, the Zhang Career Center and SPuRS had many opportunities for success and change during 2020.

18,252 Student Touch Points

Classes

Beginning in March of 2020, BUS 3000, BUS 4000 and UNIV 1030 became virtual classes pretty much overnight! Then, we had the summer to plan how to do all of our activities and programs virtually in BUS 3000 and BUS 4000, which proved to be a very successful way to offer these courses. BUS 1000 (five sections taught by staff) and UNV 1030 were offered in person in larger spaces in the fall.

Programs and Events

The career readiness team found ways to still deliver many programs, including the Business Externship Program, assisting with online orientation sessions, turning BBA orientation into an online event and developing a new program for first-year students called WIRED (Western’s Industry and Research Exploration Discussions).

Appointments

In spring 2020, the Zhang Career Center used SignUp to schedule appointments, which required an admin to monitor the site and transfer to schedules. Over the summer, Microsoft Bookings was implemented, which has been a great resource for students to connect with staff from the Zhang Career Center and SPuRS.

Career Fairs

Spring Career Fairs were offered in person. Over the summer, Career and Student Employment Services and the Zhang Career Center explored various vendors for hosting virtual career fairs. Ultimately, we selected Easy Virtual Fairs, and later also utilized Handshake for virtual fairs in the fall of 2020, with some success.

Office Relocation

The SPuRS team was temporarily relocated to the Zhang Career Center space in the fall, allowing efficiencies and safe access to students for in-person appointments.

Other

In the spring, the career center offered a series of student support oriented town hall meetings. Faculty town halls took place in late summer, allowing faculty and staff to support students with a major-specific focus. The Business Externship Program pivoted to a virtual format for 2020. WIRED was developed through an employer and staff advisory board in the summer and tested in the summer with students.

Resume ReVamp

The Zhang Career Center enlisted and trained a large student and staff cohort that successfully critiqued 641 resumes in the fall 2020.
Why start a new program in the middle of a pandemic? The goal: a virtual program designed for first-year students to learn about careers in business. An advisory board of employers, staff and students collaborated to figure out the details and the rest is history! Stay tuned for results.

**Thanks**
to all of our Advisory Board members!

**Employers:** Ryan Fox, E. & J. Gallo; Liz Hamilton, Kellogg’s; Kasia Mietusiewicz and Natalie Lampas, Thomson Reuters; Alyssa Boucher, Rocket Mortgage by Quicken Loans; Wendy Brush, Eaton Corporation

**Students:** Maddie Paciorek, Megan Rooney, Nathan Jaynes, Samantha Morehead

**Staff:** Geralyn Heystek, Robert Stewart, Danielle Field, Jennifer Palmatier, Greg Priester

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### 2020 WIRED Timeline

<table>
<thead>
<tr>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
</tr>
</thead>
<tbody>
<tr>
<td>virtual externships</td>
<td>advisory board, created logo, program plan, test sessions</td>
<td>employer invitations</td>
<td>classroom presentations</td>
<td>student applications sent to all BUS 1000 students</td>
<td>matching</td>
<td>student acceptance and employer notification</td>
<td>student workshops; WIRED sessions launch</td>
<td>implementation and evaluations</td>
<td>last session; evaluations</td>
<td>reports</td>
<td></td>
</tr>
</tbody>
</table>

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**10 employers, 15 sessions of up to 10 students each**

<table>
<thead>
<tr>
<th>January 29</th>
<th>February 5</th>
<th>February 12</th>
<th>February 19</th>
<th>February 26</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 a.m. to noon</td>
<td>Thomson Reuters</td>
<td>AGCO</td>
<td>Alro Steel</td>
<td>Quicken Loans</td>
</tr>
<tr>
<td>11 a.m. to 1 p.m.</td>
<td>E. &amp; J. Gallo</td>
<td></td>
<td>Kellogg’s</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Air Zoo</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Consumers Credit Union</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Kellogg’s</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 p.m. to 3 p.m.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Consumers Credit Union</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Coyote Logistics</td>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Air Zoo</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Callaghan Public Accounting</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Plante Moran</td>
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</tr>
</tbody>
</table>
BUS 3000 - Business Preparation for Transfer Students

BUS 3000 provides transition resources to transfer students, in addition to meeting the foundational level of the required SPuRS program.

Spring 2020 - This course was easily shifted to finish in a virtual format for spring of 2020. The biggest change was the group projects, which students learned to record and upload.

Fall 2020 - A partially synchronous online format was used. Group work for the case studies moved fully online for the fall, with Microsoft Teams. Staff developed a tutorial to educate students on attending a virtual career fair. The mock career fair changed from a face-to-face, one-on-one experience to a small group of students with each employer. A university colleague ran this event through Zoom so breakout rooms could be used.

Students stated that the BUS 3000 class helped them transition to the Haworth College of Business, especially in the online and social distancing environment. They also enjoyed that the case study was about a buy/make decision for ensuring all employees were able to have masks.

“I think when I transferred to WMU, my skills within the eight career readiness competencies were very limited. However, through BUS 3000, BUS 4000, and my major coursework, I have been taught how to address, develop and apply these skills in the business environment. The Haworth College of Business does a great job with student development and exposure; I have enjoyed my time at WMU, and I will always be thankful for the experiences and people I have met along the way.”

BUS 4000 - Business Professionalism

Designed for senior-level students, the Business Professionalism course provides students the opportunity to build professional competencies through the completion of online modules and in-class presentations, discussions and activities in order to prepare them for career success. This course is the capstone experience for the SPuRS program and a graduation requirement. Upon completion of BUS 4000, students are able to identify professional behaviors leading to career success and appreciate the importance of interpersonal skills, leadership, and professional insight as they engage in co-curricular activities to complete the SPuRS program at the bronze, silver or gold designation.

In spring 2020, the course was taught in a hybrid model, and with COVID, it was moved to a partially synchronous online modality in fall 2020.

The course enrollment increased by four times between 2019 and 2020 (graduating 416 students in 2020).

Professional articulations and SPuRS program assessment were collected in this senior capstone.

416 SPuRS graduates
20% of SPuRS graduates earned a silver designation
7% of SPuRS graduates earned a gold designation
Challenges

**Spring 2020**

*In-person events cancelled*

- BUS 1750 Class Presentations
- Gender in the Workplace
- Entrepreneurship Panel
- Bring Your “A Game” to Work
- Business Etiquette Dinner
- LinkedIn Photo Shoot
- JC Penney Suit Up Event
- Critical Thinking Through CLUE
- In-person Escape Room
- In-person Appointments
- Office Hours and Drop-in Appointments
- BBA Orientation
- Zhang Career Center Awards Ceremony
- Externships in May
- No Student Staff

**Summer 2020**

Due to COVID-19, our Business Career Camp was canceled. Additionally, there were no required orientation sessions for support programs (SPuRS and Zhang Career Center). As a result, students didn’t learn about SPuRS, Business Externship, Major Match-up and WIRED programs. This made it difficult to market these programs to students and impacted numbers moving forward.

**Fall 2020**

*In-person Events Cancelled*

- Business Bash
- Fort Custer Community Service
- Women in Leadership Event
- Bring Your “A Game” to Work
- Drop-in Hours
- BUS 1750 Class Presentations
- LinkedIn Photo Shoot
- In-person Escape Room
- Who You Are Matters
- Reduced Student Staff
### 2020 Undergraduate Jobs by Program

<table>
<thead>
<tr>
<th>Undergraduate Students by Major</th>
<th>Degrees</th>
<th>Knowledge rate</th>
<th>Actively Engaged</th>
<th>Employed Full-time</th>
<th>Employed Part-time</th>
<th>Continuing Education</th>
<th>Military Service</th>
<th>Not Actively Engaged</th>
<th>Unemployed and Seeking Employment</th>
<th>Not immediately Seeking Employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accountancy</td>
<td>124</td>
<td>93</td>
<td>75%</td>
<td>88/124</td>
<td>95%</td>
<td>55</td>
<td>59%</td>
<td>3%</td>
<td>28%</td>
<td>5%</td>
</tr>
<tr>
<td>Advertising &amp; Promotion</td>
<td>27</td>
<td>24</td>
<td>89%</td>
<td>24/27</td>
<td>89%</td>
<td>21</td>
<td>78%</td>
<td>1%</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Computer Info Systems</td>
<td>68</td>
<td>48</td>
<td>71%</td>
<td>43/48</td>
<td>90%</td>
<td>41</td>
<td>85%</td>
<td>1%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Digital MKT &amp; eCommerce</td>
<td>15</td>
<td>13</td>
<td>87%</td>
<td>11/13</td>
<td>85%</td>
<td>10</td>
<td>86%</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Finance</td>
<td>142</td>
<td>96</td>
<td>65%</td>
<td>83/96</td>
<td>86%</td>
<td>72</td>
<td>75%</td>
<td>x</td>
<td>x</td>
<td>14%</td>
</tr>
<tr>
<td>Food &amp; CPG MKT</td>
<td>45</td>
<td>37</td>
<td>82%</td>
<td>36/37</td>
<td>97%</td>
<td>35</td>
<td>94%</td>
<td>x</td>
<td>x</td>
<td>13%</td>
</tr>
<tr>
<td>Human Resource MGT</td>
<td>59</td>
<td>44</td>
<td>75%</td>
<td>40/44</td>
<td>91%</td>
<td>33</td>
<td>75%</td>
<td>1%</td>
<td>2%</td>
<td>x</td>
</tr>
<tr>
<td>Integrated Supply MGT</td>
<td>95</td>
<td>76</td>
<td>80%</td>
<td>72/76</td>
<td>95%</td>
<td>71</td>
<td>93%</td>
<td>x</td>
<td>x</td>
<td>6%</td>
</tr>
<tr>
<td>Management</td>
<td>120</td>
<td>84</td>
<td>70%</td>
<td>78/84</td>
<td>93%</td>
<td>71</td>
<td>85%</td>
<td>x</td>
<td>x</td>
<td>7%</td>
</tr>
<tr>
<td>Marketing</td>
<td>102</td>
<td>70</td>
<td>69%</td>
<td>64/70</td>
<td>91%</td>
<td>61</td>
<td>87%</td>
<td>x</td>
<td>x</td>
<td>4%</td>
</tr>
<tr>
<td>Sales &amp; Business MKT</td>
<td>70</td>
<td>53</td>
<td>76%</td>
<td>52/53</td>
<td>98%</td>
<td>52</td>
<td>98%</td>
<td>x</td>
<td>x</td>
<td>1%</td>
</tr>
<tr>
<td>Total Undergraduate</td>
<td>853</td>
<td>620</td>
<td>73%</td>
<td>572</td>
<td>92%</td>
<td>506</td>
<td>82%</td>
<td>6%</td>
<td>1%</td>
<td>57%</td>
</tr>
</tbody>
</table>

### 2020 Undergraduate Salary Information

**Business Major** | **Median Salary** | **#**
---|---|---
Accountancy | $45,000 - $50,000 | 32
Advertising & Promotion | $35,000 - $40,000 | 9
Computer Information Systems | $60,000 - $65,000 | 16
Digital Marketing & eCommerce | N/A | N/A
Finance | $50,000 - $55,000 | 34
Food & CPG Marketing | $50,000 - $55,000 | 15
Human Resource Management | $35,000 - $40,000 | 9
Integrated Supply Marketing | $50,000 - $55,000 | 44
Management | $50,000 - $55,000 | 30
Marketing | $40,000 - $45,000 | 21
Sales & Business Marketing | $50,000 - $55,000 | 31
Median Business Undergraduate | $45,000 - $55,000 | 241

### 2020 Graduate Jobs by Program

<table>
<thead>
<tr>
<th>Graduate Students by Program</th>
<th>Degrees</th>
<th>Knowledge rate</th>
<th>Actively Engaged</th>
<th>Employed Full-time</th>
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<th>Not Actively Engaged</th>
<th>Unemployed and Seeking Employment</th>
<th>Not immediately Seeking Employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>MSA</td>
<td>25</td>
<td>18</td>
<td>72%</td>
<td>16</td>
<td>64%</td>
<td>14</td>
<td>78%</td>
<td>x</td>
<td>x</td>
<td>2%</td>
</tr>
<tr>
<td>MBA</td>
<td>95</td>
<td>85</td>
<td>89%</td>
<td>80</td>
<td>94%</td>
<td>78</td>
<td>92%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Total Graduate Students</td>
<td>122</td>
<td>105</td>
<td>86%</td>
<td>105</td>
<td>91%</td>
<td>106</td>
<td>94%</td>
<td>1%</td>
<td>x</td>
<td>x</td>
</tr>
</tbody>
</table>

### 2020 Graduate Salary Information

**Degree Type** | **Salary Range** | **#**
---|---|---
M.S.A. | $50,000 - $55,000 | 8
MBA | $55,000 - $60,000 | 32
Median Graduate | $50,000 - $60,000 | 40

*Salaries are self-reported.*
Career Fairs

Marketing, Sales and Food Marketing Career Night Spring 2020 (In-person Fair)

- Arrive Logistics
- Buckle
- C.H. Robinson
- CDW Corporation
- Collabera
- Consolidated Electrical Distributors, Inc.
- Coyote Logistics
- Daymon
- E. & J. Gallo Winery
- Eight Eleven Group - Parent Company of Brooksource, Medasource & Calculated Hire
- Enterprise Holdings
- Ethos Group
- Ferguson Enterprises, LLC
- Gallagher Uniform
- Hormel Foods
- Imperial Beverage
- Insight Global
- KEYENCE Land O’Frost
- LogiQuip Healthcare Storage Solutions
- MetLife
- Northwestern Mutual
- Reckitt Benckiser
- Sherwin-Williams
- Stryker
- Thomson Reuters

ISM Career Night Spring 2020 (In-person Fair)

- ARC Supply Chain Solutions
- Brunswick Corporation
- C.H. Robinson
- Consolidated Electrical Distributors
- Dayton Freight
- DENSO
- Gentex Corporation
- Hormel Foods
- John Deere
- KeHE Distributors
- KEYENCE
- Lane Automotive
- LaSalle Network
- MANN+HUMMEL USA
- Marathon Petroleum Corporation
- McCain Foods
- Meritor
- Michigan Automotive Compressor, Inc.
- Modern Woodmen of America
- Parker Hannifin
- Patrick Industries
- Stryker
- Thermo Fisher Scientific

Meet the Firms Fall 2020 (Easy Virtual Fair)

- BDO USA
- Cole Gavlas
- Crowe LLP
- Doeren Mayhew CPAs and Advisors
- Dow
- EY
- Haworth
- Hormel Foods Hungerford Nichols CPAs + Advisors
- Iannuzzi Manetta
- James & Springgate, PLC
- Jansen Valk Thompson Reahm PC
- Kellogg’s
- KPMG
- Kruggel Lawton CPAs
- Maner Costerisan
- OneStream Software
- Plante Moran
- PNC Financial Services
- Rowley & Company
- Seber Tans PLC
- UHY LLP
- UWorld Roger CPA Review
- Valley Oak
- Walker, Fluke & Sheldon PLC
- Yeo & Yeo
Career Fairs

Marketing, Sales and Food Marketing Virtual Career Fair Fall 2020 (Easy Virtual Fair)

- Arrive Logistics
- Buckle
- Bunzl Processor Division
- Consolidated Electrical Distributors
- Coyote Logistics
- E. & J. Gallo Winery
- Echo Global Logistics
- Enterprise Holdings
- Graphic Packaging International
- Great Lakes Wine and Spirits
- Hormel Foods
- Insight Global
- KeHE Distributors
- Kellogg’s
- Kimberly-Clark
- KSS Enterprises
- Lifetime Financial Growth
- Mike’s Hard Lemonade
- MoLo Solutions
- Northwestern Mutual
- Quicken Loans
- Reckitt Benckiser
- SeyferthPR
- Sherwin-Williams
- SpartanNash
- Stryker
- The Hershey Company
- Thomson Reuters
- Trace3
- UWM
- Wells Blue Bunny

ISM Virtual Career Fair Fall 2020 (Easy Virtual Fair)

- AGCO
- Amphenol Borisch Technologies
- Brunswick Corporation
- DENSO
- Gentex Corporation
- Hormel Foods
- IDEX
- Kellogg’s
- McCain Foods
- Navistar
- Owens Corning
- Parker Hannifin
- Patrick Industries, Inc.
- Stryker
- Target
- Whirlpool Corporation

IT Virtual Career Fair – Handshake Career Fair Pilot

- Auto-Owners Insurance

Finance Virtual Career Fair – Handshake Career Fair Pilot

- MassMutual Great Lakes
- Modern Woodmen of America
- Stellantis
- Zhang Financial

“I started working as a peer educator at the Zhang Career Center during the fall of 2020, co-leading a group of 10 peer mentors for the Business Externship Program. Although this semester looks different from years before, the Zhang Career Center has easily adapted to distance and virtual learning, providing great experiences for students.” – Megan Rooney
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 and problem solving:** Exercising 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 and written communication:** Articulating 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 and collaboration:** Building 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:** Leveraging 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:** Leveraging the strengths of others to achieve common goals, and using interpersonal skills to coach and develop others. The individual is able to assess and manage their emotions and those of others; use empathetic skills to guide and motivate, and organize; prioritize and delegate work.

**Professionalism and work ethic:** Demonstrating personal accountability and effective work habits, e.g., punctuality, working productively with others, and time workload management, and understanding 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 mistakes.

**Career management:** Identifying and articulating one’s skills, strengths, knowledge and experience relevant to the position desired and career goals, and identifying 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 and intercultural fluency:** Valuing, respecting and learning 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.