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 B.B.A. students earn their SPuRS and graduate with the career readiness competencies desired by employers as defined by the National Association of Colleges and Employers:

- Critical thinking and problem solving
- Leadership
- Oral and written communications
- Professionalism and work ethic
- Teamwork and collaboration
- Career management
- Digital technology
- Global/intercultural fluency

The SPuRS program guides business students in cultivating interpersonal skills, leadership attributes and professional competencies through co-curricular programming. SPuRS was developed based on employer feedback to prepare business students to successfully launch from college to career.

Students move progressively through the program, beginning with the foundational level, focusing on activities supporting exploration and self-discovery. The advanced level of the program provides immersive experiences that support development and application of professional characteristics like critical thinking, work ethic and teamwork. By graduation, students have built a professional network, attained gold, silver or bronze recognition within the program and are prepared to seamlessly enter the workforce.

### SPuRS Pillars of Engagement

**Personal & Interpersonal Knowledge**

- Communication
- Self-Awareness
- Confidence
- Diversity & Inclusion
- Cultural Appreciation
- Personal Branding
- Critical Thinking & Problem Solving

**Professional Insight**

- Major Exploration
- Industry Exploration
- Professional Connections
- Career Readiness
- Career Management
- Networking

**Leadership & Service**

- Social Responsibility
- Initiative & Work Ethic
- Managing Impressions
- Civic Engagement
- Teamwork & Collaboration
- Professionalism & Ethics
Student Professional Readiness Series (SPuRS) Sponsorship Opportunities

Sponsorships of the Student Professional Readiness Series (SPuRS) benefit students and our employer partners. The SPuRS program was created to guide business students through professional development activities preparing them to successfully transition from college to career.

By sponsoring the program, you will be able to provide valued direction, support and guidance to business students with your time and experience. Your involvement on campus will establish your company as a leading supporter and recruiter of business students.

Existing professional development events:
- Practice Interview Day
- Resume Critique Day
- Mock Career Fair
- Student Case Study Competitions
- Bring Your “A Game” to Work

New development event ideas:
- Financial Wellness
- Time Management
- Negotiation Strategies
- Social Media Presence
- Job Search Ethics
- Personal Branding
- Conflict Management
- “Elevator Pitch” events
- Emotional Intelligence
- Meeting Management

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Gold Sponsorship $3,000
- Recognition in Schneider Hall when visiting for events
- A position on the SPuRS/Zhang Career Center Faculty and Employer Advisory Board
- Recognition of your company on the SPuRS website
- Participation in a college of business professional development event of your choosing
- Complimentary registration for a WMU professional recruiting event or career fair ($750 max value)
- First-round invitation for the guest speaker series in the business professionalism course
- Half-page ad in the Haworth College of Business SPuRS Workbook

Silver Sponsorship $2,000
- Recognition in Schneider Hall when visiting for events
- A position on the SPuRS/Zhang Career Center Faculty and Employer Advisory Board
- Recognition of your company on the SPuRS website
- Participation in a college of business professional development event of your choosing
- Early invitation to participate in the guest speaker series in the business professionalism course
- Quarter-page ad in the Haworth College of Business Spurs Workbook

Bronze Sponsorship $1,000
- Recognition in Schneider Hall when visiting for events
- A position on the SPuRS/Zhang Career Center Faculty and Employer Advisory Board
- Recognition of your company on the SPuRS Website
- Participation in a college of business professional development event of your choosing

*Part of these sponsorship funds may be used for staff professional development