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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How will I make it happen?

How do I demonstrate initiative?

What am I passionate about?

How do I work with others?

What are my skills and abilities?

What do I already know?

Pick a minimum of two Events

- Mercantile Bank Speaker Series
- Career Pathway Discussion
- FOCUS Assessment
- Resume ReVamp!
- Lyceum Lecture Series
- Multicultural Meet & Greet

Personal & Interpersonal Knowledge

Communication • Self-Awareness • Confidence • Diversity & Inclusion

Professional Insight

Major Exploration • Industry Exploration • Professional Connections

- Entrepreneurship Forum
- Major Match-up Event
- Business Externship Showcase
- Employer Site Visit
- LinkedIn Profile

Leadership & Service

Social Responsibility • Initiative & Work Ethic • Managing Impressions

- Student Employee
- Bronco Study Zone
- Business College Volunteer
- Handshake Student Profile
- Big Interview
- President’s Leadership Series
- Athletic Study Tables
- 5 P’s of Presenting Professionally

Students who successfully complete BUS 3000 (Business Preparation for Transfer Students) will satisfy the minimum requirements of the Foundational Level.

Students must complete their Foundational Level Audit before they can apply to the BBA and declare their chosen major.
Advanced Level Activities

Personal & Interpersonal Knowledge

- Communication Center Mentoring
- Business Research Consultation
- Build Your Brand workbook (parts 1 and 2)
- Course Co- Instructor
- Escape Room
- Employer Hosted Workshop
- Trailblazer Applicant
- Business RSO President
- WMU Student Ambassador

- Study Abroad
- Student Case Competitions
- Starting Gate Company
- Professional Communication Skills Tutorials
- One-on One Strengths Coaching
- Undergraduate Assistant

Professional Insight

- Career Fair Attendance
- On-Campus Interview
- One-on-One Resume Assistance
- Practice Interview Day
- Resume Critique Day
- Business Externship Program
- Professional Networking Event

- Extensive Professional Work Experience (5+ years)
- RSO Affiliated Industry Tour
- Internship Experience
- Military Experience
- Informational Interviewing

Leadership & Service

- Gender in the Workplace Event
- RSO Executive Board Member
- Dining Etiquette Events
- RSO Active Member
- Peer Mentor
- Student Volunteer
- Academic Tutor

- WMU Athlete
- Bring Your “A-Game” to Work
- Student Consultation Group Member
- Service Learning
- RSO Affiliated Community Service
- Big Interview Enagement (Advanced)

Students should plan to take BUS 4000 (Business Professionalism) in their final semester of their undergraduate degree. BUS 4000 is not offered in the summer semesters.

Students must complete their Advanced Level Audit before they can apply for graduation.

Advanced Level SPuRS will continue to record in ExperienceWMU even after the Advanced Level Audit has been approved.

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.

Recommended First-Year Activities
Minum of two activities from each pillar

<table>
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<tr>
<th>Personal &amp; Interpersonal Knowledge</th>
<th>Professional Insight</th>
<th>Leadership &amp; Service</th>
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<td>Major Match-Up</td>
<td>Create a BroncoJOBS profile with worksheet</td>
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<td>Resume ReVamp!</td>
<td>Create a LinkedIn Profile</td>
<td>Big Interview Engagement (Foundational)</td>
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<td>Mercantile Bank Speaker Series</td>
<td>Company Research and Position Analysis with worksheet</td>
<td>Bronco Study Zone Usage</td>
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<tr>
<td>Build Your Brand Workbook (part 1)</td>
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</table>

For a complete list of SPuRS approved activities, please visit ExperienceWMU.

First Year SPuRS Completion Plan
Minimum of two activities from each pillar

<table>
<thead>
<tr>
<th>Personal &amp; Interpersonal Knowledge</th>
<th>Professional Insight</th>
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</table>

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?**

### Recommended Sophomore Year Activities

**Minimum of two activities from each pillar**

<table>
<thead>
<tr>
<th>Personal &amp; Interpersonal Knowledge</th>
<th>Professional Insight</th>
<th>Leadership &amp; Service</th>
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<tbody>
<tr>
<td>• Resume ReVamp! (F)</td>
<td>• Employer Meet and Greet Event (F)</td>
<td>• 5 P’s of Presenting Professionally (F)</td>
</tr>
<tr>
<td>• Escape Room (A)</td>
<td>• Business Externship Showcase (F)</td>
<td>• Join a Business Registered Student Organization (A)</td>
</tr>
<tr>
<td>• Real Talk Diversity Speaker Series (F)</td>
<td>• Resume Critique Day (A)</td>
<td>• Handshake Student Profile (F)</td>
</tr>
<tr>
<td>• Study Abroad (A)</td>
<td>• Career Fair Attendance (A)</td>
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</table>

For a complete list of SPuRS approved activities, please visit ExperienceWMU.

### What Did I Do?

**Foundational Level Completion Plan**

**Minimum of two activities from each pillar**

<table>
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<tr>
<th>Personal &amp; Interpersonal Knowledge</th>
<th>Professional Insight</th>
<th>Leadership &amp; Service</th>
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</thead>
</table>

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

<table>
<thead>
<tr>
<th>Personal &amp; Interpersonal Knowledge</th>
<th>Professional Insight</th>
<th>Leadership &amp; Service</th>
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<tbody>
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<td>• Build Your Brand Workbook (Parts 1 and 2)</td>
<td>• Practice Interview Day</td>
<td>• Bring Your ‘A-Game’ to Work</td>
</tr>
<tr>
<td>• Student Case Competition</td>
<td>• Internship Experience</td>
<td>• Business Registered Student Organization Executive Board member</td>
</tr>
<tr>
<td>• Employer Hosted Workshop</td>
<td>• Resume Critique Day</td>
<td>• Etiquette Dinner</td>
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<td>• RSO Affiliated Industry Tour</td>
<td>• Gender in the Workplace Event</td>
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<td>• Professional Networking Event</td>
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<td></td>
<td>• One-on-One Resume Assistance</td>
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</table>

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

What Did I Do?

Junior Year Completion Plan
Minimum of two activities from each pillar

<table>
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<tr>
<th>Personal &amp; Interpersonal Knowledge</th>
<th>Professional Insight</th>
<th>Leadership &amp; Service</th>
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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.

- 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.

**Recommended Senior Year Activities**

**Minimum of two activities from each pillar**

<table>
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<th>Personal &amp; Interpersonal Knowledge</th>
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<th>Leadership &amp; Service</th>
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<td>Practice Interview Day</td>
<td>Bring Your “A-Game” to Work</td>
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<td>Starting Gate Company</td>
<td>Internship Experience</td>
<td>Student Volunteer</td>
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<td>WMU Student Ambassador</td>
<td>Career Fair Attendance</td>
<td>Peer Mentor</td>
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<td>Professional Networking Event</td>
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<td>On Campus Interview</td>
<td>Big Interview (Advanced Set)</td>
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Activities listed above with an “**” require you to attend the event on two separate occasions.

**Advanced Level Completion Plan**

**Minimum of two activities from each pillar**

<table>
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<th>Personal &amp; Interpersonal Knowledge</th>
<th>Professional Insight</th>
<th>Leadership &amp; Service</th>
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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 records are 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-guided experience: Some of these opportunities are self-guided – report your experience based on the level and pillar of the activity in ExperienceWMU. There you will find detailed instructions on how to complete the activity and the necessary forms.

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 SPuRS audit in ExperienceWMU:

1. Log in to ExperienceWMU.
2. Click on the “Student Professional Readiness Series (SPuRS)” tab found in the Paths section on the home page.
3. Click on the “Foundation Level Activities” or “Advanced Level Activities - Bronze”.
4. Click on “Foundational (or Advanced) Level Audit REQUIRED”.
5. Click on the “SPuRS - Foundational (or Advanced) Level Audit” hyperlink.
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 deadlines are below, listed by expected graduation term:

- **Spring Semester: October 1st.**
- **Summer Semester: February 1st.**
- **Fall Semester: February 1st**

**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.
**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 SPuRS 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
**Professional Attire**

It is recommended that students dress in business casual for SPuRS-approved activities and events. In situations where employers are present, it is strongly encouraged that students dress in business professional attire. When in doubt, err on the formal and conservative side. It is better to be overdressed than underdressed.

**PLEASE NOTE:** If you are not appropriately dressed, you may be asked to leave the event and you will not receive SPuRS credit. Keep in mind that professional dress is only ONE component of your professional image.

**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 celebration 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-Guided 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.
2. Click on the “Student Professional Readiness Series (SPuRS)” tab found in the Paths section on the home page.
3. Click on “Foundational Level Activities” or “Advance Level Activities” based on the level you are requesting credit for.
4. Click on the pillar that represents the experience for which you are requesting credit.
5. Click on the hyperlink to review detailed instructions.
6. Click on the corresponding form for the expereince.
7. Complete that form and submit.

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.

“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
Text Notifications

Students can opt in to receive text notifications for upcoming SPuRS approved activities. Students interested in this communication method must turn on the text message notification feature in your ExperienceWMU account settings:

1. Log in to ExperienceWMU.
2. Click on the first letter of your first name or photo in the upper right corner.
3. On the “Profile” tab, scroll down to turn on your text message notifications (include your cell phone number and your mobile provider).
4. Select “Update”.
5. Text Messaging is optional and will be supplemented by other forms of communication. Standard data and text message rates will apply. You can opt out at any point by returning to your account profile in ExperienceWMU and turning Text Message Notifications off.

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.

Print Center

3420 Schneider Hall - 3rd Floor (next to the Fetzer Center) • Student Parking available in Lot 72W

Monday - Friday
7:45am - 5pm

Free posters for RSOs!

- Reports
- Presentations
- Booklets
- Resumes
- Posters
- FAX

Black & White copies
- 8 1/2 x 11” - - 10c
- 8 1/2 x 14”
Color copies
- 8 1/2 x 11” - - 15c
- 8 1/2 x 14”
Color Posters
- 11 x 17”
- 12 x 18” - - 25c
## 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>269-387-6414</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>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>
<tr>
<td>WMU Signature</td>
<td>269-387-2128</td>
<td>160</td>
<td>Kelly Reed</td>
<td><a href="mailto:kelly.a.reed@wmich.edu">kelly.a.reed@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>
</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 comprehensive tool throughout your time at WMU to help plan around 5 core dimensions of college and beyond.

**FINANCIAL**

What do I expect my costs to be? How am I planning to pay for college? [wmich.edu/business/scholarships](http://wmich.edu/business/scholarships) [wmich.edu/financial/costs](http://wmich.edu/financial/costs)

**ACADEMIC**

Which majors interest me? Why? What academic strategies do I use to do well? [wmich.edu/business/advising](http://wmich.edu/business/advising) [wmich.edu/academics](http://wmich.edu/academics)

**WELLBEING**

How do I cope with stress? Where can I go when I’m not feeling at my best? [wmich.edu/students/health](http://wmich.edu/students/health)

**CAREER**

What am I passionate about? What experiences and skills should I gain? [wmich.edu/business/career](http://wmich.edu/business/career) [wmich.edu/career/students](http://wmich.edu/career/students)

**ENGAGEMENT**

How will I get involved outside of class? What student organizations interest me? [wmich.edu/business/academics/spurs](http://wmich.edu/business/academics/spurs) [wmich.edu/students/engagement](http://wmich.edu/students/engagement)
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: August xx, xxxx

<table>
<thead>
<tr>
<th>Foundational level activities</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced level activities -</td>
<td></td>
</tr>
<tr>
<td>Bronze</td>
<td></td>
</tr>
<tr>
<td>Silver</td>
<td></td>
</tr>
<tr>
<td>Gold</td>
<td></td>
</tr>
<tr>
<td>Overall Progress</td>
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</table>

Student Professional Readiness Series (SPuRS)

<table>
<thead>
<tr>
<th>Foundational level activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foundational Personal &amp; Interpersonal Knowledge Experience 1</td>
</tr>
<tr>
<td>Attended Business Externship Program Professional Development Workshop #2 before 6/30/2019 on 7/1/2016</td>
</tr>
</tbody>
</table>

| Foundational Personal & Interpersonal Knowledge Experience 2 |
| Attended Business Learning Community - Ice Cream Social with Business Ambassadors before 6/30/2019 on 7/1/2016 |

| Foundational Professional Insight Experience 1 |
| Attended Business Externship Program Celebration before 6/30/2019 on 7/1/2016 |
Foundational Professional Insight Experience 2
Attended Business Externship Program Extravaganza before 6/30/2019 on 7/1/2016

Foundational Leadership & Service Experience 1
Attended Business Externship Program Professional Development Workshop #1 before 6/30/2019 on 7/1/2016

Foundational Leadership & Service Experience 2
Attended Haworth College of Business Community Volunteer Experience before 6/30/2019 on 7/1/2016

Foundational Level Audit
Completed on 6/10/2019

Advanced level activities - Bronze

Advanced Bronze Personal & Interpersonal Knowledge & Skills
Attended One-on-One Strengths Coaching before 6/30/2019 on 7/1/2016

Advanced Bronze Personal & Interpersonal Knowledge & Skills Experience 2
Attended Business Externship Program Professional Development Workshop #2 before 6/30/2019 on 7/1/2016

Advanced Bronze Leadership & Service Experience 1
Attended SPuRS - Business RSO eBoard Member (not President) before 6/30/2019 on 7/1/2016

Advanced Bronze Leadership & Service Experience 2
Attended Become a Peer Mentor before 6/30/2019 on 7/1/2016

Advanced Bronze Level Audit
Completed on 6/10/2019
Advanced Silver Level Experience 1
Attended Business RSO Membership and Attendance before 6/30/2019 on 7/1/2016

Advanced Silver Level Experience 2
Attended Business RSO Project Team Member before 6/30/2019 on 7/1/2016

Advanced Silver Level Experience 3
Attended Career Day/Fair Attendance before 6/30/2019 on 7/1/2016

Advanced Silver Level Experience 4
Attended Career Fair Prep - Endnote Speaker Attendance before 6/30/2019 on 7/1/2016

Advanced Silver Level Experience 5

Advanced Gold Level Experience 1
Attended SIG Career Expo Conference before 6/30/2019 on 7/1/2016

Advanced Gold Level Experience 2
Attended Dining Etiquette Event before 6/30/2019 on 7/1/2016

Advanced Gold Level Experience 3
Attended Escape Room Participation before 6/30/2019 on 7/1/2016

Advanced Gold Level Experience 4
Attended ISM Career Night before 6/30/2019 on 7/1/2016
Advanced Gold Level Experience 5
Attended Major Match-up - Presenter before 6/30/2019 on 7/1/2016

Advanced Gold Level Experience 6
Attended Marketing, Sales & Food Marketing Career Night before 6/30/2019 on 7/1/2016

Western Michigan University Student Engagement Report
The Student Professional Readiness Series guides business students in cultivating their interpersonal skills, leadership attributes and professional competencies through co-curricular programming.

Based on employer feedback and industry research, the required program leads students through self-awareness, major exploration, introduction to a variety of industries, communication strategies, and learning to take initiative and ownership of their professional development at the foundational level. The advanced level of the program provides more immersive experiences where students further hone skills such as critical thinking, networking, leadership, teamwork, cultural appreciation, personal branding and many more.

By graduation, students will have enhanced their career readiness, begun to build a professional network, and be poised to enter the workforce as competitive business graduates. SPuRS takes a student from college to career.

WMU Signature is a student engagement program for students to reflect on their out-of-class learning experiences, to explore and identify a passion, which will be reflected on their WMU diploma.

Western Michigan University recognizes that engagement outside of the classroom can contribute to student learning and development. In response, the University created a framework, WMU Signature, for students to intentionally engage on campus and meaningfully reflect on their experiences. To celebrate students’ co-curricular achievements, the University will officially recognize students who have successfully completed their WMU Signature by including a WMU Signature Designation on their academic transcripts and diploma.

WMU Signature is available to all undergraduate and graduate students. WMU Signature is optional for all students and not a requirement for graduation. Students can complete WMU Signature at no cost on your own time schedule any time before you graduate.

<table>
<thead>
<tr>
<th>PROGRAM COMPARISON</th>
<th>Student Professional Readiness Series (SPuRS)</th>
<th>WMU Signature</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access</td>
<td>Open to Haworth College of Business students only</td>
<td>Open to any registered WMU undergraduate or graduate student</td>
</tr>
<tr>
<td>Requirement</td>
<td>Graduation requirement for all Bachelors of Business Administration students</td>
<td>Optional, but recommended for all students</td>
</tr>
<tr>
<td>Enrollment</td>
<td>Business students are automatically enrolled</td>
<td>All students are automatically enrolled: undergraduate students in Explore, and graduate students in Declare Pathway</td>
</tr>
<tr>
<td>Focus</td>
<td>SPuRS systematically guides business students through professional development experiences supporting their academic journey in the Haworth College of Business, culminating in career readiness</td>
<td>WMU Signature recognizes the importance of out-of-class engagement in order to help students get engaged, find a passion, and do something unique in order to stand out when it’s time to apply for jobs and graduate school</td>
</tr>
<tr>
<td>Levels</td>
<td>Two: Foundational and Advanced</td>
<td>Three: Explore, Focus and P.E.A.K.</td>
</tr>
<tr>
<td>Recognition</td>
<td>By graduation, students will attain gold, silver or bronze recognition within the program and will receive a lapel pin which can be worn during the graduation ceremony</td>
<td>P.E.A.K. Completion is recognized at the P.E.A.K. Fair each Fall and Spring semester, and program completion is documented on the academic transcript and diploma and students will be recognized at graduation</td>
</tr>
</tbody>
</table>

Questions? Contact:

Danielle Field  
SPuRS Program Manager  
danielle.field@wmich.edu  
wmich.edu/business/academics/spurs  

Kelly Reed  
Coordinator, WMU Signature  
kelly.a.reed@wmich.edu  
wmich.edu/signature

6/2019
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.