With a generous gift to the college from Charles and Lynn Zhang, we became the Zhang Career Center at the Haworth College of Business in 2015! Kellogg’s was the 2014-15 Premier Partner of the year and Consumers Credit Union was the 2014-15 Employer of the Year. These awards recognized the outstanding contributions of time and dollars to support Haworth College of Business students during the 2014-15 academic year and we are very grateful.

According to this year’s first destination survey, Haworth College of Business students are doing very well! About 83% of students responded to the survey and 92.8% of HCoB students were actively engaged*. Of the actively engaged, 80.5% were employed full time. Note that 92%/94% of undergraduate/graduate students report their job is related to their degree, 97%/96% of undergraduate/graduate students are satisfied in their job, and 74%/88% of undergraduate/graduate students have jobs in Michigan. Details of the report can be viewed on pages 13 – 15 of this report.

In spring 2015, we hosted niche career fairs only, as the large Career Fair each spring is hosted by Career and Student Employment Services (180 employers). Niche events in spring included IT Career Day (15 employers, 73 students), ISM Career Night (24 employers, 161 students), Sales and Marketing Career Night (24 employers, 62 students) and the Food Marketing (14 employers, 85 students) pre-conference event. In total, 77 employers attended these events.

In fall 2015, 135 employers registered for Career Day, attended by 835 students. ISM Career Night hosted 36 employers and 200 students. This year, we combined Marketing, Sales and Food Marketing into one larger event which attracted 40 employers and 232 students.

In 2015, there were 1483 career advising appointments including 415 resume revamp critiques, up 19% from 2014. Student attendance at events was up 22%. The Business Externship Program increased the number of employers 50%, the number of site visits 45% and the number of students who finished the program by 35%. We presented in 77 classrooms, up 45%. The staff taught a total of 9 courses in 2015.

It was a busy and productive year and we expect 2016 to hold more great results.

Thanks to all!

Geralyn Heystek, Director
Zhang Career Center at the Haworth College of Business

*actively engaged includes employed full-time, employed part-time, continuing education and military service
# Table of Contents

Director’s Summary .......................................................... 1

Table of Contents .......................................................... 2

Summary of Services Provided ............................................. 3

Highlights 2015 ...................................................................... 4

Student Development
- Presentations and Events .................................................. 5
- Developmental Programs .................................................. 6
- Business Externship Program ......................................... 7
- Internships and Experiential Learning .............................. 8

Employer Development
- Employer Services ......................................................... 9
- Premier Partners and Sponsored Events ......................... 10

Spring 2015 Career Events .................................................. 11

Fall 2015 Career Events ...................................................... 12

Undergraduate Student Employment Statistics
- Undergraduate Jobs by Major .......................................... 13
- Undergraduate Salaries by Major ..................................... 13
- Sample Job Titles by Undergraduate Major ...................... 14

Graduate Students Employment Statistics
- Graduate Job Information ............................................... 15
- Graduate Salary Information .......................................... 15
- Sample Job Titles for Graduates ...................................... 15

Career Fair Employer Attendance
- Spring 2015 Niche Event Employers ................................. 16
- Fall 2015 Business Career Day Employers ....................... 17
- Fall 2015 Niche Event Employers ................................... 18

Staff Contacts .................................................................. 19
Our Mission
The Charles and Lynn Zhang Career Center, housed in Western Michigan University’s Haworth College of Business, facilitates career exploration and professional development for business students through innovative programming and advising. We are dedicated to cultivating dynamic and intentional relationships with employers on a local, national and global level. Through career fairs, networking events and business career conversations students are able to connect with employers and secure professional externships, internships and employment opportunities.

Career Development Outreach
Career Development Guide – a resource produced for students which addresses career development
BroncoJOBS – web based system connecting students with employers for events, career fairs, interviews and job postings
Website – calendars, programs, events are all described

Personalized Career Development
Career Advising – one-on-one advice by appointment or drop-in hours


Univ 1030 Pre-business Career Development – an elective course for pre-business students to learn more about assessment, networking and job search in a step by step manner

Business Externship Program – an experiential learning program for pre-business students

FOCUS/Business Enterprise – an opportunity for students to learn more about themselves through assessment and an in class exercise to understand how interests, values and personality affect major and career selection

Internships – recommended for all students and required for Food and Consumer Packaged Goods Marketing majors, internships constitute a "test drive" for both students and employers

Campus Recruitment
On Campus Interviews – although OCI’s take place throughout the year, the busiest time for OCI’s are right after Career Fairs in October and February

Career Fairs – Business Career Day, IT Career Day, ISM Career Night and Sales/Marketing/Food & CPG Marketing Career Nights are hosted by this office. Meet the Firms is hosted in fall by Beta Alpha Psi

Employer Relations
Advisory Board – includes faculty from each department, Premier Partners, Career Center director and staff, Associate dean of undergraduate programs and a sometimes a student to provide feedback on relevant topics

Employer Visits – visits may occur at any time of the year on or off site. Most off site visits take place during the summer, while on site visits occur at the convenience of employers and career center staff
### Highlights 2015

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>92.8% (+2.7%)</td>
<td>Number of students who were actively engaged*</td>
</tr>
<tr>
<td>82.6% (+6.0%)</td>
<td>Knowledge rate (how many students responded to the survey)</td>
</tr>
<tr>
<td>80.5% (+2.2%)</td>
<td>Students reporting that they are employed full time</td>
</tr>
<tr>
<td>92% (+5%)</td>
<td>Students reporting that their job is related to their degree</td>
</tr>
<tr>
<td>97%</td>
<td>Students reporting satisfaction with their job</td>
</tr>
<tr>
<td>74% (+4%)</td>
<td>Students reporting employment in Michigan</td>
</tr>
<tr>
<td>69% (+14%)</td>
<td>Students who reported an Internship or other career related experience</td>
</tr>
</tbody>
</table>

### Events & Presentations

<table>
<thead>
<tr>
<th>Attendance</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>14,183 (+22%)</td>
<td>Attendance at developmental events sponsored by the Zhang Career Center</td>
</tr>
<tr>
<td>77 (+42%)</td>
<td>Presentations delivered in HCoB classrooms on career topics</td>
</tr>
</tbody>
</table>

### Career Fairs

<table>
<thead>
<tr>
<th>Number</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>135 (+18%)</td>
<td>Number of employers attending Business Career Day</td>
</tr>
<tr>
<td>835 (+9%)</td>
<td>Number of students attending Business Career Day</td>
</tr>
<tr>
<td>361 (+13%)</td>
<td>Number of students attending ISM Career Night</td>
</tr>
<tr>
<td>294 (+32%)</td>
<td>Number of students attending Sales/Marketing/Food Marketing Career Night</td>
</tr>
<tr>
<td>73 (+19%)</td>
<td>Number of students attending IT Career Day</td>
</tr>
</tbody>
</table>

### On Campus Recruiting

<table>
<thead>
<tr>
<th>Number</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>792</td>
<td>Number of organizations using BroncoJOBS to recruit business students</td>
</tr>
<tr>
<td>1277</td>
<td>Number of on campus interviews conducted in 2015</td>
</tr>
<tr>
<td>110</td>
<td>Number of employers conducting On Campus Interviews</td>
</tr>
</tbody>
</table>

### Business Externship Program

<table>
<thead>
<tr>
<th>Number</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>151 (+35%)</td>
<td>Number of students enrolled and completing the program</td>
</tr>
<tr>
<td>57 (+42.5%)</td>
<td>Number of employers registered in the program</td>
</tr>
<tr>
<td>330 (+65%)</td>
<td>Number of total externship opportunities available in the program</td>
</tr>
</tbody>
</table>

### Career Advising

<table>
<thead>
<tr>
<th>Number</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1483 (+19%)</td>
<td>Number of career advising appointments</td>
</tr>
<tr>
<td>100 (+20%)</td>
<td>Number of FYE students taught by career center staff</td>
</tr>
<tr>
<td>47 (+38%)</td>
<td>Number of students in pre-business career development class</td>
</tr>
<tr>
<td>26 (-33%)</td>
<td>Number of student in HCoB success seminar with career advising</td>
</tr>
</tbody>
</table>

### Service Evaluation

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>100% (no change)</td>
<td>Student satisfaction with career advising appointments</td>
</tr>
</tbody>
</table>

### Premier Partners

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>100% renewed</td>
<td>Employer satisfaction with service provided</td>
</tr>
</tbody>
</table>

*actively engaged includes employed full-time, employed part-time, continuing education and military service

( ) = +/- from last year
# Presentations and Events

## 100% Satisfaction with Career Advising

### Presentations

<table>
<thead>
<tr>
<th>Type of presentation</th>
<th># students</th>
<th># presentations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classroom presentations</td>
<td>2,965</td>
<td>77</td>
</tr>
<tr>
<td>First year student orientation</td>
<td>523</td>
<td>12</td>
</tr>
<tr>
<td>Transfer student orientations</td>
<td>54</td>
<td>6</td>
</tr>
<tr>
<td>BBA Orientation</td>
<td>890</td>
<td>6</td>
</tr>
<tr>
<td>Grab the Reins Tours</td>
<td>115</td>
<td>80</td>
</tr>
<tr>
<td>Registered Student Organizations</td>
<td>222</td>
<td>15</td>
</tr>
<tr>
<td>Business Externship Program Workshops</td>
<td>187</td>
<td>12</td>
</tr>
<tr>
<td>Interview Training</td>
<td>24</td>
<td>3</td>
</tr>
<tr>
<td>Global Business Center Career Development Training</td>
<td>150</td>
<td>2</td>
</tr>
<tr>
<td>Multicultural Training Mindedness</td>
<td>225</td>
<td>9</td>
</tr>
</tbody>
</table>

### Events

<table>
<thead>
<tr>
<th>Event</th>
<th># students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Career Center Open House</td>
<td>201</td>
</tr>
<tr>
<td>Major Match-Up</td>
<td>72</td>
</tr>
<tr>
<td>Internship Panel</td>
<td>17</td>
</tr>
<tr>
<td>Business Bash</td>
<td>1,058</td>
</tr>
<tr>
<td>Resume Revamp</td>
<td>475</td>
</tr>
<tr>
<td>Career Conversations (Veterans, Marketing, Finance, Management)</td>
<td>61</td>
</tr>
<tr>
<td>Business Etiquette Dinner</td>
<td>39</td>
</tr>
<tr>
<td>Women in Leadership Conference</td>
<td>71</td>
</tr>
<tr>
<td>Small Business and Entrepreneurship Panel</td>
<td>64</td>
</tr>
<tr>
<td>MBA Career Panel</td>
<td>60</td>
</tr>
<tr>
<td>STAR Interview Training</td>
<td>21</td>
</tr>
</tbody>
</table>
Pre-business Career Development Class

**Sponsorship:**
Employer sponsorship of class provided funding for course pack, etiquette dinner, and assessments.

**Course pack:**
The course pack was developed by staff to assist students in this step by step process. Students are provided a course pack and a Career Development guide in lieu of a textbook in this two credit course that meets once per week.

**Curriculum:**
This course follows a step by step process for students to become career ready. Hands on exercises in class and assignments which help students prepare for their own career development make up the majority of the course. The course ends with each student presenting their own journey.

<table>
<thead>
<tr>
<th>Topic</th>
<th>Tool/Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessment</td>
<td>MBTI &amp; Strong Interest inventory Assessment and 1:1 interpretation</td>
</tr>
<tr>
<td>Bronco/OBS</td>
<td>Create/update profile</td>
</tr>
<tr>
<td>Major Exploration</td>
<td>O*NET and Occupational Outlook Handbook</td>
</tr>
<tr>
<td>Professional Introduction</td>
<td>*Mock Career Fair during class</td>
</tr>
<tr>
<td>Networking/Career Fair</td>
<td>Attend a Career Event</td>
</tr>
<tr>
<td>Information Interviews</td>
<td>Hot, warm and cold contacts to conduct 3 Information Interviews</td>
</tr>
<tr>
<td>Job Search</td>
<td>Find an internship posting of interest</td>
</tr>
<tr>
<td>Resume</td>
<td>Create resume and get a critique in drop-in advising hours</td>
</tr>
<tr>
<td>Cover Letter</td>
<td>Write a cover letter to apply to your internship posting and get it critiqued</td>
</tr>
<tr>
<td>Interview Practice</td>
<td>Learn interview tips and practice behavioral interviewing – *Career Olympics</td>
</tr>
<tr>
<td>LinkedIn Profile</td>
<td>Create/update profile; get professional headshot</td>
</tr>
<tr>
<td>*U1030 Etiquette Dinner</td>
<td>Learn dining etiquette and practice with employers</td>
</tr>
<tr>
<td>What did you learn?</td>
<td>Career presentation; practice presentation skills</td>
</tr>
</tbody>
</table>

**Mock Career Fair:**
Premier Partners and class sponsors participate in a mock career fair for students in the class in the career center’s conference room just in time to be ready for Career Nights and Career Day/Fair.

**Mini Career Olympics:**
Local employers and class sponsors provide students with feedback on resume and cover letter, interview, and professional introduction. Students this year were also provided with a professional headshot for their LinkedIn profile while they were in their professional dress.

**U1030 Etiquette Lunch:**
A dining etiquette presentation precedes a three course dinner, at which, students practice the principles that they have learned. The course sponsor delivers the dining etiquette presentation.
## Business Externship Program

**Sponsorship:** Gold ($2,000), Silver, ($1000) and Bronze Sponsorships ($500). Sponsorships support T-shirts with sponsor logos, SWAG, events and travel expenses for students with financial need

**Employer Registration:** Employers register between August and December, and are included in the catalog which promotes the program to students. Copies are available in print and online

**Showcase Event:** Kicking off the application period, this event gives employers a chance to meet students and tell them about their externship opportunity

**Student Application:** Students complete an online application and attach a resume and application letter

**Matching:** Career center staff matches students with externships at specific employers

**Match Day:** Students learn with which companies they have matched

**Enrollment:** Students accept their matches and sign up for workshop #1

**Training and Development:** Required two hour professional development workshop

**Externship Extravaganza:** Required one hour practical training event

**Externship Hot Spot:** Recommended time period for externships, typically the first three weeks in May

**Evaluation:** Online evaluations are required from students and requested from employers and is shared

**Training and Development:** Required workshop #2 helps students reframe experience and learn how to talk and write about it as they seek internships and other opportunities

**Celebration Event:** Opportunity to connect employers with past and future externs

### Externships

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>#</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold</td>
<td>3</td>
</tr>
<tr>
<td>Bronze</td>
<td>6</td>
</tr>
<tr>
<td>Lacks Enterprises, FCCU, Dow Chemical, CH Robinson, Bayer Healthcare, Kellogg’s, AAM, SC Johnson, and Stryker</td>
<td>57</td>
</tr>
</tbody>
</table>

### Employers
- Allegro, All-Phase, American Axle & Manufacturing, Bayer Healthcare, C.H. Robinson, Consumers Credit Union, Coyote Logistics, DeNooyer Chevrolet, Denso, DigitasLBi, Donner, Donnelly Pentun & Partners, Eaton Corporation, ECU, Eliason Corporation, Enterprise Rent-A-Car, Fetzer Center @ Western Michigan University, Fifth Third Bank, General Mills, Gordon Food Service (FMK), Gordon Food Service (HRM), Greenleaf Trust, Haworth (ISM), Haworth, Inc, Heritage Community of Kalamazoo, Hormel Foods, John Deere, Kellogg Company (ISM), Kellogg Company (IT), Kellogg Company (Finance), Lacks Enterprises, Inc - Trim Systems, Lake Michigan Credit Union, Navisar, Optio Data, PepsiCo, (ISM), PepsiCo Sales (Kalamazoo), PepsiCo, Sales (Howell), Quicken Loans, Rose Street Advisors, SC Johnson, Seiber+Tans PLC, State of Michigan, Stryker (HR), Stryker (Marketing), Target, TFG Advisors, The Dow Chemical Company, The J.M. Smucker Company, Thomson Reuters (IT and Accountancy), Thomson Reuters (Sales), Total Quality Logistics, Vanden Bosch Capital Management of Raymond James, Virtual Advantage, Walmart, WMU - University Relations, Zeigler Automotive

<table>
<thead>
<tr>
<th>Site Visits</th>
<th>Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>330</td>
<td>151</td>
</tr>
</tbody>
</table>
Experiential Learning and Internships

The Zhang Career Center encourages and supports employers to offer paid internships for business students. Internships allow the employer to create a pipeline of talent with the potential to convert to full time employment upon graduation. Business Students are strongly encouraged by faculty and staff to pursue an internship to gain valuable experience that will enhance the remaining course work in their major. Although internships are only required for students in the Food and Consumer Packaged Goods Marketing major, the benefit and value of the experience is recognized by all business students and employers.

<table>
<thead>
<tr>
<th>Internships/Experiential Education</th>
<th>2014 Percentage*</th>
<th>2015 Percentage*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Major</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accountancy</td>
<td>53</td>
<td>Undergraduate – 66</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Graduate – 76</td>
</tr>
<tr>
<td>Advertising and Promotion</td>
<td>77</td>
<td>96</td>
</tr>
<tr>
<td>Business Administration (MBA)</td>
<td>27</td>
<td>59</td>
</tr>
<tr>
<td>Computer Information Systems</td>
<td>50</td>
<td>76</td>
</tr>
<tr>
<td>eBusiness Marketing</td>
<td>57</td>
<td>64</td>
</tr>
<tr>
<td>Finance</td>
<td>53</td>
<td>61</td>
</tr>
<tr>
<td>Food and Consumer Package Goods</td>
<td>91</td>
<td>98</td>
</tr>
<tr>
<td>Marketing</td>
<td>50</td>
<td>57</td>
</tr>
<tr>
<td>Human Resources Management</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>Integrated Supply Management</td>
<td>31</td>
<td>60</td>
</tr>
<tr>
<td>Management</td>
<td>45</td>
<td>57</td>
</tr>
<tr>
<td>Sales and Business Marketing</td>
<td>57</td>
<td>63</td>
</tr>
<tr>
<td>Business Other</td>
<td>-</td>
<td>30</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Experiential Education Examples</th>
<th>Examples of Participating Company/Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internship</td>
<td>Stryker, Kellogg’s</td>
</tr>
<tr>
<td>Externship</td>
<td>Dow Chemical, Enterprise Rent-A-Car</td>
</tr>
<tr>
<td>Research Assistant</td>
<td>Western Michigan University, Bayer</td>
</tr>
<tr>
<td>Bronco Force</td>
<td>City of Detroit, Flowserve</td>
</tr>
<tr>
<td>Class Projects</td>
<td>Eaton, Mann-Hummel, Elison, Whirlpool</td>
</tr>
<tr>
<td>Case Competitions</td>
<td>Nissan/American Advertising Federation, State Farm National Sales Competition</td>
</tr>
<tr>
<td>Starting Gate</td>
<td>SafeSense Solutions, Odeat</td>
</tr>
<tr>
<td>Business Connection</td>
<td>WMUK Radio</td>
</tr>
<tr>
<td>Service Learning</td>
<td>Students for Responsible Business</td>
</tr>
<tr>
<td>Student Managed Investment Fund</td>
<td>WMU Foundation</td>
</tr>
<tr>
<td>Food Marketing Industry Tour</td>
<td>Hormel, E&amp;J Gallo</td>
</tr>
</tbody>
</table>
BroncoJOBS

BroncoJOBS powered by Handshake is WMU’s online job portal used to connect students, career services and employers. The Zhang Career Center supports campus recruitment by managing employer and student access, internship and full time postings, as well as the on campus interviewing program. After transitioning to the Handshake platform in May 2015, we currently support 792 employers recruiting business students at WMU.

On Campus Interviewing

The Employer Relations team manages the on campus interviewing program through the Zhang Career Center. Services provided to employers include reservation of interview space, complete management of the scheduling and check-in process, and candidate follow-up in the case of a no-show or late cancelation. With the exception of Career Day interviews, these services were available at no charge to the employer. During the spring and fall 2015 semesters, 110 employers took advantage of the on campus interviewing program, while conducting 1,277 student interviews.

Connecting with Student RSO’s

Employers are advised to connect directly with major specific registered student organizations to further enhance their personal brand on campus among students and faculty. Business RSO’s frequently invite employers to present on a topic of interest or simply network with student members. Other popular suggestions are case competitions, employer site visits or career related skill building sessions.

**Business Related Registered Student Organizations (RSO’s)**

<table>
<thead>
<tr>
<th>Organization Name</th>
<th>Nickname</th>
<th>Major or Common Interest</th>
<th>Faculty Advisor*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad Club</td>
<td></td>
<td>Advertising &amp; Promotion</td>
<td>Dr. Karen Lueneendorfer</td>
</tr>
<tr>
<td>Alpha Kappa Psi</td>
<td></td>
<td>Business Fraternity</td>
<td>Caroline Roy</td>
</tr>
<tr>
<td>Association for Operations Management</td>
<td>APICS</td>
<td>ISM</td>
<td>Ken Jones</td>
</tr>
<tr>
<td>American Marketing Association</td>
<td>AMA</td>
<td>Marketing</td>
<td>Dr. Alihassan Mumuni</td>
</tr>
<tr>
<td>Beta Alpha Psi</td>
<td></td>
<td>Accountancy</td>
<td>Dr. Paul San Miguel</td>
</tr>
<tr>
<td>Business Connection Club</td>
<td>BCC</td>
<td>Networking</td>
<td>Bob Stewart</td>
</tr>
<tr>
<td>Business Technology Network</td>
<td>BTN</td>
<td>CIS</td>
<td>Dr. Bernie Han</td>
</tr>
<tr>
<td>Delta Sigma Pi</td>
<td>DSP</td>
<td>Business Fraternity</td>
<td>Dr. Tim Palmer</td>
</tr>
<tr>
<td>Entrepreneur Club</td>
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<td>Entrepreneurship</td>
<td></td>
</tr>
<tr>
<td>Financial Management Association</td>
<td></td>
<td>Finance</td>
<td>Dr. Wenling Lu</td>
</tr>
<tr>
<td>Financial Services Club</td>
<td></td>
<td>Personal Financial Planning</td>
<td>Dr. Wenling Lu</td>
</tr>
<tr>
<td>Food Marketing Association</td>
<td>FMA</td>
<td>Food &amp; CPG Marketing</td>
<td>Dr. Frank Gambino</td>
</tr>
<tr>
<td>Global Business Students Association</td>
<td>GBSA</td>
<td>Global Business</td>
<td>Zahida Luqmeei</td>
</tr>
<tr>
<td>Management Student Organization</td>
<td>MSO</td>
<td>Management</td>
<td>Dr. David Hanagan</td>
</tr>
<tr>
<td>Phi Chi Theta</td>
<td></td>
<td>Business Fraternity</td>
<td>Dr. Mimi Coleman</td>
</tr>
<tr>
<td>Sales and Business Marketing Association</td>
<td>SBMA</td>
<td>Sales</td>
<td>Dr. Jim Eckert</td>
</tr>
<tr>
<td>Society for Excellence in Human Resources</td>
<td>SEHR</td>
<td>Human Resources</td>
<td>Dr. Kyle Brink</td>
</tr>
<tr>
<td>Student Leadership Advisory Board</td>
<td>SLAB</td>
<td>Leadership</td>
<td>Barb Sagara</td>
</tr>
</tbody>
</table>

*advisor names are correct at time of publishing. Visit www.wrnc.edu/business/groups for updates*
Premier Partners
Kellogg’s, American Axle and Manufacturing, CH Robinson, SC Johnson, Stryker, Bayer HealthCare, Coyote Logistics, Enterprise Rent-A-Car, Meijer, and Eaton Corporation.

Advisory Board: Premier Partners are part of the Faculty and Employer advisory board which meets three times a year, to seek advice and input and update faculty and employers on events.

*Career Center Open House: Premier Partners are exclusive sponsors of this event. More than 160 students attended last year and partners helped welcome new students to campus.

*Business Bash: Premier Partners are exclusive sponsors of this event and have an opportunity to meet and greet students, give away SWAG, and interact with leaders of student organizations. More than 1,000 students attended this event in 2015.

*BBA orientation “Insider’s Panel”: Premier Partners receive first invitations to meet with our incoming upper level students as part of this required orientation event.

Sponsorship Opportunities
Career Fair Prep Event Sponsor: Consumers Credit Union
Career Development Class Sponsor: E&J Gallo
Keynote Speaker Sales (fall): CH Robinson
ISM Sponsor (fall): General Motors
Business Externship Program Sponsors: see page 7
Business Etiquette Dinner Sponsors: CH Robinson, Stryker, Enterprise Rent-A-Car, American Axle, Greenleaf Trust, Consumers Credit Union, and Kellogg’s
Women in Leadership Conference Sponsors: American Axle, Aerotek, Consumers Credit Union, Cornerstone University, Enterprise Rent-A-Car, Kellogg’s, Oak Point Financial, SC Johnson, Women’s Business

<table>
<thead>
<tr>
<th>Sponsorship Opportunity</th>
<th>Description</th>
<th>Timing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Career Development Class</td>
<td>See page 6 for more information</td>
<td>Fall or Spring</td>
</tr>
<tr>
<td>Business Etiquette Dinner</td>
<td>Sponsor a table of 6 students</td>
<td>March</td>
</tr>
<tr>
<td>Women in Leadership Conference</td>
<td>Sponsor a table and/or present on a relevant topic</td>
<td>March/April</td>
</tr>
<tr>
<td>Keynote Speaker/Sponsor Marketing/Sales Career Night</td>
<td>Select an approved hot topic in marketing</td>
<td>Fall or April</td>
</tr>
<tr>
<td>ISM Career Night Sponsor</td>
<td>Sponsor this event, heavy promotion of firm</td>
<td>Fall or Spring</td>
</tr>
<tr>
<td>IT Career Day Sponsor</td>
<td>Sponsor the event, heavy promotion of firm</td>
<td>Spring</td>
</tr>
<tr>
<td>Business Externship Program Sponsor</td>
<td>Logo in catalog, on website, on T-shirts</td>
<td>Year long</td>
</tr>
<tr>
<td>Career Fair Prep Event Sponsor</td>
<td>Keynote, resume or interview presentation, practice intros</td>
<td>Fall or Spring</td>
</tr>
<tr>
<td>Career Development Guide</td>
<td>Purchase a small, medium or large ad in this resource</td>
<td>Two years of exposure</td>
</tr>
</tbody>
</table>

To develop a personalized strategy to build your brand in the Haworth College of Business and attract talent to your internship or full time opportunities, contact Jen Palmatier, Jennifer.palmatier@wmich.edu (Marketing, Food Marketing, Advertising and Promotion, Sales and Business Marketing, IT) or Alaina Parker-Tuohy, Alaina.mparker@wmich.edu (ISM, Human Resources, Management, Finance, Accountancy).
Resume Critique Day

Students get feedback for improvement from employers in a one-on-one session with an employer. Employers have a chance to meet talented candidates before the Career events.
Participating Employers: 7
Student attendance: 55

Practice Interview Day

Students sign up for a one-on-one practice session and receive feedback on how to improve interview skills and tips on how to be better prepared for interviews. Employers have the opportunity to meet talented candidates before the Career events.
Participating Employers: 8
Student attendance: 85

Career Fair Prep Event

This employer sponsored event features a keynote speaker and three breakout sessions for student development in:
How to do a Career Fair Right, Resume Tips, Interview Tips, and Professional Introductions
Student attendance: 80

Mock Career Fair

Students practice approaching an employer and receive feedback on how to improve. This event is aligned with the pre-business career development course taught by career development specialists.
Participating Employers: 3
Student attendance: 23

Business Externship Showcase Event

This event hosts employers participating in the Business Externship Program and allows students to get a first look at participating employers before they apply to the program.
Participating Employers: 20
Student attendance: 86

IT Career Day

IT Career Day is a developmental event to host employers seeking talent and students to learn about career opportunities in IT.
Participating Employers: 15
Student attendance: 73

Sales and Marketing Career Night

This event is designed to host employers seeking candidates seeking sales jobs. The event features a key note speaker and networking.
Participating Employers: 24
Student’s attendance: 62

ISM Career Night

This event is designed to host employers seeking candidates suited for supply chain jobs. The top of the event features employer speakers, allowing students, including exploring students to learn about opportunities in ISM. Networking with students makes up the second half of the event.
Participating Employers: 24
Student attendance: 161

Food Marketing Pre-Conference Event

This event is a developmental opportunity for employers to strengthen ties with student candidates for internship and full time positions.
Participating Employers: 14
Student attendance: 85

Career Day Interviews

Employers can choose to return to interview students on campus the day after any career event.
Participating Employers: 14
Interviews: 149
**Resume Critique Day**

Students get feedback for improvement from employers in a one-on-one session with an employer. Employers have a chance to meet talented candidates before the Career events.

- Participating Employers: 8
- Student attendance: 66

**Practice Interview Day**

Students sign up for a one-on-one practice session and receive feedback on how to improve interview skills and tips on how to be better prepared for interviews. Employers have the opportunity to meet talented candidates before the Career events.

- Participating Employers: 8
- Student attendance: 55

**Career Fair Prep Event**

This employer sponsored event features a keynote speaker and three breakout sessions for student development in:

- How to do a Career Fair Right
- Resume Tips
- Interview Tips
- Professional Introductions

- Student attendance: 70

**Mock Career Fair**

Students practice approaching an employer and receive feedback on how to improve. This event is aligned with the pre-business career development course taught by career development specialists.

- Participating Employers: 3
- Student attendance: 24

**ISM Career Night**

This event is designed to host employers seeking candidates suited for supply chain jobs. The top of the event features employer speakers, allowing students, including exploring students to learn about opportunities in ISM. Networking with students makes up the second half of the event.

- Participating Employers: 36
- Student attendance: 200

**Sales, Marketing and Food Marketing Career Night**

This event is designed to host employers seeking candidates seeking sales jobs. The event features a key note speaker and networking to learn about opportunities in sales.

- Participating Employers: 40
- Student attendance: 232

**Business Career Day**

This is the largest fall career event, sponsored by the Zhang Career Center and is an opportunity for business employers to find talented WMU students.

- Participating Employers: 135
- Student attendance: 865

**Career Day Interviews**

Employers can choose to return to interview students on campus the day after any career event.

- Participating Employers: 27
- Interviews: 398
# Undergraduate Student Employment Statistics

## Undergraduate Jobs by Major

<table>
<thead>
<tr>
<th>Undergraduate Students by Major</th>
<th>Degree</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>
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</thead>
<tbody>
<tr>
<td></td>
<td>#</td>
<td>%</td>
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<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
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<tr>
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<td>76</td>
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<td>53</td>
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<td>96</td>
<td>25</td>
<td>100</td>
<td>22</td>
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<td>43</td>
<td>88</td>
<td>39</td>
<td>80</td>
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<td>E-business Marketing</td>
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<td>9</td>
<td>90</td>
<td>7</td>
<td>70</td>
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<td>Finance</td>
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<td>66</td>
<td>72</td>
<td>59</td>
<td>89</td>
<td>46</td>
<td>79</td>
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<td>9</td>
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<td>Food &amp; CPG Marketing</td>
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<td>90</td>
<td>41</td>
<td>93</td>
<td>37</td>
<td>84</td>
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<td>36</td>
<td>77</td>
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<td>Integrated Supply Management</td>
<td>92</td>
<td>83</td>
<td>90</td>
<td>75</td>
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<td>73</td>
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<td>Management</td>
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<td>75</td>
<td>93</td>
<td>98</td>
<td>73</td>
<td>77</td>
<td>11</td>
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<tr>
<td>Marketing</td>
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<td>83</td>
<td>86</td>
<td>78</td>
<td>94</td>
<td>64</td>
<td>77</td>
<td>13</td>
<td>26</td>
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<tr>
<td>Sales and Business Marketing</td>
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<td>83</td>
<td>93</td>
<td>80</td>
<td>96</td>
<td>78</td>
<td>94</td>
<td>2</td>
<td>2</td>
<td>3</td>
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<tr>
<td>Other</td>
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<td>56</td>
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<td>78</td>
<td>4</td>
<td>44</td>
<td>1</td>
<td>11</td>
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<tr>
<td>Total Undergraduate</td>
<td>809</td>
<td>657</td>
<td>81.2</td>
<td>608</td>
<td>92.5</td>
<td>515</td>
<td>78.3</td>
<td>43</td>
<td>6.5</td>
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</table>

## Undergraduate Salaries by Major

<table>
<thead>
<tr>
<th>Major</th>
<th>#</th>
<th>Range</th>
<th>$ change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accountancy</td>
<td>34</td>
<td>$42,500 – $47,500</td>
<td>-3,500</td>
</tr>
<tr>
<td>Advertising &amp; Promotion</td>
<td>18</td>
<td>$30,000 – $35,000</td>
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<tr>
<td>Computer Information Systems</td>
<td>29</td>
<td>$45,000 – $50,000</td>
<td>0</td>
</tr>
<tr>
<td>Finance</td>
<td>23</td>
<td>$40,000 – $45,000</td>
<td>0</td>
</tr>
<tr>
<td>Food &amp; CPG Marketing</td>
<td>30</td>
<td>$40,000 – $45,000</td>
<td>-10,000</td>
</tr>
<tr>
<td>Human Resources</td>
<td>25</td>
<td>$30,000 – $35,000</td>
<td>-5,000</td>
</tr>
<tr>
<td>Integrated Supply Management (ISM)</td>
<td>58</td>
<td>$50,000 – $55,000</td>
<td>0</td>
</tr>
<tr>
<td>Management</td>
<td>51</td>
<td>$40,000 – $45,000</td>
<td>0</td>
</tr>
<tr>
<td>Marketing</td>
<td>42</td>
<td>$35,000 – $40,000</td>
<td>-5,000</td>
</tr>
<tr>
<td>Sales &amp; Business Marketing</td>
<td>62</td>
<td>$40,000 – $45,000</td>
<td>0</td>
</tr>
<tr>
<td>Other</td>
<td>5</td>
<td>$40,000 – $45,000</td>
<td>-</td>
</tr>
<tr>
<td><strong>Average</strong></td>
<td>366</td>
<td><strong>$40,000 – $45,000</strong></td>
<td><strong>-5,000</strong></td>
</tr>
</tbody>
</table>

*Salaries are self-reported and not fact checked.*
Accountancy
Accountant at BDO USA, LLP
Associate Accountant at Dow Chemical
Assurance Associate at PricewaterhouseCoopers
Assurance Staff at Ernst & Young
Staff Auditor at Plante Moran
Auditor/CPA at Crowe Horwath
Data Integrity Analyst at American Axle
Staff Accountant at Cole Gavlas
Tax Associate at KPMG US

Advertising & Promotion
Advertising Project Manager at Creative Circle
Assistant Account Executive at Team Detroit
Assistant Account Executive at Universal McCann
Assistant Account Manager at VML
Assistant Brand Planner at Carat/The Story Lab
Programmatic Analyst at DigitasLBi
SEO Analyst at Leo Burnett Worldwide

Computer Information Systems
Associate Database and SAP Administrator at Steelcase
Associate IT Operations Analyst at Kellogg
Associate Software Developer at Auto-Owners Insurance
Functional Consultant at Oracle
Junior Business Analyst at Stryker
Program Analyst at the Defense Logistics Agency
Systems Analyst at Streamline Healthcare Solutions
Technical Business Analyst I at Bronson

E-business Marketing
Account Executive at Zones
Customer Marketing at Kellogg
Prepress Specialist at EPI Marketing Services
Sales Executive at MSDsonline
Social Media Manager at NMS Healthcare

Finance
Account Manager at Optio Data
Business Metrics Analyst at Quicken Loans
Consumer Risk Analyst at Ally Financial Services
Financial Analyst at Hewlett Packard Enterprise
Financial Services Representative at ECCU
Personal Banker at JP Morgan Chase
Shared Service Specialist at Whirlpool
Team Assistant at Central Bank, Dominican Republic

Food and Consumer Packaged Goods Marketing
Assistant Category Analyst at Constellation Brands
Associate Bus Development Mgr at Daymon Worldwide
Category Analyst at SC Johnson

Category Leadership Analyst at Kraft Heinz
Category Management Analyst at Chattem
Category Manager at Advantage Sales & Marketing
Consumer Product Sales Rep at Hormel Foods
Inventory Control Analyst at Meijer
Operations Supervisor at PepsiCo

Human Resources Management
Contract HR Generalist at Kellogg
HR Coordinator at Benteler Automotive
HR Generalist at Humphrey Products
HR Generalist at JBS USA
HR Generalist at Custom Profile
HR Generalist I at Raymer
HR Management at Target

Integrated Supply Management
Aftermarket Customer Scheduling at Eaton
Associate Manager, Capacity Planning at Kellogg
Buyer at Flowserve
Buyer at Ford
Buyer at Honda
Cost Planning Specialist at Denso
Global Forwarding Agent at CH Robinson
Global Purchasing and Supply Chain at General Motors
Indirect MRO Buyer at Whirlpool
Material Planner at Flowserve

Management
District Manager Trainee at Speedway
Management and Sales Trainee at Sherwin-Williams
Management Trainee at Enterprise Rent-A-Car
Management Trainee at Jewel-Osco
Manager at MPI Research
Quality Assurance Engineer at Perrigo
Sales Associate at Ford

Marketing
Account Manager at Command Transportation
Account Manager at DeNooyer Chevrolet
Inside Sales at Palace Sports and Entertainment
Inside Sales Representative at AJM Packaging
Materials Handler at Stryker
Personal Banker at Fifth Third Bank

Sales and Business Marketing
Account Manager at Coyote Logistics
Account Manager at Thomson Reuters
Business Development Representative at NetSuite
Inside Sales Representative at UPS
Logistics Account Executive at Total Quality Logistics
### Graduate Student Employment Statistics

#### Graduate Jobs by Program

<table>
<thead>
<tr>
<th>Program</th>
<th>Degree</th>
<th>Knowledge Base</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>MSA</td>
<td>44</td>
<td>41</td>
<td>93</td>
<td>35</td>
<td>85</td>
<td>2</td>
<td>5</td>
<td>4</td>
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<td>4</td>
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<tr>
<td>MBA</td>
<td>118</td>
<td>105</td>
<td>89</td>
<td>99</td>
<td>94</td>
<td>96</td>
<td>91</td>
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<td>Total Grad Students</td>
<td>162</td>
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<td>89.5</td>
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<td>93.8</td>
<td>131</td>
<td>90.3</td>
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</table>

#### Graduate Salary Information

<table>
<thead>
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<th>Program</th>
<th>#</th>
<th>Range</th>
<th>% change</th>
</tr>
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<tbody>
<tr>
<td>MSA</td>
<td>23</td>
<td>$45,000 – $50,000</td>
<td>0</td>
</tr>
<tr>
<td>MBA</td>
<td>57</td>
<td>$65,000 - $70,000</td>
<td>0</td>
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<tr>
<td>Average</td>
<td>80</td>
<td>$55,000 - $60,000</td>
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</tbody>
</table>

#### Sample Job Titles*

- Account Consultant at Cardinal Health
- Accountant at GA Richards Group
- Associate Manager at Kellogg
- Business Intelligence and Global IT at Stryker
- Client Manager at Nielsen
- Consultant at TEKSystems
- Design Engineer at GE
- Director of Operations at Spectrum Health
- Director of Retail Strategy at Lake MI Credit Union
- Encapsulation Engineer at Perrigo
- Global Trade Analyst at Amway
- Manager, Global Brand Communications at Steelcase
- Manager at Blue Care Network
- Marketing Specialist at Whirlpool
- Metrics Analyst at PNC Bank
- National Account Manager at Dart Container
- National Account Manager at Verizon Wireless
- Portfolio Manager at Fifth Third Bank
- Program Manager at Ford
- Project Manager at Dow Chemical
- Quality Engineer at Summit Polymers
- Relationship Service Coordinator at Greenleaf Trust
- Scientist at Thermo Fisher Scientific
- Senior Accountant at Parker Hannifin
- Senior Analyst at Eaton
- Senior Buyer/Planner at Parker Aerospace
- Supply Chain Analyst at Stryker
- Vice President of Sales at McKesson

*The majority of graduate students working full time were already working while attending WMU, and stayed with the same employer after graduation.
<table>
<thead>
<tr>
<th>ISM Career Night</th>
<th>Sales Career Night</th>
<th>IT Career Day</th>
<th>Food Marketing Pre-Conference</th>
</tr>
</thead>
<tbody>
<tr>
<td>AAM</td>
<td>CH Robinson</td>
<td>Auto Owners</td>
<td>Advantage Sales and Marketing</td>
</tr>
<tr>
<td>AJM Packaging</td>
<td>Chattem</td>
<td>Brightwing</td>
<td>Hormel Foods</td>
</tr>
<tr>
<td>Bayer Healthcare</td>
<td>Consolidated Electric Distributors</td>
<td>Haworth, Inc.</td>
<td>Bayer HealthCare</td>
</tr>
<tr>
<td>Bendix</td>
<td>Coyote Logistics</td>
<td>Humanex</td>
<td>E&amp;J Gallo</td>
</tr>
<tr>
<td>C.H. Robinson</td>
<td>Daysmart Software</td>
<td>KRESA</td>
<td>HT Hackney</td>
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<tr>
<td>Coyote Logistics</td>
<td>DeNooyer Chevrolet</td>
<td>Kellogg’s</td>
<td>Jewel-Osco</td>
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<td>Denso</td>
<td>Echo Global Logistics</td>
<td>Landscape Forms</td>
<td>Kellogg’s</td>
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<tr>
<td>Eaton</td>
<td>Enterprise Rent-A-Car</td>
<td>Quicken Loans</td>
<td>KeHe Distributors</td>
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<td>EBW Electronics</td>
<td>Ferguson Enterprises</td>
<td>Sales Pad</td>
<td>KIND Snacks</td>
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<td>Gentex Corporation</td>
<td>Kellogg’s</td>
<td>SalesPage</td>
<td>Kroger</td>
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<td>IDEX- Gast Mfg</td>
<td>Mass Mutual</td>
<td>Sogetti</td>
<td>Meijer</td>
</tr>
<tr>
<td>Jabil Circuit, Inc.</td>
<td>Solutions, a Xerox</td>
<td>Steelcase</td>
<td>Nestle Waters</td>
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<tr>
<td>Kellogg’s</td>
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<td>Lacks Enterprises</td>
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<td>Sherwin Williams</td>
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<tr>
<td>Stryker</td>
<td>TBA Communications-Easy on Hold</td>
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<td>Viking Corporation</td>
<td>Thomson Reuters</td>
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<td>Whirlpool Corporation</td>
<td>Total Quality Logistics</td>
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<tr>
<td>Yanfeng USA</td>
<td>Zones, INC.</td>
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<tr>
<td></td>
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</table>
Fall 2015
Business Career Day Employers

Abbott Nutrition
Advantage Sales and Marketing
Advia Credit Union
Aerotek
Ally Financial
Arrive Logistics
Art Van Furniture
Auto Owners Insurance Company
Avfuel
AXA Advisors
Bankers Life
Bayer Healthcare
Blain's Farm and Fleet
Blue Cross Blue Shield
Brooksource
Buckle
C. H. Robinson
CDW Corporation
Chattem Inc.
Cintas Corporation
Cisco
Coca-Cola Refreshments
Comerica Bank
CED
Consumer Financial Protection Bureau
Consumers Credit Union
Consumers Energy
COTG, a Xerox Company
Coyote Logistics
Deloitte
DeNooyer Automotive Group
DENSO
Dentsu Aegis Network
Dimplex Thermal Solutions
E. & J. Gallo Winery
Farmers Insurance
Fastenal Company
Foresters Financial Services, Inc.
Ford Motor Company
Gordon Food Service
Great Expressions Dental Care
GreenLeaf Hospitality Group
GT Independence
H & P Technologies, Inc
Hajoca Corporation
Haworth
Hormel Foods
HUMANeX Ventures
Humphrey Products
Imperial Beverage
J. B. Hunt
James Hardie Building Products
Jellyvision
Jewel-Osco
Kellogg
Kenco Logistics
Kiss Financial Services
Kroger Company
L&W Group
Lake Michigan Credit Union
Landscape Forms
Mahle -Behr
MANN + HUMMEL USA
Marine Corps
Medovations Inc.
Meijer
Menards
Modern Woodmen
Fraternal Financial
Mondelez International
Monsanto
MSDSonline
Nolan Transportation Group
Northwest Mutual
NuWave Technology Partners
OnCore USA
Optio Data
Paychex, Inc.
Penske Logistics
PepsiCo
Perrigo
Plante Moran
Plex Systems, Inc.
PLS Logistics Service
PNC Financial Service
Prudential Financial
PSA Airlines
Pulte Group
Quicken Loans
Raymond James
Robert Half - Kalamazoo SalesPage Technologies, LLC
Service Express
Service First Logistics
Shape Corporation
Sherwin Williams
ShopKo
Signet Jewelers
Spartan Nash
Spectrum Health
Speedway LLC
StateFarm Insurance - West Michigan
Steelcase Inc.
Strive Logistics
Stryker
Sysco Corporation
Target Corporation
TEKsystems
The Hershey Company
Thomson Reuters
TQL
TrelleborgVibracoustic
Triangle Associates Inc.
United Road
United Shore
U of D Law School
Verizon Wireless
Von Maur
Waddell and Reed Financial Advisors
Werner Enterprises
Wimsatt Building Materials
Yanfeng Automotive Interiors
Young Entrepreneurs Across America
Zeigler Automotive Zones
ISM Career Night

American Axle
Amway
Bayer HealthCare
CH Robinson
Coyote Logistics
Denso
Eaton Corporation
Exel Supply Chain
FCA USA, LLC
Ford Motor Company
Gast Manufacturing
General Motors
Gentex Manufacturing
Honda Manufacturing
IndustryStar Solutions
James Hardie Building Products
JB Hunt Transport
Kellogg’s
Kohler Co.
Lacks Trim Systems
Landscape Forms
MANN & HUMMEL USA
Marathon Petroleum Co.
Meijer
Mercury Marine
Monsanto
Navistar, Inc.
Nolan Transportation Group
Parker-Hannifin Corporation
PepsiCo
Perrigo
Rolls Royce
Stryker
UPS
Volkswagen Group Of America
Whirlpool Corporation

Marketing, Sales and Food
Marketing Career Night

Abbott Nutrition
Advantage Sales and Marketing
Aegis
Bayer HealthCare
Brooksource
The Buckle
Chattem
CH Robinson
Consolidated Electrical Distributors
Coyote Logistics
Daysmart Software
DeNooyer Automotive Group
Echo Global Logistics
Enterprise Rent-A-Car
E&J Gallo
Ferguson Enterprises
Great Lakes Computer
Great Lakes Wine and Spirits
The Hershey Company
Hormel
KeHe Distributors
Kellogg’s
KIND Healthy Snacks
Kroger
KSS Enterprises
Meijer
Microsoft
MOS Xerox
MSDS Online
Nolan Transportation Group
Northwestern Mutual
PepsiCo
Plex Systems
SC Johnson
Sherwin Williams
Spartan Nash
Stryker
Thomson Reuters
Total Quality Logistics
Verizon
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Business Hours: 8:00 am – 5:00 pm, Monday - Friday
Drop-in Hours: (varies by semester) M, W, R 11:00 am – 1:00 pm
Summer Hours: 8:00 am – 5:00 pm, Monday - Friday

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