2019 ANNUAL REPORT
WESTERN MICHIGAN UNIVERSITY
Zhang Career Center
and the
Student Professional Readiness Series
Zhang Career Center Premier Partnerships

Platinum

Kellogg’s

Gold

C.H. Robinson

Eaton

ARBOR Financial Credit Union

Student Professional Readiness Series Sponsors

Diamond

Gold

Silver

Milford W. McGuirt, B.B.A.’78

LACKS ENTERPRISES, INC.

ROCKET Mortgage by Quicken Loans

Bronze

Enterprise Holdings

Kellogg’s

meijer

Structure Tec.
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Reflections from 2019

Zhang Career Center

What a wonderful year 2019 was! We had more than 24,000 connections with business students through appointments, drop-ins, classroom presentations and programs.

The post-graduation activity reported for our Haworth College of Business students:

- **Undergraduate: 95% actively engaged**
- **Graduate: 92% actively engaged**

*working or volunteering full-time, working part-time, pursuing more education or active in military service within 3-6 months after graduation

The Zhang Career Center welcomed two new staff members in 2019, Lori Puzevic, administrative assistant II, and Greg Priester, employer relations specialist, as well as many new student employees. We celebrated our 10-year anniversary in April thanks to Charles Zhang and Lynn Chen-Zhang. Danielle Field, Bob Stewart and I presented at national and regional conferences. My staff and I rode on bus trips with students, transported them in vans to externship site visits, provided community service at Fort Custer with them, observed them succeed or fail in our in-house escape room and taught them professional skills in and out of class.

As director of the Zhang Career Center, I am proud of my professional team’s commitment to meeting the needs of our business students. Our successful collaboration between the SPuRS Program and the Zhang Career Center had a huge impact on career readiness last year, and 2020 is shaping up to be even better!

Geralyn Heystek, Director, Zhang Career Center

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Student Professional Readiness Series

2019 was an excellent year for the Student Professional Readiness Series. The energy surrounding SPuRS-approved experiences has increased, and I feel great support in the college for this amazing program. While we are not yet at full capacity, I am happy to report that we do have strong student representation in all levels of the B.B.A. program.

StructureTec joined as a bronze-level SPuRS sponsor in fall 2019 and I am excited to watch this partnership continue to develop and grow. Brian Smith was recognized, earning the Haworth College of Business’ Student Support Award for his outstanding support and assistance to business students in navigating their SPuRS progression. Our two largest sections of Business Professionalism to date were offered in 2019, graduating 103 students through the academic year. In addition to professional development opportunities and national presentations for SPuRS staff, we worked in partnership with the Zhang Career Center team to offer new programming for students, staff and faculty: Careers in Consulting, Build Your Brand Summer Camp, Faculty Lunch and Learns, and two new themed Escape Room experiences.

I am eager to continue spurring success in the Haworth College of Business in 2020. The Student Professional Readiness Series provides business students with a unique opportunity to record their career readiness experiences, reflect on their learning and professional development, and take personal responsibility in developing their own excellence. I feel blessed to be a part of it!

Danielle Field, Program Manager, SPuRS
Strategic plan

**Mission:**
We implement programming that promotes student and employer engagement to create lifelong business partnerships.

**Vision:**
The Zhang Career Center strives to set the standard in career readiness by connecting prepared students with employers, empowering graduates to make a difference in the world of business.

**Values:**

- Develop
- Innovate
- Collaborate
- Engage

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**Student Professional Readiness Series**

**Mission:**
We systematically align high-impact practices with co-curricular engagement opportunities, which when combined with exemplary academic programming, guides each student through professional development and culminates in career readiness.

**Vision:**
To prepare business students to transition from college to career and launch into a professional role.

**Student Objectives:**
1. Students will be more engaged in professional development events.
2. Students will be more connected to faculty, staff and peers.
3. Students will gain personal and interpersonal insight.
4. Students will be more knowledgeable about leadership and professionalism.
Why Career Readiness and Engagement?

The Zhang Career Center has been part of the Haworth College of Business since June 2008. We strategically focus on developmental programming for students and beneficial relationships and partnerships with key employers. In 2016, the college implemented the Student Professional Readiness Series (SPuRS) as a graduation requirement for undergraduate business students. Students navigate through the program, engaging with exploratory experiences to help them learn what they like and don’t like about the world of work. Student engagement with the foundational level of the program helps pre-business students adjust to college life, make connections with their faculty and peers, and explore business majors and careers. The advanced level of the program is more immersive in nature. Students begin networking with employers at career fairs, gain internship experiences, join student organizations, study abroad and attend competency driven workshops related to career readiness.

With SPuRS as a graduation requirement, and the Zhang Career Center hosting 43% of the SPuRS approved activities, students are intentionally engaging with career readiness events and making professional connections with employers in their chosen industry throughout their academic experience. Students reflect on their growth throughout the program and learn to articulate how their involvement with SPuRS-approved experiences has prepared them to transition from college to career, bridging the career readiness gap.

Visit our shared website to get more involved in career readiness programming in the Haworth College of Business.

wmich.edu/career-readiness
Student Reflections - SPuRS

As a result of SPuRS and BUS 4000, students say:

“I know how to better leverage the strengths of others to achieve common goals, and use my interpersonal skills to coach and develop others.” (Leadership – 95%)

“I can better demonstrate openness, inclusiveness, sensitivity, and the ability to interact respectfully with all people and understand individual differences.” (Global and Intercultural Fluency – 95%)

“I am better able to work within a team structure, and can negotiate and manage conflict.” (Teamwork and Collaboration – 94%)

“I am better able to demonstrate personal accountability and effective work habits, as well as integrity and ethical behavior while acting responsibly and learning from my mistakes.” (Professionalism and Work Ethic – 93%)

“I can better exercise sound reasoning to analyze issues, make decisions and overcome problems.” (Critical Thinking and Problem Solving – 92%)

“I can better identify and articulate my skills, strengths and knowledge, as well as identify areas for professional growth.” (Career Management – 91%)

“I know how to better leverage existing digital technologies ethically and efficiently to solve problems, complete tasks and accomplish goals.” (Digital Technology – 91%)

“I can better articulate my thoughts and ideas clearly and effectively, in written and oral form, to persons inside and outside of an organization.” (Oral and Written Communication – 88%)

“The SPuRS program has developed my business professional skills and helped me grow my confidence tremendously. This program has been educational with real world help, the chance to interact with employers, and assistance with my coursework. I attended presentations that helped with the digital and social media aspect of my personal branding. With the SPuRS program, I got experience that gave me a feel for the corporate world.”

“SPuRS has helped me grow and become a better business person over my four years at Western. I have been able to experience community outreach and service through SPuRS and the program has enlightened me on my own strengths and weaknesses. SPuRS has fully prepared me for a career in a business environment.”

“The SPuRS program has helped me to improve individually and professionally. This was a great way to give me motivation to get involved from the beginning. Through the multiple activities I participated in, I feel that I am better prepared for my career than I would have been otherwise. All schools should have this as a requirement. I hope that other students in the future will continue to take away valuable lessons from the program just like I did.”

“I feel that I have grown a lot because of the SPuRS program. I have gained confidence in presenting myself professionally and communicating with employers.”
Points of Pride

Student touchpoints **24,731** (+19%).

**95%** of undergraduate students actively engaged within 3-6 months of graduation.

**240** first-year students received group coaching about their **Clifton Strengths** results.

More than **350** externship site visits by **142** students.

Combined advisory boards for the Zhang Career Center and SPuRS.

Launched **Faculty Lunch and Learn** workshops to educate and update faculty about career readiness and engagement efforts in the Haworth College of Business.

Business 3000 served **577** students in 2019 (+29%).

Major Match Up served **476** students (+18%).

Resume Revamp served **811** students (+52%).

We coached **1,548** students to understand how their interests relate to majors and careers.

**481** first-year students received a tour of the Zhang Career Center.

Total business student career fair attendance: **2,007**.

Escape room attendance in the first full year: **420** students.

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**Employer of the Year 2019**

**Premier Partner of the Year 2019**

**Faculty Member of the Year 2019**

Dr. Melissa Intindola
Assistant Professor of Management
81% of current business undergraduate students are SPuRS students.

We hosted 48 date-driven SPuRS activities in the spring of 2019.

We hosted 66 date-driven SPuRS activities in the fall of 2019.

<table>
<thead>
<tr>
<th>Top 5 Foundational Level Activities:</th>
<th>Top 5 Advanced Level Activities:</th>
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<tbody>
<tr>
<td>• Marketing, Sales and Food Marketing Night</td>
<td></td>
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<tr>
<td>• Resume ReVamp!</td>
<td></td>
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<tr>
<td>• College Student Volunteer</td>
<td></td>
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<tr>
<td>• Major Match Up</td>
<td></td>
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<tr>
<td>• Haworth College of Business Speaker Series</td>
<td></td>
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<tr>
<td>• Business Career Day</td>
<td></td>
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<tr>
<td>• Career Day Prep Event</td>
<td></td>
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<tr>
<td>• RSO Membership</td>
<td></td>
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<tr>
<td>• Escape Room</td>
<td></td>
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<tr>
<td>• Resume Critique Day</td>
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</tr>
</tbody>
</table>

“I have learned in order to be prepared for success, I have to take initiative and ownership of my own professional development. Coming to college as an undecided business major, SPuRS has made me aware of the many opportunities that the Haworth College of Business has to offer. These experiences have made me feel more connected to industry and most importantly in my career development.”

82% of SPuRS students are engaged in the program 2,357/2,867
58% have completed the Foundational Level 1,674/2,867
9% have completed the Advanced - Bronze Level 244/2,867
7% are currently working on the Advanced - Silver Level 215/2,867
2% are currently working on the Advanced - Gold Level 70/2,867
3% have completed the Advanced - Silver Level 81/2,867
1% have completed the Advanced - Gold Level 25/2,867

Student Engagement

SPuRS Student Population

<table>
<thead>
<tr>
<th></th>
<th>Fall 16</th>
<th>Spring 17</th>
<th>Fall 17</th>
<th>Spring 18</th>
<th>Fall 18</th>
<th>Spring 19</th>
<th>Fall 19</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Year</td>
<td>523</td>
<td>454</td>
<td>773</td>
<td>765</td>
<td>808</td>
<td>607</td>
<td>727</td>
</tr>
<tr>
<td>Sophomore</td>
<td>74</td>
<td>104</td>
<td>454</td>
<td>642</td>
<td>837</td>
<td>802</td>
<td>883</td>
</tr>
<tr>
<td>Junior</td>
<td>49</td>
<td>57</td>
<td>95</td>
<td>190</td>
<td>428</td>
<td>607</td>
<td>824</td>
</tr>
<tr>
<td>Senior</td>
<td>3</td>
<td>18</td>
<td>37</td>
<td>55</td>
<td>109</td>
<td>182</td>
<td>433</td>
</tr>
<tr>
<td>Totals</td>
<td>649</td>
<td>633</td>
<td>1,359</td>
<td>1,652</td>
<td>2,182</td>
<td>2,198</td>
<td>2,867</td>
</tr>
</tbody>
</table>

These numbers are based on academic definitions of student status:
(first-year: 0-25 credits, sophomore: 26-55 credits, junior: 56-87 credits, senior: 88+ credits)

SPuRS went into effect in fall 2016. It will take at least 10 years before all undergraduate B.B.A. students will be represented in the total SPuRS student population. 81% of undergraduate B.B.A. students are currently held to the SPuRS requirement (2,867 out of 3,542).
New Initiatives 2019

Hired two new full-time staff, spring 2019

Mix and Mingle with MSU, spring 2019

Employer Spotlights

- Kellogg’s Welcome Back Breakfast, spring 2019
- C.H. Robinson site visit, spring 2019
- Meijer site visit, spring 2019
- Enterprise Game Day, fall 2019

Dow Chemical Explore Corporate Accounting, spring 2019

Gender in the Workplace, spring 2019

Business Career Camp - Build Your Brand, summer 2019

Careers in Consulting with Baker Tilly, fall 2019

Career Readiness and Engagement Lunch and Learn, fall 2019

Accountancy and Finance Career Night, fall 2019
Gender in the Workplace: Invisible Work

Gender in the Workplace: Invisible Work involved discussing how invisible work, defined as non-promotional necessary tasks to run a company or office, are impacted by gender dynamics. This event was an open conversation amongst genders on how we can notice and improve gender dynamics in the workplace. Thomais Zaremba, former head of global automotive strategy at Facebook, presented a keynote speech on how, in particular, the female identity is challenged in the workplace. Examples of invisible work include planning office parties, taking meeting minutes, planning appreciation activities, anticipating the needs of the office, etc.

Gender in the Workplace communicated the need to involve everyone in a conversation about gender issues that occur in a work environment.

42 students attended

EMPLOYER SUPPORT: Northwestern Mutual, Haworth, Stryker, The Kellogg Company, Western Michigan University, Consolidated Electrical Distributors, Consumers Credit Union

Women in Leadership: Exploring Gender Dynamics

This event extended the conversation about gender. How do we learn about ourselves as gendered people? How do we learn what it means to be a man or a woman? The focus of this event was to have participants reflect on their experiences about gender and how those experiences still impact the way they learn and work. The event was facilitated by Shawn Premer, chief human resources officer for Consumers Credit Union, and Bob Samples, professor of marketing at Western Michigan University, and included small and large group discussion.

78 students attended

EMPLOYER SUPPORT: Eaton, C.H. Robinson, The Kellogg Company, Northwestern Mutual, Consolidated Electrical Distributors, Consumers Credit Union, Western Michigan University
The Business Externship Program (BEP) is an experiential learning opportunity for career exploration and preparation that exposes pre-business, transfer and international students to potential majors and careers. Student takeaways include exploring a variety of corporate cultures and enhancing career readiness competencies.

2019 Peer Mentors
Rachael Crutchfield
Mitchell Cuellar
Cooper Frost
Morgan Graeber

142 students completed 350 site visits at 46 employers

2019 Participating Employers

Aegis Worldwide
AGCO
Alro Steel*
Arbor Financial Credit Union
BDO
C.H. Robinson
CNH Industrial*
Consumers Credit Union
Coyote Logistics
Donor
Donnelly Penman
Dow Chemical
E. & J. Gallo Winery
Edwards Garment*
Enterprise Holdings
Greenleaf Hospitality
Haworth, Inc.
Haworth College Advising
Heritage Community of Kalamazoo
Hormel Foods
John Deere
Kellogg’s
Kinexus
Lacks Enterprises
Landscape Forms*
Magna International
Mann + Hummel*
Meijer
Mercury Marine
Navistar
Parker Hannifin*
PepsiCo
Plante Moran
PNC Bank
Quicken Loans
Seber Tans, PLC
Sedgwick
Senneca Holdings
Southwest Michigan First*
State of Michigan
Stryker-Medical (ISM)
Thomson Reuters
Vandenbosch
Velocity EHS
Walgreens
WMU Cooley Law School
*indicates new employer
Build Your Brand Camp is a three-day personal branding camp for high school students.

**Camp Activities**
- Icebreakers and introduction
- Tours of campus and college
- Company research and site visit (Kellogg’s)
- Bring Your “A” Game to Work, Who You Are Matters
- Resume preparation
- Conversation with current business students and majors
- Career assessments
- Learning board and presentation

**Results**
- 20% committed to WMU and the college of business.
- 20% will attend another camp, then make college decision.
- 20% were previously unsure; now convinced that college is in their future.
- 20% decided on business and will consider college options.
- 20% not ready to make a decision, but want to attend college.

**Bring Your “A” Game Behaviors**
- Attitude
- Attendance
- Appearance
- Accountability
- Ambition
- Acceptance
- Appreciation
BUS 3000 and BUS 4000

These two courses, both aligned with the SPuRS program, have helped raise the professionalism of our students in the Haworth College of Business.

BUSINESS PREPARATION FOR TRANSFER STUDENTS

BUS 3000

Designed and required for internal (within WMU) and external transfer students, this gateway course streamlines onboarding to the University and the college. Content includes identifying student support services and highlighting critical career preparation and satisfying the foundational level of SPuRS. Activities include resume preparation and feedback, Handshake account activation, self-assessment, major and career exploration, professionalism and transition reflections, interview training, mock career fair, Fort Custer community service (fall), Business Etiquette Dinner (spring) and employer case competition group presentation.

“When I began this class four months ago, I was a new student from a community college. I was overwhelmed with the thought of attending a university and had my first lecture with over 250 students in it. I was in need of guidance — of a helping hand to lead me in the right direction. This much-needed direction is exactly what this class provided for me.”

<table>
<thead>
<tr>
<th>Year</th>
<th>Spring</th>
<th>Fall</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>2016</td>
<td>61</td>
<td>61</td>
<td>61</td>
</tr>
<tr>
<td>2017</td>
<td>50</td>
<td>166</td>
<td>216</td>
</tr>
<tr>
<td>2018</td>
<td>148</td>
<td>323</td>
<td>471</td>
</tr>
<tr>
<td>2019</td>
<td>196</td>
<td>381</td>
<td>577</td>
</tr>
<tr>
<td>Total</td>
<td>384</td>
<td>931</td>
<td>1,315</td>
</tr>
</tbody>
</table>

CLASS TOPICS

Business Bash
Handshake
Focus 2 Assessment
Mock Career Fair
Professionalism
Reflection
Career Fair Prep Event
Career Fair Reflection
Interview Panel
Time Management
Behavioral Interviewing
Major Match Up
LinkedIn
Transition Reflection
Financial Wellness
Advising Plan
SPuRS
Meet Your Professors
Join an RSO
Big Interview Software
Health and Wellness
Multicultural Event
Informational Interview
Escape Room
Kellogg’s Case Study
BUS 4000
The capstone course for the SPuRS program (BUS 4000) supports all graduating business students in their final semester of undergraduate work. Course content reviews students’ unique SPuRS experiences, highlights industry application of the career readiness competencies through employer presentations, and uses online career readiness modules to measure student understanding and perceptions of career readiness competencies.

“As a first-generation college student, SPuRS was one of the resources that made me feel more involved within the WMU community. The events hosted by the Haworth College of Business and WMU made me realize that the purpose of attending events is to feel engaged and to connect with students, organizations, faculty and staff. I was exposed to these events and learned how to communicate more effectively with employers.”

<table>
<thead>
<tr>
<th>Year</th>
<th>Spring</th>
<th>Fall</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>2018</td>
<td>6</td>
<td>10</td>
<td>16</td>
</tr>
<tr>
<td>2019</td>
<td>49</td>
<td>54</td>
<td>103</td>
</tr>
<tr>
<td>Total</td>
<td>55</td>
<td>64</td>
<td>119</td>
</tr>
</tbody>
</table>

“We had 54 students graduate from the program this fall, our highest number to date. We will reach our first full cycle of SPuRS students, with over 270 students registered for class this spring.”
- Danielle Field, Program Manager, SPuRS
Escape Room Experiences
Zombie U: 21 Days Later, Spring 2019

- 31% escape rate
- 194 participants
- 55 groups (17 groups escaped)
- Best time remaining was 12 minutes

Puzzles and clues come in many different forms.
What Happened at the Holiday Mixer, Fall 2019

• 38% escape rate
• 226 participants
• 60 groups (23 groups escaped)
• Best time remaining was 16 minutes and 10 seconds

"When trying to escape, I would try to solve the riddles by myself rather than solve the riddles with my team. The Escape Room helped me learn that working as a team is better than working by myself."

Students have 40 minutes to escape!
Career Fairs - Spring 2019

Marketing, Sales and Food
Marketing Career Night - 160 students
Sponsored By Ethos Group

Arrive Logistics
Bright Edge Technologies
Buckle
Carlin Group
CDW
CED
C.H. Robinson
Collabera
Consumers Credit Union
Coyote Logistics
Daymon Worldwide
E. & J. Gallo Winery
Eight Eleven Group
Enterprise Holdings
Ethos Group
Fastenal Company
Ferguson Enterprises
Great Lakes Wine and Spirits
Hormel Foods
Insight Global
KeHE Distributors
Kellogg’s

ISM Career Night - 105 students
Sponsored By IDEX
Brunswick (Mercury Marine)
CED
C.H. Robinson
CNH Industrial
Digital Success Network, Inc.
Edwards Garment
Flowserve
Gentex
Honda
Hormel Foods
IDEX
John Crane
Lacks Enterprises
Landscape Forms
Mann+Hummel
Meritor
Parker Hannifin
Patrick Industries
Ryder
Stryker Corporate
Werner Enterprises
Whirlpool Corporation
Career Fairs - Fall 2019

Business Career Day - 600 students

Aerotek
Alro Steel
AmeriFirst Home Mortgage
Arbor Financial Credit Union
Auto Owners Insurance Company
Avenue Logistics
AXA Advisors
Bright Edge
Carhartt
LaSalle Network
Lifetime Youth & Family Systems
Load Delivered Logistics
Meijer
Mercantile Bank of Michigan
Mike’s Hard Lemonade
Modern Woodmen of America
MoLo Solutions
Morgan Stanley
Nolan Transportation Group
Northwestern Mutual
Olympia Entertainment
Patrick Industries
Penske Truck Leasing
PepsiCo
Plante Moran
PNC Financial Services
Ralph Moyle
Rocket Mortgage by Quicken Loans
RRD
Ryerson Academy
Sales Page
Sedgwick
Service Express
Sherwin-Williams Company
Speedway
Target
The Hershey Company
Thomson Reuters
Trace3
United Shore
Velocity EHS
Von Maur
Welch Packaging

Marketing, Sales and Food Marketing Career Night

Sponsored By Ethos Group

ETHOS GROUP

Advantage Solutions
Aegis Worldwide
Aerotek
Arrive Logistics
Blue Grace Logistics
Buckle
Camping World
CDW
CED
C.H. Robinson
Collabera
Consumers Credit Union
Coyote Logistics
Dawn Food Products
E. & J. Gallo Winery
Eaton Corporation
Echo Logistics
Eight Eleven Group
Enterprise Holdings
Ethos Group
Ferguson Enterprises, Inc.
Gartner
Great Lakes Wine and Spirits

record high attendance

406 students!

Hormel Foods
Insight Global
KeHE Distributors
Kroger Michigan Division
Land O’ Frost
Meijer
Northwestern Mutual
Penske Truck Leasing
Reckitt Benckiser
Rocket Mortgage by Quicken Loans
Sherwin-Williams Company
Southwest Michigan First
Stryker
The Hershey Company
Thomson Reuters
Trace3
US Army
Van Eerden Foodservice
Velocity EHS
Vista IT Group
Wells Blue Bunny
Xerox

ISM Career Night - 256 students

Sponsored By IDEX

AGCO Corporation
Amphenol Borish Technologies
Asahi Kasei Plastics
Baker Tilly
Brunswick Corporation
CED
CNH Industrial
Coyote Logistics
Daimler Trucks
Dayton Freight
Denso
Diageo
Domino’s
Eaton Corporation
Gentex Corporation
Honda
Hormel Foods
Humphrey Products
IDEX Corporation
Kellogg’s
Kohler Company
Lacks Enterprises
Mann+Hummel
Marathon Petroleum Co.
Meijer
Meritor
Navistar
Owens Corning
Parker Hannifin
Patrick Industries
PepsiCo
Rivian Automotive
RPM Freight Systems
Ryder Systems
Steelcase, Inc.
Stryker
Viking Corp
Werner Enterprises
Whirlpool Corporation

IT Career Night - 67 students

Auto Owners Insurance
CSM Group
Greenleaf Hospitality
Meijer
State of Michigan Dept. of Treasury

Meet The Firms - 108 students

AXA Advisors
Baird, Cotter and Bishop
Becker Professional Education
Brink, Key & Chludzinski, P.C.
Ceterus
Cole Gavlas, PC
Crowe LLP
Deloitte
Doeren Mayhew
Dow

Accounting and Finance Career Night

New for 2019!

Arbor Financial Credit Union
Consumers Credit Union
Eaton Corporation
Hormel Foods
Kellogg’s
Modern Woodmen of America
Northwestern Mutual
Plante Moran
Robert Half

Haworth, Inc.
Hormel Foods
Hungerford Nichols CPAs
Iannuzzi, Manetta & Co., PC
JB Hunt Transport
James & Springgate, PLC
Jansen Valk Thompson & Reahm
Krugel Lawton CPAs
McKeown & Kraai, PLC
Plante Moran
Rehmann
Rowley & Company LLP
Seber Tans PLC
Stryker
UHY LLP
University of Michigan
Valley Oak
Walker, Fluke & Sheldon PLC
Yeo and Yeo
Zhang Career Center and Student Professional Readiness Team 2019

Geralyn Heystek
Director

Danielle Field
Program Manager, SPURS

Bob Stewart
Career Development Specialist

Jennifer Palmatier
Employer Relations Specialist

Lori Puzevic
Administrative Assistant II

Brian Smith
Administrative Assistant I, SPURS

Jessica Sonnenberg-Ward
Career Development Specialist

Gregory Priester
Employer Relations Specialist

Zhang Career Student Staff 2019

Front Desk Student Assistants

Brianna Baumann
Ryan Chilton
Matthew Crowley
Nathan Jaynes
Brian Priestley
Balaji Satagopan

Career Peer Educators

Novena Sutiono
Jonathon Gipson
Alaina Gork

Employer Relations and Event Planning Associates

Samantha Morehead
Hunter Walthall
Professional Development and Presentations

2019 CONFERENCE PRESENTATIONS

National Career Development Presentation (NCDA), Houston, Texas, June 2019 “Spurring Success by Bridging the Career Readiness Gap,” Geralyn Heystek and Danielle Field.


2019 PROFESSIONAL DEVELOPMENT


Midwest Association of Colleges and Employers (MWACE), Indianapolis, Indiana: Danielle Field, Geralyn Heystek, Jennifer Palmatier, Greg Priester.


Greg Priester completed his MBA at WMU in December 2019.

Jessica Sonnenberg-Ward started her pre-requisite coursework for her MBA at WMU in summer 2019.

Bob Stewart finished his coursework to become a master practitioner of the MBTI assessment.

Jennifer Palmatier continued her membership in KHARMA and attended local meetings for this organization.

Brian Smith attended two professional development workshops hosted by Skillpath Seminars.
MARCH 28, 2019

Zhang Career Center
10th Anniversary Celebration

Emcee—Dr. Satish Deshpande
Dean, Haworth College of Business

William Johnston, B.S.'70, M.A.'74
Chairman of the Greenleaf Companies

Dr. Jennifer Bott
Provost, Western Michigan University

Lynn Chen-Zhang, M.S.A.'91
Chief Operating Officer and Chief Compliance Officer,
Zhang Financial

Taylor Dunn
Class of 2019

Satish Deshpande, Dean; Lynn Chen-Zhang, Trustee; Charles Zhang, Founder and CEO, Zhang Financial; and Edward Montgomery, President

William Johnston, Trustee

Dr. Jennifer Bott, Provost

Taylor Dunn, Senior, ISM
## 2019 Post Graduation and Salary Data

### 2019 Undergraduate Jobs by Major

<table>
<thead>
<tr>
<th>Undergraduate Students by Major</th>
<th>Degrees</th>
<th>Knowledge Rate</th>
<th>Actively Engaged</th>
<th>Employed Full-Time</th>
<th>Employed Part-Time</th>
<th>Continuing Education</th>
<th>Military Service</th>
<th>Not Actively Engaged</th>
<th>Unemployed and Seeking Employment</th>
<th>Not Immediately Seeking Employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accountancy</td>
<td>124</td>
<td>88 71%</td>
<td>83/88 94%</td>
<td>65 74%</td>
<td>x 18 20%</td>
<td>x 5 6%</td>
<td>4 0%</td>
<td>1 2%</td>
<td>1.5%</td>
<td>1.5%</td>
</tr>
<tr>
<td>Advertising &amp; Promotion</td>
<td>60</td>
<td>59 98%</td>
<td>57/59 97%</td>
<td>53 90%</td>
<td>1 2%</td>
<td>2 3%</td>
<td>1 2%</td>
<td>2 3%</td>
<td>6%</td>
<td>2%</td>
</tr>
<tr>
<td>Computer Information Systems</td>
<td>60</td>
<td>47 78%</td>
<td>43/47 91%</td>
<td>42 89%</td>
<td>1 2%</td>
<td>1 2%</td>
<td>x x</td>
<td>x x</td>
<td>x</td>
<td>4%</td>
</tr>
<tr>
<td>Digital Marketing &amp; eCommerce</td>
<td>13</td>
<td>11 85%</td>
<td>11/11 100%</td>
<td>8 73%</td>
<td>x x 2 18%</td>
<td>1 9%</td>
<td>x x x</td>
<td>x x</td>
<td>x x x</td>
<td>x x x</td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>7</td>
<td>6 86%</td>
<td>6/6 100%</td>
<td>6 100%</td>
<td>x x x x x x x</td>
<td>x x x</td>
<td>x x</td>
<td>x x</td>
<td>x x</td>
<td>x x x</td>
</tr>
<tr>
<td>Finance</td>
<td>142</td>
<td>91 64%</td>
<td>83/91 91%</td>
<td>76 84%</td>
<td>1 1%</td>
<td>5 5%</td>
<td>x x 8%</td>
<td>9%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Food &amp; CPG Marketing</td>
<td>59</td>
<td>52 88%</td>
<td>52/52 100%</td>
<td>51 99%</td>
<td>1 2%</td>
<td>x x</td>
<td>x x x</td>
<td>x x</td>
<td>x x</td>
<td>x x x</td>
</tr>
<tr>
<td>Human Resource Management</td>
<td>63</td>
<td>54 86%</td>
<td>51/54 94%</td>
<td>44 81%</td>
<td>x x 7 13%</td>
<td>x x</td>
<td>3 6%</td>
<td>3%</td>
<td>6%</td>
<td>x x x</td>
</tr>
<tr>
<td>Integrated Supply Management</td>
<td>116</td>
<td>94 81%</td>
<td>90/94 96%</td>
<td>90 90%</td>
<td>x x 3%</td>
<td>1 1.5%</td>
<td>4 4%</td>
<td>3%</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Management</td>
<td>137</td>
<td>94 69%</td>
<td>88/94 94%</td>
<td>84 89%</td>
<td>1 1%</td>
<td>2 2%</td>
<td>x x 6%</td>
<td>5%</td>
<td>5%</td>
<td>1%</td>
</tr>
<tr>
<td>Marketing</td>
<td>111</td>
<td>77 69%</td>
<td>73/77 95%</td>
<td>69 90%</td>
<td>x x 4 5%</td>
<td>x x</td>
<td>4% x</td>
<td>5%</td>
<td>2%</td>
<td>2.5%</td>
</tr>
<tr>
<td>Sales &amp; Business Marketing</td>
<td>96</td>
<td>87 91%</td>
<td>87/87 100%</td>
<td>83 99%</td>
<td>x x 4 5%</td>
<td>x x</td>
<td>x x</td>
<td>x x</td>
<td>x x</td>
<td>x x x</td>
</tr>
<tr>
<td><strong>Total Undergraduate</strong></td>
<td>959</td>
<td>733 76%</td>
<td>695 95%</td>
<td>637 87%</td>
<td>3 4%</td>
<td>50 7%</td>
<td>3 4%</td>
<td>38 5%</td>
<td>28%</td>
<td>4% 10%</td>
</tr>
</tbody>
</table>

### 2019 Graduate Jobs by Program

<table>
<thead>
<tr>
<th>Graduate Students by Program</th>
<th>Degrees</th>
<th>Knowledge Rate</th>
<th>Actively Engaged</th>
<th>Employed Full-Time</th>
<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>M.S.A.</td>
<td>29</td>
<td>23 79%</td>
<td>20 87%</td>
<td>19 83%</td>
<td>x 1 4%</td>
<td>x 3 13%</td>
<td>3 13%</td>
<td>1 3%</td>
<td>1%</td>
<td>3%</td>
</tr>
<tr>
<td>MBA</td>
<td>98</td>
<td>78 79.5%</td>
<td>73 85.5%</td>
<td>70 85.5%</td>
<td>x x 3 3%</td>
<td>x x 5 15.5%</td>
<td>5 15.5%</td>
<td>3%</td>
<td>x x</td>
<td>x x x</td>
</tr>
<tr>
<td><strong>Total Graduate Students</strong></td>
<td>127</td>
<td>101 80%</td>
<td>93 92%</td>
<td>89 88%</td>
<td>x x 4 3.5%</td>
<td>x x 8 8%</td>
<td>8 1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

### 2019 Undergraduate Salary Information

<table>
<thead>
<tr>
<th>Business Major</th>
<th>Median Salary</th>
<th>#</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accountancy</td>
<td>$50,000 - $55,000</td>
<td>27</td>
</tr>
<tr>
<td>Advertising &amp; Promotion</td>
<td>$35,000 - $40,000</td>
<td>31</td>
</tr>
<tr>
<td>Computer Information Systems</td>
<td>$47,500 - $52,500</td>
<td>24</td>
</tr>
<tr>
<td>Digital Marketing &amp; eCommerce</td>
<td>$45,000 - $50,000</td>
<td>5</td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Finance</td>
<td>$50,000 - $55,000</td>
<td>37</td>
</tr>
<tr>
<td>Food &amp; CPG Marketing</td>
<td>$55,000 - $60,000</td>
<td>36</td>
</tr>
<tr>
<td>Human Resource Management</td>
<td>$40,000 - $45,000</td>
<td>21</td>
</tr>
<tr>
<td>Integrated Supply Marketing</td>
<td>$55,000 - $60,000</td>
<td>61</td>
</tr>
<tr>
<td>Management</td>
<td>$40,000 - $45,000</td>
<td>33</td>
</tr>
<tr>
<td>Marketing</td>
<td>$40,000 - $45,000</td>
<td>29</td>
</tr>
<tr>
<td>Sales &amp; Business Marketing</td>
<td>$55,000 - $60,000</td>
<td>51</td>
</tr>
<tr>
<td><strong>Median Business Undergraduate</strong></td>
<td>$50,000 - $55,000</td>
<td>347</td>
</tr>
</tbody>
</table>

### 2019 Graduate Salary Information

<table>
<thead>
<tr>
<th>Degree Type</th>
<th>Salary Range</th>
<th>#</th>
</tr>
</thead>
<tbody>
<tr>
<td>M.S.A.</td>
<td>$50,000 - $55,000</td>
<td>12</td>
</tr>
<tr>
<td>MBA</td>
<td>$67,500 - $72,500</td>
<td>36</td>
</tr>
<tr>
<td><strong>Median Graduate</strong></td>
<td>$60,000 - $65,000</td>
<td>47</td>
</tr>
</tbody>
</table>

*Salaries are self-reported.
Career Readiness Competencies

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

National Association of Colleges and Employers (NACE)

Competencies

**Critical thinking and problem solving:** 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 and written communication:** Articulating thoughts and ideas clearly and effectively in written and oral forms to persons inside and outside of the organization. The individual has public speaking skills; is able to express ideas to others; and can write/edit memos, letters and complex technical reports clearly and effectively.

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

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

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

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

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

**Global and intercultural fluency:** Valuing, respecting and learning from diverse cultures, races, ages, genders, sexual orientations and religions. The individual demonstrates openness, inclusiveness, sensitivity, and the ability to interact respectfully with all people and understand individuals’ differences.