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The ZCC did good and important work in 2016 including refurbishing the employee lounge in the spring, supporting the launch of the Student Professional Readiness Series through conference presentations in the summer and events and support of BUS 1000 in the fall, participating in the university's Learner Support Unit review process over the summer and fall, launching a new transition course for transfer students in fall and this summer, I was proud to receive the “Career Professional of the Year, 2016” award, from the Michigan Career Educator and Employer Alliance (MCEEA).

According to this year's post-graduation activity survey, Haworth College of Business students are doing very well! About 82% of students responded to the survey and 95% of HCoB students were actively engaged*. Of the actively engaged, 87%/93% of undergraduate/graduate students were employed full time. Note that 86%/85% of undergraduate/graduate students report their job is related to their degree, 90%/83% of undergraduate/graduate students are satisfied in their job, and 77%/85% of undergraduate/graduate students have jobs in Michigan, and salaries increased an average of $5,000.

In spring 2016, we hosted niche career fairs only, The spring fairs included IT Career Day (12 employers, 53 students), ISM Career Night (27 employers, 101 students), Sales and Marketing Career Night (34 employers, 185 students) In total, 91 employers and 339 students attended our career fairs in the spring.

In fall 2016, 102 employers registered for Career Day, attended by 710 students. ISM Career Night hosted 39 employers and 208 students. This year, Marketing, Sales and Food Marketing attracted 34 employers and 268 students. Our newest event was Finance Career Development Day with 11 employers and about 40 students. In total, 186 employers and 1,226 students attended our career fairs in the fall.

In 2016, there were 1,433 career advising appointments including 276 resume revamp critiques. Student attendance at events was up 8% overall. The Business Externship Program remained stable in the number of

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**Zhang Career Center Team Values**

**Adaptability** – We recognize the importance of flexibility and staying agile in order to respond to unexpected circumstances and to alter situations to best serve our students and employers.

**Collaboration** – Our team works closely with students, faculty, administrators, employers, and other stakeholders to ensure effective and innovative programming that benefits both students and employers.

**Hospitality** - We welcome all visitors equally and pride ourselves on excellent reception and top-notch customer service.

**Integrity** – We pride ourselves in matching our actions to our works and inspiring trust between this office and all internal and external stakeholders through transparency and honesty.

**Professional Growth** – We possess an appreciation for life-long learning and an understanding of the importance of further education and development opportunities to best serve students and employers.

**Student Development** – Our team develops innovative events and programs that enrich and enhance the professional development of business students to become future leaders.

**Excellence** - Each team member matches their behavior to our values, learns from their mistakes, remembers to think before they speak honestly and kindly, makes the most of every opportunity, takes positive action toward achieving our team goals, takes responsibility for their own actions, is willing to change, and attempts to be always mindful of what is meaningful and important in life.
employers and the number of site visits 60/330. We presented in 80 classrooms and to 20 student groups about assessment, job search and career fairs and events. Career Development events such as Practice Interview Day (121), Resume Critique Day (146), Business Bash (1,620), BUS 1000 Open Houses (408), Major Match Up (164), Career Conversations (37), BEP Showcase and Celebration events (125), Women in Leadership (35), Career Fair Prep Event (105) and the Business Etiquette Dinner (54).

For the 2015-16 year, the Zhang Career Center awarded CH Robinson the Premier Partner of the year, E&J Gallo the Employer of the Year and Jim Eckert the Career Center's Faculty member of the year. These awards recognized the outstanding contributions of time and support of Haworth College of Business students during the 2015-16 academic year and we are very grateful for their support of the Zhang Career Center. The winners were honored at two separate ceremonies in the new employee lounge space in fall of 2016. The Zhang Career Center will display the past two years of awards on a permanently mounted ten-year perpetual plaque sometime early in 2017.

It was a busy and productive year and we expect 2017 to hold more great results.

Thanks to all!

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

Zhang Career Center Vision

The Zhang Career Center facilitates career exploration and professional development to bring students and employers together. A consistent customer service focus helps us remain on the leading edge of developmental and programmatic business career services utilizing cutting edge technology devoted to empowering our students for career success. As a pioneer in career based experiential learning, we support programs that utilize employer relationships locally, nationally and globally to develop career readiness in learners seeking jobs in business.

Zhang Career Center Mission

The Zhang Career Center empowers learners to launch successful business careers by engaging them in innovative programming focused on professional readiness, and develops partnerships with global, regional and local leaders who hire students.

*actively engaged includes employed full-time, employed part-time, continuing education and military service
**Highlights 2016**

95% (+2.3 %)  
Number of students who were actively engaged*

82%  
Knowledge rate (how many students responded to the survey)

88% (+7.5%)  
Students reporting that they are employed full time

86%  
Students reporting that their job is related to their degree

90%  
Students reporting satisfaction with their job

76%  
Undergraduate students reporting employment in Michigan

77% (+8%)  
Students who reported an Internship or other career related experience

**Events & Presentations**

15,541 (+8%)  
Attendance at events sponsored by the Zhang Career Center

109 (+42%)  
Presentations delivered in HCoB classrooms on career topics

**Career Fairs**

111  
Number of employers attending Business Career Day

688  
Number of students attending Business Career Day

309  
Number of students attending ISM Career Night

453 (+69%)  
Number of students attending Sales/Marketing/Food Marketing Career Night

53  
Number of students attending IT Career Day

**On Campus Recruiting**

792  
Number of organizations using BroncoJOBS to recruit business students

797 (+54%)  
Number of on campus interviews conducted in 2016

110  
Number of employers conducting On Campus Interviews

**Business Externship Program**

101  
Number of students enrolled and completing the program

57 (+42.5%)  
Number of employers registered in the program

330 (+65%)  
Number of total externship opportunities available in the program

**Career Advising**

1433  
Number of career advising appointments

74 New  
Number of transfer students taught by career center staff

38  
Number of students in pre-business career development class

**Service Evaluation**

100%  
Student satisfaction with career advising appointments

3.2/4.0  
Student evaluation in Business Transfer Preparation New

**Premier Partners**

100% renewed  
Employer satisfaction with service provided

*actively engaged includes employed full-time, employed part-time, continuing education and military service ( ) = +/- from last year
What’s New?

Student Professional Readiness Series (SPuRS)

While strongly recommended, the Zhang Career Center and its events are not required for all students. Although the ZCC staff integrates content into all sections of the required first year level business class, provides tours for first year students and is available for all students, there are students who we miss, including many transfer students and students who begin their studies at WMU in another college and later transition to the Haworth College of Business. The SPuRS requirement has driven the development of a new course for transfer (required for both internal and external transfer students) to ensure all of our business students are enveloped into the HCoB culture of career readiness.

The SPuRS program is a framework for activities in the college designed to enhance student engagement in professional development activities, in order to develop career readiness. Many of these activities are provided by the Zhang Career Center, from developmental events like the Business Externship Program, to skill development opportunities with employers such as Practice Interview Day, to Career Fairs, for example, Business Career Day.

SPuRS has separate requirements at the foundational level (completion required before entrance into the professional program) and the advanced level (completion required before graduation). As the SPuRS graduation requirement rolls out over the next few years, it will ensure that all business students have exposure to professional development events and career center staff before graduation, including transfer students.

*However, graduates who had a high-quality experience with career services are dramatically more likely
  • to believe their university prepared them well for life outside of college
  • to say their education was worth the cost
  • to recommend their university to others and to report making donations to their alma mater

*First-generation and transfer graduates were the least likely to use career services while in college.

BUS 3000: Business Prep for Transfer Students

The staff of the ZCC designed and delivered a one credit course for transfer students in the fall 2016 semester. Previous observation of and discussion with transfer students showed that these students struggled in several ways, including 1) finding their way around campus, 2) not utilizing career services early enough and missing out on internship and other developmental opportunities and 3) recognizing the importance of good academic skills, time management behaviors and habits for success. This course is required for students in the 2016 and later catalog years and taking the course meets the foundational level of SPuRS.

Curriculum: The course is a one credit, pass/fail opportunity that provides students with academic and career resources to assist their transition to the business college. The course includes access to resume help, one on one appointments with academic and career advisors, assessment, interview practice, development of a LinkedIn Profile, professional introduction, and BroncoJOBS profile, an in-class mock career fair, and career fair prep events, career fairs, opportunities to connect with other students, help with academic planning, guidelines for meeting professors, business etiquette dinner or community service event, understanding financial health and academic habits review, wellness check-in, and time management and study skills workshops, a campus tour, and an introduction to RSO's. In future semesters the course will have a peer mentor component added.

*However, graduates who had a high-quality experience with career services are dramatically more likely
  • to believe their university prepared them well for life outside of college
  • to say their education was worth the cost
  • to recommend their university to others and to report making donations to their alma mater

*According to the newest data from an annual Gallup-Purdue University study
Summary of Services

Career Development Outreach

Career Development Guide – NEW for 2016! A full color resource produced for students which addresses career development topics and allows employers and university colleges to advertise

BroncoJOBS – web based system connecting students with employers for events, career fairs, interviews and job postings

Website – calendars, programs, events are all described

Career Fair App – New 2016! Free app for students to allow better preparation for connecting with employers

Personalized Career Development

Career Advising – one-on-one advice for students 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 manor

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

Business Transfer Preparation – a required transition course for transfer students under the 2016 calendar and available as an elective for other transfer students including internal transfers. New Fall 2016!

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 Manager of SPuRS

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
Presentations and Events

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<th>Type of Presentation</th>
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<th>#presentations</th>
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<td>First year student orientations</td>
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<td>Transfer student orientations</td>
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<tr>
<td>BBA Orientations</td>
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<td>Grab the Reins Tours</td>
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<td>156</td>
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<td>Registered Student Organizations</td>
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<td>9</td>
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<tr>
<td>BEP Workshops</td>
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<td>8</td>
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<tr>
<td>Univ 1030 courses</td>
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<td>30</td>
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<tr>
<td>BUS 1000</td>
<td>528</td>
<td>17</td>
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</table>

Events

Career Center Open House 408(+102%)
first year students visit the career center to learn about programs and services (BEP, Major Match-Up)

Major Match-Up 264(+266%)
a peer to peer event to learn more about business majors

Internship Panel 100(+488%)
a peer to peer event to learn about actual internship experiences of business students

Business Bash 1620(+53%)
students meet premier partners, RSO leaders and faculty

Resume Revamp 276
drop-off resume critiquing during the busy period before career fairs and for specific business courses

Career Conversations (Veterans, Marketing, Finance, Management) 36
a networking event with various employers relating to a departmental major or special topic/group

Business Etiquette Dinners 214
learn dining etiquette and practice with employer representatives

Women in Leadership Conference 33
a conference for students, employers and faculty focusing on issues of importance to women in business

Small Business and Entrepreneurship Panel 38
local small business owners answer questions for a student audience

MBA Career Panel 46
networking with MBA alumni who share about their experience with the MBA and their careers

STAR Interview Training 29
training and practice for accountancy students of Beta Alpha Psi

321 PRESENTATIONS FOR 6,633 STUDENTS
Developmental Programs

Pre-business Career Development Class

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

**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. Topics include assessment, major and career exploration, BroncoJOBS, resume creation and improvement, cover letter development, job search strategies, mock career fair, etiquette lunch, LinkedIn profile creation, Big Interview practice, STAR interview method answer development and practice.

**Mini Career Olympics:**
Local employers and class sponsors provide students with feedback on resume and cover letter, interview, and professional introduction.

Business Transfer Preparation Class

**Sponsorship:**
Employer sponsorship of this class provides funding for Mock Career Fair and Career Fair Prep Event.

**Curriculum:**
This course is a transition course for external and internal transfer students. The course is one credit and helps students with academic and career transition to college. It is required for students in the 2016 and later catalogs and taking the course meets the foundational level of SPuRS. The course provides resume help, one on one appointments, assessment, interview practice, LinkedIn Profile development, BroncoJOBS, a mock career fair, preparing for career fairs, attending career fairs, opportunities to connect with other students, an academic check in, academic planning, meeting professors, Etiquette Dinner or community service event, financial health and academic habits review, wellness check-in, and time management and study skills workshops, a campus tour, and an introduction to RSO’s. In future semesters the course will have a mentor component.

The course is wrapped around the Career Fair Prep Event. In spring semester students are required to attend the Etiquette Dinner. In the fall, students are required to attend the community service event.

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.
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.

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<tr>
<th>Externships</th>
<th>Sponsors</th>
</tr>
</thead>
<tbody>
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<td>Gold</td>
<td>Lacks Enterprises</td>
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<tr>
<td>Silver</td>
<td>ECCU (Arbor Financial)</td>
</tr>
<tr>
<td>Bronze</td>
<td>CH Robinson, Bayer Healthcare, Kellogg's, AAM, SC Johnson &amp; Stryker</td>
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<table>
<thead>
<tr>
<th></th>
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<td>Total Employers</td>
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<td>Site Visits</td>
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<td>Students</td>
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330 BEP Student Site Visits
### Undergraduate Student Employment Statistics

#### Undergraduate Jobs by Major

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<th>Undergrad 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>
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<th>Unemployed &amp; Seeking Employment</th>
<th>Not Immediately Seeking Employment</th>
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<td>79</td>
<td>81</td>
<td>68</td>
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<td>53</td>
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<td>Advertising &amp; Promotion</td>
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<td>36</td>
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<td>35</td>
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<td>73</td>
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<td><strong>Total Undergraduate</strong></td>
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<td><strong>665</strong></td>
<td><strong>81</strong></td>
<td><strong>628</strong></td>
<td><strong>94</strong></td>
<td><strong>575</strong></td>
<td><strong>87</strong></td>
<td><strong>12</strong></td>
<td><strong>2</strong></td>
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#### Undergraduate Salaries by Major

<table>
<thead>
<tr>
<th>Major</th>
<th>#</th>
<th>$ Range</th>
<th>$ Change from previous year</th>
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<td>Accountancy</td>
<td>35</td>
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<td>Advertising &amp; Promotion</td>
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<td>Computer Information Systems</td>
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<td>Economics in Business</td>
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<td>$40,000 - $45,000</td>
<td>0</td>
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<tr>
<td>Finance</td>
<td>32</td>
<td>$45,000 - $50,000</td>
<td>+5,000</td>
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<tr>
<td>Food &amp; CPG MKTG</td>
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<td><strong>Average</strong></td>
<td><strong>369</strong></td>
<td><strong>$45,000 - $50,000</strong></td>
<td><strong>+5,000</strong></td>
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*Salaries are self-reported and not fact checked

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**Undergraduate SALARIES WENT UP AN AVERAGE OF $5,000 ANNUALLY**

10
Sample Job Titles by Undergraduate Major

**Accountancy**
Accountant Analyst at Mercedes Benz Financial
Associate Accountant at Dow Chemical
Associate at Deloitte
Assurance Associate at Plante Moran
Analyst at Doeren Mayhew
Associate at Deloitte
Audit Associate at BDO
Corporate Accounting Analyst at Groupon
Distributor Reporting Coordinator at Stryker
Finance Development Program at Whirlpool
Financial Planning Senior Analyst at Eaton
Tax Associate at Yeo & Yeo
Treasury Operations/Financial Analyst at Kellogg

**Advertising & Promotion**
Advertising Coordinator at Campbell Ewald
Assistant Market Research Analyst at Carat USA
Associate Account Service at Universal McCann
Brand Manager at Story Lab
Junior Advertising Project Manager at Leo Burnett
Programmatic Analyst at DigitasLBi
Social Media Manager at Kellogg

**Computer Information Systems**
Application Developer at Meijer
Business Analyst at Kellogg
Cost Analyst Associate at Parker Hannifin
HIM Application Coordinator at U of M Health System
Junior Business Analyst at Stryker
Junior Consultant at BlueGranite
Mobile Developer at SalesPad
Software Developer at Farmers Insurance
e-Business Marketing
Assistant manager at Culvers
Email Marketing Coordinator at Notions Marketing
Prepress Specialist at EPI Marketing Services
Self-Employed Digital Marketing Consultant

**Finance**
Accountant at Avfuel
Business Development Representative at NetSuite
Claims Assistant at Frankenmuth Mutual Insurance
Compliance Analyst at U.S. Bank
Financial Analyst at AAM
Financial Analyst at General Motors
Portfolio Accountant at LVM Capital Management
Sales Performance Analyst at Ally Financial
Trust Operations Specialist at Greenleaf Trust
Wealth Management Advisor at Plante Moran

**Food and Consumer Packaged Goods Marketing**
Associate Business Manager at Acosta
Business Analyst at Meijer
Category and Space Analyst at Kellogg
Management Development Program at E&J Gallo
Marketing Analyst at J.M. Smucker
Retail Development Program at Abbott Nutrition
Retail Sales Representative at Hershey
Route Sales Support Driver at Nestle
Sales Associate at Mondelez International
Sales Executive at Velocity EHS
Sales Management Associate at Pepsico
Senior Associate, Category and Trade Solutions at SC Johnson
Store Management at Kroger

**Human Resources Management**
College Recruiter at Northwestern Mutual
HR Administrator at Consumers Credit Union
HR Manager at Target
Labor Relations Representative at AAM
Management Trainee at Enterprise Rent-A-Car
Talent Acquisition Coordinator at SpartanNash
Technical Recruiter at TEDSystems

**Integrated Supply Management**
API Training Specialist at Pfizer
Associate Sales Executive at C.H. Robinson
Associate Sourcing Specialist at Whirlpool
Buyer at DENSO
Buyer at Fiat Chrysler Automotive
Demand Planner at Kellogg
Global Supply Chain Analyst at Mercury Marine
International Logistics Analyst at Stryker
Materials Analyst at Brembo North America
Production Support Engineer at Gentex
SCM Program Management at Eaton
Supplier Quality Engineer at General Motors
Supplier Sourcing Specialist at Navistar
Supply Chain Analyst at Lacks Trim System

**Management**
Account Management at PNC
Analyst at Team Detroit
Assistant Property Manager at Edward Rose and Sons
Detailed Production Scheduler at Stryker
Logistics Specialist at Nolan Transportation Group
Manager at MPI Research
National Accounts Manager at Coyote Logistics
Personal Banker at Fifth Third Bank
Recruiter at Aerotek

**Marketing**
Account Executive at Total Quality Logistic
Account Manager at C.H. Robinson
Marketing Strategist at yo2mo Marketing Agency
Regulation Officer E9 at State of Michigan
SEM Analyst at UM Worldwide
Zone Manager at Ford Motor Company
Sales and Business Marketing
Campaign Manager at MLive Media Group
Direct Sales at Comcast Xfinity
Insurance Agent at Zeiler Insurance
Marketing Associate at Stryker
Graduate Student Employment Statistics

Graduate Jobs by Program

<table>
<thead>
<tr>
<th>Graduates by Program</th>
<th>#</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 &amp; Seeking Employment</th>
<th>Not Immediately Seeking Employment</th>
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<tbody>
<tr>
<td>MSA</td>
<td>31</td>
<td>27</td>
<td>87</td>
<td>26</td>
<td>96</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>4</td>
<td>1</td>
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<tr>
<td>MBA</td>
<td>147</td>
<td>124</td>
<td>84</td>
<td>120</td>
<td>97</td>
<td>116</td>
<td>94</td>
<td>2</td>
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<tr>
<td>Total Graduate Students</td>
<td>178</td>
<td>151</td>
<td>84.8</td>
<td>146</td>
<td>96.6</td>
<td>141</td>
<td>93.3</td>
<td>2</td>
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</table>

Graduate Salary Information

<table>
<thead>
<tr>
<th>Program</th>
<th>#</th>
<th>$ Range</th>
<th>$ Change from previous year</th>
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</thead>
<tbody>
<tr>
<td>MSA</td>
<td>15</td>
<td>$50,000 - $55,000</td>
<td>+5,000</td>
</tr>
<tr>
<td>MBA</td>
<td>68</td>
<td>$75,000 - $80,000</td>
<td>+10,000</td>
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<tr>
<td>Average</td>
<td>83</td>
<td>$60,000 - $65,000</td>
<td>+5,000</td>
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</tbody>
</table>

Sample Job Titles for Graduate Students

Account Manager, National Accounts at Dart
Account Specialist at Aon
Analytical Engineer at Parker Hannifin
Asset Manager at Hollander Development
Assurance Associate at Pricewaterhouse Coopers
Business Analyst at One Point Infotech
Compensation Analyst at Stryker
eCommerce Channel Lead at Herman Miller
Engineering Manager at Eaton
Financial Advisor at Taos Global Group
It Program Manager at Trinity Health
Marketing Manager at Logitech
Network Administrator at WMU
Process Support Engineer at Perrigo
COO at Wolverine Power Cooperative
Consultant at Chrysalis Consulting
Cost Analyst at Vibracoustic
Demand Planner at Kellogg
Product Manager at Haworth
Program Manager at GE Aviation
QA Analyst at Insilico Logix
Sr. Account Manager at Edify North
Digital Marketing Manager at SpartanNash
Director at Aramark Healthcare
Director of Marketing at Newmind Group
Director of Product Marketing at Altus
Sr. Product Manager at Emirates Airlines
Sr. Brand Communications Specialist at Steelcase
Vendor Finance Analyst at Meijer

*The majority of graduate students working full time were already working while attending WMU, and stayed with the same employer after graduation.

Graduate SALARIES WENT UP AN AVERAGE OF $5,000 ANNUALLY
Spring 2016 Career Events

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: 6
Student attendance: 86

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: 51

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: 25

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: 13
Student attendance: 75

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: 12
Student attendance: 53

Sales and Marketing Career Night
This event is designed to host employers seeking candidates seeking sales jobs. The event features a keynote speaker and networking.

Participating Employers: 34
Student's attendance: 185

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: 27
Student attendance: 101

Food Marketing Etiquette Dinner
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: 4
Student attendance: 67

107 EMPLOYERS
PARTICIPATED
751 STUDENTS
ATTENDED
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: 60

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: 7
Student attendance: 70

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: 4
Student attendance: 67

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: 39
Student attendance: 208

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: 34
Student attendance: 268

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: 102
Student attendance: 710

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

Participating Employers: 27
Interviews: 398

220 EMPLOYERS PARTICIPATED
1,861 STUDENTS ATTENDED
Employer Services

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 1,619 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 2016 semesters, 131 employers took advantage of the on campus interviewing program, while conducting 1,284 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 (RSOs)

<table>
<thead>
<tr>
<th>Organizational Name</th>
<th>Nickname</th>
<th>Major/Common interest</th>
<th>*Faculty Advisor(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad Club</td>
<td></td>
<td>Advertising &amp; Promotion</td>
<td>Dr. Karen Lancendorfer</td>
</tr>
<tr>
<td>Alpha Kappa Psi</td>
<td></td>
<td>Business Fraternity</td>
<td>Caroline Ray</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. JoAnn Atkin</td>
</tr>
<tr>
<td>Beta Alpha PSI</td>
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<td>Accountancy</td>
<td>Dr. Cari Burke</td>
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<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>
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<tr>
<td>Delta Sigma Pi</td>
<td>DSP</td>
<td>Business Fraternity</td>
<td>Dr. Tim Palmer</td>
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<tr>
<td>Entrepreneur Club</td>
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<td>Entrepreneurship</td>
<td>Dr. Laurel Ofstein</td>
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<tr>
<td>Financial Management Association</td>
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<td>Finance</td>
<td>Dr. Wenling Lu</td>
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<tr>
<td>Financial Services Club</td>
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<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 Luqmani</td>
</tr>
<tr>
<td>Healthcare Info &amp; MGMT System Society</td>
<td>HIMSS</td>
<td>Hiim</td>
<td>Dr. Bob Landeros</td>
</tr>
<tr>
<td>Intercultural Business Student Association</td>
<td>IBSA</td>
<td>Cultures</td>
<td>Christine Robinson</td>
</tr>
<tr>
<td>Management Student Organization</td>
<td>MSO</td>
<td>Management</td>
<td>Dr. David Flanagan &amp; Dr. Tim Palmer</td>
</tr>
<tr>
<td>Phi Chi Theta</td>
<td></td>
<td>Business Fraternity</td>
<td>Dr. Sheldon Langsam, Dr. Wenling Lu, Dr. Bret Wagner &amp; Dr. Steve Newell</td>
</tr>
<tr>
<td>Sales &amp; 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>
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<td>Sport Mentoring Association</td>
<td>SMA</td>
<td>Sports</td>
<td>James Lewis</td>
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<tr>
<td>Student Leadership Advisory Council</td>
<td>SLAB</td>
<td>Leadership</td>
<td>Barb Sagara &amp; Tomika Griffin-Brown</td>
</tr>
</tbody>
</table>

*advisor names are correct at time of publishing. Visit www.wmich.edu/business/groups for updates
Premier Partners & Sponsors

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.

Contact geralyn.heystek@wmich.edu for more information about becoming a Premier Partner of the Zhang Career Center

Sponsorship Opportunities

Career Fair Prep Event Sponsor: (spring) Consumers Credit Union, (fall) Consumers Credit Union, CH Robinson, DeNooyer

Career Development Class Sponsor: E&J Gallo

Keynote Speaker, Marketing, Sales and Food Marketing Career Night (spring 16): Thomson Reuters

Keynote Speaker, Marketing, Sales and Food Marketing Career Night (fall 16): SpartanNash

ISM Sponsor (fall 16): General Motors

Business Etiquette Dinner Sponsors: Thomson Reuters, presenter, CH Robinson, Stryker, Enterprise Rent-A-Car, American Axle, Greenleaf Trust, Consumers Credit Union, and Kellogg’s

Women in Leadership Conference Sponsors: Enterprise Rent-A-Car and Meijer

<table>
<thead>
<tr>
<th>Sponsorship Opportunity</th>
<th>Timing</th>
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<tbody>
<tr>
<td>Career Development Class</td>
<td>Fall or Spring</td>
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<tr>
<td>Business Prep for Transfer Students Class</td>
<td>Fall or Spring</td>
</tr>
<tr>
<td>Business Etiquette Dinner, Keynote</td>
<td>March/April</td>
</tr>
<tr>
<td>Business Etiquette Dinner, students</td>
<td>March/April</td>
</tr>
<tr>
<td>Marketing/Sales Career Night Keynote</td>
<td>Fall or Spring</td>
</tr>
<tr>
<td>ISM Career Night Sponsor</td>
<td>Fall or Spring</td>
</tr>
<tr>
<td>IT Career Day Sponsor</td>
<td>Spring</td>
</tr>
<tr>
<td>Business Career Day Sponsor</td>
<td>Spring</td>
</tr>
<tr>
<td>Business Externship Program Sponsor</td>
<td>Year long</td>
</tr>
<tr>
<td>Career Fair Prep Event Sponsor</td>
<td>Fall or Spring</td>
</tr>
<tr>
<td>Career Development Guide</td>
<td>Two years</td>
</tr>
</tbody>
</table>

393 EMPLOYERS EMPLOYERS WERE INTERESTED IN HCOB BUSINESS STUDENTS
# Spring 2016 Niche Career Fair Employers

## ISM Career Night
- Alro Steel
- Argus Logistics
- Bayer Healthcare
- C.H. Robinson
- Central Transport
- Coyote Logistics
- Denso
- DHL Supply Chain
- Eaton
- Edwards
- Gast
- Gentex Corporation
- Honda
- Irwin Seating
- JB Hunt Transport, Inc.
- Kellogg's
- Lacks Enterprises
- Lear
- MANN+HUMMEL
- Mercury Marine
- Midlink Logistics
- Nolan Transportation
- PepsiCo
- Stryker
- UPS
- Viking Corporation
- Whirlpool Corporation

## Sales Career Night
- AJM Packaging
- Bayer HealthCare
- Buckle
- CH Robinson
- Chattem
- Collabora
- COTG, a Xerox Co
- Coyote Logistics
- Daysmart Software
- DeNooyer Chevrolet
- E&J Gallo Winery
- Eaton
- Echo Global Logistics
- Enterprise Rent-A-Car
- Ethos Group
- Ferguson Enterprises
- Hormel
- KIND Healthy Snacks
- Kroger Company
- KSS Enterprises
- Meijer
- Michigan Office Solutions, a Xerox Company
- Nolan Transportation
- Northwestern Mutual
- PepsiCo
- Plex Systems
- Sherwin Williams
- Spartan Nash
- Stryker
- The Hershey Company
- Thomson Reuters
- Total Quality Logistics
- Velocity
- EHS

## IT Career Day
- Auto Owners
- Bronson Healthcare Group
- Grace Health
- HUMANeX Ventures
- KRESA
- MPI Research
- SalesPad LLC
- SalesPage
- Schepers Concrete
- Spectrum Health
- Thermotech Engineering
- Thomson Reuters
- United Shore
- VML-Technology
- Zoetis

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50 Employers Recruiting on Campus Are Fortune 500 Companies
## Fall 2016 Niche Career Fair Employers

<table>
<thead>
<tr>
<th>ISM Career Night</th>
<th>Marketing, Sales and Food Marketing Career Night</th>
<th>Finance Career Development Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Axle &amp; Mfg</td>
<td>AJM Packaging</td>
<td>Auto Owners Insurance</td>
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<tr>
<td>Atkore International</td>
<td>Bayer HealthCare</td>
<td>AXA Advisors</td>
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<td>Baker Tilley</td>
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<td>Bayer HealthCare</td>
<td>CH Robinson</td>
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<td>CH Robinson</td>
<td>Collabera</td>
<td>Eaton</td>
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<td>Consolidated Electrical Distributors</td>
<td>Consolidated Electrical Distributors</td>
<td>JP Morgan Chase</td>
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<td>Coyote Logistics</td>
<td>Consumers Credit Union</td>
<td>KALSEE Credit Union</td>
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<td>Denso</td>
<td>Coyote Logistics</td>
<td>Mercantile Bank of Michigan</td>
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<tr>
<td>Eaton Corporation</td>
<td>Daysmart Software</td>
<td>Northwestern Mutual</td>
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<td>Enterprise Holdings</td>
<td>DeNooyer Automotive Group</td>
<td>Plante Moran</td>
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<tr>
<td>Ford Motor Company</td>
<td>E&amp;J Gallo</td>
<td>PNC Financial</td>
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<tr>
<td>Gast Manufacturing</td>
<td>Eaton</td>
<td></td>
</tr>
<tr>
<td>General Motors</td>
<td>Enterprise</td>
<td></td>
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<tr>
<td>Gentex Manufacturing</td>
<td>Ethos</td>
<td></td>
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<tr>
<td>Honda Manufacturing</td>
<td>Ferguson Enterprises</td>
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<tr>
<td>Hormel</td>
<td>Graphic Packaging</td>
<td></td>
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<tr>
<td>JB Hunt Transport</td>
<td>Great Lakes Wine and Spirits</td>
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<tr>
<td>Kellogg’s</td>
<td>Hormel</td>
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<td>Kohler Co.</td>
<td>Imperial Beverage</td>
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<td>L&amp;W Group</td>
<td>Kellogg’s</td>
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<td>Lacks Trim Systems</td>
<td>KIND Healthy Snacks</td>
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<tr>
<td>Landscape Forms</td>
<td>Kroger</td>
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<tr>
<td>MANN &amp; HUMMEL USA</td>
<td>KSS Enterprises</td>
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<tr>
<td>Marathon Petroleum Co.</td>
<td>Maurer’s Textile Renal Service</td>
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<tr>
<td>Meijer</td>
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<tr>
<td>Mercury Marine</td>
<td>MOS Xerox</td>
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<td>Midlink Logistics</td>
<td>Nolan Transportation Group</td>
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<td>Navistar, Inc.</td>
<td>Northwestern Mutual</td>
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<td>Nolan Transportation Group</td>
<td>PepsiCo</td>
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<tr>
<td>Parker-Hannifin Corporation</td>
<td>SC Johnson</td>
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<td>PepsiCo</td>
<td>Sherwin Williams</td>
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<td>Rexnord Industries LLC</td>
<td>Spartan Nash</td>
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<td>Rolls Royce</td>
<td>Stryker</td>
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<td>State of Michigan</td>
<td>Sysco Corporation</td>
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<tr>
<td>Stryker</td>
<td>The Hershey Company</td>
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<tr>
<td>TRAM</td>
<td>Thomson Reuters</td>
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<td>UPS</td>
<td>Total Quality Logistics</td>
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<tr>
<td>Viking Corporation</td>
<td>Velocity</td>
<td></td>
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<tr>
<td>Volkswagen Group Of America</td>
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<td></td>
</tr>
<tr>
<td>Whirlpool Corporation</td>
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</tr>
</tbody>
</table>

81% of postings are for full-time jobs. 16% are for internships.
Fall 2016 Business Career Day Employers

Advia Credit Union
Aerotek
AJM Packaging
Aly Financial
Art Van Furniture
Atkore International
Auto Owners Insurance Company
Avfuel
AXA Advisors
Bayer Healthcare
Bed Bath & Beyond
Blue Cross Blue Shield
Brooksource
Buckle
C. H. Robinson
CDW Corporation
Chattem Inc.
Chemical Bank
CIG Capital Advisors
Cintas Corporation
Coca-Cola Refreshments
Collabera
CED
Consumers Credit Union
Continental Linen
Coyote Logistics
D2D Millionaire

DENSO
E. & J. Gallo Winery
Eaton
Echo Global Logistics
Edward Rose and Sons
Enterprise Rent-A-Car
Ethos Group
Farmers Insurance
Fastenal Company
Fiat Chrysler LLC
Fifth Third Bank
Fifth Wheel Freight
Ford Motor Credit
Forresters Financial Services
GoJet Airlines
Gordon Food Service
Graphic Packaging International
GreenLeaf Hospitality Group
GT Independence
Hajoca Corporation
Haworth
Healthcare Services Group, Inc.
Hormel Foods
HUMANeX Ventures
J. B. Hunt
Jewel-Osco
Kellogg
Lacks Enterprises
Lake Michigan Credit Union
Landscape Forms
Liberty Mutual
LTI Printing
Meijer
Mercantile Bank
MetLife
Michigan Automotive Compressor
Mondelez International
mophie
MSU School of Human Resources
New York Life
Nolan Transportation Group

Northwest Mutual
PepsiCo
Perrigo
Plante Moran – Wealth Management
PNC Financial Services
Power Home Remodeling
Quicken Loans
Raymond James Financial Services
Ryerson
Sales Page Technologies
Service Express
Service First Logistics
ServiceLink
SMC Corporation of America
Sherwin Williams
Spartan Nash
Spectrum Health
Speedway LLC
State Farm Insurance - West Michigan
State of Michigan Department of Treasury
Steelcase Inc.
Stryker
Sturgis Molded Products
Synovos
Sysco Corporation
Target Corporation
TEKsystems
The Hershey Company
Thermo Fisher Scientific
Thomson Reuters
TQL
United States Army
University of Detroit Mercy
University of Michigan
Vantage Marketing
VelocityEHS
Verizon Wireless
Waddell and Reed Financial Advisors
Waste Management
Workbox Staffing
Worldwide Express
Zones

9,236 JOBS POSTED IN FALL
60% OF THOSE WERE IN BUSINESS
Staff professional Development

Professional Development

PhD program in Counseling, WMU – Caroline Ray
MA in Ed Technology, WMU – Jennifer Palmatier
Spanish, WMU – Geralyn Heystek

Conferences Attended

The NASPA Symposium on Military-Connected Students – Bob Stewart
Association for Authentic Experiential and Evidence Based Learning – Geralyn Heystek
Michigan Career Educator and Employer Conference – Geralyn Heystek and Caroline Ray
National Career Development Association Conference – Geralyn Heystek and Caroline Ray
Midwest Association of Colleges and Employers, – Geralyn Heystek

Conference Presentations

NASPA (Student Affairs Administrators in Higher Education), Orlando, FL
Utilizing Transition Theory in Order to Maximize Student Veteran Support
Bob Stewart

Association for Authentic Experiential and Evidence Based Learning, Notre Dame, IN
Student Professional Readiness Series (SPuRS)
Geralyn Heystek and Cindy Wagner

Michigan Career Educator and Employer Alliance, Frankenmouth, MI
Student Professional Readiness Series (SPuRS) – Required Student Engagement Program
Geralyn Heystek and Cindy Wagner

Midwest Association of Colleges and Employers Annual Conference, St. Louis, IL
Earn Your SPuRS - The Student Professional Readiness Program
Geralyn Heystek and Cindy Wagner

National Career Development Association, Chicago, IL
Best Practices for Supporting International Students: NCDA International Student Services Committee, Caroline Ray
The Zhang Career Center
Haworth College of Business
Western Michigan University
1903 W. Michigan Avenue
Kalamazoo, MI 49008-5470
269 387-2711
careercenter-hcob@wmich.edu
wmich.edu/business/career

Business Hours: 8:00 am – 5:00 pm
Drop-in Career Advising: varies by semester
The Zhang Career Center

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