

The Career Center – Haworth College of Business

Semester-end Report – fall 2010

Executive Summary

The Career Center, located in Schneider Hall, home to Haworth College of Business, is part of the WMU Career Network. The Career Center is dedicated to the career development of business students and engages them in experiences that help them launch satisfying careers.

Highlights of fall 2010: The Business Career Day drew 109 employers (10% increase from fall 2008) and 956 interviews (a 13% increase from fall 2009) were scheduled in the Career Center. December 2010 graduates who completed the graduate survey before leaving campus reported an average starting salary of \$43,101 for BBA graduates and \$56,604 for MBA/MSA graduates.

With an 80% increase in student appointments from fall 2008 to fall 2009, small group seminars on resume development and cover letter writing were added. As a result, there was a 24% decrease in students who were seen during one-on-one advising. Students in BUS 1750 completed 3 career modules and worked with a career advisor for an in-class group career planning interpretation. Integration into BUS 1750 accomplishes career center orientation, students registering with the Career Center, and a career planning exercise that guides students in choosing a major and developing a career action plan.

The Career Center staff is pleased to offer an overview of the fall 2010 accomplishments and assessment data which will be used to continuously improve the career development and employment services that are offered to Haworth College of Business students.

Staff

Jessie Wagner, MS – Career Advisor
Geraldyn Heystek, MBA-Academic/Career Advisor
Caroline Ray, BBA – Employer Relations Coordinator
Danielle Field, BFA – Office Associate
Linda Ickes, MA, GCDF – Director
Matt Larson, MBA Candidate – Graduate Assistant

Student Staff:

Chalyn Gallop, Criminal Justice
Katlin Ittterman, Human Resource Management
Megan McNeal, Sales & Business Marketing (graduated Dec '10)
Patricia Smith, Human Resource Management
Leanne Snyder, Pre-Business/Anthropology
Ashley Walker, Advertising & Promotion
Darcey Watson, Accountancy



Premier Partners

In addition to recruiting talented employees, premier partners support The Career Center by sponsoring a variety of career education programs and events that help our students explore and develop their job search knowledge, gain professional skills, and launch satisfying careers.



Michelle Hoisington recruits for Sales Management interns and trainees for Enterprise Rent-a-Car at the Business Career Day.

Coyote Logistics
Daymon Worldwide
Enterprise Rent-a-Car
Meijer
Target
Walmart



Erika Colley, a 2009 graduate from Haworth College of Business returns to recruit Executive Team Leaders and interns for Target Stores.

Career Center Contributors

Robert J. Bobb '69
John H. '77 and Susan J. Boll
The Greenleaf Companies
Haworth, Inc.
Thomas M. '77 and Melanie B. Thornton

With gratitude to the generous contributors who support the career development of business students.
Grand Opening, April 25, 2008

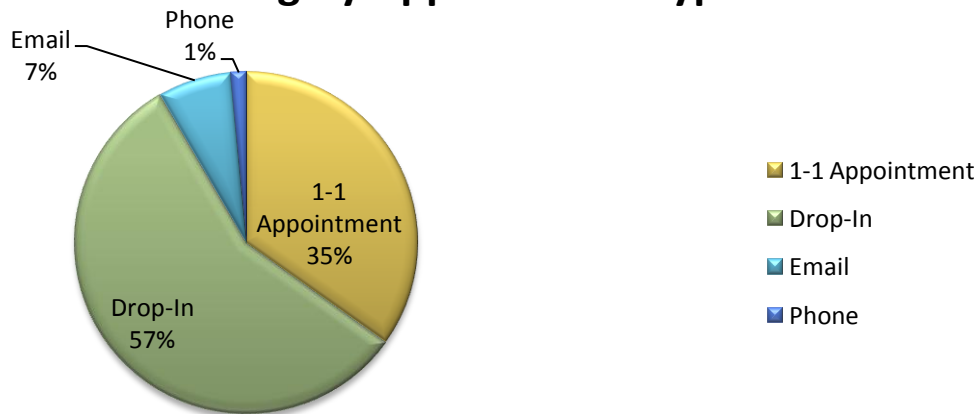
Career Education and Advising

Career Advising

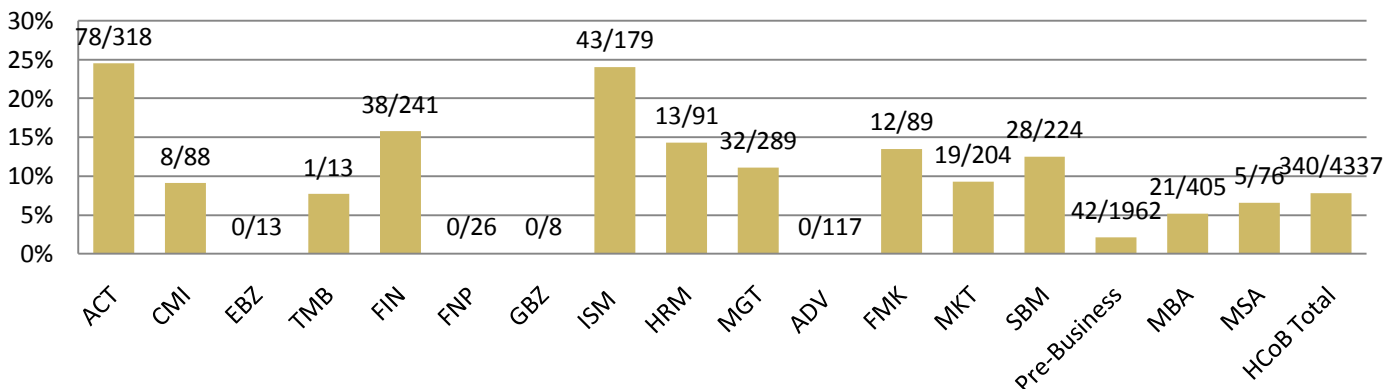
Career advising is offered to students and recent alumni until they launch their first professional role. During fall 10, 407 students visited for drop-in hours or one-on-one appointments.

- Total Number of Student Appointments
 - Fall 2010: 407 (24% decrease) Small group seminars were offered in addition to one-on-one advising for resume and cover letter development, two of the main reasons students seek advising.
 - Fall 2009: 505 (80% increase from fall 2008.)

Fall 10 Advising by Appointment Type

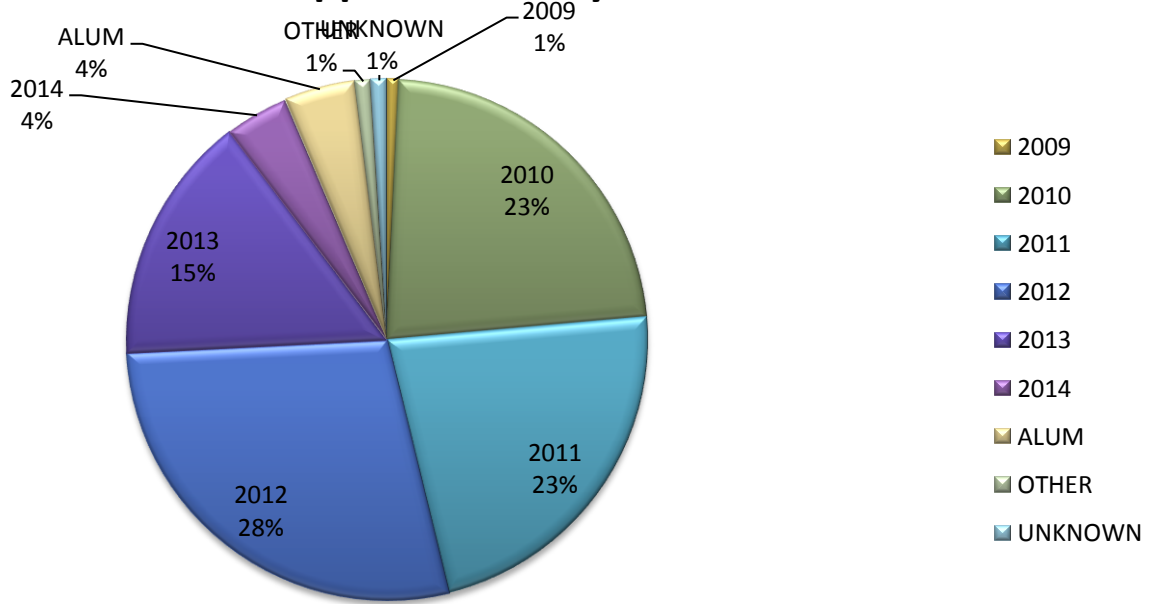


Fall 10 Advising by Enrolled Major*

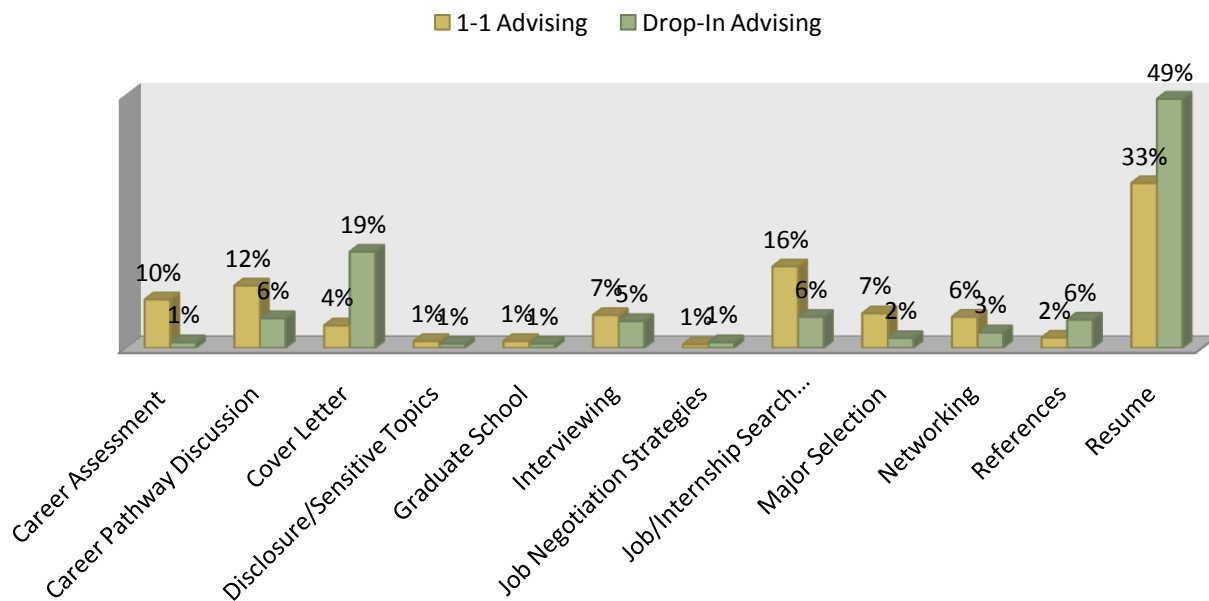


*The data represented in this graph is based on fall 2010 enrollment numbers provided by the Office of Student Academic and Institutional Research. The value above each bar represents the total number of students seen within each major over the total number of business students enrolled in each academic program. Major codes used in this data are used by the WMU Registrar's Office. 44 students pursuing non-business majors were also seen in The Career Center.

Fall 10 Appointment by Grad Year



Fall 2010 Advising Topics**



**This data shows the reasons students seek advising and the frequency that each advising topic is discussed.

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Career Programs: Events and Presentations

Career Leadership Seminar



The Career Leadership Seminar is a 6-part non-credit seminar designed for pre-business students.

Students enhance their understanding of self, including interests, personality and values that influence choosing an academic major and career pathway. Students also developed job search, networking, and interview skills in preparation for the internship search.

Students met representatives from Aflac, Allegra Print & Imaging, HUMANeX Ventures, and Target.

Sponsored by a grant from Target, the seminar concluded with an etiquette dinner and each student is recognized with a \$100 scholarship and certificate of completion.

Excerpted from Evaluation Results:

- This seminar taught me career exploration and job search methods that are useful now and in the future. *100% of the students strongly agreed.*
- This seminar helped me decide on a major and/or career direction according to my interests, personality, and/or values. *92% of the students agreed.*
- The on-line MBTI and SII provided helpful reports to assist me in learning about my personality and interests. *100% of the students agreed.*
- The one-on-one appointments with an instructor helped me with my career exploration and development. *92% of the students agreed.*
- Conducting informational interviews with professionals and alumni was helpful. *92% of the students agreed.*
- I learned how to communicate my academic qualifications, transferable skills and attributes, and employment experience in a professional-style resume. *92% of the students agreed.*

Events

Major Info Night and Business Bash with Student Leadership Advisory Board



*Sept. 21 and 22: Publicity and t-shirts were sponsored by Charter One Bank and Society for Financial Services Professionals. Student organizations, academic departments, the Career Center and Haenicke Institute for Global Education (Study Abroad) provided program information. Student organizations reported that the membership in their organizations increased as a result of attending Business Bash.

Practice Interview Day with SBMA

*Sept. 24: Thirteen (13) employers conducted practice interviews with 95 students. The Sales and Business Marketing Association greeted employers and student participants and assisted in staffing the event. Students (100%) said the program was relevant to their learning needs and they would use the feedback to improve their interviewing skills.

Career Olympics with DSP

*Oct 11: The Career Olympics were created as an engaging way to prepare students for Career Day. Students rotated between four events (resume critique, cover letter critique, professional introduction/appearance, and interviewing) that were judged by employers: Aflac, Daymon Worldwide, Enterprise Rent-a-Car, Edward Jones, McDonalds, and Walmart. The top students were recognized with medals and the Bronco Cup. 100% of the students said the activities were relevant to their learning needs. Students said, "Feedback from the interview practice and feedback from the professional introduction was extremely beneficial." "The practice interview was INCREDIBLE."



Food Marketing Career Night with FMA

*Oct. 13: The second Food Marketing Career Night was successful with 18 employers and over 85 students attending. The Food Marketing Association students attended employer presentations followed by networking.



ISM Career Night with APICS

*Oct 13: Employers (18) and the APICS Southwest Michigan Chapter attended. APICS members greeted and provided professional introductions for employer presenters. 138 students attended. Steve Yager of Texas Instruments and ISM alum returns annually to recruit talented procurement interns from W.M.U.



Business Career Day



*Oct. 14: Employers (109) attended Career Day which is organized by the Career Center and student members of Alpha Kappa Psi co-ed business fraternity. An estimated 1800 to 2000 students attended.

Career Day Interviews

*Oct. 15: 30 employers conducted interviews following Career Day in two locations, Bernhard Center and Career Center

Business Internship Panel

*October 27: Five employers discussed their internship programs and provided information to students on how to apply: Enterprise Rent-a-Car, Red Frog Events, Northwestern Mutual, Perrigo, and Thomson Reuters. Fifty students attended the panel of which a smaller group had lunch with the employers.



The Mentor Program



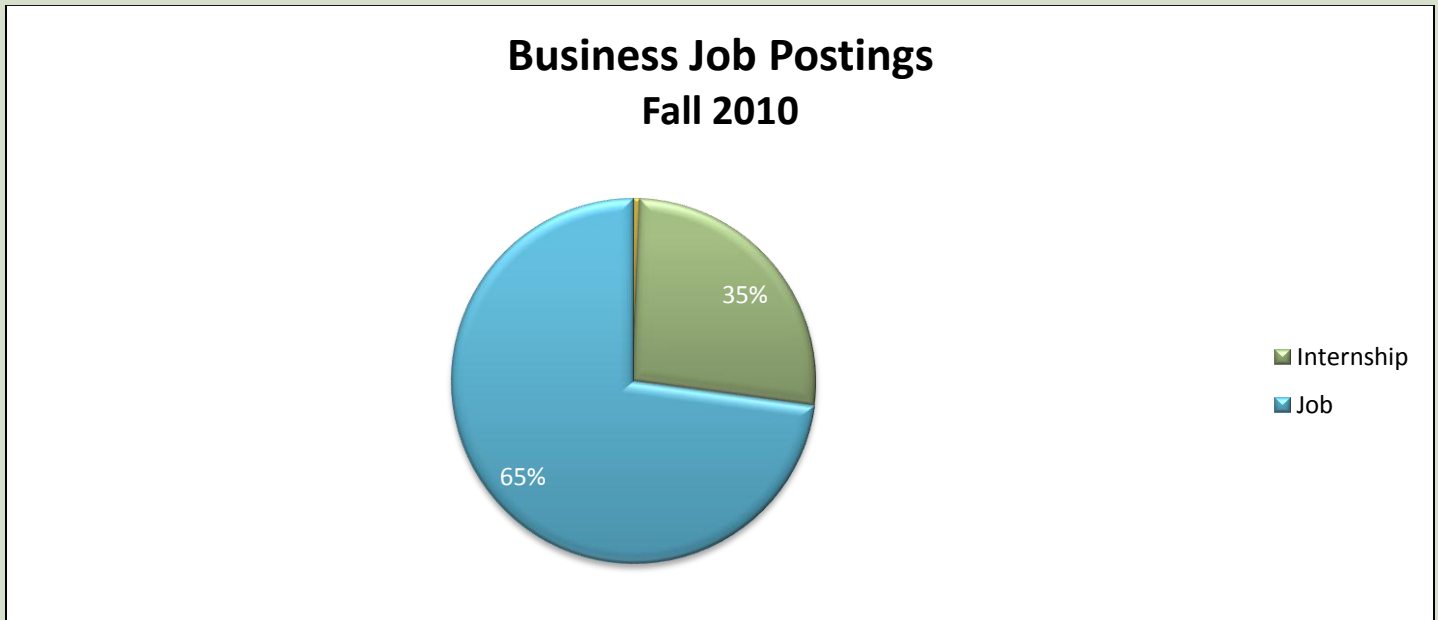
*November 15: Business leaders, many members of the Haworth College of Business Advisory Council, volunteer to serve as mentors to students. The Career Center organized a panel presentation followed by networking. Each student participant heard about the mentors' career path and milestones that influenced these successful business leaders' careers. Students (27) were matched with the mentor of their choice. Students said that it was the best professional networking program they have attended.



Employment Services

BroncoJOBS

A total of 778 jobs (business function) were posted on BroncoJOBS.



* 778 job postings: Co-Op -10, Internship – 263, Other Jobs: 505. Note: Not all employers post positions on BroncoJOBS; instead, some employers prefer alternate recruiting strategies such as speaking to a professional student organization or attending a career event.

On-Campus Interviewing Program

The Career Center houses eight interview rooms that are used by employers to conduct interviews on campus. Employers request on-line interview schedules using BroncoJOBS or they self-schedule interviews following a job posting or attendance at a career fair, event, or networking program.

<u>608</u>	Scheduled on-line through BroncoJOBS
<u>348</u>	Self-Scheduled by Employer
<u>74</u>	Total # of Employers Interviewing on Campus
<u>956</u>	Total # of Interviews organized by The Career Center



Partial List of Employers Recruiting WMU Students

Acosta	Monroe-Brown Foundation
Advantage Sales and Marketing	Monsanto
Aerotek	MSDSonline
Aflac	Muskegon County-Human Resources
Airgas	National City
Amway	News America Marketing
BlueGranite	Nolan Transportation Group
Borgwarner	Northwestern Mutual Financial Network
Brooksource	Oakland Human Resources Consortium
CBS	Parker Hannifin Corporation
Cintas Corporation	Paychex, Inc.
Coca-Cola Enterprises	Pepsi Bottling Group
Cole Gavlas, PC	Phoenix International Freight Services
Command Transportation	Post Cereal
ConAgra Foods	PricewaterhouseCoopers
Coyote Logistics (Premier Partner)	Rowley Bushue & Company
Consolidated Graphics, Inc.	RJG & Associates
Crow Horwath LLP	Robert Bosch, LLC
Daymon Worldwide (Premier Partner)	Ross Mortgage
Deloitte Services LP	Sam's Club
EcoLab	Sara Lee Corporation
Edward Jones Investments	Spartan Stores
Enterprise Rent-A-Car (Premier Partner)	Speedway
Ernest& Julio Gallo Winery	Steak N Shake
Federal Energy Regulatory Commission	Steelcase
Flagstar Bank	Stryker Corporate Office
G.A. Richards Company	Stryker Instruments
Grainger Industrial Supply	Target (Premier Partner)
Greenleaf Hospitality Group	TDS Telecom/TDS Metrocom
Harley Davidson Motor Company	Technology Connection, LLC
Harold Zeigler Lincoln Mercury	Texas Instruments
Haworth, Inc.	Thomson Reuters
Hormel Foods Corporation	Transfreight
Jewel/Osco	Treasury Strategies, Inc.
Johnson & Johnson Sales and Logistics	U.S. Army TACOM
JP Morgan Chase & Co	U.S. Dept. Of Homeland Security
Kalamazoo Kings	U.S. Dept. of Justice
Kellogg Company	U.S. Peace Corps
Kohler	University Directories
Kraft Foods	Unum
LOC Enterprise	Van Buren County Human Resources
Macy's	Walmart (Premier Partner)
Marathon Petroleum	Whirlpool
Meijer (Premier Partner)	Yeo & Yeo PC
Metro Transit	Zhang Financial

Graduate Survey

December 2010 Graduates, 30% responded

“At Graduation” Employment Summary

Major	Average Starting Salary Salary Range	Sample Job Titles	Sample Employers
Accountancy	\$50,000 \$45,000 - \$55,000	-Assurance Associate -Tax Analyst -Staff Accountant	PricewaterhouseCoopers Stryker Corporation BDO USA
Finance Personal Financial Planning	\$52,625 \$34,000 - \$60,000	-Financial Advisor -Senior Buyer -Call Center Representative	-Edward Jones -Bronson Healthcare -Aegon Diversified Investment Advisors
Management	\$42,583 \$37,000-\$57,500	-City Clerk -Leadership Development Program -Data Coordinator -Project Manager -Customer Service Agent -Compliance Officer	-City Government -Consolidated Graphics -Western MI University Atsalis Brothers Painting -Berends Hendricks Insurance -Classie Growers
Integrated Supply Management	\$47,500 \$40,000 - \$55,000	-Capacity Planning Analyst -Operations Supervisor -Inventory Control -Supply Chain Analyst	Kellogg's Exel Supply Chain Kendall Electric Stryker Instruments
Human Resources Management	\$26,500 \$22,000 - \$30,000	Recruiter Human Resources Assistant	Kelly Services Trillium Staffing
Food & CPG Marketing	\$40,500 \$33,000 – 52,500	Sr. Sales Service Rep Food Service Sales Rep Retail Sales Rep Assistant Manager Business Analyst Retail Leadership Dev Program	Kraft Hormel Abbott Nutrition Walmart Daymon Worldwide Save-A-Lot
Sales & Business Marketing	\$42,000 \$26,000 - \$50,000	Territory Manager Inside Sales Account Executive Transportation Sales Rep Sales Associate	Ecolab Thomson Reuters Command Transportation C.H. Robinson MSDSonline

Graduate Survey

December 2010 Graduates "At Graduation" Employment Report

Master of Science, Accountancy	\$41,333 \$30,000 - \$52,500	Auditor Accounting Associate Accountant	PricewaterhouseCoopers First Community Federal Credit Union Seber Tans PLC
Master of Business Administration	\$71,875 \$47,500 - \$85,000		Stryker Spectrum Health Chem Link Amway L-3 Communications Avionics Systems
Advertising & Promotion Computer Information Systems Electronic Business Design Telecommunication Information Management Marketing	Data Collection in Progress Insufficient data to report "at graduation" employment		