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2017 Student Staff

**Employee Relations & Event Planning Associates**

Amanda Dimmer  
Senior Employee Relations & Event Planning Associate  
MKT

Tim Johnson  
Employee Relations & Event Planning Associate  
MGT

Lucija Matkovich  
Employee Relations & Event Planning Associate  
FMK

Employer Relations/Event Planning Associates support career events through planning, marketing, execution and follow-up.

**Front Desk Assistants**

Brittani Keil  
Senior Front Desk Assistant  
ISM

Erika Hejl  
Front Desk Assistant  
FMK

Megan Miller  
Front Desk Assistant  
MKT & MGT

The Front Desk Assistants undertake all receptionist and some clerical duties at the desk of our main entrance. They are the “face” of the ZCC for all visitors and are responsible for the first impression we make.

Lauren Nowakowski  
Front Desk Assistant  
SBM & MGT

Zach Roberts  
Front Desk Assistant  
MKT

Jacob Pack  
Front Desk Assistant  
FIN

**Peer Educators**

Taylor Dunn  
Senior Peer Educator  
ISM

Mason Day  
Peer Educator  
ACTY

Jonny Gibson  
Peer Educator  
ADV

Lexi Payne  
Peer Educator  
MKT

The Peer Educators provide career-related programming support, administrative assistance to career advisors, and serve as student assistants for the Business Externship Program.
2017 Staff
HELPFUL • PROFESSIONAL • SUCCESSFUL

Bob Stewart
Career Development Specialist
MBA, Spring Arbor Univ. BA, Columbia College

Erin Leigh
Employer Relations Specialist
MS, Indiana University BA, Univ. of Connecticut

Geralyn Heystek
Director, ZCC MA, WMU MBA, WMU BBA, WMU

Kimberly Crandall
Office Manager

Caroline Ray
Career Development Specialist MA, WMU BA, Davenport

Jennifer Palmatier
Employer Relations Specialist MA, WMU BA, WMU

Our Team Goals
• Remain on the cutting edge of relevant employment trends, labor laws, and best practices of college recruiting and career development.
• Build unique, long-term employer relationships that result in meaningful educational and employment partnerships.
• Serve as ambassadors for employers to understand and promote their distinct corporate culture and employment needs to students.
• Proactively assess the needs of students and employers to continuously improve advising and programming initiatives associated with the Student Professional Readiness Series.
• Collaborate with faculty, employers, alumni and student organizations to engage students in the professional development process.
• Be nationally recognized as a leader in experiential programming through the Business Externship Program.
The Zhang Career Center is the nerve center for all career development programs plus hiring events. The career center provides professional advising services for students and hosts many programs and events.

1. Write resumes that meet employer standards when seeking internships or full time positions
2. Communicate their specific personal brand through a professional introduction
3. Demonstrate application of IT systems by developing appropriate Handshake and LinkedIn profiles and utilizing Big Interview software

“We start engaging with students before they arrive on campus. When they get here, we amp things up. SPuRS and BUS 3000 help our students get involved instead of just thinking about it”
The Zhang Career Center was selected as a Top 5 Strength of The Haworth College of Business by students.

4. Increase professionalism by understanding and resolving ethical dilemmas surrounding job acceptance and reneging on a job offer during a job search.

5. Think critically by developing customized answers to behavioral interview questions that meet employer expectations.

6. Evaluate job offers by performing quantitative and qualitative analysis.

---

UNIV 1030 - Pre Business Career Development

Resume ReVamp!

BBA Orientation

FMK Pre-conference Etiquette Dinner

Internships

STAR Interview Workshop

Beta Alpha Psi Resume Workshop

ISM Interview Workshop

ISM Career Night

Finance Career Night

IT Career Night

Marketing, Sales & Food Marketing Career Night

Business Career Day

On-Campus Interviews
Points of Pride

- 100% student satisfaction with the Zhang Career Center
- 88% student engagement in the SPuRS program (fall 2016 through fall 2017)
- More than 20,078 career interactions annually (and growing!)
- 2,492 unique undergraduate students served; 65 graduate students served
- 94% of students actively engaged within three months of graduation
- 133 students coached about their Gallup StrengthsFinder results through six interactive workshops
- WMU Assessment Excellence Collaboration Award for assessing learning outcomes for incoming students, recognizing SPuRS, the Zhang Career Center and academic advising
- More than 300 Business Externship company site visits by students
- 220 students participated in BUS 3000, a new business preparation course for transfer students, taught by career center staff
- A second place award from the MidAmerican Business Deans Association for the SPuRS program
- Active advisory councils for both the Zhang Career Center and SPuRS; members provide feedback from an employer perspective, shaping services and offerings
- An average of 120 SPuRS-approved activities in which students can participate annually to develop valuable career-related competencies
- 1,529 students majoring in business attended a career fair in 2017
- Record attendance of 254 students - Fall 2017 ISM Career Night
- Record attendance of 314 - Fall 2017 Marketing, Sales and Food Marketing Career Night
- Hosted over 1,000 On-campus interviews

ZCC Unique Points of Contact with Business Students
January 2017 - December 2017

<table>
<thead>
<tr>
<th>Total Business Student Population 2017</th>
<th>4996</th>
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<tbody>
<tr>
<td>Unique Student Touchpoints</td>
<td>2,557</td>
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<tr>
<td>First year</td>
<td>655</td>
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<tr>
<td>Sophomore</td>
<td>437</td>
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<tr>
<td>Junior</td>
<td>521</td>
</tr>
<tr>
<td>Senior</td>
<td>879</td>
</tr>
<tr>
<td>Graduates</td>
<td>65</td>
</tr>
</tbody>
</table>

Total Student Touchpoints = 20,078
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/Problem Solving: Exercise sound reasoning to analyze issues, make decisions, and overcome problems. The individual is able to obtain, interpret, and use knowledge facts, and data in this process, and may demonstrate originality and inventiveness.

Oral/Written Communications: Articulate thoughts and ideas clearly and effectively in written and oral forms to persons inside and outside of the organization. The individual has public speaking skills; is able to express ideas to others, and can write/edit memos, letters, and complex technical reports clearly and effectively.

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

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

Leadership: Leverage the strengths of others to achieve common goals, and use interpersonal skills to coach and develop others. The individual is able to assess and manage his/her emotions and those of others, use empathetic skills to guide and motivate, and organize, prioritize and delegate work.

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

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

Global/Intercultural Fluency: Value, respect, and learn from diverse cultures, races, ages, genders, sexual orientations, and religions. The individual demonstrates openness, inclusiveness, sensitivity, and the ability to interact respectfully with all people and understand individuals’ differences.
The Student Professional Readiness Series is a co-curricular graduation requirement for all undergraduate business students, focused on the career readiness competences desired by employers as defined by the National Associate of Colleges and Employers, students are encouraged to develop skills through a number of college events and co-curricular experiences that ensure maximum student engagement.

**FOUNDATIONAL LEVEL**

**Personal & Interpersonal Knowledge**
- Communication • Self-Awareness • Confidence • Diversity & Inclusion

- Career Pathway Discussion
- FOCUS Assessment
- Resume ReVamp!
- The Art of Mindful Communication Workshop
- Business Career Day/WMU Career Fair

**Professional Insight**
- Major Exploration • Industry Exploration • Professional Connections

- BEP Extravaganza
- Major Match-up Event
- Career Fair Prep – Internship Panel
- Food Marketing Conference
- LinkedIn Profile
- ISM Career Night
- Food Sales & Marketing Night
- Meet the Firms
- Finance Career Day
- IT Forum
- Industry Specific Panels
- Company Research & Position Analysis
- Financial Planning Speaker Series

**Leadership & Service**
- Social Responsibility • Initiative & Work Ethic • Managing Impressions

- BEP Professional Development Workshop #1
- Bronco Study Zone Engagement
- Business College Volunteer (BUS 1000)
- Complete BroncoJOBS Profile
- 5 P’s of Presenting Professionally Workshop
- Big Interview Engagement
- Women in Leadership Conference

“Career center events are not required - but SPuRS events are. SPuRS has increased attendance at many of our events.”

www.wmich/business/academics/spurs
“SPuRS provides a framework and roadmap for business students to intentionally invest in their career readiness throughout their undergraduate journey—first year through graduation. Engaged students become engaged citizens of the world who are employable, trainable, motivated, and purposed for success.”

**Advanced Level**

**Personal & Interpersonal Knowledge**

- Communication Center Mentoring x6
- Personal Branding Workshop
- Career Fair Prep – Personal Branding Breakout
- Strengths Coaching
- The Art of Mindful Communication Workshop x2
- Starting Gate Workshops
- Starting Gate Company
- HCoB Speaker Series x2
- Real Talk Diversity Series x2
- Trailblazer Applicant
- Business RSO President
- Pitch Competition
- Study Abroad
- Professional Communication Modules

**Professional Insight**

- Business Career Day/WMU Career Fair x2
- On Campus Interview
- One-on-One Resume Assistance
- Practice Interview Day
- Resume Critique Day
- Business Externship Program
- Food Marketing Conference x2
- ISM Career Night x2
- Financial Planning Speaker Series x2
- Food Sales & Marketing Night x2
- Meet the Firms x2
- Finance Career Day x2
- IT Forum x2
- Industry Specific Panels x2
- Work Experience (5+ years)
- Career Fair Prep – Keynote Speaker
- Internship Experience
- Military Experience

**Leadership & Service**

- Alumni Award Lunch
- Business RSO eBoard Member
- Business RSO Committee Lead
- Etiquette Dinner
- Business RSO Membership
- Become a Peer Mentor
- Women in Leadership Conference x2
- Be an Academic Tutor
- WMU Athlete
- Bring Your “A” Game to Work Workshop Series
- Career Fair Prep – Professionalism Breakout

There are an average of **120 SPuRS-approved activities** in which students can participate annually to develop valuable career-related competencies.
Four Year Career Plan

Connecting with First Year and Transfer Students
We want to connect with all of our first year students, multiple times in their first year. We host each of the 15 sections of BUS 1000 for a 50-minute session in September. In October and February, we visit each section of Business Enterprise where we talk about aligning interests with majors. Major Match-Up is a peer-to-peer event for students wanting to learn about business majors. Transfer students have all of these same opportunities through BUS 3000.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Count</th>
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</thead>
<tbody>
<tr>
<td>Pre-College Tours</td>
<td>163</td>
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<tr>
<td>First Year Orientation Presentations</td>
<td>14</td>
</tr>
<tr>
<td>Major Match-Up</td>
<td>403</td>
</tr>
<tr>
<td>BUS 1000 Tours</td>
<td>545</td>
</tr>
<tr>
<td>BUS Enterprise</td>
<td>1,542</td>
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<tr>
<td>Career Assessment</td>
<td>1,009</td>
</tr>
<tr>
<td>Career Advising</td>
<td>1,344</td>
</tr>
</tbody>
</table>

Engaging Sophomores
Bring Your “A Game” to Work, The Business Externship Program, Career Fairs, Pre-business Career Development Class, The Business Etiquette Dinner and developing a LinkedIn Profile are all great events which engage our second year students. Simple case studies can help build critical thinking skills.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>BEP Students</td>
<td>114</td>
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<tr>
<td>BEP Site Visits</td>
<td>353</td>
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<tr>
<td>Career Fair Prep Event</td>
<td>231</td>
</tr>
<tr>
<td>Business Bash</td>
<td>1,690</td>
</tr>
<tr>
<td>Pre-Business Career Development Course</td>
<td>42</td>
</tr>
<tr>
<td>Business Etiquette Dinner</td>
<td>118</td>
</tr>
<tr>
<td>Bring Your &quot;A Game&quot; to Work</td>
<td>25</td>
</tr>
<tr>
<td>Focus 2</td>
<td>1,543</td>
</tr>
</tbody>
</table>
Polishing Juniors
Juniors need to build and refine their resumes and interview skills in order to apply and get internships. Networking is vital at this stage, attending events through their major related student organizations. Students have built their brand, now they need to communicate it while building teamwork and leadership skills.

Resume ReVamp: 494
Resume Critique Day: 108
Practice Interview Day: 62
BUS 3000: 220
BEP Mentors: 12
Women in Leadership: 54
BBA Orientation: 1,190
Business Transfer Preparation Course: 220
Career Fairs: 1,513 business students attended

Launching Seniors
As seniors receive job offers, they need to polish those professionalism skills, learn to negotiate and accept an entry level position with one of the awesome employers who hire our Business Broncos at the Haworth College of Business.
Career Related Developmental Experiences

Career Advising

Career Development Specialists are available to assist pre-business students through the career development, job search and career management processes. Career advising is available to all undergraduate and graduate business students in pursuit of internships as well as those seeking to launch their first professional position.

Business Bash

Business Bash is cosponsored by the Student Leadership Advisory Board (SLAB) and the Zhang Career Center. This event is how pre-business students become acquainted with business majors/minors and registered student organizations (RSOs). The Zhang Career Center Premier Partners (employers) are also on hand to meet with students to answer questions and offer professional advice.

Business Externship Program (BEP)

Pre-business students can apply for a one to three day experiential learning opportunity with a business professional. This type of personal exploration in a specific business environment can help students in choosing a major and identifying internship sites.

The Business Externship Showcase

Held in the spring semester, is an event that allows students to network with employers and learn about specific externship opportunities.

BEP Peer Mentor

After completing an externship or two, students can apply to become a Business Externship Program Peer Mentor, a volunteer position working with staff in the Zhang Career Center to help first and second year students learn about the program and get ready to be an extern.

Panels and Workshops

These events focus on exploring career pathways with employers in a specific industry or on a special topic of interest for business students. Any business student may attend.

Pre-Business Career Development Course

2 Credits

This course allows students to explore majors and possible career pathways. They participate in activities that enhance their understanding of self, network with employers and alumni mentors, create and develop a LinkedIn profile, improve internship search and basic interviewing skills, participate in the “Mini Career Olympics” event, and engage with employers over a business etiquette dinner.

Major Match-Up

Major Match-Up is a three evening event for all students wishing to explore Haworth College of Business Majors. A student can explore two majors each evening with senior level students, who are knowledgeable and engaged. Participants learn what it takes to be successful in the major, what is the coursework like, who are the faculty, which employers come to campus to hire students for internships and/or full time positions in this major, and any other questions that a student may have.

THIS IS A PEER TO PEER EVENT.

Business Etiquette Dinner

Designed to reach rising sophomores and juniors, this event is sponsored by Premier Partners and other employers who want to connect with students. A presenter discusses the do’s and don’ts of business dining etiquette.

Panels and Workshops

Panels and Workshops these events focus on exploring career pathways with employers in a specific industry or on a special topic of interest for business students. Any business student may attend.

Pre-Business Career Development Course

2 Credits

This course allows students to explore majors and possible career pathways. They participate in activities that enhance their understanding of self, network with employers and alumni mentors, create and develop a LinkedIn profile, improve internship search and basic interviewing skills, participate in the “Mini Career Olympics” event, and engage with employers over a business etiquette dinner.

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Business Etiquette Dinner

Designed to reach rising sophomores and juniors, this event is sponsored by Premier Partners and other employers who want to connect with students. A presenter discusses the do’s and don’ts of business dining etiquette.
Business Preparation for Transfer Students
1 credit 220 students
This course is designed to assist internal and external transfer students to on-board and learn about the culture of business college, business majors, RSO events and SPuRS requirements.

BBA Orientation
1,190 students
A faculty member will discuss important success strategies and pitfalls to avoid in completing a BBA degree. The Zhang Career Center will gather employers for the “Insider’s Scoop”, answers to questions relating to career topics such as job search, networking, resumes, interviews, or qualities sought in candidates for internships or full time positions. The event finishes with meeting faculty in a selected major.

Career Fair Prep Event
231 students
The Career Fair Prep event is designed to help prepare students for all aspects of attending a career fair. Employer partners facilitate breakout sessions and an endnote presentation that focuses on what students need to do in order to get the most out of attending a career fair.

Resume Revamp!
494 students
Only available in the beginning of the fall and spring semester Resume Revamp! allows students to drop off a resume and pick it back up in one to three days with written feedback for improvement.

A Game
25 students
Students engage in small group discussion and activities around the 7 “A” behaviors of work ethic: Attendance, Appearance, Attitude, Ambition, Acceptance, Accountability, and Appreciation. The goal is that students truly understand and can talk about their own work ethic to employers.

Case Studies
161 students
Employers can bring a real business problem and allow students to form teams and think critically to problem solve. Groups present their solution and the employer chooses a winner. This is a great way to meet students in a variety of student organizations in a fun and engaging way.

Women in Leadership
54 students
Employers help lead the discussion about the challenges of leadership for women.

Handshake
1,543 business students
The university’s job posting system for all types of job from on campus positions, to internships, to full time career positions.

Big Interview
1,543 business students
An online resource that will help you learn the ins and outs of interviewing. The software will provide an interviewer who can ask you questions. You can record your answers and review them later or submit as an assignment for a class, or review with a career advisor.

Focus 2
1,543 students
A free assessment that provides feedback on interests, values and personality, including how these align with majors at WMU and career pathways.

Class Presentations
76 presentations
A variety of topics are covered in class presentations on request, including: resumes, cover letters, interviewing, professional introductions, LinkedIn profiles, career assessment, Handshake profiles and job search, job search, career fair preparation and personal branding.
Career Fairs

ISM Career Night
Record student attendance 284

Finance Career Night
Student attendance increased nearly 300% from 2016

Business Career Day
First & Second year students made up 30% of attendees

1,529 Haworth College of Business students
Haworth College of Business students attended a career fair in the calendar year 2017.

Record student attendance Fall 2017: 314

Marketing, Sales & Food Marketing Career Night

Post Career Fair On-Campus Interviews

Total Post Career Fair Interviews: 242

Employer attendance up by 47%

IT Career Day

EAI Gallo Winery
Spring 2017 Sponsor

meijer
Fall 2017 Sponsor

attended a career fair in the calendar year 2017
### Spring 2017 Niche Career Fair Employers

#### Spring 2017 ISM Career Night
- American Axle & Manufacturing
- Baker Tilly
- Bayer
- Brunswick Corporation
- C.H. Robinson
- Consolidated Electrical Distributors, Inc.
- Coyote Logistics
- DENTCO
- Eaton
- Edwards Garment Company
- Gentex Corporation
- Honda
- Humphrey Products
- JB Hunt Transport
- John Crane
- L&W Group
- Lacks Enterprises
- Landscape Forms
- MANN+HUMMEL USA, INC.
- Marathon Petroleum Company LP
- Meijer
- MidLink Logistics, LLC.
- State of Michigan
- Stryker - Stryker Corporation
- Viking Corporation

#### Spring 2017 IT Career Night
- Auto-Owners Insurance Company
- Blue Medora
- CBI
- Cienet Technologies
- FBI - Detroit Division
- Fifth Third Bank
- Kalamazoo RESA
- Lacks Enterprises
- Lake Trust Credit Union
- Landscape Forms
- Lippert Components, Inc.
- Liquid Web
- Medical Advantage Group
- MSU Federal Credit Union
- Nexient
- NuWave Technology Partners
- SalesPage Technologies, LLC
- Service Express
- Steelcase, Inc.
- The University of Notre Dame
- United Shore

#### Spring 2017 Marketing, Sales & Food Marketing Career Night
- Aerotek
- Bayer
- BMM Logistics, Inc.
- Buckle
- C.H. Robinson
- CDW
- Cintas Corporation
- Collabera
- CED, Inc.
- Coyote Logistics
- D2D Millionaire
- DaySmart Software Inc.
- E. & J. Gallo Winery
- Eaton
- Enterprise Holdings
- Ethos Group
- Ferguson Enterprises Inc.
- Great Lakes Wine and Spirits
- Hormel Foods
- KeHE Distributors
- KSS Enterprises
- Lindt Chocolate (USA), Inc.
- Meijer
- Michigan Office Solutions
- Nolan Transportation Group
- Northwestern Mutual
- Optio Data
- Power Home Remodeling
- Quicken Loans
- Service Express
- Sherwin-William
- SolutionsNOW.biz
- SpartanNash
- Strive Logistics
- Sysco Grand Rapids, LLC
- TEKsystems
- The Hershey Company
- The Kroger Company
- Thomson Reuters
- VelocityEHS
- Workbox Staffing, Inc.
<table>
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<th>Fall 2017 Niche Career Fair Employers</th>
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<tbody>
<tr>
<td>Atkore</td>
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<td>Baker Tilly</td>
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<td>Bayer</td>
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<tr>
<td>Brunswick Corporation</td>
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<tr>
<td>C.H. Robinson</td>
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<tr>
<td>Coyote Logistics</td>
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<td>DENS O</td>
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<tr>
<td>Eaton</td>
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<tr>
<td>Evoqua Water Technologies</td>
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<td>Ford Motor Company</td>
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<td>Gast Manufacturing, Inc.</td>
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<td>General Motors</td>
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<td>Gentex Corporation</td>
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<td>Hajoca Corporation</td>
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<td>Honda</td>
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<td>Kohler</td>
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<td>L&amp;W Group</td>
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<td>Lacks Enterprises</td>
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<td>Landscape Forms</td>
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<td>Magna International</td>
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<td>Marathon Petroleum Company LP</td>
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<td>Meijer</td>
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<td>Navistar, Inc.</td>
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<td>Orchid Orthopedic Solutions</td>
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<td>PepsiCo</td>
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<td>Rolls-Royce</td>
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<td>Sherwin-Williams</td>
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<td>Steelcase, Inc.</td>
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<td>Stryker - Stryker Corporation</td>
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<td>The Dow Chemical Company</td>
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<td>Volkswagen</td>
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<td>Whirlpool Corporation</td>
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| Fall 2017 ISM Career Night |

<table>
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<td>Bayer</td>
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<td>Buckle</td>
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<tr>
<td>C.H. Robinson</td>
</tr>
<tr>
<td>CDW</td>
</tr>
<tr>
<td>Collabera</td>
</tr>
<tr>
<td>CED, Inc.</td>
</tr>
<tr>
<td>Consumers Credit Union</td>
</tr>
<tr>
<td>Coyote Logistics</td>
</tr>
<tr>
<td>D2D Millionaire</td>
</tr>
<tr>
<td>E. &amp; J. Gallo Winery</td>
</tr>
<tr>
<td>Enterprise Holdings</td>
</tr>
<tr>
<td>Ferguson Enterprises Inc.</td>
</tr>
<tr>
<td>Flexfab</td>
</tr>
<tr>
<td>Gartner</td>
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<tr>
<td>Graphic Packaging International, Inc</td>
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<tr>
<td>Great Lakes Wine and Spirits</td>
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<tr>
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</tr>
<tr>
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<tr>
<td>Kellogg’s</td>
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<tr>
<td>KEYENCE Corporation of America</td>
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<tr>
<td>Meijer</td>
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<tr>
<td>Michigan Office Solutions</td>
</tr>
<tr>
<td>Nolan Transportation Group</td>
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<tr>
<td>Optio Data</td>
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<tr>
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<tr>
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<tr>
<td>Reckitt Benkiser</td>
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<tr>
<td>Sanofi Consumer Health Care</td>
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<tr>
<td>Sherwin-Williams</td>
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<tr>
<td>SpartanNash</td>
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<tr>
<td>SunSource</td>
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<tr>
<td>Sysco Grand Rapids, LLC</td>
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<tr>
<td>The HERSHEY Company</td>
</tr>
<tr>
<td>The Kroger Company</td>
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<tr>
<td>Thomson Reuters</td>
</tr>
<tr>
<td>United Parcel Service</td>
</tr>
<tr>
<td>Valassis</td>
</tr>
<tr>
<td>VelocityEHS</td>
</tr>
<tr>
<td>Verizon</td>
</tr>
<tr>
<td>Vista IT Group</td>
</tr>
<tr>
<td>Whirlpool Corporation</td>
</tr>
</tbody>
</table>

| Fall 2017 Finance Career Day |

| AXA Advisors               |
| CIG Capital Advisors       |
| Consumers Credit Union     |
| GreenStone Farm Credit Services |
| New York Life Insurance Company |
| Northwestern Mutual        |
| Plante Moran               |
| Prudential Advisors        |
| Zhang Financial            |
Fall 2017 Business Career Day

Advantage Solutions - ACE
Advia Credit Union
Aerotek
Air Wisconsin Airlines
AJM Packaging Corporation
Ally
AmeriFirst Home Mortgage
Art Van Furniture
Auto-Owners Insurance Company
AXA Advisors
Baker Tilly
Bayer
Blue Cross Blue Shield of Michigan
Brooksource
Buckle
C.H. Robinson
CDW
Century 21
Cintas Corporation
City of Detroit
City Year
Collabera
CED, Inc.
Consumers Credit Union
Coyote Logistics
D2D Millionaire
DENSO
DTI Energy
Eaton
Echo Global Logistics
Edward Rose & Sons
Enterprise Holdings
Fastenal Company
Fifth Wheel Freight, LLC
Flagstar Bank
Gordon Food Service
Graphic Packaging International, Inc
Greenleaf Hospitality Group
GreenStone Farm Credit Services
GT Independence
H & P Technologies, Inc.
Hajoca Corporation
Haworth
Hormel Foods
Humana
HUMANeX Ventures
Insight Global
Intrepid Control Systems
Jewel-Osco
Kellogg’s
KEYENCE Corporation of America
Kinexus
Lacks Enterprises
Lake Trust Credit Union
Landscape Forms
Liberty Mutual
MassMutual
Meijer
Mercantile Bank of Michigan
Modern Woodmen Fraternal Financial
Mondelez International
MSU College of Law
MSU School of HR & LR
Nolan Transportation Group
Northwestern Mutual
Oliver Healthcare Packaging
OneStream Software
Optio Data
Patrick Industries, INC
PepsiCo
Plante Moran
PNC Financial Services
PopUp Promotions
Power Home Remodeling
Prudential Advisors
Quicken Loans
Republic Services
Sanofi Consumer Health Care
Sedgwick
Service Express
Sherwin-Williams
Sparrow Health System
Speedway LLC
State Farm Insurance
State of Michigan
Stryker - Stryker Corporation
Sturgis Molded Products
SunSource
Target Corporation
TEKsystems
The Kroger Company
Thomson Reuters
United Shore
VelocityEHS
Walgreens
Welch Packaging
Werner Enterprises
Whirlpool Corporation
Premier Partnerships
2017 PREMIER PARTNERS

PLATINUM PARTNERSHIPS

GOLD PARTNERSHIPS

PLATINUM PARTNERSHIP Benefits and Opportunities:

• Silver sponsorship of the Business Externship Program
• Registration for major career fairs hosted by the Zhang Career Center (ZCC) – also includes the spring WMU Career Fair
• Establish and grow company brand among students and faculty of the Haworth College of Business
• First round invitations for BBA orientations, Resume Critique Day, Practice Interview Day, in-class Mock Career Fairs, Career Olympics events and in-class Interview Labs
• First look at all new opportunities, VIP status for all events and lunch provided when visiting the Zhang Career Center
• First look at sponsorship of niche career fairs (additional discounted fee required)
• Develop programming addressing a specific career readiness competency including Critical Thinking/Problem Solving, Oral/Written Communication, Teamwork/Collaboration, Digital Technology, Leadership, Professionalism/Work Ethic, Career Management, Global/Intercultural Fluency
• A position on the ZCC Faculty & Employer Advisory Board
• Two table Sponsorship at the Business Etiquette Dinner in spring semester
• Opportunity to participate in one company sponsored SPuRS branded event of your choice which could include a case competition, a personal pitch competition or other event

GOLD PARTNERSHIP Benefits and Opportunities:

• Bronze Sponsorship of the Business Externship Program
• Registration for major career fairs hosted by the Zhang Career Center – also includes the spring WMU Career Fair
• Establish and grow company brand among students and faculty of the Haworth College of Business
• Early invitations for BBA orientations, Resume Critique Day, Practice Interview Day, in class Mock Career Fairs, Career Olympics events and in class Interview Labs
• Early look at all new opportunities, VIP status for all events, and lunch provided when visiting the Zhang Career Center
• Early look at sponsorship of niche career fairs (additional discounted fee required)
• A position on the ZCC Faculty & Employer Advisory Board
• One table sponsorship at the Business Etiquette Dinner in spring
Employer Engagement

The Employer Relations Team is the primary connection for companies looking to engage with students in the Haworth College of Business.

Recurring opportunities include:

**Career Fairs** - multiple career fairs throughout each semester.

**On-campus Interviews** - dedicated space and assistance with scheduling

**handshake** - online recruiting platform that connects WMU students and alumni with employers. [www.wmich.joinhandshake.com](http://www.wmich.joinhandshake.com)

**Student Organizations (RSOs)** - facilitate connections with business student organizations

**Business Externship Program (BEP)** - offer experiential learning opportunities to prebusiness students and begin a talent pipeline to your company.

**Faculty Outreach** - facilitate connections with faculty champions to showcase your company.

---

"Our partnership with Western is really an investment into our own future as well."

"We shouldn’t just be recruiting students, we should be bringing and adding value to those students that we would love to have come into our doors."

"The staff at the Zhang Career Center has a focus on customer service that make it easy for our team when we come to Kalamazoo to recruit. The career center team rolls out the red carpet in regards to our needs and shows flexibility and agility. I could not be happier in my relationship with the ISM program and the team at the Zhang Career Center."

---

**2017 Employer of the Year!**

- Business Career Day
- Marketing, Sales & Food Marketing Night
- Finance Career Night
- WMU Career Day
- Internships
- Mock Career Fairs
- Interview Panel
- Business 3000 Events
- Career Fair Prep Event
In addition to these traditional opportunities, the employer relations team understands that each company is unique, which is why we are excited to work with companies to offer customized engagement opportunities to connect with students. Examples of these include but are not limited to:

- full day company spotlights
- lunch with faculty
- student organization mixers
- invitation only student lunch
- specialized workshops
- case studies
- etiquette dinner table sponsor
- career fair sponsor
- other developmental event sponsorship

Jennifer Palmatier; Employer Relations Specialist
269-387-2729 | jennifer.r.palmatier@wmich.edu

Erin Leigh; Employer Relations Specialist
269-387-2761 | erin.leigh@wmich.edu
The Business Externship Program (BEP) is an experiential learning opportunity for career exploration that exposes pre-business, transfer and international students to potential majors and careers. The program introduces students to corporate culture and occupations that relate to their interests and skills. The desired result is that students enhance their career-readiness by developing competencies and make better choices about majors and careers.

2017 Employer Participants

- Allegra
- American Axle
- Arbor Financial Credit Union
- Bayer HealthCare
- BDO
- CH Robinson
- Consumers Credit Union
- Cooley Law
- Coyote Logistics
- DeNooyer
- Denstu Aegis
- Digitas
- Doner
- Donnelly Penman
- Dow Chemical
- E&J Gallo
- Eaton
- Enterprise
- Fetzer
- General Mills
- Haworth
- HCoB Advising
- Heritage Community
- Hormel
- John Deere
- Kellogg
114 Students
53 Companies = 353 Externships

"They all came with open minds and genuinely cared about learning from the opportunity."
- Employer

"We had a great group this year! Students aligned well to our future recruiting requirements."
- Employer

"The externs that visited us were well-prepared, enthusiastic, and would make great future Intern candidates."
- Employer

"Thank you for taking time out of your busy schedule to participate in the Externship Program. It was a great day and I enjoyed every second of the day. Coming into this externship... I thought that being a financial advisor consisted of selling a product to your clients. However, ... I learned that there is so much more than just selling a product ... it’s all about creating a relationship and trust with your clients. ... I was thinking about a career in accounting, but after the externship I walked away with a bigger interest in becoming a financial advisor than ever before. I would like to thank you again for hosting such a wonderful event...”
- Extern

VandenBosch Capital@VDBCapital
Notes like this are just one of the reasons why I’m part of the Business Externship Program at WMU@HCOB pic.twitter.com...

• KPMG • Lacks Enterprises • Lake Michigan Credit Union • Magna • Meijer • Mercury Marine • Navistar • Newhall Klein • Pepsico • Plante Moran • PNC • Quicken Loans • Seber Tans • Seneca Holdings • State of Michigan • Strive Logistics • Stryker Corporation • Target • Thomson Reuters • VandenBosch Capital-Raymond James •
After completing an externship or two, students can apply and train to become a Business Externship Program Peer Mentor, a volunteer position working with staff in the Zhang Career Center to help first and second year students learn about the program and get ready to be an extern.

**BUSINESS EXTERNSHIP PEER MENTORS 2017**

Peer Mentors are available to answer any questions students may have about the program or application process. They can also provide insight about their own externship experiences.
“My experience as a Peer Mentor helped me to become more comfortable working on a program that has many moving parts and many moving players, all focused on one thing, its success.”

- Peer Mentor

“Last year I participated in five externships. I would be an excellent Business Externship Peer Mentor and I am particularly excited to promote BEP through class talks and other recruiting events.”

- Peer Mentor

“Last year I participated in five externships. I would be an excellent Business Externship Peer Mentor and I am particularly excited to promote BEP through class talks and other recruiting events.”

Alumni Connect Meet-up Event
San Francisco, CA
Lauren Wolfe; BEP Peer Educator 2012-2013
Joseph Blaszczyk; Business Extern 2010

BEP PROMOTION
- Informational classroom visits
- Information sessions
- Distribute posters, t-shirts and SWAG
- Social media announcements
- BEP Showcase event
- Cocoa Loco event
- Extern nomination calls

EXTERN EDUCATION AND PREPARATION
- Office Hours
- Weekly meetings
- Extern Application Workshop
- Meet Your Mentor event
- Extern resume critiques
- Assist with professional development events
- BEP Extravaganza event
- BEP Celebration event

We couldn’t do this without our students!

Mentors spend an average of 50 Volunteer Hours =
More than 75 percent of hiring managers say that the incoming workforce lacks an adequate work ethic. The Haworth College of Business seeks to bridge this gap by offering the Bring Your "A Game" to Work workshop series.

During the three, 3-hour workshops, participants learn to define, discuss, practice and apply the seven behaviors of work ethic:

- Attendance
- Appearance
- Attitude
- Ambition
- Acceptance
- Accountability
- Appreciation
Business Etiquette Dinner

The Business Etiquette Dinner is an event that offers students an opportunity to learn about and practice dining etiquette and networking in a professional business setting. Business students practice their newly learned skills and engage with experienced professionals over a formal dinner, provided by the Zhang Career Center and Business Etiquette Dinner sponsors. The Business Etiquette Dinner is also a fantastic opportunity for employers to connect with students and to engage in the early identification of talent for future recruitment efforts. All business students are encouraged to participate and are able to regardless of class status. Business Etiquette Dinner Agenda:

5:30 p.m. - Employer & Student Check-In
6:00 p.m. – Business Etiquette Presentation
6:45 p.m.  Break
7:00 p.m. – Formal Networking Dinner
8:15 p.m. – Acknowledgement of Sponsors/Closing Remarks

Major Match-Up

On three nights in November and again in February, several rooms in Schneider Hall are busy with Major Match-Up for one hour. During that hour, students have the opportunity to attend two presentations and learn about two majors. All students are welcome: first year business students, transfer students, undecided students. Pizza is served!

The presentations are provided by junior or senior level students and offers the opportunity to learn more about a specific major. Each Major Match-Up Presentation Covers:

- Introductions & Icebreaker
- Academics
- Co-curricular Experiences
- Career Readiness
- Jobs
- Wrap Up – Q&A

Night 1:
Accountancy, Finance, Personal Financial Planning, CIS, HIM, Business Analytics

Night 2:
Integrated Supply Management, Management, Human Resources Management, Entrepreneurship, Business Law

Night 3:
Marketing, Sales and Business Marketing, Ebusiness Marketing, Advertising and Promotion, Food Marketing

Attendance increased
3x in 2017
since fall 2015
(118 students)

Attendance increased
Wow! 400% in 2017
since fall 2015
(348 students from 72)

Of those surveyed (264) 86% agreed that they gathered info that will help them make better decisions about majors and career pathways

Of those surveyed (266) 81% agreed that Major match-up helped them engage in developing their career readiness
Every year, right around the end of October when the leaves start to fall and the air takes on that unmistakable scent of autumn, an Army of first year students from Western Michigan University’s Haworth College of Business descend upon Fort Custer National Cemetery to do something truly magnificent. In preparation for Veteran’s day events, these students give up a Saturday to clean the headstones of the fallen and honor those who have served. Armed with soap, buckets of cold water and scrub pads, often times in close to freezing temperatures; these students go to work. The scale of this effort and the importance placed upon this mission is of no small feat. Over 30,000 veteran interments have taken place here since 1943. Fort Custer provides full military funeral honors to every veteran interred within its grounds. This includes a rifle salute, playing of taps, folding of the flag and presentation of the flag to the next-of-kin. It is no surprise that this community focused event consistently brings statements of praise and acclamation from veterans near and far as well as a feeling of pride and accomplishment from the students themselves.

“I found the experience to be very fulfilling, humbling, and eye opening. Personally, it brought me back to reality from my everyday hustle and made me realize that many of the issues I face, from school to work, really are not that major compared to what others have endured. It felt great to give back to the community and those who have served.”

-Student

506 Students
+ 25 Staff, Faculty & Family Members
Paul,

It is I and my team that should be thanking you, your team and the students. It is incredibly important to those of us that work in the National Cemeteries and also as Veterans to know that volunteerism exists and is thriving. The awareness that these young people gained by being here is immeasurable and that everyone put forth an outstanding effort on the project.

I was very impressed by the students and their respectful behavior and that also gives me hope for the future. There is so much negativity in the world today but for a couple of hours last Saturday I saw nothing but positivity and was deeply moved.

I won’t be here next year as I’ve been selected for a new assignment but I will think about you and your team this same time next year. I wish you all continued success and again want to thank you for everything.

Best regards,

Mark D. Polen
Director
Fort Custer National Cemetery

“Cleaning gravestones at Fort Custer taught me to be less selfish and think about the veterans who sacrificed for their country. I felt happy to be a part of the team cleaning the gravestones.”
-Student

“Volunteering made me feel really positive about myself and it felt really good to go out there and do something good for the people who fought for our country.”
-Student

Snacks provided by Kellogg’s
BUS 3000
Business Transfer Preparation

Designed for transfer students, the BUS 3000 Business Transfer Preparation course offers transitioning students the opportunity to work with career center staff to manage their major and career exploration. This is a one-credit hour course that meets each week for the entire semester. BUS 3000 meets the foundational requirements of SPuRS.

The content of the course is focused on several areas which include:

- Supporting and assisting transfer students during the adjustment and transitional phase into WMU
- Helping transfer students develop an understanding of the academic rigor and expectations required of all WMU students in general and the Haworth College of Business in particular
- Assisting transfer students in making meaningful, supportive connections with faculty, staff, and employers
- Assisting transfer students in developing a strong foundation resulting in academic and social engagement (career readiness), and progress toward graduation

**Class Topics**

Business Bash
Update Handshake
Focus Assessment
Mock Career Fair
Professionalism
Career Fair Prep Event
Attend a Career Fair
Interview Panel
Time Management
Behavioral Interviewing
Major Match-Up
LinkedIn
Transition Reflection
Financial Wellness
Academic Advising
SPuRS
Meet Your Professor
Join an RSO
Big Interview Software
Speaker Series
Health and Wellness
Multicultural Event
Informational Interview
Kellogg Case Study
The case was about a sugar shortage. Students were assigned into groups to evaluate the costs and risks of four different options to overcome the problem. Recommendations were presented to the Kellogg staff about which option the teams decided would be the best plan.

“This has been a great experience for me because I am an ISM major and it was my first experience with something that is somewhat related to my field of study.”
- Student

“Working with a big group and getting ideas out can be hard at first. Thankfully, my group was always open to work and help each other out so things got done fast and it was fun. The case study definitely helped me out when working with a team and problem-solving skills.”
- Student

“Last, and certainly not least, the Kellogg case competition showed me what it takes to be successful in a group. Despite adversity, core members of the team pulled together and we won. Now, whenever I work on a group project, I can reference this experience to determine what it takes to be successful.”
- Student

Kellogg’s Case Competition

They’re GREAT!!

They’re GREAT!!
Gallup Strengths
Pilot Program

Six staff members from the Haworth College of Business participated in Gallup Successful Strengths coaching during two full days during the summer.

Participants received strengths-based development and great insights into becoming an effective coach, building a foundation for becoming a strengths-based coach and receiving instruction on how to help others understand, apply, and integrate CliftonStrengths results into their respective lives. Now, staff are able to conduct fundamental strengths-based coaching conversations and workshops.

133 students were coached about their Gallup StrengthsFinder results through six interactive workshops.

6 workshops = 133 Students

• Achiever • Activator • Adaptability • Analytical • Arranger • Belief • Command •
• Communication • Competition • Connectedness • Consistency • Context • Deliberative •
• Developer • Discipline • Empathy • Focus •
Talents are naturally recurring patterns of thought, feeling, or behavior that can be productively applied. Your talents are the ways in which you think, feel, and behave instinctively, unintentionally, and without even noticing it.

Your Strengths are a combination of your talent or natural abilities, knowledge and skills that produce a near perfect performance in a specific task. Defined by The Gallup Organization

“Gallup research proves that people succeed when they focus on what they do best. When they identify their talents and develop them into strengths, people are more productive, perform better, and are more engaged.” (Gallup website)

"The culmination of my five strengths have pushed me to do great things. But it is more important for me to understand these as if I am having a bad day I know that if I strategically help others or learn a new thing my mood will be uplifted. When choosing how to spend my time I think about how my strengths can be applied and grown."  -Student

"People who use their strengths everyday are 6X more likely to be engaged on the job."  
(Gallup website)
<table>
<thead>
<tr>
<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>
<th>Not Actively Engaged</th>
<th>Unemployed &amp; Seeking Employment</th>
<th>Not Immediately Seeking Employment</th>
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<tbody>
<tr>
<td>Accountancy</td>
<td>100</td>
<td>87</td>
<td>87%</td>
<td>97/108</td>
<td>91%</td>
<td>57</td>
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<td>x</td>
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<tr>
<td>Advertising &amp; Promotion</td>
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<td>44/45</td>
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<td>43</td>
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<td>83%</td>
<td>37/39</td>
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<td>35</td>
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<tr>
<td>eBusiness MKT</td>
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<td>64%</td>
<td>7/7</td>
<td>100%</td>
<td>6</td>
<td>86%</td>
<td>x</td>
<td>x</td>
<td>14%</td>
</tr>
<tr>
<td>Economics in BUS</td>
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<td>6</td>
<td>73%</td>
<td>4/6</td>
<td>87%</td>
<td>4</td>
<td>67%</td>
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<tr>
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<td>5</td>
<td>100%</td>
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<td>80%</td>
<td>4</td>
<td>80%</td>
<td>x</td>
<td>x</td>
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<tr>
<td>Finance</td>
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<td>78%</td>
<td>86/94</td>
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<td>78</td>
<td>80%</td>
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<td>x</td>
<td>1</td>
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<tr>
<td>Food &amp; CPG MKT</td>
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<td>63</td>
<td>97%</td>
<td>63/83</td>
<td>100%</td>
<td>63</td>
<td>100%</td>
<td>x</td>
<td>x</td>
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<tr>
<td>Human Resource MGT</td>
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<td>91%</td>
<td>49/50</td>
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<td>41</td>
<td>82%</td>
<td>3</td>
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<tr>
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<td>73/78</td>
<td>96%</td>
<td>72</td>
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<td>73%</td>
<td>86/93</td>
<td>92%</td>
<td>82</td>
<td>88%</td>
<td>x</td>
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<td>86</td>
<td>96%</td>
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<td>95</td>
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<td>Total HCoB Undergraduate</td>
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<td>86%</td>
<td>696</td>
<td>95%</td>
<td>641</td>
<td>87%</td>
<td>7</td>
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<td>44</td>
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</tbody>
</table>

2017 Undergraduate Jobs by Major

http://www.wmich.edu/career/planning
2017 Graduate Jobs by Program

<table>
<thead>
<tr>
<th>Graduate Students by Program</th>
<th>Degrees</th>
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<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>
</tr>
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<tbody>
<tr>
<td>MSA</td>
<td>26</td>
<td>21</td>
<td>81%</td>
<td>18</td>
<td>86%</td>
<td>x</td>
<td>x</td>
<td>1</td>
<td>4%</td>
<td>x</td>
</tr>
<tr>
<td>MBA</td>
<td>97</td>
<td>92</td>
<td>95%</td>
<td>84</td>
<td>91%</td>
<td>79</td>
<td>86%</td>
<td>1</td>
<td>1%</td>
<td>8</td>
</tr>
<tr>
<td>Total Graduate Students</td>
<td>123</td>
<td>113</td>
<td>92%</td>
<td>103</td>
<td>91%</td>
<td>97</td>
<td>86%</td>
<td>1</td>
<td>1%</td>
<td>3</td>
</tr>
</tbody>
</table>

2017 HCoB Undergrad Salary Information

<table>
<thead>
<tr>
<th>Business Major</th>
<th>Median Salary</th>
<th>#</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accountancy</td>
<td>$45,000 - $50,000</td>
<td>32</td>
</tr>
<tr>
<td>Advertising &amp; Promotion</td>
<td>$30,000 - $35,000</td>
<td>33</td>
</tr>
<tr>
<td>CIS</td>
<td>$52,500 - $57,500</td>
<td>22</td>
</tr>
<tr>
<td>eBusiness Marketing</td>
<td>$35,000 - $40,000</td>
<td>5</td>
</tr>
<tr>
<td>Economics in Bus</td>
<td>$37,500 - $42,500</td>
<td>N/A</td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Finance</td>
<td>$45,000 - $50,000</td>
<td>38</td>
</tr>
<tr>
<td>Food &amp; CPG MKT.</td>
<td>$45,000 - $50,000</td>
<td>47</td>
</tr>
<tr>
<td>Human Resource MGT.</td>
<td>$40,000 - $45,000</td>
<td>25</td>
</tr>
<tr>
<td>ISM</td>
<td>$55,000 - $60,000</td>
<td>50</td>
</tr>
<tr>
<td>Management</td>
<td>$40,000 - $45,000</td>
<td>45</td>
</tr>
<tr>
<td>Marketing</td>
<td>$37,500 - $42,500</td>
<td>40</td>
</tr>
<tr>
<td>Sales &amp; Business MKT.</td>
<td>$45,000 - $50,000</td>
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</tr>
<tr>
<td><strong>Median Business UG</strong></td>
<td><strong>$45,000 - $50,000</strong></td>
<td><strong>381</strong></td>
</tr>
</tbody>
</table>

*Salaries are self-reported and not fact checked

2017 HCoB Graduate Salary Information

<table>
<thead>
<tr>
<th>Degree Type</th>
<th>Salary Range</th>
<th>#</th>
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</thead>
<tbody>
<tr>
<td>MSA</td>
<td>$50,000-$55,000</td>
<td>9</td>
</tr>
<tr>
<td>MBA</td>
<td>$80,000-$85,000</td>
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<tr>
<td><strong>Median BUS Grad</strong></td>
<td><strong>$70,000-$75,000</strong></td>
<td><strong>61</strong></td>
</tr>
</tbody>
</table>

*Salaries are self-reported and not fact checked*
2017 Professional Staff Development

Geralyn Heystek, Director

- National Association of Colleges and Employers (NACE) Face to Face: Career Readiness, April 2017
- MWACE Peer Mentor: Career Advisor at Loyola College
- Michigan Career Educator and Employer Alliance (MCEEA) Conference Attendee, June 2017
- Presenter, MCEEA: SPuRS: Best Practice for Becoming a Front-Runner in Career Readiness and Student Engagement, June 2017
- National Career Development Association (NCDA) Conference Attendee, June 2017
- Midwest Association of Colleges and Employers (MWACE) Conference Attendee, July 2017
- Presenter MWACE: Revitalize Transitions for Transfer Students, July 2017
- Gallup Strengths Training, August 2017
- Career Professionals Roundtable Member, 2017
- Recruiting Trends Conference Attendee, presented by Phil Gardner, November 2017

Erin Leigh, Employer Relations Specialist

- Gallup Strengths Training, August 2017

Robert Stewart: Career Development Specialist

- Presenter, MCEEA: SPuRS: Best Practice for Becoming a Front-Runner in Career Readiness and Student Engagement, June 2017
- National Career Development Association (NCDA) Conference Attendee, June 2017
- Presenter MWACE: Revitalize Transitions for Transfer Students, July 2017
- Gallup Strengths Training, August 2017
- Broncos First Professional Learning Community, Member
- NCDA Military Transition Assistance Program Webinar
- Business Association of Mentors (BAM), Advisor
- NCDA Veteran Advisory Committee, Member
- Career Professionals Roundtable, Member
- DECA Judge

Erin joined our team this year and jumped right into professional development training with Gallup Strengths. Welcome aboard, Erin!
Jennifer Palmatier, Employer Relations Specialist

- NACE webinar “Introduction to the NACE Principles and Ethical Practice”, July 2017
- Kalamazoo Human Resources Management Association meeting attendee, quarterly through 2017
- Received Master’s degree (Educational Technology): June 2017
- Midwest Association of Colleges and Employers (MWACE) Conference Attendee, July 2017
- Presenter MWACE: Revitalize Transitions for Transfer Students, July 2017
- Gallup Strengths Training, August 2017

Caroline Ray; Career Development Specialist

- AAUW Start Smart Salary Negotiation Training Refresher
- Alpha Kappa Psi International Business Fraternity, Advisor
- Catalyst University Attendee, 2017
- Counselor Education & Supervision Doctoral Program, Enrolled
- Delta Sigma Theta Sorority, Inc., Regional Conference Attendee, 2017
- Gallup Strengths Training, August 2017
- Great Lakes Regional Student Success Conference Attendee, 2017
- Midwest Association of Colleges and Employers Conference Attendee, 2017
- WMU Administrative Professional Association, Executive Board Member & Webmaster
- WMU Staff Compensation System Job Evaluation Committee, Committee Member
- WMU Student Involvement & Leadership Conference 2017, Conference Planning Committee & Presenter: “What’s your E.Q.?”