

# 2018-2019 ACTIVITY REPORT

# THE CENTER



## WE MOVED!

### Our Mission

The Center serves to educate, engage and connect engineering students with the tools and information they need to begin their career exploration and beyond. From career exploration and resumes to internships/co-ops and full-time opportunities, The Center covers the complete spectrum of career engagement.



The Center moved its base operations to Wilson Hall this year, home to our 1st Year Engineering Residential program. The move allows us to continue to focus on earlier education, engagement and connections with our students thru seminars, workshops, special events and general advising.

## HIGHLIGHTS

- Utilized a more targeted industry format at Engineering Expo to allow record number of employers (180+)
- Coordinated a 6-day, 14 company Spring Break Tour to California (Silicon Valley)
- Continued to grow student enrollment (+750) in Experiential Education Course (EGR 393)

## Student Outreach & Engagement

In the 2018-2019 academic year there were **6050 undergraduate engineering students**.

### CAREER ADVISING

Our full-time staff and student workers "career peers" conducted +3500 advising appointments

### ACADEMIC ORIENTATION PROGRAM

We met with 240 incoming freshmen to discuss career readiness

### MOCK INTERVIEWS

261 mock interviews conducted

### WORKSHOPS

Conducted 35 workshops engaging with +2200 students

## SPRING BREAK CORPORATE TOUR

Took a group of 26 student on 15 tours in the Southern California area to connect with both new and traditional employers while exploring the offerings of the region.

*"This educational and networking experience has been eye-opening to the possibilities in my future as a Spartan Engineer. I have gained insight on the different operations, missions, and cultures of companies along the West Coast."*

-Andrew McDonald  
Computer Science / Freshmen

## DIGITAL ENGAGEMENT

Utilized social media along with a weekly newsletter to share event information, development opportunities & job postings

41.15% newsletter open rate  
(22 newsletters sent)



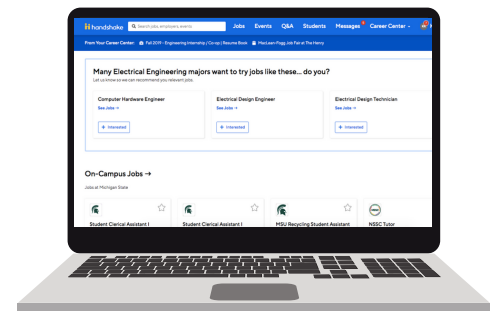
250K total impressions across all platforms

 **handshake**  
MSU's online recruiting system

5142 total unique log-ins

2607 students have resumes in the system

2542 students have a completed profile



## FRESHMEN HIGHLIGHTS

At the start of the 2018-2019 academic year there were 1783 freshmen engineering students

32% (1120) of career advising appointments were with freshmen

**93%**

have logged in to Handshake

+330 freshmen attended Freshmen Extravaganza, our fall networking event with 15 partner companies.

**71%**

have a resume in Handshake

## Building & Maintaining Employer Relationships

In the 2018-2019 academic year there were over **6500 employers** that recruited **spartan engineers**, both virtually and on-campus.

The Center staff **visited 90 companies**, 48 in-state and 42 out-of-state, to discuss recruitment with company representatives.

"The Center demonstrates an ability to foster and maintain relationships with key individuals; their passion to create innovative opportunities to engage students matched with their ability to implement strategy helped us meet our hiring needs."

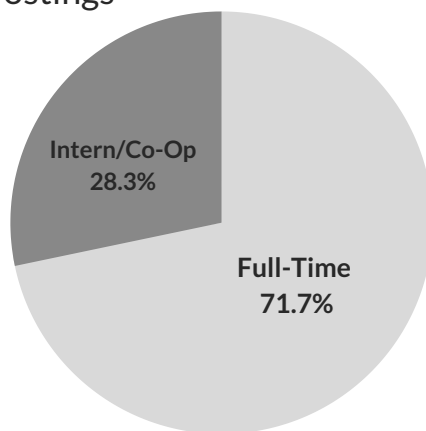
-Employer Quote

## JOB POSTINGS

+43,000 job postings targeting engineers via Handshake

*23% increase since 2017-2018*

Full-Time vs Intern /Co-op Job Postings



*124% increase in co-op postings since 2017-2018*

## TOP 5 STATES FOR APPLICANTS



Michigan



California



Illinois



Texas



Ohio

## CAREER FAIRS

Coordinated 3 high volume engineering focused events (Co-Op/Intern Exchange, Expo, Partners Week) with 2800+ students in attendance and 837 day after interviews

**48%** of graduating seniors found full-time employment from attending a career fair

## Employer Recruiter Partners

APTIV  
ARCELORMITTAL  
BOSCH  
CONSUMERS ENERGY  
EATON  
FCA-FIAT CHRYSLER AUTOMOBILES  
FORD  
GENERAL ELECTRIC  
GENERAL MOTORS  
INGERSOLL RAND  
MARATHON  
ROCKET MORTGAGE BY QUICKEN LOANS  
TECHSMITH

WHIRLPOOL  
VERTAFORE  
ZF

## Employer Co-Op Partners

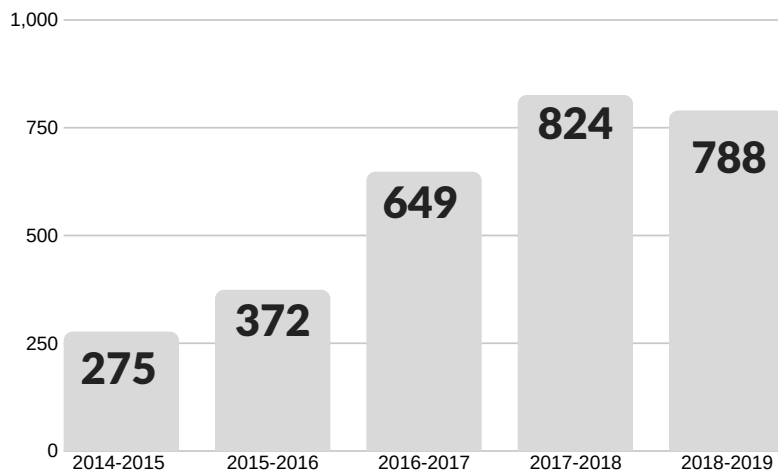
AMCOR (formerly Bemis)  
AUTO OWNERS INSURANCE  
BROSE  
BORGWARNER  
CORTEVA  
DEPUY SYNTHES (of Johnson & Johnson)  
DOW  
DTE ENERGY

E&J GALLO WINERY  
FRAUNHOFER  
GERDAU  
GOODWIN & MARSHALL  
HARMEN  
HERMAN MILLER  
HITACHI  
LANSING BWL  
MARS WRIGLEY  
NEXTEER  
PPG  
SACHSE CONSTRUCTION  
STRYKER  
STEELCASE

## EGR 393 - Experiential Education

EGR 393 is a one credit course designed to enhance a student's experiential education work term by simulating opportunities for non-technical aspects of professional development and assessment of expectations. In addition, the student will be guided through an in depth appraisal of their post-graduation professional options.

### ANNUAL COURSE ENROLLMENT



### REGIONAL SEMESTER - SECTION 6

The Regional Semester focuses on development through on-site discussions as well as after hour activities (networking, team building, community service) throughout the area.

Enrollment has grown to **190+ students** and expanded to **11 cities** in summer 2019



DETROIT (67)  
LANSING (26)  
GRAND RAPIDS (15)  
KALAMAZOO (12)  
SAGINAW/MIDLAND (12)  
JACKSON (11)



SAN FRANCISCO (19)



CHICAGO (13)



INDIANAPOLIS (7)



MINNEAPOLIS/ST. PAUL (5)



SEATTLE (5)

### HOURLY WAGE

Average Hourly Wage  
for EGR 393 participants  
**\$20 / Hour**



### TOP EMPLOYERS FOR STUDENTS IN EGR 393

#### TOP 5 EMPLOYERS IN MICHIGAN

CONSUMERS ENERGY (12) BORGWARNER (10) MDOT (10)  
AMWAY (8) NEXTEER (8)

#### TOP 5 EMPLOYERS OUTSIDE MICHIGAN

TESLA - CA (15) AMCOR (FORMERLY BEMIS) - WI (10)  
GE AVIATION - OH (8) DEPUY - IN (7) BOSCH - SC (7)

# 2018 Graduate Survey Placement Data

Data from 518 of 733 graduating students receiving a bachelor's degree (71% response rate)

## CAREER OUTCOMES

96%

of graduates reported a career outcome (working/continuing education)

## SALARY DATA

251 reported salary data

Average Salary \$65,556

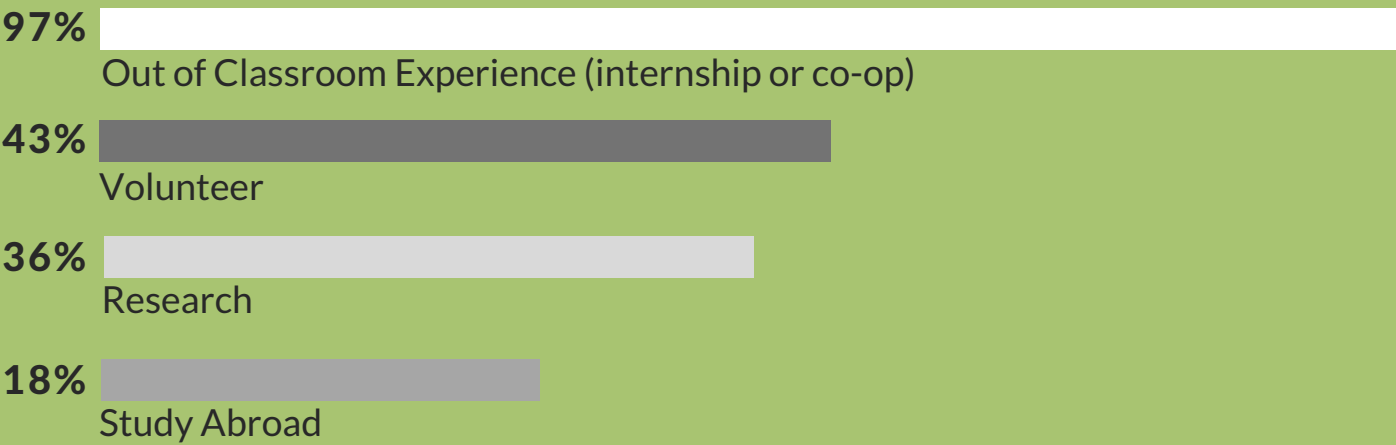
35% reported receiving a signing bonus

## SEARCH RESOURCES

- 41% Previous Intern/Co-Op/Work
- 29% Handshake/Other Job Posting Source
- 48% On-Campus Recruiting Event
- 14% MSU Faculty/Staff/Academic Program
- 27% Personal Network/Family Friend/Other
- 10% Social Networking

## CO-CURRICULAR ACTIVITIES

94% of students indicated participation in a Career Based Experience during their time at MSU. Below is a breakdown of the different types of activities they participated in.



## GEOGRAPHIC DISTRIBUTION

A total of 400 graduates reported their employment location.

63% (254) were employed in Michigan

82% (329) were employed in the Midwest

66% (231) of students originally from Michigan stayed in Michigan after graduation

