Expanded Industry Days, increasing employer registration by 50%, offering students more opportunities to explore different industries and companies.

Launched the Career Cafe, an employer engagement center centrally located in the engineering building, to better engage juniors and seniors.

Generated $180K in corporate revenues to assist with Career Programs; with over $40K going to diversity, equity and inclusion student organizations and/or programs.

Launched VMOCK, an AI application that helps students improve the quality of their resume.

** 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 cover letters and resumes to internships/co-ops and full-time opportunities, The Center covers the complete spectrum of career engagement.

** HIGHLIGHTS **

- Expanded Industry Days, increasing employer registration by 50%, offering students more opportunities to explore different industries and companies.
- Launched the Career Cafe, an employer engagement center centrally located in the engineering building, to better engage juniors and seniors.
- Generated $180K in corporate revenues to assist with Career Programs; with over $40K going to diversity, equity and inclusion student organizations and/or programs.
- Launched VMOCK, an AI application that helps students improve the quality of their resume.

** Fall 2023 Undergraduate Enrollment Composition **

Total Enrollment = 6,133

<table>
<thead>
<tr>
<th>Gender</th>
<th>Computer Science</th>
<th>Civil Engineering</th>
<th>Applied Engineering Sciences</th>
<th>Exploratory Engineering</th>
<th>Biosystems Engineering</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>34.00% (2,085)</td>
<td>7.06% (434)</td>
<td>4.88% (299)</td>
<td>3.24% (199)</td>
<td>3.07% (188)</td>
</tr>
<tr>
<td>Female</td>
<td>23.02% (1,412)</td>
<td>6.13% (376)</td>
<td>Environmental Engineering</td>
<td>2.95% (181)</td>
<td>Materials Science &amp; Engineering 9.66% (59)</td>
</tr>
<tr>
<td></td>
<td>5.41% (332)</td>
<td>Chemical Engineering</td>
<td>1.37% (84)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>7.89% (494)</td>
<td></td>
<td>Computational Data Science</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>First Year</th>
<th>Senior</th>
<th>Sophomore</th>
<th>Junior</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>56.76% (3,481)</td>
<td>25.045% (1,536)</td>
<td>24.474% (1,501)</td>
<td>20.365% (1,249)</td>
</tr>
<tr>
<td>Asian</td>
<td>12.88% (790)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>International</td>
<td>12.80% (785)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>5.49% (337)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Black</td>
<td>5.28% (324)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Two or More Races</td>
<td>3.96% (243)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not Specified</td>
<td>2.58% (158)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>American Indian/Alaskan Native</td>
<td>0.23% (14)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hawaiian/Other Pacific Islander</td>
<td>0.02% (1)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**Student Outreach & Engagement**

In the 2023-2024 academic year there were **6,133** undergraduate engineering students.

**CAREER ADVISING**
Our full-time staff and student workers conducted **1,094** career advising appointments.

**WORKSHOPS**
Facilitated **38 workshops** engaging with **+700 students**

**CAREER COHORTS**
A professional development program where students can attend 6 sessions to prepare for their job search.

154 students participated in at least one session. Two cohorts were added for both WIE and EGRID each semester.

**HANDSHAKE**
*MSU's online recruiting system*

- **5,120 total unique log-in sessions**
- 5,356 students have resumes in the system
- 2,194 students have a complete profile

**DIGITAL ENGAGEMENT**
Utilized website, social media and a weekly newsletter to share event information, development opportunities & job postings.

**WWW.CAREERS.EGR.MSU.EDU**
36,757 site sessions and 20,422 unique visitors
53% increase in site views since 2022-2023

- 547,107 total digital impressions
- Instagram saw a 72% increase in reach compared to previous year.

- Newsletter Average Open Rate
  - General Career Newsletter 21%
  - Co-Op Newsletter 18%
  - Freshman Newsletter 21%

**NEWLY LAUNCHED PROGRAMS**

**VMock** is an on demand resume review tool leveraging AI to deliver instant and personalized feedback that benchmarks documents with Engineering peers.

- 2,120 students signed up
- 1,836 students uploaded at least 1 resume
- 574 created a resume in VMock
- 70 average resume score
- 19 point average score improvement

The Center opened the Career Cafe, an employer engagement center centrally located in the engineering building to better engage upperclassman.

In addition to drop-in advising, there were **43 events hosted**.

1,414 students checked-in with **70% of attendees being junior & senior.**

**FRESHMEN ENGAGEMENT HIGHLIGHTS**
During the 2023-2024 academic year, there were **1,703** freshmen engineering students

- **9%** had a career advising appointment
- **27%** participated in a career event
- **89%** have logged in to Handshake
- **73%** have a resume in Handshake
Building & Maintaining Employer Relationships

In the 2023-2024 academic year there were 7,200+ employers that recruited Spartan Engineers.

Our employer partnership program generated over $180K in corporate revenues to assist with the career programs and student organization support.

EMPLOYER EVENTS
216 employers hosted 224 events targeting engineers

TOP STATES FOR APPLICANTS
- Michigan
- California
- Texas
- Illinois
- New York

TOP INDUSTRIES FOR APPLICANTS
- Internet & Software
- Automotive
- Manufacturing
- Electronic + Computer Hardware
- Construction + Civil

CAREER EVENTS

Coordinated 9 careers events with 358 employer participants and 2,598 unique students check ins.

Student Attendance by Ethnicity (across all events)
- 52% White
- 28% Non White
- 17% International
- 3% Not Specified

Partners Showcase kicked off recruiting season with 20 partner companies and 889 students across various events; Career Cafes, Freshman Extravaganza, Diversity Leaders Mixer and Career Exchange.

Industry Days brought in 99 companies showcasing their latest technologies through hands-on, interactive demonstrations for students to engage. The event brought in 1,404 students with 39% of attendees being freshman & sophomores. On average, students checked in with 5 employers.

Led the coordination of 4 multi-school virtual career events with 165 companies and 3,154 unique students.
**Experiential Education**

EGR X is a series of one credit courses designed to enhance a student’s experiential education work term by simulating opportunities for non-technical aspects of professional development and assessment of expectations.

**COURSE ENROLLMENT**

*Fall 2023-Summer 2024*

We recorded **416 enrollments** in EGRX by **360 unique students**. This represents only those students who chose to register their experience for credit (approx. 30% of interns / co-ops).

<table>
<thead>
<tr>
<th>Enrollment breakdown by course</th>
<th>EGR 391 (First Experience)</th>
<th>EGR 392 (Second Experience)</th>
<th>EGR 493 (Third Experience)</th>
<th>EGR 494 (Fourth Experience)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>229</td>
<td>83</td>
<td>49</td>
<td>27</td>
</tr>
</tbody>
</table>

**TOP EMPLOYERS FOR EGR X**

- MARATHON PETROLEUM CO. (9)
- GENERAL MOTORS (8)
- GE AEROSPACE (8)
- FORD MOTOR COMPANY (7)
- MAGNA INTERNATIONAL (6)
- MSU - FRIB (6)
- CORTEVA AGRISCIENCE (6)
- TECHSMITH (6)
- FIRST SOLAR (5)
- LANSING BOARD OF WATER & LIGHT (5)

**EGR X AVERAGE HOURLY WAGE**

$22.85

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**MICHIGAN SCHOLARS PROGRAM**

Michigan State University partners with the Michigan Economic Development Corporation on a program to foster hiring in the electric vehicle, mobility and semiconductor industries. The goal of the program is to connect engineering students interested with companies looking for talent.

- Students in the program were involved in Career Prep directed at the target industries
- We hosted **12 special engagement events** where scholars could connect with resources and network with employers
- Successful Scholars qualify for up to $10,000* in scholarships, to date 39 scholarships have been awarded

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**ENROLLMENT OVERVIEW**

- Total MSU Scholars 133

**Breakdown of Gender**

- 29% Female
- 71% Male

**Breakdown of Ethnicity**

- 28% White
- 56% Non White
- 12% International
- 4% Not Specified
2023 Graduate Career Outcomes

Class Composition

Of the 523 graduates reporting destination locations, 59% (306) were employed in Michigan, and 76% (395) reported employment in the Midwest.

by Employer
1. General Motors (23)
2. Ford Motor Co. (14)
3. Epic Systems (9)
4. General Mills (9)
5. PepsiCo (9)
6. Williams International (8)
7. Amazon (7)
8. Humana (7)
9. Black & Veatch (6)
10. Marathon (6)

by State
1. Michigan (306)
2. Illinois (38)
3. Ohio (21)
4. Texas (18)
5. Wisconsin (12)
6. California (11)
7. Washington (10)
8. Indiana (9)
9. New York (9)
10. Virginia (8)

by City (MI)
1. Chicago, IL* (36)
2. Madison, WI (9)
3. Indianapolis, IN (7)
4. Seattle, WA (7)
5. Atlanta, GA (6)
6. Dallas, TX (6)
7. Denver, CO (6)
8. Austin, TX (5)
9. Cincinnati, OH (5)
10. Minneapolis, MN (5)

by City (non-MI)
1. Michigan (306)
2. Illinois (38)
3. Ohio (21)
4. Texas (18)
5. Wisconsin (12)
6. California (11)
7. Washington (10)
8. Indiana (9)
9. New York (9)
10. Virginia (8)

Note: .8% of graduates indicate "other intentions" - placed and not seeking

KEY STATS

Data Represents Spring 2023 Graduating Undergraduates

90.5
Knowledge Rate
(742/820 graduates)

94.3%
Placement Rate
(700/742) employed or continuing education

$76,806
Average Starting Salary

$75,000
Median Starting Salary

79.3%
Engaged in full- or part-time employment

14.2%
Enrolled in graduate school or other continuing education

Note: 8% of graduates indicate "other intentions" - placed and not seeking