The Grand Valley State University (GVSU) Career Center is focused on helping students achieve post-graduation success. For students whose plans are to enter the workforce immediately after graduation, success is defined as securing a paid position that allows them to advance toward their long-term career goals. For students whose career choice requires an advanced degree, success is defined as gaining admission to graduate or professional school. For other students, the next step may be military service, volunteer work, a focus on family, or some other activity that is unique to achieving their desired personal and professional goals.

It is important for GVSU to regularly assess the career and employment outcomes of our graduates. To gain this feedback, each year the GVSU Career Center administers a survey to recent graduates asking them about their post-college plans and overall GVSU experience. The following report summarizes responses received from students who graduated in Spring 2013 through Winter 2014. The information is categorized by GVSU college. For more detailed information by academic major, please contact the Career Center at 616-331-3311 or careers@gvsu.edu.
Summary

In 2013-2014, 69.72 percent of GVSU graduates were employed, 10.27 percent were employed and attending graduate school at the same time, and 10.14 percent were enrolled in graduate school. In 2013-2014, 84.25 percent of graduates that were employed stated that being a college graduate contributed to obtaining employment.

Trend in Employment/Graduate School Activity

![Graph showing the trend in employment and graduate school activity from 2009-2010 to 2013-2014. The highest rate of employment is in 2013-2014 at 90.1%.]
2013-2014 Post-graduation Employment Report

Employment in Michigan

<table>
<thead>
<tr>
<th>Number</th>
<th>Region</th>
<th>Clicks per Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Upper Peninsula Region</td>
<td>25</td>
<td>1.94%</td>
</tr>
<tr>
<td>2</td>
<td>Northwest Region</td>
<td>59</td>
<td>4.57%</td>
</tr>
<tr>
<td>3</td>
<td>Northeast Region</td>
<td>34</td>
<td>2.64%</td>
</tr>
<tr>
<td>4</td>
<td>West Central Region</td>
<td>711</td>
<td>55.12%</td>
</tr>
<tr>
<td>5</td>
<td>Bay Region</td>
<td>49</td>
<td>3.80%</td>
</tr>
<tr>
<td>6</td>
<td>Southwest Region</td>
<td>68</td>
<td>5.27%</td>
</tr>
<tr>
<td>7</td>
<td>Central Region</td>
<td>70</td>
<td>5.43%</td>
</tr>
<tr>
<td>8</td>
<td>East Central Region</td>
<td>50</td>
<td>3.88%</td>
</tr>
<tr>
<td>9</td>
<td>South Central Region</td>
<td>77</td>
<td>5.97%</td>
</tr>
<tr>
<td>10</td>
<td>Southeast Region</td>
<td>147</td>
<td>11.40%</td>
</tr>
</tbody>
</table>

*Students may click multiple regions*

Employment by Geographic Location

- **Michigan**: 55.12%
- **Other Michigan Regions**: 44.88%
- **Other States**: 15.12%
- **International**: 1.07%

Region 4

NATIONALLY

WITHIN MICHIGAN
Top Employers Recruiting at Grand Valley State University

Grand Valley State University values the strong relationships we have with all employers who provide valuable career opportunities, experience and advice to our students. The following organizations have partnered with the Career Center to build a strong campus brand in order to attract top talent for employee sourcing and have made a strong commitment to year-round recruitment activities at GVSU.

<table>
<thead>
<tr>
<th>3M</th>
<th>General Motors</th>
<th>Northwestern Mutual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accenture</td>
<td>Gentex Corporation</td>
<td>Peace Corps</td>
</tr>
<tr>
<td>AmeriCorps</td>
<td>Gordon Food Service</td>
<td>Perrigo Company plc</td>
</tr>
<tr>
<td>Amway</td>
<td>Grand Rapids Community College</td>
<td>Pine Rest Christian Mental Health Services</td>
</tr>
<tr>
<td>Amway Grand Plaza Hotel</td>
<td>Grand Rapids Public Schools</td>
<td>Plante Moran</td>
</tr>
<tr>
<td>Arbor Circle</td>
<td>Grand Valley State University</td>
<td>PricewaterhouseCoopers (PwC)</td>
</tr>
<tr>
<td>Auto-Owners Insurance</td>
<td>Haworth Inc.</td>
<td>Quicken Loans Inc.</td>
</tr>
<tr>
<td>BDO USA, LLP</td>
<td>Herman Miller, Inc.</td>
<td>Shape Corporation</td>
</tr>
<tr>
<td>Bethany Christian Services</td>
<td>Hope Network</td>
<td>SpartanNash</td>
</tr>
<tr>
<td>Cherry Health</td>
<td>Innotec</td>
<td>Spectrum Health/Priority Health</td>
</tr>
<tr>
<td>Consumers Energy</td>
<td>JR Automation Technologies, LLC</td>
<td>State of Michigan</td>
</tr>
<tr>
<td>Crowe Horwath LLP</td>
<td>Johnson Controls, Inc.</td>
<td>Steelcase Inc.</td>
</tr>
<tr>
<td>Deloitte</td>
<td>Kentwood Public Schools</td>
<td>Target</td>
</tr>
<tr>
<td>Dematic</td>
<td>Magna International Inc.</td>
<td>University of Michigan/University of Michigan Health System</td>
</tr>
<tr>
<td>Domino’s Pizza</td>
<td>Mary Free Bed Rehabilitation Hospital</td>
<td>Wedgwood Christian Services</td>
</tr>
<tr>
<td>EY</td>
<td>Meijer, Inc.</td>
<td>Whirlpool Corporation</td>
</tr>
<tr>
<td>Farmers Insurance Group</td>
<td>Mercantile Bank</td>
<td>Wolverine Worldwide, Inc.</td>
</tr>
<tr>
<td>FCA US LLC</td>
<td>Mercy Health</td>
<td>WOOD TV8</td>
</tr>
<tr>
<td>Fifth Third Bank</td>
<td>Metro Health</td>
<td>YMCA</td>
</tr>
<tr>
<td>Ford Motor Credit Company</td>
<td>National Heritage Academies</td>
<td></td>
</tr>
</tbody>
</table>
# Postgraduate Numbers by College

## GVSU College

<table>
<thead>
<tr>
<th>College</th>
<th>Employed Only</th>
<th>Employed and Graduate School</th>
<th>Graduate School Only</th>
<th>Placement Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brooks College of Interdisciplinary Studies (BCOIS)</td>
<td>62.75%</td>
<td>11.76%</td>
<td>9.8%</td>
<td>84.31%</td>
</tr>
<tr>
<td>College of Community &amp; Public Service (CCPS)</td>
<td>72.49%</td>
<td>9.26%</td>
<td>5.56%</td>
<td>87.30%</td>
</tr>
<tr>
<td>College of Liberal Arts &amp; Sciences (CLAS)</td>
<td>59.98%</td>
<td>10.99%</td>
<td>15.81%</td>
<td>86.79%</td>
</tr>
<tr>
<td>College of Health Professions (CHP)</td>
<td>59.04%</td>
<td>13.83%</td>
<td>20.21%</td>
<td>93.09%</td>
</tr>
<tr>
<td>College of Education (COE)</td>
<td>77.83%</td>
<td>6.60%</td>
<td>3.30%</td>
<td>87.74%</td>
</tr>
<tr>
<td>Kirkhof College of Nursing (KCON)</td>
<td>82.93%</td>
<td>7.32%</td>
<td>4.88%</td>
<td>95.12%</td>
</tr>
<tr>
<td>Padnos College of Engineering and Computing (PCEC)</td>
<td>90.91%</td>
<td>4.96%</td>
<td>0.83%</td>
<td>96.69%</td>
</tr>
<tr>
<td>Seidman College of Business (SCOB)</td>
<td>80.66%</td>
<td>12.26%</td>
<td>2.36%</td>
<td>95.21%</td>
</tr>
</tbody>
</table>

### Total Postgraduate Numbers by College (Employed and/or Graduate School)

![Graph showing placement rates for each college]
Graduate School by State

![Pie chart showing Michigan with 77.49% and Other States with 22.51%]

Graduate Schools Attended

- A.T. Still University
- Adler School of Professional Psychology
- American University of the Caribbean School of Medicine
- Ball State
- Belmont University
- Butler University
- California State University at Long Beach
- California University of Pennsylvania
- Catolica Lisbon
- Cedarville University
- Central Michigan University
- Clemson University
- Colorado State University
- Concordia University - Portland
- Cooley Law School
- Cornell Law School
- Cornerstone University
- CUNY Brooklyn
- Davenport University
- DePaul University
- Detroit Mercy School of Dentistry
- Duke University
- Eastern Michigan University
- Elon Law School
- Embry-Riddle Aeronautical University
- Ferris State University
- Florida State University
- Frontier Nursing University
- George Washington University
- Grand Canyon State University
- Grand Rapids Theological Seminary
- Grand Valley State University
- Illinois State University
- Indiana State University
- Iowa State University
- Kettering College
- Logan College of Chiropractic
- Loyola University Chicago
- Marquette University Law School
- Marquette University School of Dentistry
- Mayo Clinic Physical Therapy Program
- Mercer University-Atlanta
- Miami University
- Michigan State University
- Michigan Technological University
- Middle Tennessee State University
- Midwestern University
- Montana State University
- Nanyang Technological University
- New York Medical College
- North Carolina State University
- North Park University
- Northern Illinois University
- Northwestern University
- Nova Southeastern University
- Oakland University
- Pennsylvania State University
- Pratt Institute
- Purdue University
- Roosevelt University
- Rosalind Franklin University
- Rutgers University
- South Dakota State University
- Southern New Hampshire University
- Southern Utah University
- The Chicago School of Professional Psychology
- The Ohio State University
- The University of Colorado
- The University of Louisville
- Tiffin University
- Trinity Evangelical Divinity School
- University of Akron
- University of Cambridge
- University of Canterbury
- University of Cincinnati
- University of Groningen
- University of Hawaii
- University of Illinois at Chicago
- University of Indianapolis
- University of Michigan
- University of New England
- University of North Carolina Wilmington
- University of North Texas
- University of Oklahoma
- University of Phoenix
- University of Pittsburgh
- University of Tennessee
- University of Texas
- University of Toledo
- University of Wisconsin-Milwaukee
- Valparaiso University School of Law
- Vanderbilt University
- Walsh College of Accountancy
- Washington University
- Wayne State University
- Wesley Theological Seminary
- Western Michigan University
Trend in Graduate School Participation

Survey Response Rate

<table>
<thead>
<tr>
<th>GVSU College</th>
<th>Graduates</th>
<th>Responses</th>
<th>Response Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brooks College of Interdisciplinary Studies (BCOIS)</td>
<td>113</td>
<td>51</td>
<td>45.13%</td>
</tr>
<tr>
<td>College of Community &amp; Public Service (CCPS)</td>
<td>759</td>
<td>378</td>
<td>49.80%</td>
</tr>
<tr>
<td>College of Liberal Arts &amp; Sciences (CLAS)</td>
<td>2352</td>
<td>1037</td>
<td>44.09%</td>
</tr>
<tr>
<td>College of Health Professions (CHP)</td>
<td>461</td>
<td>188</td>
<td>40.71%</td>
</tr>
<tr>
<td>College of Education (COE)</td>
<td>582</td>
<td>212</td>
<td>36.43%</td>
</tr>
<tr>
<td>Kirkhof College of Nursing (KCON)</td>
<td>131</td>
<td>41</td>
<td>31.30%</td>
</tr>
<tr>
<td>Padnos College of Engineering and Computing (PCEC)</td>
<td>220</td>
<td>121</td>
<td>55.00%</td>
</tr>
<tr>
<td>Seidman College of Business (SCOB)</td>
<td>784</td>
<td>424</td>
<td>54.08%</td>
</tr>
<tr>
<td>University Total</td>
<td>5144</td>
<td>2328</td>
<td>45.26%</td>
</tr>
</tbody>
</table>
Internship Achievements

- Awarded $28,300 in grants to 11 departments (Adult and Continuing Studies-Traverse City, Chemistry, Environmental Studies, Finance, Integrative Learning and Advising, Management, Movement Science, Professional Science Masters, Public Administration, Public Health, and School of Social Work). As a result of this funding, 105 new employer relationships were built; 131 employer partnerships were strengthened; 168 employers participated in events sponsored by Internship Mini-Grants; and 219 internships were generated (both directly and indirectly).

- Held annual Internship Recognition Luncheon thanking campus, community, and employer partners for their work in enhancing internship initiatives. This year 99 students were nominated for Outstanding Intern of the Year, and 35 internship supervisors nominated for Outstanding Internship Supervisor of the Year! In addition, two employers received the Outstanding Internship Employer of the Year Award—Meijer and GoodTemps; and Ruth Stevens, faculty member from Legal Studies, received the Outstanding Internship Advocate of the Year award.

- Financially assisted 30 students completing unpaid internships through the Career Center Internship Award, totaling $15,000

- Worked with Institutional Marketing to create an upgraded internship management system, IMS 2. This online system allows academic departments to track and better evaluate credit-bearing internship experiences.
Career Center

Overview of Services

Grand Valley Career Center offers a broad range of services to assist students and alumni, including individual job search assistance, networking strategies, cover letter and resume writing, simulated interviewing, career fairs, web-based job listings and resume postings, on-campus recruiting, career contact bank, and much more. For more information about our services, please visit our Website at www.gvsu.edu/careers.

The mission of the Career Center staff is to empower students and alumni to attain career goals in support of a comprehensive and integrated liberal education.

Please feel free to contact our office if you have any questions regarding our services or this report.

Sincerely,

Troy Farley
Career Center Director