

# **Declare Your Major Day Summary Report Fall 2008**

## **Introduction**

The fifth annual Business, Media, and Information Technologies Division (BMIT) “Declare Your Major Day” took place on Wednesday, December 3, 3 – 7 PM at the Kennedy Cafeteria. The theme for this fall’s program was “Getting the Most from College: I’m More Than My Classes”.

The event is designed to help BMIT students determine if they are on track for their degree and/or certificate in a BMIT curricula and move from “undeclared” to “declared”. However, students from other Divisions in the College are not turned away when they request assistance. They are directed to general college advisors, who are also present.

Organization was coordinated by American Marketing Association (the student marketing organization) and faculty member, Bill Motz. In addition, other student organizations in the Division (Paralegal Club, Hospitality Club, and International Association of Administrative Professional) participated.

An addition to this year’s “Declare Your Major Day” was the networking fair. The fair provided opportunity for area employers to meet with and inform students about opportunities available for furthering their career plans. Networking companies were:

- Lansing Regional Chamber of Commerce
- TechSmith
- Auto Owners
- Habitat for Humanity
- AFLAC
- Hovey’s Accounting and Tax Service, Inc.
- Event Depot
- Meeting Matters
- Capital Area Michigan Works!
- GreenStone Farm Credit Service
- Spartan Internet
- Small Business & Technical Development Center
- Radisson
- State of Michigan, accounting

## **Program Schedule**

Program Advising:	3:00pm – 6:00pm
Career Focus Fair	3:00pm – 6:00pm
Business & Industry Panel Discussion:	6:00 pm – 7:00 pm

## **Participation**

**60 students** came through to seek advising and/or visited the four-year institutions and local businesses participating in the Networking Fair. No students submitted “change of major” forms. This reflects students’ ease with using the new Banner system.

**40 students** were present for the business and industry panel discussion.

Participation was smaller than in previous years, probably due to the event being scheduled several weeks after registration started. The 2009 event will be scheduled closer to the opening of registration.

### **Scholarship Winners**

The Division offered a special prize drawing of 2 outreach scholarships worth 3 credits of in-district tuition each. The winners were Penny Derbyshire and Trenton Cummins.

### **Faculty Honored: *BMIT Student Choice Award***

Bill Motz was the recipient of the “2008 Student Choice Faculty of the Year”. Voting was open to all students enrolled in the BMIT Division and was sponsored by the American Marketing Association.

### **Business & Industry Panel Discussion**

The purpose of the panel discussion is to provide students an opportunity to find out from industry leaders strategies to prepare for employment. The theme of the discussion was “Getting the Most from College: I’m More Than My Classes”. Panel discussion participants:

- Kristina Leonard, *Auto Owners*
- Elaine Greenway, *AFLAC*
- Heidi Brumbach, *Event Depot*
- Catherine Villaire, *AJBoggs*

### **Next “Declare Your Major” Day**

The next “Declare Your Major Day” is scheduled for **Wednesday, November 11, 2009**. This date was selected, because it is around the time when Spring 2010 registration will begin. Planning sessions will begin early Fall 09 semester.

### **Follow-Up**

A post-“Declare Day” debriefing meeting was held on Tuesday, January 20, 2009. Attendees were Mary Speiser, Vickie Blattner, Bill Holda, Bill Motz, and AMA officers.

Recommendations include:

- Continuing with the theme of “Getting the Most from College: I’m More Than My Classes”. Student surveys showed satisfaction with the panelists and the networking opportunities.
- Changing the date to earlier in the semester and closer to when registration begins.

- Changing the name to “BMIT Advising and Career Fair”. This is in keeping with students’ changing needs. No students who attended in 2008 changed their major. Students attended for the purpose of networking with area employers and to hear the panel discussion.
- Changing the location from the Kennedy Cafeteria in the Arts & Science Building to the second floor lobby of the Gannon Building and the panel discussion to GB 134. Student feedback has consistently indicated that the cafeteria is too noisy for the panel discussion. BMIT classes are held in the Gannon Building so our students are already in the right location.
- Changing the time from 3 – 7 PM to 2 – 6 PM. The new times will be more convenient for area employers and will capture more afternoon students.
- Adding a planning committee member from the MAIT department to represent the IT and arts areas. Students indicated they would like more IT information.
- Recruiting students from general education classes who may be “undeclared” to a BMIT major.