



BROAD
COLLEGE *of*
BUSINESS

2025-26

ANNUAL REPORT

**RUSSELL PALMER CAREER
MANAGEMENT CENTER**



MISSION

We enhance student success and development of transformational leaders through:

Facilitation of proactive lifelong career management skills in a rapidly changing, globalizing and diversifying employer marketplace.

Formation of strategic partnerships with employers to enable talent acquisition and development.

Delivering “green and white glove” customer service, to both students and employers, ensuring our stakeholders’ positive engagement.

VISION

The Russell Palmer Career Management Center strives to be the top-of-mind business school unit that enhances the College’s reputation, recognition and rankings. As career management experts, we achieve this through innovative practice, result-oriented mindset, student and alumni success-centered philosophy and fostering strategic global corporate partnerships.

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Executive Summary

The Russell Palmer Career Management Office advanced The Eli Broad College of Business mission this past academic year by preparing our talented students for meaningful careers, strengthening employer relationships, and creating opportunities that connect academic learning with professional success. We are committed to providing career management education that fosters life-long job search skills. Our work ensures that Broad graduates are well-positioned to make an immediate positive impact on business and society.

SUPPORTING THE COLLEGE MISSION

- Student Success: Guided undergraduate and graduate students through more than 5,000 individual coaching sessions and delivered over 40 career management education workshops/events, ensuring students at all levels receive personalized, actionable career coaching and support.
- Academic Integration: Collaborated with faculty and student organizations to embed professional development into courses and programs, aligning practical career skills with academic learning. The Palmer Center instructed core career management courses to provide foundational career search skills to 1,500+ students.
- Industry Engagement: Welcomed over 900 employers, alumni, and industry leaders to engage with students through recruiting events, networking sessions, panels and experiential learning opportunities.



We remain committed to championing pathways that connect our students to opportunities across industries, ensuring they are prepared to thrive in the evolving demands of a global workforce.

LOOKING AHEAD

As we look to the year ahead, the Palmer Team will focus on strengthening employer partnerships, both domestically and globally, while enhancing our integration with academic programs. We will continue to expand career education, equipping students with the tools and confidence to navigate their career journeys. Our team will remain innovative and creative while providing unique and impactful experiences for our corporate partners and students. We are excited for the future knowing Broad Spartans are leading the way!



In Spartan Spirit,

MARLA MCGRAW
ASSISTANT DEAN,
RUSSELL PALMER
CAREER
MANAGEMENT
CENTER

BY THE NUMBERS

7

UNDERGRADUATE MAJORS

10

UNDERGRADUATE MINORS

9

SPECIALTY MASTER'S PROGRAMS

11

GRADUATE CERTIFICATES

7

PH.D. PROGRAMS

6

DEPARTMENTS

ACCOUNTING & INFORMATION SYSTEMS • FINANCE • MANAGEMENT • MARKETING • SUPPLY CHAIN MANAGEMENT • THE SCHOOL OF HOSPITALITY BUSINESS

6

RESEARCH CENTERS AND INSTITUTE

BURGESS INSTITUTE FOR ENTREPRENEURSHIP AND INNOVATION • CENTER FOR ETHICAL AND SOCIALLY RESPONSIBLE LEADERSHIP • CENTER FOR RAILWAY RESEARCH AND EDUCATION • CENTER FOR VENTURE CAPITAL, PRIVATE EQUITY & ENTREPRENEURIAL FINANCE • INSTITUTE FOR BUSINESS RESEARCH • INTERNATIONAL BUSINESS CENTER

STUDENTS

3,863

UNDERGRADUATE STUDENTS

1,083

GRADUATE STUDENTS

46

PH.D. STUDENTS

3.71

AVERAGE GPA

FULL-TIME FACULTY

137

TOTAL

89

TENURE-SYSTEM FACULTY

41

ENDOWED POSITIONS

PRIDE POINTS

#1

UNDERGRADUATE **SUPPLY CHAIN MANAGEMENT/ LOGISTICS** PROGRAM

Source: *U.S. News & World Report 2025 Best Colleges*

TOP 25

AMONG PUBLIC INSTITUTIONS **FOR MORE THAN 30 YEARS**

Source: *U.S. News & World Report 2025 Best Business Schools*

#1

BEST **VALUE FOR MONEY** IN THE BIG TEN

Source: *Financial Times Global MBA, 2024*

ALUMNI

85,000+

IN THE **ALUMNI NETWORK**

15,400+

ALUMNI ON **BROAD CONNECT**, THE BROAD COLLEGE'S EXCLUSIVE ONLINE NETWORKING PLATFORM

Undergraduate Program Employment Report

Class of 2025

1,166

Graduates

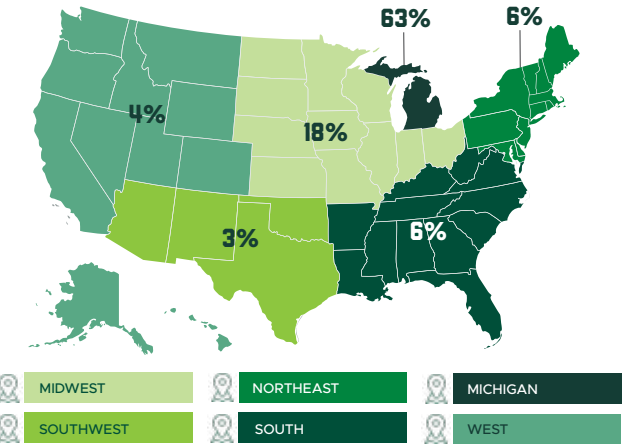
99%

Placement Rate

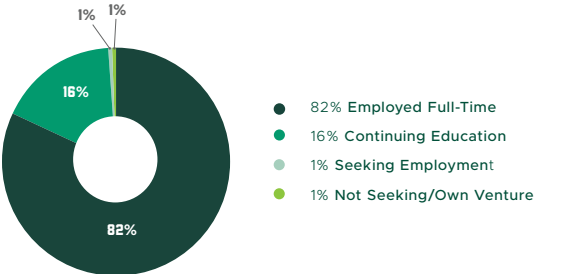
What opportunities await Broad College of Business undergraduates after graduation?

The First Destination Survey (FDS) showcases the post-graduation outcomes of the Class of 2025 with a knowledge rate of 81.5%. Discover how Broad Spartans are shaping the future of business.

EMPLOYMENT DESTINATIONS



CAREER OUTCOMES RATE



INTERNSHIPS

87%

Of respondents responded that they participated in an internship opportunity before graduation

SAMPLE GRADUATE SCHOOL DESTINATIONS

INDIANA UNIVERSITY KELLEY SCHOOL OF BUSINESS (IN)	UNIVERSITY OF SOUTHERN CALIFORNIA (CA)
LOYOLA UNIVERSITY CHICAGO (IL)	VANDERBILT UNIVERSITY (CT)
MICHIGAN STATE UNIVERSITY (MI)	WAYNE STATE UNIVERSITY (MI)
UNIVERSITY OF MICHIGAN-ANN ARBOR (MI)	YALE UNIVERSITY (CT)
UNIVERSITY OF NOTRE DAME (IN)	

SAMPLE EMPLOYERS

ABERCROMBIE & FITCH	COMERICA	GENERAL MOTORS	L'OREAL	PLANTE MORAN
ACCENTURE	DELOITTE	GOLDMAN SACHS	MICROSOFT	PROCTER & GAMBLE
AMAZON	DELL	HOME DEPOT	MORGAN STANLEY	PWC
APTIV	EY	IBM	PENSKE CORPORATION	STRYKER
BASF	FORD MOTOR COMPANY	KPMG LLP	PEPSICO	TARGET

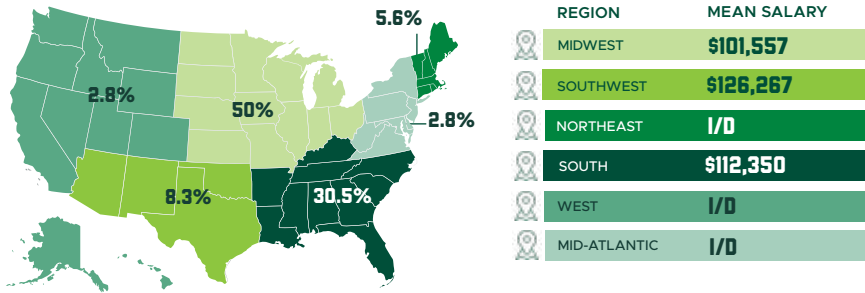
MBA Student Employment Results



TIMING OF JOB ACCEPTANCES

PERM WORK AUTHORIZATION	36 TOTAL SEEKING EMPLOYMENT	77.8% % ACCEPTED BY 3 MONTHS AFTER GRADUATION	83.3% % ACCEPTED BY 6 MONTHS AFTER GRADUATION
NON-PERM WORK AUTHORIZATION	20 TOTAL SEEKING EMPLOYMENT	65% % ACCEPTED BY 3 MONTHS AFTER GRADUATION	70% % ACCEPTED BY 6 MONTHS AFTER GRADUATION
TOTAL	56 TOTAL SEEKING EMPLOYMENT	73.2% % ACCEPTED BY 3 MONTHS AFTER GRADUATION	78.6% % ACCEPTED BY 6 MONTHS AFTER GRADUATION

BASE SALARY BY GEOGRAPHY



SAMPLE EMPLOYERS

AMAZON	ECOLAB	SANDISK
BANK OF AMERICA	FORD	STEELCASE
BAYER	GENERAL MOTORS	STELLANTIS
CAMPBELL'S	KPMG	UNITED AIRLINES
CATERPILLAR	PWC	WALMART

The Employer Relations Team

The Employer Relations Team cultivates and manages strategic relationships with employers and alumni to create meaningful engagement opportunities for students across all Broad majors and programs. We coordinate on-campus recruitment activities, including career fairs, networking events, company information sessions, and more. By understanding industry trends and employer needs, we align talent pipelines with academic programs and ensure employers have access to career-ready candidates.

BROAD CORPORATE NETWORKING MIXERS

Our casual in-person mixers provide a relaxed and welcoming setting for students and employers to engage in valuable, low-pressure conversations. These events foster authentic connections outside of traditional recruiting environments, allowing students to learn about industries, roles, and company cultures in a more approachable atmosphere. Our employers built brand awareness, shared career insights, and identified promising talent early in the recruiting process.

CAREER FAIRS

Our in-person career fairs are a wonderful opportunity for organizations to get a quick return on investment. These events provide a dynamic environment where students and employers can develop impactful connections and expand opportunity pipelines. Our fairs encourage valuable face-to-face interactions, allowing for deeper conversations, stronger relationship-building, and real-time insight into student skills and interests.

500+ EMPLOYERS

5,000+ STUDENTS



EMPLOYER VISITS AND STRATEGIC CONNECTS

Throughout the year, our team delivered a comprehensive portfolio of in-person and virtual engagement opportunities designed to deepen strategic partnerships and support intentional, high-impact recruiting outcomes. Our approach centers on aligning employer talent needs with student career aspirations while creating meaningful, sustained connections with the Broad community. These connections included corporate treks, lunch and learns, coffee chats, employer site visits, industry roundtables, career fairs, networking nights, alumni panels, classroom engagements, and targeted small group recruiting events.

The Global Career Initiatives Team

The Global Career Initiatives (GCI) team equips Broad Spartans with global mindset competencies needed to succeed as business leaders in a dynamic, interconnected world. We foster student success, career readiness, and international employability through inclusive employer partnerships and cross-campus collaboration. By delivering career coaching and education, intentional programming, connecting students with international alumni and markets, and strengthening the global Broad network, we prepare students to lead across borders and industries.

EXPERIENTIAL LEARNING

The Palmer Center understands the value of applying classroom knowledge and skills to real business scenarios and projects. The GCI team partners with organizations and alumni to offer job shadowing and short-term project opportunities to undergraduate and graduate students at every stage of their academic journey.

GLOBAL JOB SHADOWING

We provided over 30 students with an opportunity to job shadow with six organizations during MSU's 2026 spring break. These experiences served both students and partner organizations to provide meaningful real-world exposure to the industry while serving as an early talent pipeline to our partners. The success of this program led us to expand opportunities into the fall 2026 program offerings.

GLOBAL SHORT-TERM PROJECTS

GCI collaborates with the Palmer Center's corporate partners to offer sponsored projects designed to provide students with practical industry experience. Through these partnerships with globally focused organizations, we connect students with opportunities to engage with businesses on a global scale, develop skillsets that transcend industries, and provide support to our partners by aligning projects with their current goals to benefit from skilled and dedicated student participants. We achieved an 80% growth in employer participation and a 37% growth in student participation since the 2024-2025 academic year.

11

COMPANY PARTNERS

22

STUDENT PARTICIPANTS

ACROSS

9

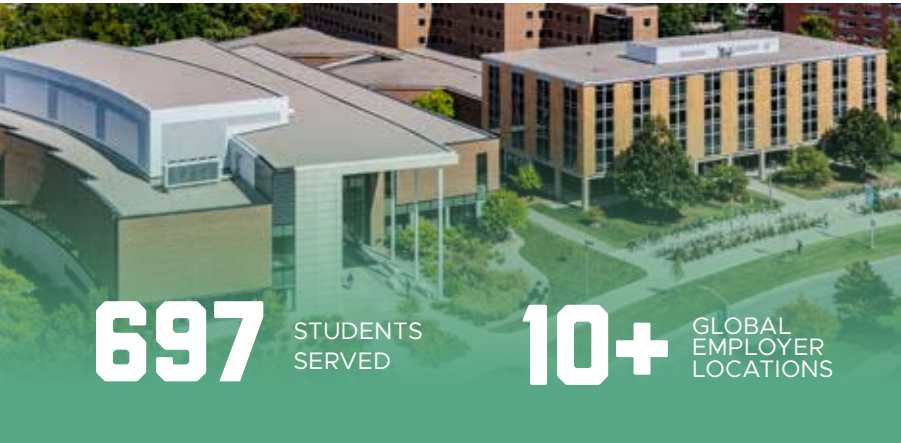
INDUSTRIES

697

STUDENTS SERVED

10+

GLOBAL EMPLOYER LOCATIONS



GLOBAL PROGRAMMING OVERVIEW

GCI offers intentional programming to students to develop and articulate their global skillset and connect them with organizations with a global footprint as well as alumni in and outside of the U.S. Programming includes a Career Readiness Bootcamp, Global Career Panels, Alumni Coffee Chats, Networking Mixers, and Transferrable Skill Workshops!

The Career Coaching and Education Team

UNDERGRADUATE STUDENTS

BUS 100 is a for-credit core course designed to introduce new Broad College admitted students to business-career search skills. They explore strategic career planning, develop professional correspondence, and build networking competencies. Through the Wisdom Project, students engage with alumni to connect and receive advice as they navigate their first semester in Broad. They gain familiarity with career management tools and resources from the Russell Palmer Career Management Center, which culminates in a Mock Early Talent Career Fair with real employers. As a result of this class, students are able to successfully articulate their career goals, prepare job search materials, demonstrate professionalism in interviews, and leverage digital platform tools to more confidently target desired internships and full-time positions.

GRADUATE STUDENTS

Broad College Graduate students experience career management education and training opportunities through classroom instruction, webinars, and interactive touchpoints with employers and alumni. Through these opportunities Broad MBA and MS students:

- Apply effective networking strategies by conducting informational and mock interviews to support career exploration and relationship building.
- Analyze company and industry information to evaluate organizational fit, prepare for interviews, and make informed career decisions.
- Develop and refine professional branding materials by producing a resume, LinkedIn profile, and cover letter tailored to targeted business roles.
- Demonstrate interview readiness by applying structured techniques to articulate competencies and experiences in mock and real-world interview setting.
- Evaluate ethical considerations in career development by examining topics such as offer acceptance, integrity in job reporting, and professional conduct.

1,505

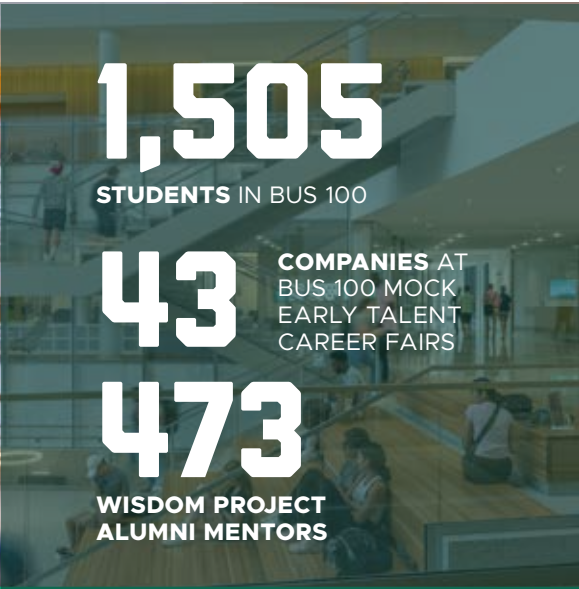
STUDENTS IN BUS 100

43

COMPANIES AT BUS 100 MOCK EARLY TALENT CAREER FAIRS

473

WISDOM PROJECT ALUMNI MENTORS



NEW PROGRAMMING SPOTLIGHT - BRAND MARKETING CERTIFICATE PROGRAM

The Broad College, in collaboration with the MSU College of Communications Arts and Sciences, and the MSU School of Packaging provides students with an immersive learning experience in brand management, which integrates fundamental principles from marketing, advertising, and packaging courses with industry concepts. Participants in the program have the opportunity to apply these approaches to real-life brand marketing cases while receiving guidance from a panel of leading companies. The Palmer Center leads a Career Management Workshop for admitted certificate program students to learn about career pathways, current brand marketing news, create branded materials, and prepare for interviews.



Palmer Peer Coach Program

The Russell Palmer Career Management Center hires outstanding Senior Class students in the Broad College to serve as Peer Coach leaders and mentors. This highly selective program trains and equips students to support their peers in their career development and job search strategies related to their major/minor, function, and/or industry of interest. The Palmer Peer Coaches meet with students to support them with exploring business careers; crafting resumes, cover letters, and LinkedIn profiles, performing mock interviews; navigating career fairs; and networking effectively with employers and alumni. They support the BUS 100 career seminar course by providing their relevant experiences in class, facilitating exercises, and giving feedback to students. They also frequently present career management materials in workshops, business major chats, and Broad registered student organization meetings and events.

2025-26 COACHING APPOINTMENT NUMBERS

UNDERGRADUATE STUDENT 1:1 COACHING APPOINTMENTS

4,063 SESSIONS COMPLETED;
6% INCREASE VERSUS 2024-25

GRADUATE STUDENT 1:1 COACHING APPOINTMENTS

1,019 SESSIONS COMPLETED

PALMER HOSTED WORKSHOPS

921 STUDENTS PARTICIPATED;
3% INCREASE VERSUS 2024-25

DROP-BY HOURS ATTENDANCE

565 UNDERGRAD AND GRAUDATE
STUDENTS SERVED
92% INCREASE VERSUS 2024-25

Consulting Careers Initiatives

Consulting Careers Initiatives (CCI) support students who are interested in careers in consulting from any major at MSU. We have created and implemented a curriculum built on a mix of technical, virtual on-demand and in-person resources to help MSU students prepare for the consulting recruitment cycles and their future careers. This curriculum has received positive feedback from both students and employers and will continue to evolve to best support our students in this dynamic career space.

Our curated resources and career curriculum guide students on the steps necessary to prepare for the interview process and an eventual career in consulting. An initial meeting with the Senior Associate Director of CCI will discuss student goals, resources available, networking strategies, and what their path to success looks like in this program.

CCI offers a range of programming throughout the year that aligns with consulting's uniquely accelerated recruitment deadline. From the Early ID Program Showcase and Case Workshop 101 for student, to application reminders and interview prep – CCI programming helps students benchmark what they need to be doing and when, to help ensure success in the consulting recruitment process.



CONSULTING PEER COACHES

Consulting Peer Coaches help students case prep/practice and to learn more about how they successfully navigated the interview process into highly sought after firms. While they are in the Broad College, they are open to meeting with all MSU students interested in consulting.



20+
MAJORS
REPRESENTED
IN CCI
ENROLLMENT



Broad Registered Student Organizations

SUPPORT OF AND COLLABORATION WITH BROAD REGISTERED STUDENT ORGANIZATIONS

The Palmer Team is proud to partner and collaborate with our Broad Registered Student Organizations (BRSOs). Through strategic collaboration, we support BRSOs in planning and executing career-related events, including employer panels, networking mixers, industry nights, and alumni speaker sessions across campus. Our team serves as the faculty advisor to six BRSOs to provide support on event logistics, marketing strategies, and professional communication to ensure high-impact programming.

COLLABORATION COMPLETED

- Event Planning & Promotion
 - Co-hosted employer panels, networking events, and mixers
 - Partnered on career-focused workshops (e.g., resume reviews, mock interviews, and LinkedIn branding)
 - Promoted BRSOs events through career office newsletters, digital boards, and social media
- Employer Engagement
 - Facilitated employer introductions and event sponsorships for BRSOs
 - Supported orgs with company visits or treks coordinated by student organizations

770
STUDENTS

150+
COMPANIES



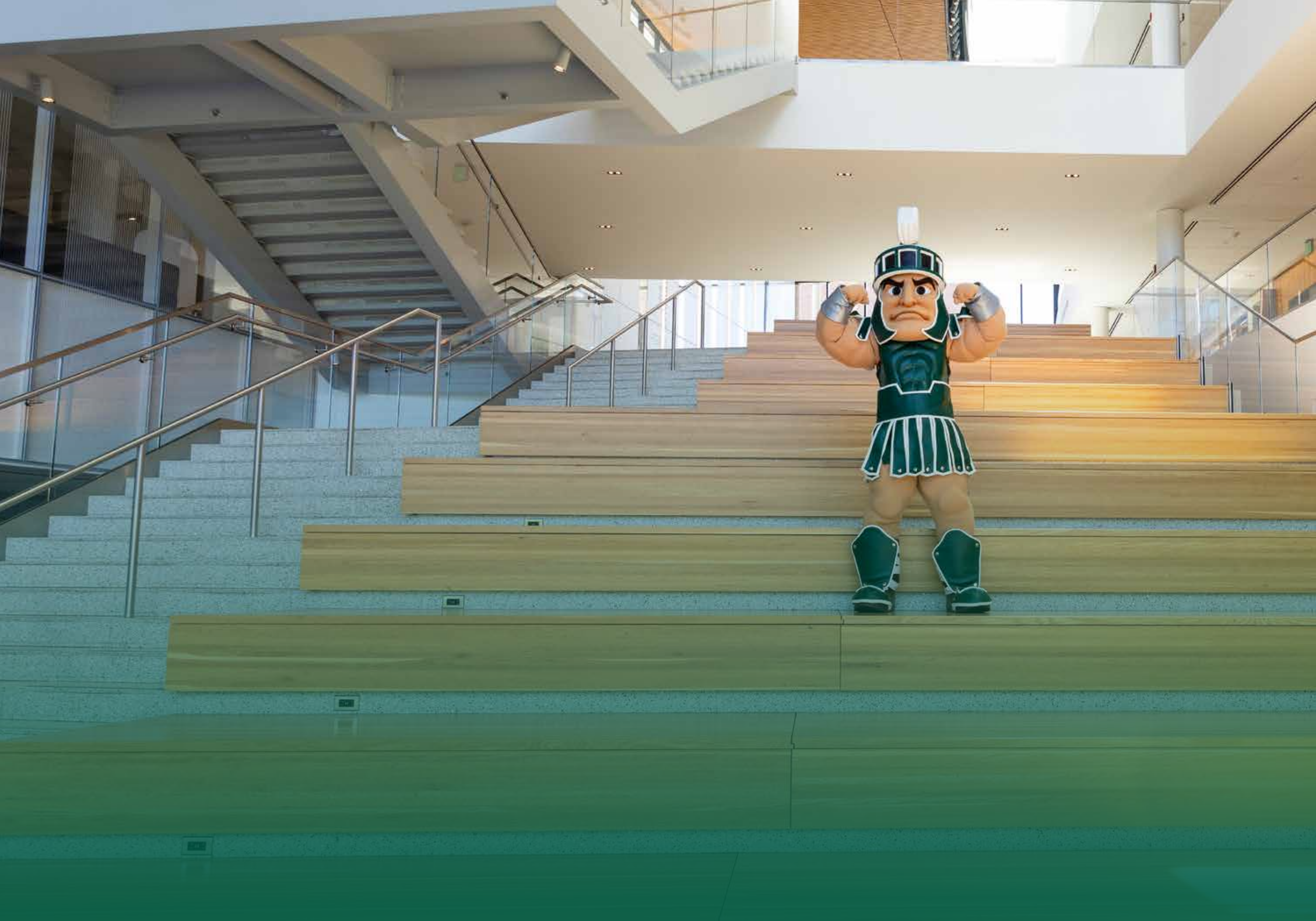
SCAN FOR A FULL
LIST OF OUR STUDENT
ORGANIZATIONS

RUSSELL PALMER CAREER MANAGEMENT CENTER Marla McGraw, Assistant Dean

Career Coaching	Global Career Initiatives	Consulting Career Initiatives	Curriculum Development & Data Analyst	Employer Relations
Jacob Winston-Galant Senior Associate Director	Kelsey Fedewa Lead Associate Director	Adam Merrill Senior Associate Director	Korin Visocchi Academic Specialist	Kristina Reitler Senior Associate Director
Graduate Coaching	Global Career Coaching			Events & Communications
Paul Edwards Grad Career Coach	Jenny DuChene Global Career Coach			Meredith Chesney Manager
Pam Mars Grad Career Coach	Sanfeng Miao Global Career Coach			Recruiting
Undergraduate Coaching				Penni Vandecar Manager
Kristen Hintz Lead UG Career Coach				
Lauren Hinkel UG Career Coach				

RUSSELL PALMER CAREER MANAGEMENT CENTER
651 N Shaw Lane, M120
East Lansing, MI 48824
palmer@broad.msu.edu
517-432-0830







MICHIGAN STATE
UNIVERSITY

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MANAGEMENT CENTER**

651 N Shaw Lane, M120
East Lansing, MI 48824

Broad College of Business

palmer@broad.msu.edu
517-432-0830