



Professional Development Program

Alumni Center
جامعة الملك سعود
King Saud University



Alumni Center

The Vice Rectorate for Educational and Academic Affairs





President of King Saud University
Prof. Badran bin Abdulrahman Al-Omar

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Introduction

King Saud University is dedicated to addressing the academic outcomes of its students and enhancing them through programs designed to provide developmental and educational services to prepare university graduates for the labor market and its evolving demands in line with Vision 2030. As part of this effort, the Professional Development Program was launched under the patronage of His Excellency the President of the University, Prof. Badran Al-Omar, with the goal of expanding opportunities for graduates and improving their employment prospects.

This report will provide an overview of the vision and services of the Professional Development Program, along with the general framework of the program in its first cycle during the academic year 1442 AH. Several entities participated to support the program and implement its outcomes, with special thanks to the official sponsor, SABIC, as well as other participating entities, including the Misk Foundation, Saudi Telecom Company, Leaders Group, and the iHR Saudi Community.

This report reviews various program phases, starting from launch till output evaluation phase. Initially, the report begins by providing a detailed account of the launch phase, highlighting the significant engagement and positive feedback from graduates. Followers of the center's accounts participated in publishing and interacting with the program's advertisements. This was followed by the implementation phase, which included details of the launch ceremony, then the mechanism for activating each of the program's services, the number of beneficiaries, and the providers of each service.

In the third phase, this report addresses the impact measurement phase and analyzes the satisfaction rate of both beneficiaries and experts, illustrating this through graphs. It was found that the overall satisfaction rate is high across all aspects, whether related to satisfaction with the expert, session and workshop organization, or the overall experience. This was made possible through feedback

collected from media channels, social media platforms, and surveys provided to beneficiaries and experts.

In conclusion, the report delves into the evaluation of the program's performance indicators, comparing the anticipated outcomes with the actual results achieved. This allows the reader to understand the program's key performance indicators. A comparison between the targeted performance indicators for the first cycle and the actual results demonstrates that the program exceeded expectations and surpassed the projected percentages across all key indicators. Finally, the report concludes with a presentation of the program's visions, the challenges it has faced since its launch, and some of the recommendations made by the teamwork after implementing the program.

About the program

Recognizing the pivotal role of human capital as the driving force behind societal development and in support of the Ministry of Education's vision, which focuses on implementing educational and career guidance programs by intensifying advisory services to help students discover their interests and enlighten them about the educational and career opportunities available in both the public and private sectors, enabling them to make decisions that align with their personal attributes, the Career Development Program was launched to provide professional consultations aimed at developing the skills of the university's students and graduates.



Mission

Pioneering a Leading Professional Model, capable of keeping pace with the labor market, enhancing and meeting its requirements in line with the vision of King Saud University, and achieving vision 2030. Enhance loyalty and belonging among graduates, empowering them to develop their skills and abilities, ultimately producing professionally distinguished graduates.



Vision

Professional Excellence in serving graduates to meet the demands of the labor market and achieve vision 2030 locally, regionally, and globally.

Goals

1. Career evaluation by providing career consultations from human resources specialists.
2. Enhancing students and alumni efficiency by conducting workshops on the skills required in the labor market.
3. Increasing the employment rate of alumni of King Saud University through workshops on job search strategies and effective communication skills.
4. Strengthening alumni loyalty to the university by cooperating with them and sharing their experiences.
5. Marketing fresh graduates by helping them develop their CVs and training them for interviews with the help of employment specialists.
6. Showcasing experienced graduates from the university as role models by presenting and promoting their expertise.

Services

1. Developing CVs
2. Training on how to pass interviews.
3. Job search strategies and communication skills.
4. Job evaluation and career shifting sectors.
5. Career compass and assessment for job seekers (soon).

General framework

The Alumni Center launched the Professional Development Program for the year 1442 AH and held its events through visual and audio broadcasting channels starting from Sunday, 17/7/1442 AH, corresponding to 1/3/2021 AD, for a month and a half.

Operational Framework

Implementing entity: Alumni Center

Supervising entity: The Vice Rectorate for Educational and Academic Affairs

Target group: Alumni, and students of King Saud University.

Location: Remotely (video and audio broadcast)

Date: From (17 Rajab 1442 AH corresponding to March 1 (2021 AD) until 25 Shaaban 1442 AH corresponding to April 7, 2021 AD).

Official Sponsor: SABIC.

Participating Entities: Misk Foundation, Saudi Telecom Company, Leader Group, iHR Saudi Community



Alignment with University Strategic Goals (KSU2030)

- Goal (4): Enhance Alumni capabilities
- Goal (5): Build communication bridges

Program Phases

Through the Professional Development Program, the program is implemented each semester in several stages as follows:

- Announcement phase: Announcing the opening of registration for the program and marketing the outputs of the previous session.
- Implementation phase: Executing the program and offering guidance sessions and workshops according to the framework.
- Impact Measurement phase: Measuring the impact of the program and the satisfaction of beneficiaries, experts, and spokesman, and collecting feedback for its development.
- Output Study Phase: The program indicators are studied and the results are analyzed to identify the challenges and propose solutions and recommendations to solve them.



Announcement phase

In order to raise awareness among the target group about the benefits of the Professional Development Program and to serve the beneficiaries of all the offered services, the program was announced in several, as shown in the below table.

Type of announcement	Date
Launch program	Rajab 1442 AH
Workshops	Rajab and Shaban 1442 AH
Program Services Marketing	Rajab and Shaban 1442 AH
Program Coverage	Rajab and Shaban 1442 AH





Announcement channels

The events and services of the Professional Development Program were announced through various channels, including local newspapers, social media, email, and text messages. For more details about the sources of the announcements, please refer to Appendix (1).



Social Media Engagement

Through social media channels, a high level of interaction was observed from beneficiaries and followers. This interaction, in all its forms, has been summarized in the table below. For more details, please refer to Appendix 2

Type of announcement	No. of Re-tweet	Number of Likes
Launch program	60 	59
Workshops announcements	45 	61
Program Services announcements	130 	173
Program Coverage	55 	67

Opinions and impressions of both beneficiaries and experts on social media were characterized by positivity and sustainability of the program's services. Figure 1 illustrates excerpts from the attendees' opinions. For more details, you can view the video that highlights the program's impact on Alumni who benefited from it through the following link: <https://youtu.be/NPk-FXuWAd0>.



Figure (1) Beneficiaries' feedback from social media

Implementation Phase

The Alumni Center at King Saud University, under the Vice Rectorate for Educational and Academic Affairs , launched the first version of the Professional Development Program in 1442 AH, under the patronage of His Excellency the President of the University, Professor Badran Al-Omar. The program was inaugurated in Rajab 1442 AH, followed by the activation of its services.

Program Launch Event

The Launch Event of Professional Development Program was held under the patronage of His Excellency the President of the University, Professor Badran Al-Omar, on Monday, 17 Rajab 1442 AH, corresponding to March 1, 2021, on the Zoom platform. During the event, Dr. Mohammed bin Saleh Al-Nami, the Vice President for Educational and Academic Affairs, stated that the Vice Presidency is committed to enhancing educational outcomes through distinguished academic programs that align with development plans and the needs of the labor market. Also, he affirmed that the Professional Development Program is a pioneering initiative and a key indicator of the university's success, as it operates according to adaptable, trainable, and modifiable plans that meet market requirements.

Dr. Anas bin Mohammed Al-Shallan, the Supervisor of Alumni Center , affirmed King Saud University's ongoing commitment to qualifying its alumni by providing them with professional skills in line with Vision 2030. Also, he focused on the role of Alumni Center in launching the Professional Development Program to increase employment rates among university graduates, making it a model to be emulated by viewing experienced alumni and their expertise to professionals. In addition, Dr. Hiba bint Abdul Aziz Al-Jibrin, the Deputy Supervisor of Alumni Center, presented the program's operational mechanism and noted the significant interest from alumni and students in registering for the program's services.

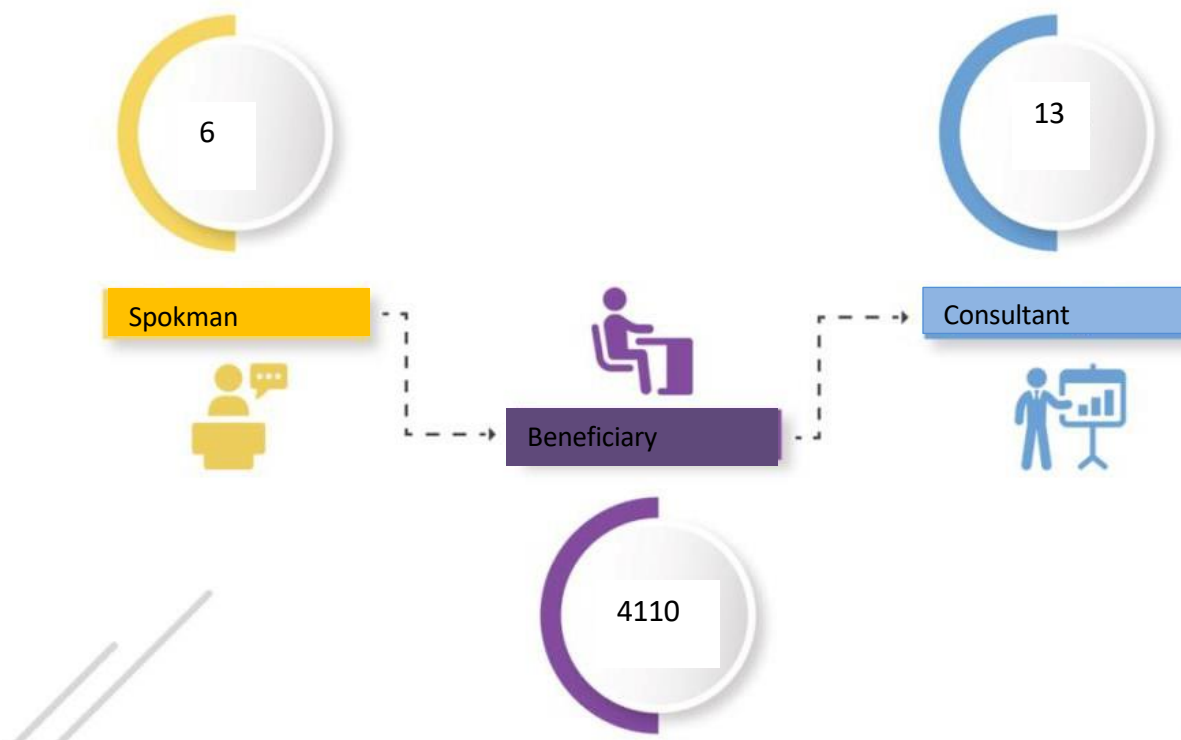


Figure (2) Quotes from the Remote Opening

Program services Activation

The Professional Development Program offers various services to prepare alumni for labor market, enhance their professional competencies, and train them in the skills necessary for the labor market and future professions. It provides appropriate support through consultative and training sessions delivered by leading specialists and consultants from both the public and private sectors.

In the first session, the center managed to attract thirteen experts to provide nearly two hundred consultative sessions. Additionally, six spokesmen participated in delivering four workshops, resulting in a total of 4,133 registrants for the consultative services and workshops, with an actual attendance of 4,110 beneficiaries.



1. Job evaluation and career shifting sectors

This service offers consulting sessions for alumni who are currently employed and seeking advice related to their current job or changing their career sector.

Appropriate support was provided through 16 consultative sessions (attended by 13 beneficiaries), delivered by 7 experts and consultants from both the public and private sectors, each with no less than ten years of experience.

2. CV Development Service

This service involves reviewing and evaluating beneficiaries' CVs by specialists and experts to market their qualifications effectively and ensure they secure suitable employment. Appropriate support was provided through consultative sessions to review CVs, with 87 sessions (attended by 80 beneficiaries), delivered by 7 experts and consultants from both the public and private sectors, each with no less than five years of experience.

3. Interview Training Service

This service involves training alumni to successfully pass job interviews by conducting simulated interviews to help them acquire the necessary skills to succeed in the interview and secure a position that matches their ambitions. Appropriate support was provided through consultative sessions for interview training, with a total of 92 sessions (attended by 79 beneficiaries), delivered by 8 experts and consultants from both the public and private sectors, each with no less than five years of experience.

4. Job Search Strategies and Communication Skills Service

This service involves providing workshops periodically to highlight the most important general or specific skills that King Saud University students and alumni need to engage in the labor market. As shown in Figure 3, 4 workshops were provided by 6 spokesmen and the number of attendees reached 3938 beneficiaries.



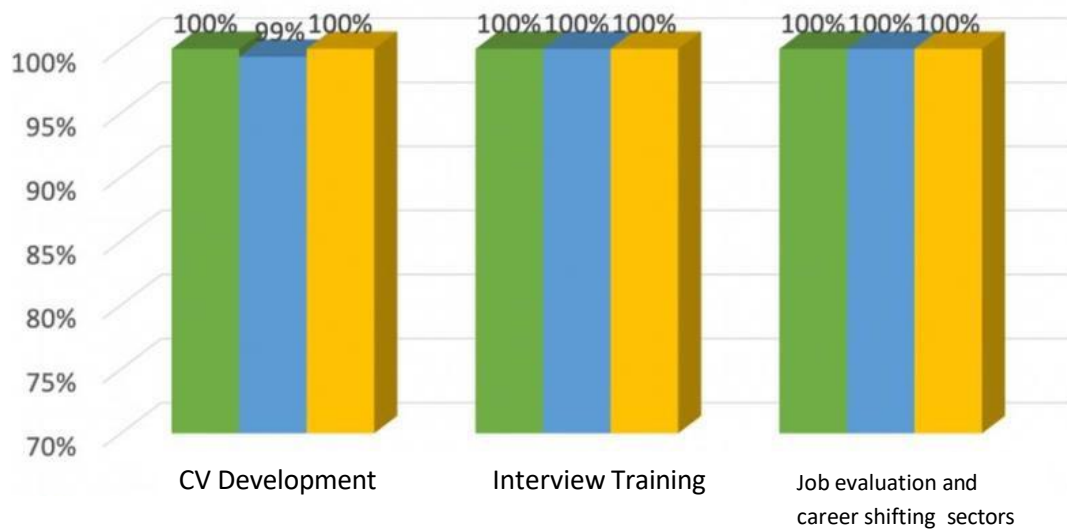
Figure)3) Description of the workshops offered in the first edition

Impact Assessment Phase

As a result of implementing the first edition of the Professional Development Program, the Alumni Center measured the impact of the services by distributing surveys to both beneficiaries and experts based on the type of service provided. The surveys aimed to gauge the overall satisfaction rate of both the beneficiaries and the participating experts and speakers across several aspects. The surveys completed by the beneficiaries represented 78% of the total number (with 3,234 surveys), while the surveys completed by the experts represented 74% of the total number (with 14 surveys).

Beneficiary Satisfaction Rate

The impact measurement survey and after gathering the feedback from beneficiaries, the Alumni Center was able to assess their satisfaction with the program's services, which were delivered in the form of advisory or counseling sessions, as illustrated in Figure 4. It can be noted that the satisfaction rate is generally high in all areas, reaching almost 100%, whether in terms of satisfaction with the expert, the organization of the sessions, or the experience in general. This demonstrates the importance of the program continuation and the high quality of the services provided.



Overall satisfaction with the experience

- Overall satisfaction with the sessions
- Overall satisfaction with the expert

Figure (4) Satisfaction rate for each service (Beneficiary)

In addition to the satisfaction rate for each service , the overall satisfaction rate for all sessions was measured, as shown in Figure 5. It is clear that the evaluation reached 100% for both the experts and the program experience, while it reached 99.8% for the sessions. Also, it is worth noting that the beneficiaries preferred that the CV development sessions be held at the headquarters instead of remotely, as all sessions were held via Zoom in compliance with the precautionary measures for the Covid-19 virus.

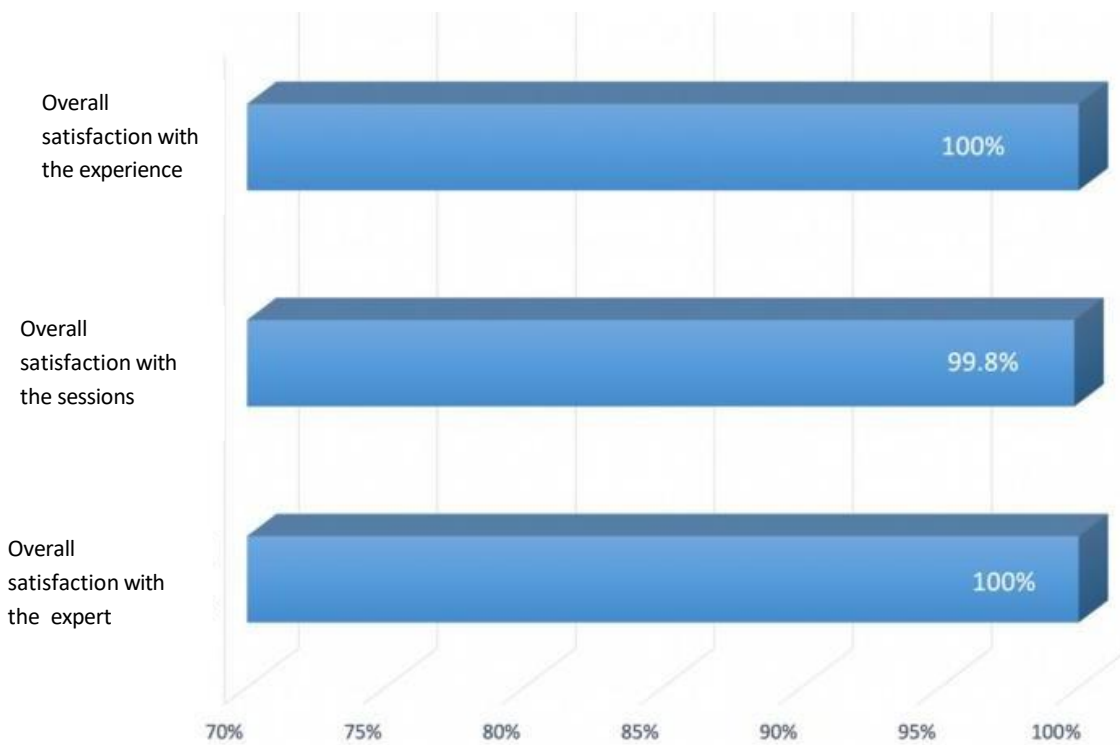


Figure (5) Overall satisfaction rate for the sessions (Beneficiary)

While the overall satisfaction rate for the workshops was high at 97.8%, with 2813 beneficiaries expressing complete satisfaction, evaluations indicated a greater

demand for advisory services and consulting sessions. As shown in Figure 6, 97.9% of participants expressed a strong desire to attend future workshops, and the satisfaction rate with the speakers reached 98.3%. It is worth noting that despite the high satisfaction of the beneficiaries of the workshops, it was shown from the evaluation of the beneficiaries of the advisory services and based on the observations that were identified, the alumni need for advisory services and consulting sessions is greater than for workshops due to their scarcity.

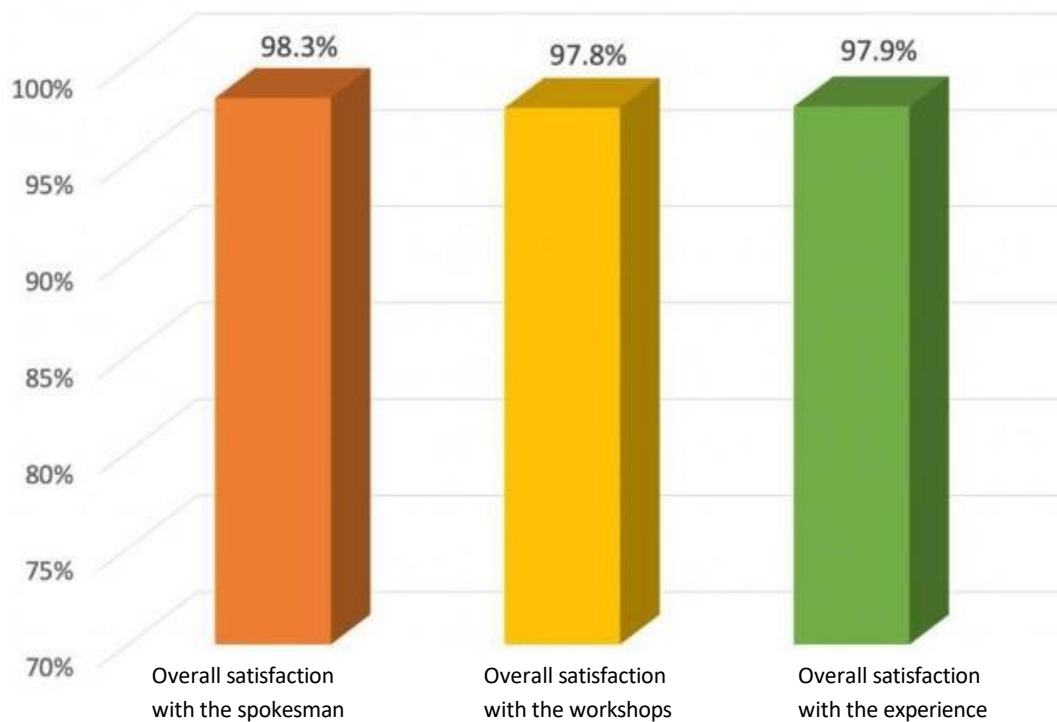


Figure (6) Overall satisfaction rate for the workshops (Beneficiary)

Expert Satisfaction Rate

Through impact measurement and collecting feedback from experts, consultants, and speakers, the service providers' satisfaction rates were summarized, as shown in Figure 7. Regarding overall satisfaction with the organization, it is clear that the satisfaction rate of experts reached 100% in all services, which indicates the professionalism of the teamwork and the organization of the sessions. As for satisfaction with the experience, all experts were highly satisfied with the

interview training, job evaluation, and change of work sector services; while experts were completely satisfied with the CV development service. The difference in satisfaction with the CV development service, compared to other services, may be due to the experts' desire to follow up on students' CVs after the session, which was challenging due to limited time and adherence to precautionary measures. However, the satisfaction rate with the CV development service experience is still high and positive.

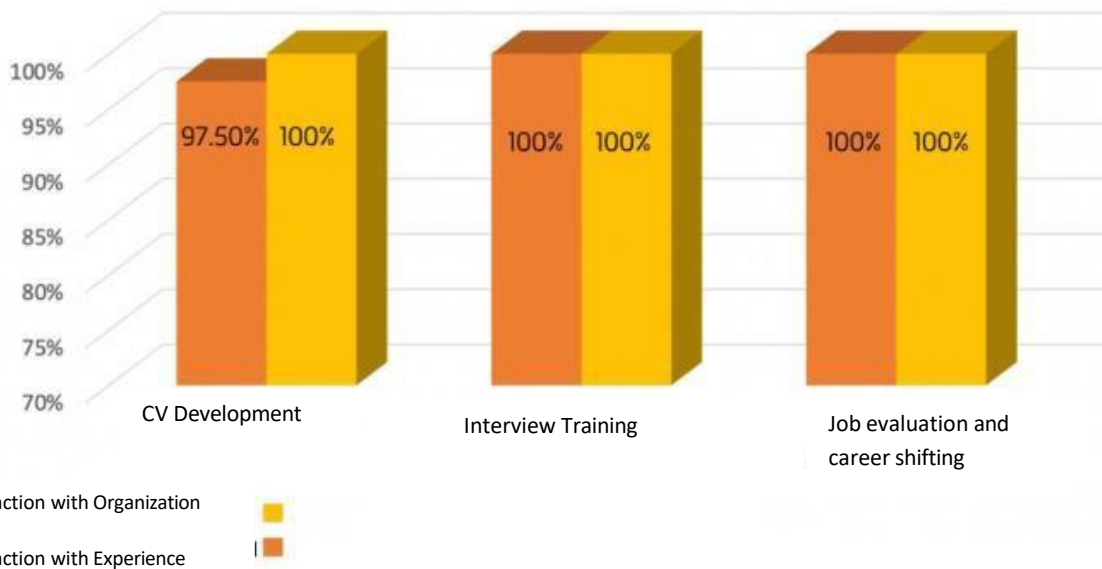


Figure (7) Satisfaction rate for each service (Expert)

A deeper analysis of the results from the guidance session providers, as shown in Figure 8, reveals that experts' satisfaction with the guidance session experience reached 99%, and their satisfaction with the organization was 100%. This indicates the success of the program for the consultants and their high level of satisfaction with both the program and its organization.



Figure (8) Overall satisfaction rate for the sessions (Expert).

In addition to the experts' satisfaction with the sessions, it was necessary to gather feedback from the spokesmen to understand their level of satisfaction with the organization of the workshops. As shown in Figure 9, both the overall satisfaction with the organization and the experience reached 100%. This can be attributed to the efforts made by the Graduate Center staff and the team running the program.

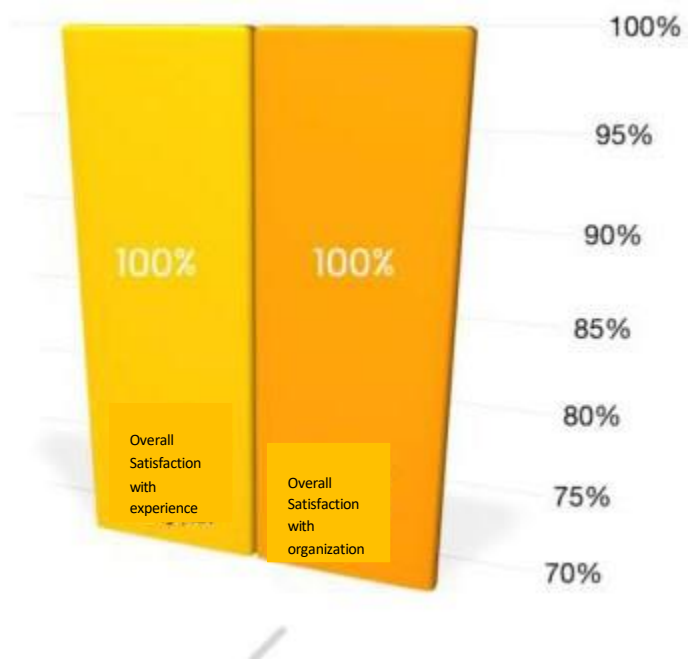


Figure (9) Overall satisfaction rate for the workshops (spokesman).

Feedback on the Program

Through the impact assessment survey, feedback was collected from beneficiaries, experts, and spokesman. The key observations and feedback from the program evaluators can be summarized as follows:

Feedback on Advisory Services:

There was prominent satisfaction, gratitude, and appreciation in the evaluations from the beneficiaries, experts, and spokesman towards the Professional Development Program and its organizers.

Praise and admiration were expressed for the overall organization and initiative, with particular commendation for the advisory sessions due to the valuable knowledge they provided to the university's graduates.

Beneficiaries appreciated the opportunity to receive consultations from experts, which helped them overcome challenges and successfully enter the job market and secure suitable job opportunities.

Beneficiaries requested broader promotion of the sessions and wider dissemination of announcements to ensure that all university graduates can benefit from them.

Feedback on the workshops

- Satisfaction and gratitude for the new topics offered by this program and its organizers, which benefit alumni by preparing them for the labor market.

- Proposing increase in the workshop time, especially the question time, so that the beneficiaries benefit.
- Proposing to provide an additional one or two hour course on the basics of CV writing and frequently asked questions, and to offer extra session if participants need it.
- Proposing to diversify and intensify the topics of the workshops according to the needs of the labor market.
- Proposing to expand the advertising of services in all media channels to benefit all graduates looking for work.

Beneficiaries, experts and spokesman praised the Professional Development Program initiative and extended their sincere thanks to the Alumni Center for this initiative , commending the professionalism of the remote organization amid the global COVID-19 pandemic.

Outcomes Evaluation Phase

In order to complete the study of the impact of the Professional Development Program, the Alumni Center focused on collecting performance indicators related to the services and comparing the actual results with the expected outcomes of the program. Therefore, all indicators for each service were gathered and then summarized into the key indicators to be described in part of this chapter.

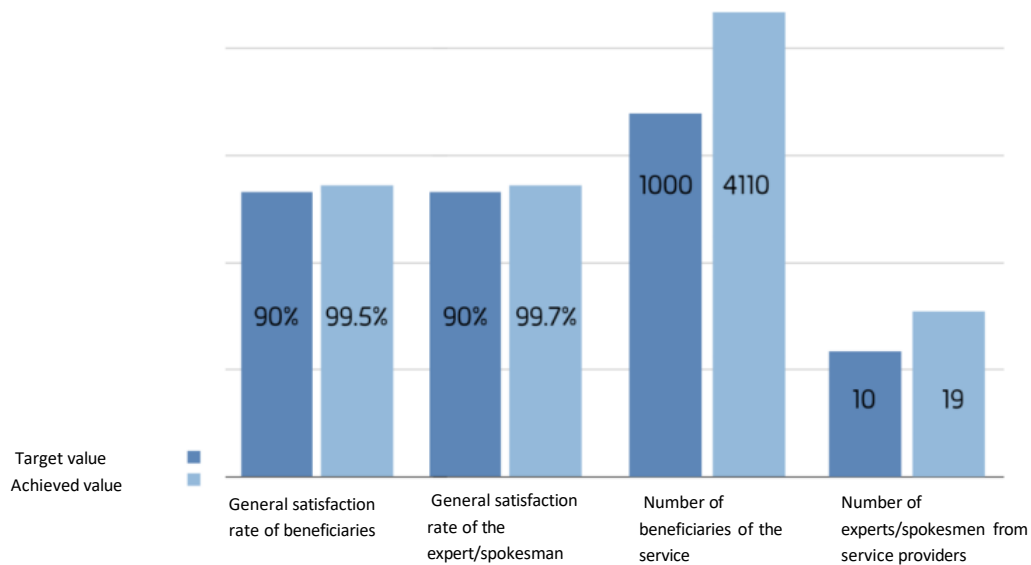
Key Performance Indicators (KPIs)

Upon measuring the program's indicators, the key metrics can be summarized as shown in the table below. This table views the actual numbers of both beneficiaries and experts, noting that a single expert may provide multiple services.

service	Item	No	Satisfaction rate
Job evaluation and career shifting sectors	Beneficiaries	13	100 %
	Experts	7	100 %
Developing CVs	Beneficiaries	80	99.8 %
	Experts	7	98.8 %
Training on how to pass interviews	Beneficiaries	79	100 %
	Experts	8	100 %
Job Search Strategies	Beneficiaries	3938	98 %
	Spokesmen	6	100 %

Based on the program's key indicators, the actual numbers can be compared with the targeted numbers for the first cycle of the program, as shown in Figure 10. This figure illustrates that the program achieved all the key indicators and even exceeded the program's expectations in its first cycle. The expected number of beneficiaries served during the first cycle increased to three times, and the center was able to attract double the number of experts expected to volunteer before

the program began. This indicates the program's success and the positive response from both beneficiaries and experts to the services provided.



Key indicators (general)			
Indicator	Target value	Achieved value	Variance ratio
Overall satisfaction rate of beneficiaries	90 %	99.5 %	+9%
Overall satisfaction rate of expert/ spokesman	90 %	99.7 %	+10%
Number of beneficiaries of the service	1000	4110	+311%
Number of experts/spokesmen providing the service	10	19	+9%

Figure (10) Key performance indicators of the program

Overall Satisfaction Indicators

Through the impact measurement phase, it was found that the overall satisfaction rate for both beneficiaries and experts regarding the program is 99.57%. Given the importance of this criterion as one of the program's key indicators; Figure 11 illustrates a comparative graph of the satisfaction rates of beneficiaries and experts for each service. In spite of the high satisfaction rate and the close results between the satisfaction of experts and beneficiaries, it is worth noting that the resume development service is the only service where not all beneficiaries and experts were fully satisfied. This may be due to the fact that reviewing a resume requires corrections and revisions during the session, which presented some challenges for conducting the sessions remotely.

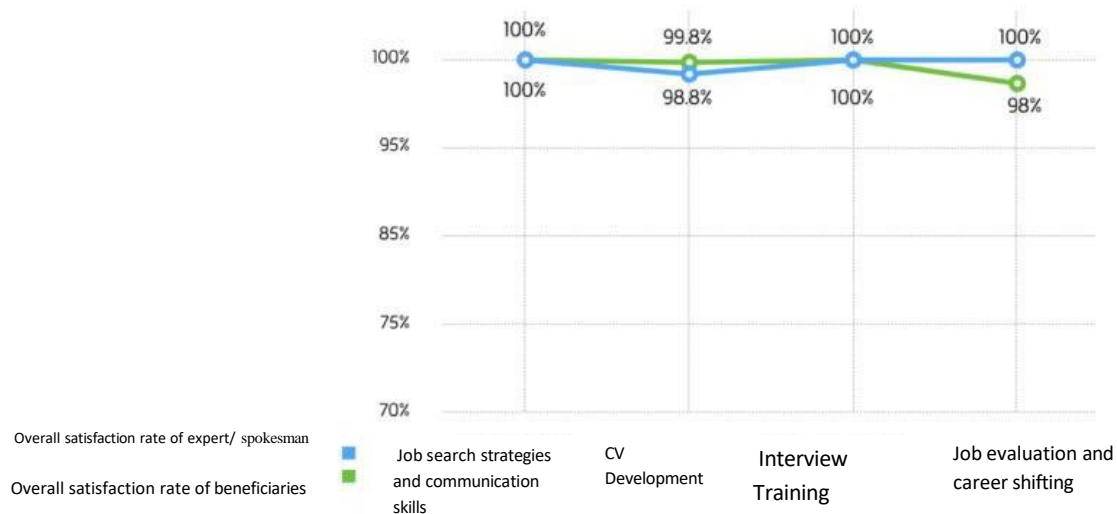


Figure (11) Comparative chart of the overall satisfaction rate between Expert/spokesman and the Beneficiary

In conclusion and based on all analyzed results, the overall satisfaction of all (beneficiaries, experts, or spokesmen) can be summarized as shown in Figure 12. The figure shows that the overall satisfaction rate of the program is 100% in the job evaluation and interview training services, while the overall satisfaction rate

reaches 99% in the CV development and job search strategy services. All results indicate the success of the program and its achievement of the desired goal.

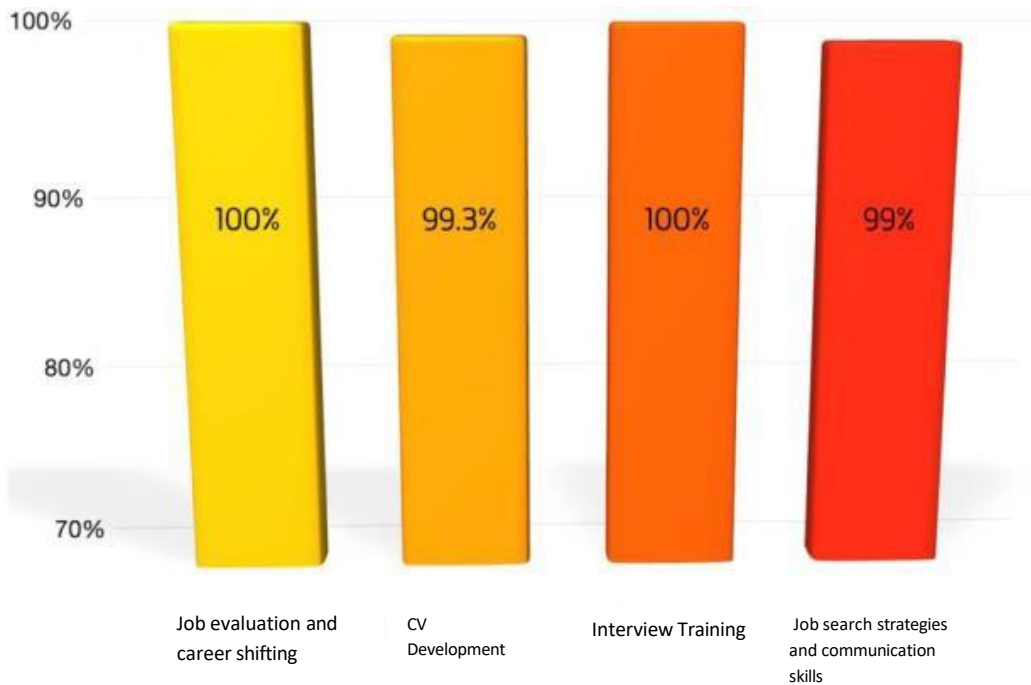


Figure (12) Overall satisfaction rate for all beneficiaries and experts

Challenges

One of the main challenges faced by the professional development program team was the inaccuracy of some data recorded by beneficiaries, such as contact numbers and email addresses. In addition, conducting sessions remotely increased the difficulty for some students to attend on time, and some sessions encountered technical issues.

Recommendations

One of the most important recommendations for future sessions is to implement a data verification feature to prevent any human or technical errors. Additionally, it is advisable to increase advertising campaigns to market the program to a broader audience of graduates and to offer the program periodically, ensuring that the timing aligns with the needs of the training students. The program experts also shared their suggestions, commending the tremendous efforts of King Saud University in general and the Alumni Center in particular for providing effective services that address labor market challenges, similar to those offered by this program. However, they prefer offering follow-up sessions in case the beneficiary needs that.

Attachments

Attachment (1) Media Coverage

News type	Source	Link
Press Release	Saudi Press Agency	
Press Release	Al-Jazirah Newspaper	https://www.al-jazirah.com/2021/20210225/ln3.htm
Press Release	Sabq Electronic Newspaper	https://sabq.org/Q2HhbB
Press Release	University newspaper	https://news.ksu.edu.sa/node/135541 https://news.ksu.edu.sa/ar/node/135840
Digital Media	Twitter	The promotional announcement for the launch of the Professional Development Program on the official account of King Saud University https://twitter.com/KSU/status/1360866105477242891 Announcement of the launch event on the official account of King Saud University https://twitter.com/KSU/status/1360866105477242891 Announcing the launch of the Professional Development Program on the official account of the University City for Female Students https://twitter.com/KSU_FC/status/1364882702747500544 announcing the completion of the professional development program - Official University Account https://twitter.com/KSU/status/1380520893819015168

Digital Media	Twitter	<p>Announcing the Professional Development Program at the College of Food and Agriculture https://twitter.com/cfas_ksu/status/1366739619690201094</p> <p>Announcing the launch of the first session - University Mission https://twitter.com/rksu/status/1364488326892429317</p> <p>announcing the completion of the professional development program- University Mission https://twitter.com/rksu/status/1380587589170831361</p>
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Attachment (2): Photos and Videos

Digital Media	Twitter	<p>The teaser video for the Professional Development Program https://www.youtube.com/watch?v=6-XYIBXG8Xc</p> <p>introduction to Professional Development Program https://www.youtube.com/watch?v=6-XYIBXG8Xc</p> <p>Professional Development Program Launching event https://www.youtube.com/watch?v=fsRQx5zZwbo</p> <p>Beneficiaries comments https://www.youtube.com/watch?v=NPk-FXuWAdo</p>
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Attachment (3) Supporting Decisions

Title	Entity	Context
Circular from the Minister of Education Regarding the Implementation of the Educational and Career Guidance Program	Ministry of Education	Based on the circular of His Excellency the Minister No. 34/46 dated 13/1/1419H regarding the implementation of the Educational and Career Guidance Program , which focuses on intensifying guidance services to help our students discover their interests, aptitudes, and abilities, develop and direct them, and make them aware of the educational and career opportunities available in the public and private sectors. This in turn will assist them in making decisions that are suitable for their personal characteristics.



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