King Saud University

Occupational Development Report

Alumni Center
King Saud University

University Vice-Rectorate for Academic Affairs

Annual Report of Academic Year of 1443 AH

بسم الله الرحمن الرحيم

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

MAYA CLINIC
مايـا كلينـك

Participating parties

ihrsp
نحو موارد بشرية سعودية مبتكرة
Towards an innovative Saudi HR

stc

misk مسك
مؤسسة خيرية

موبايلي
Mobily

تحكم
Technology and Security Ecosystem

قادة الموارد
HR LEADERS

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 Education is one of the most important pillars that are relied upon to achieve excellence, success and competition in various fields of development. It has become a goal sought by many countries, most notably the Kingdom of Saudi Arabia, and one of the most important goals of its Vision 2030, and many human and material resources are mobilized to achieve this goal. University education is the final stage of education in which community cadres are built and qualified, so that some of them can go to the labor market and others can go on to complete their postgraduate studies. Through the Professional Development Program, we at the Graduates Center seek to prepare and qualify human cadres who are prepared for the labor market and are highly aware of their scientific and professional abilities and skills, and are able to make their decisions and continue their journey to achieve their goals and ambitions with determination and resolve.

The Alumni Center launched the Professional Development Program in 1442 AH, which seeks to provide its services through visual and audio broadcasting to develop the skills of university students and graduates and qualify them to enter the labor market, raise their professional efficiency, train them on the skills necessary for the labor market and future professions, and provide them with appropriate support through advisory and training sessions. Introduction by the most prominent specialists and consultants in the public and private sectors. Therefore, the Graduates Center was keen to continue with its second edition after the resonance and success it found in its first edition.

Program mission

Striving to build a pioneering professional model capable of keeping pace with the labor market, enhancing and meeting its requirements in line with the vision of King Saud University, achieving the Kingdom's Vision 2030, enhancing the loyalty and belonging of graduates, and enabling them to develop their skills and capabilities to reach a professionally distinguished graduate.

Program vision

Professional excellence in serving graduates to keep pace with the requirements of the labor market, and achieve the Kingdom's vision locally, regionally and globally.

1- Job evaluation by providing professional consultations from human resources specialists.

2- Raising the efficiency of students and graduates; by holding workshops on the required labor market skills.

3- Raising the employment rate for King Saud University graduates; through workshops on job search strategies and the art of communication.

4- Raising the loyalty of graduates to the university; by cooperating with them and sharing their experiences.

5- Marketing to recent university graduates by helping them develop their CVs and training them to conduct interviews at the hands of specialists in the field of employment.

6- Introducing experienced university graduates as a role model by presenting and introducing their experiences.

Interview training

CV development

Job evaluation and
change of sector

**Job Search Strategies
and Communication**

First Edition Impact Study

After launching the Professional Development Program (first edition) in 1442 AH, the Alumni Center was keen to measure the impact of the program and limit performance indicators in all services and actual program results. It became clear that the program achieved all the main indicators and exceeded the program's targeted expectations. This is an indicator of the beneficiaries' need for such services that help them to Improving and developing their skills and capabilities and raising their efficiency through professional consultations with specialized experts, as the number of beneficiaries of the services increased to three times the expected number of their services and attracted twice the number of targeted experts. This is evidence of the success of the program and a positive incentive for its continuity and helping students and graduates to develop their skills and capabilities. And keeping pace with the requirements of the labor market. Accordingly, the Professional Development Program was issued in its second version for the year 1443 AH.

General Framework

Date: Starting from the month of Rabi` al-Awwal 1443 AH

Target group:

Male and female students and graduates of King Saud University

Place

through visual and audio broadcast

The period is over three semesters.

Program Statistics

Workshops
7

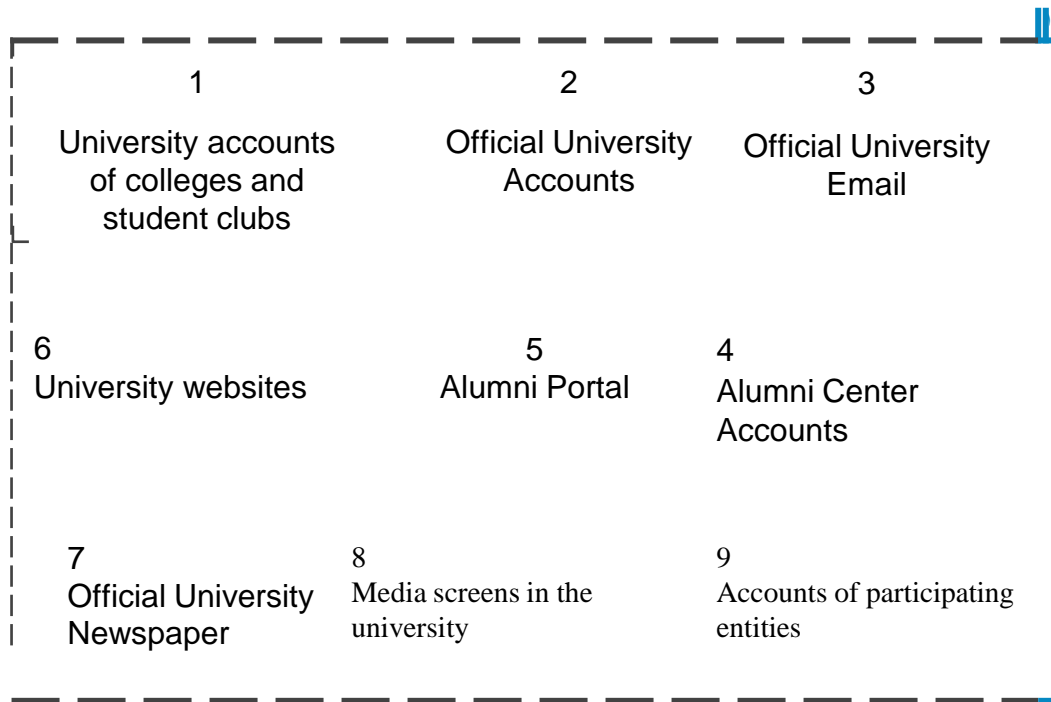**Program Services**
4

Guiding Sessions
440

Beneficiaries
4024

Experts and speakers
33

Announcement stage

Announced and published electronically via

1	2	3
University accounts of colleges and student clubs	Official University Accounts	Official University Email

6	5	4
University websites	Alumni Portal	Alumni Center Accounts

7	8	9
Official University Newspaper	Media screens in the university	Accounts of participating entities

Implementation

 The program was launched with several services that contribute to qualifying graduates to enter the labor market, raising their professional efficiency, training them on the skills necessary for the labor market and future professions, and providing them with appropriate support through advisory and training sessions presented by the most prominent specialists and consultants in the public and private sectors.
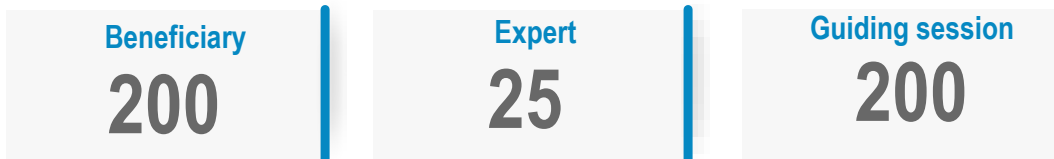
Expert
26

Speaker
7

Beneficiaries
4024

CV development

Through it, the beneficiary's CV is reviewed and evaluated by experts and specialists in the public and private sectors to market their competencies in a way that ensures they obtain the appropriate job.

Beneficiary	Expert	Guiding session
200	**25**	**200**

Interview training

Through it, interviews are conducted for beneficiaries, simulated in reality, by experts and specialized consultants in the public and private sectors, in order to provide them with the necessary skills to pass the job interview and obtain the job that suits their ambitions.

Beneficiary	Expert	Guiding session
170	**26**	**170**
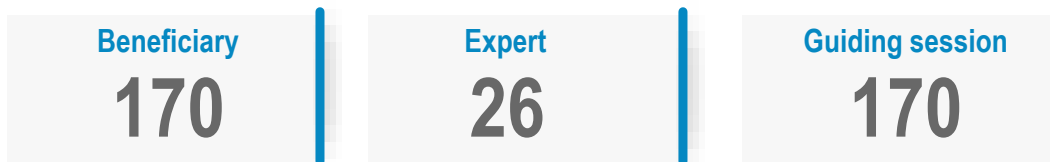
Job Search Strategies and Communication

Through it, workshops are provided to beneficiaries periodically by specialists in the public and private sectors, highlighting the most important general and specific skills that King Saud University students and graduates need to enter the labor market.

Beneficiary	Expert	Guiding session
3584	**7**	**7**
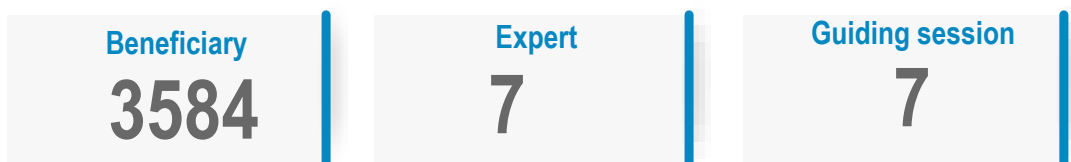
Job evaluation and change of sector

Through it, advisory sessions are provided to graduates of King Saud University who are working by experts and consultants in the public and private sectors when the beneficiaries wish to obtain advice regarding their current work or changing their work sector.

Beneficiary	Expert	Guiding session
70	**23**	**70**
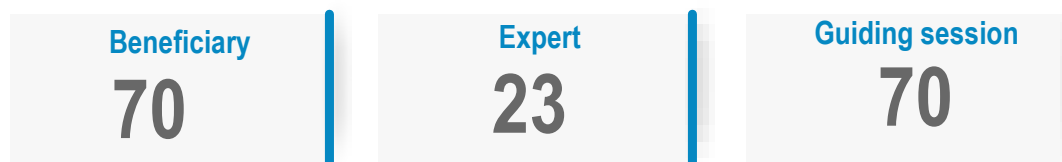
Figure 1: Program Advisory Services

Job search strategy

. Hassan Saeed Muhammad Muhammad

Regional Director of Partner Relations

Wednesday 06 Shaban 1443 AH

March 09, 2022 AD

Evening

How to market yourself professionally

Malak Al-Jabali

Marketing and Communication Specialist

Monday 20 Rajab 1443 AH

February 21, 2022 AD

Evening 9:00 - 7:00

Job Search Strategy

Mr. Hassan Saeed Muhammad Muhammad

Recruitment Manager at STC

Wednesday 06 Shaban 1443 AH

March 09, 2022 AD

Evening 9:00 - 7:00

Personal skills and their importance in the professional future

Ayman Khaled Al-Ali

General Manager of Human Resources for the Technology Unit

Sunday 26 Rajab 1443 AH

February 28, 2022 AD

Evening 9:00 - 7:00

Functional Excellence

Fawaz bin Mohammed Al-Duraibi

Director of Talent Development Operations

Wednesday 19 Rabi` al-Thani 1443 AH

November 24, 2022 Evening

You graduated today? What are you doing tomorrow?

Wafaa Bint Muhammad Al-Baz

Coach Consultant Trainer in Empowerment, Capacity Building and Career Guidance

Tuesday 07 Rajab 1443 AH 08 February 2022 AD Evening

Figure 2: Description of job search strategies and communication art workshops

أ. أوان عبدالله العبيد	أ.أحمد إبراهيم الكناني	أ. عبدالله محمد الغامدي	أ.نوف فهد بن جبير
أخصائي موارد بشرية	مدير موارد بشرية	مدير شعبة تطوير مواهب الخريجين	كبير مستشاري رأس المال البشري
أ. فيصل عايد العرادي	أ. عبدالرحمن بن دهيم	أ. أنس عبدالرحمن المحيميد	أ.سلطان سعيد الذيابي
مستشار أول للمشاريح والتحليلات	مدير عمليات رأس المال البشري	مساعد مدير الموارد البشرية	مدير عام إدارة الموارد والبشرية
أ. سعود ثامر العنزي	أ. مهند محمد بن مسعد	أ. ياسر صالح السديس	أ.عبدالرحمن الحظيي
مخطط قوى عمالة وإدارية	مشرف الاستقطاب والاختيار	مدير الدعم	مدير إدارة استراتيجية الموارد البشرية
أ.وفاء إبراهيم الوافي	أ.فايز معلا المطيري	أ.بشرى زحمد الحربي	أ.رباب سلطان السلطان
أخصائي موارد بشرية	أخصائي التطوير التنظيمي	أخصائي أول بأدارة التعليم والتطوير	مدير إدارة راس المال البشري

أ.عبداللة محمد السلامة	أ.زكريا صالح المرشود	أ.علي الحربي
مدير عام رأس المال البشري	مدير إدارة التعليم والتطوير	مدير إدارة التدريب

عبدالعزيز سليمان السويد	عبدالرحمن ناصر الانصاري	فيصل تركي التري	ريانه العبدالكريم
إستشاري موارد بشرية	مدير إدارة موارد بشرية	مدير عام الموارد البشرية	أخصائي توظيف

عبدالعزيز العويمر	د. يوسف إبراهيم النملة
اخصائي تدريب	أستاذ مساعد

إبراهيم عبدالله الهويش	خالد سعود الشمري
نائب رئيس أول مركز تميز الموارد البشرية	مدير ردارة التعلم والتطوير

ايمن الظاهري	عبدالعزيز الغامدي
مدير الموارد البشرية	مدير الموارد البشرية

Figure 3: Experts participating in the programme

 By distributing an impact measurement questionnaire to beneficiaries, experts and speakers, the Alumni Center was able to collect their views and measure their satisfaction with the program services provided in the form of advisory or guidance sessions, their quality and benefit from them.
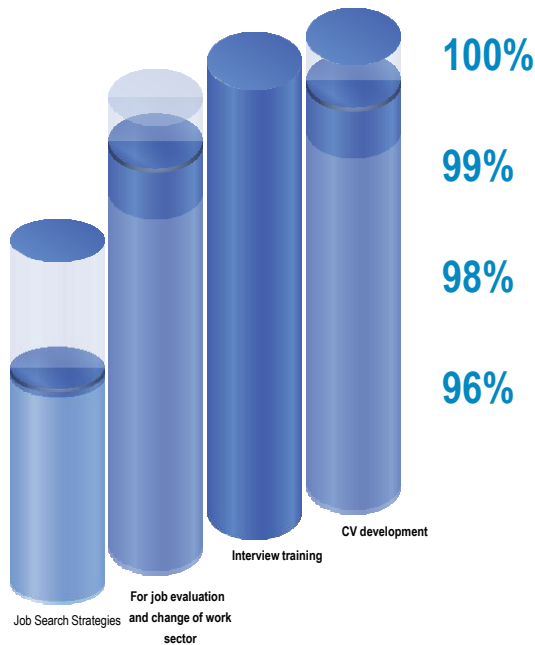

100%

99%

98%

96%

CV development

Interview training

For job evaluation and change of work sector

Job Search Strategies

Figure 4: Beneficiary satisfaction rate with the program's services

Interview training 100%

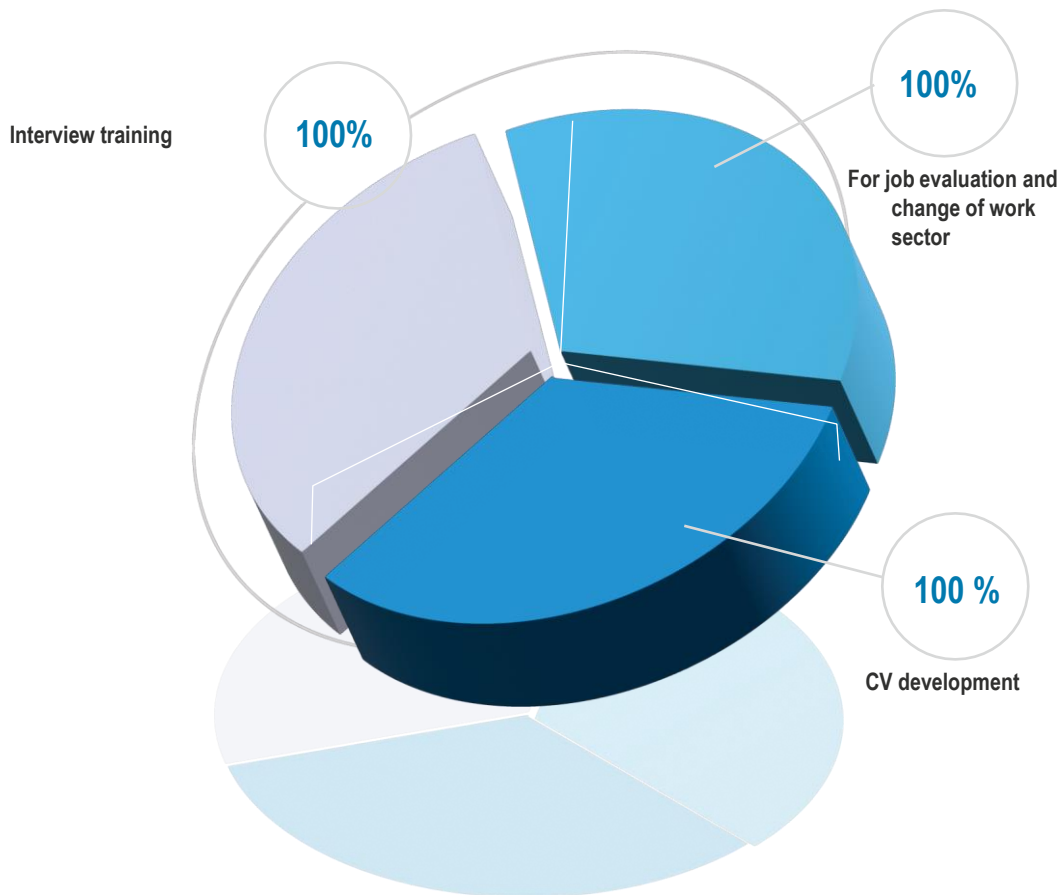100%

For job evaluation and change of work sector

100 %

CV development

Figure 5: Beneficiary satisfaction rate with counseling sessions
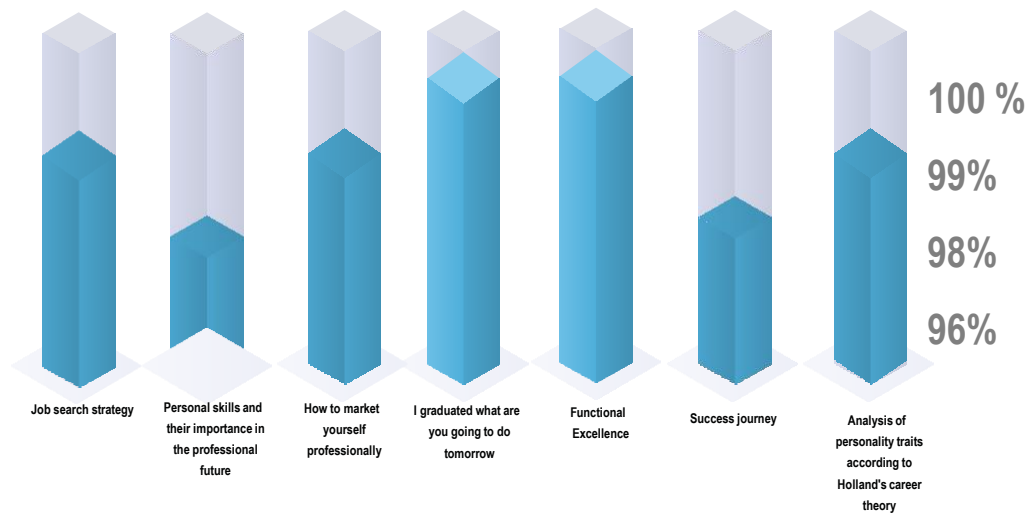
Figure 6: Beneficiary satisfaction rate with the workshops

Chart axis labels:
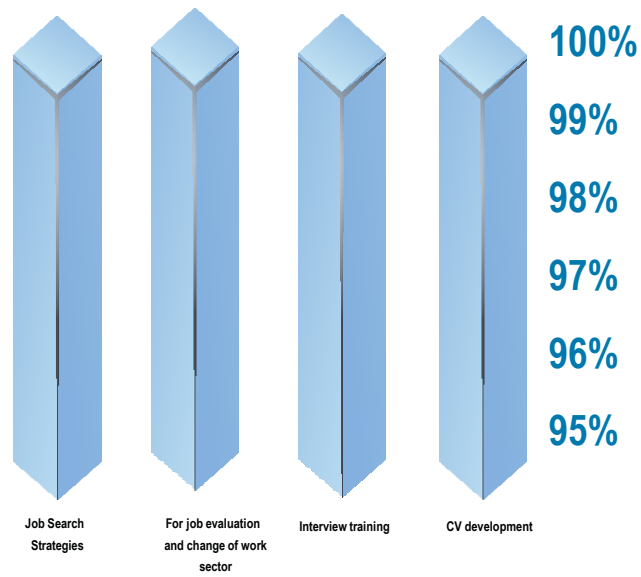- Job search strategy
- Personal skills and their importance in the professional future
- How to market yourself professionally
- I graduated what are you going to do tomorrow
- Functional Excellence
- Success journey
- Analysis of personality traits according to Holland's career theory

100 %
99%
98%
96%

100%

99%

98%

97%

96%

95%

Job Search Strategies | For job evaluation and change of work sector | Interview training | CV development

Figure 7: Expert/speaker satisfaction rate with program services

100%
Interview training

100%
For job evaluation and change of work sector

100%
CV development
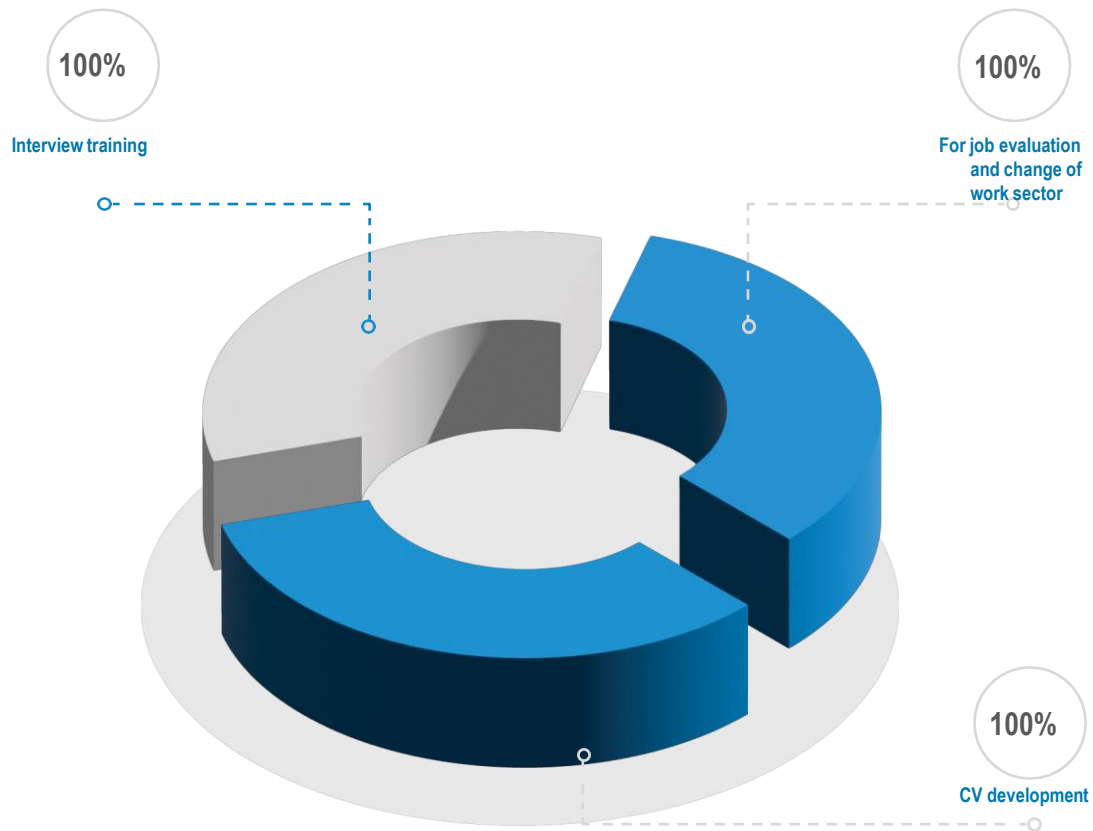
Figure 8: Expert/speaker satisfaction rate for counselling sessions

100%
99%
98%
97%
96%
95%

Job search strategy | Personal skills and their importance in the professional future | How to market yourself professionally | I graduated what are you going to do tomorrow | Functional Excellence | Success journey | Analysis of personality traits according to Holland's career theory
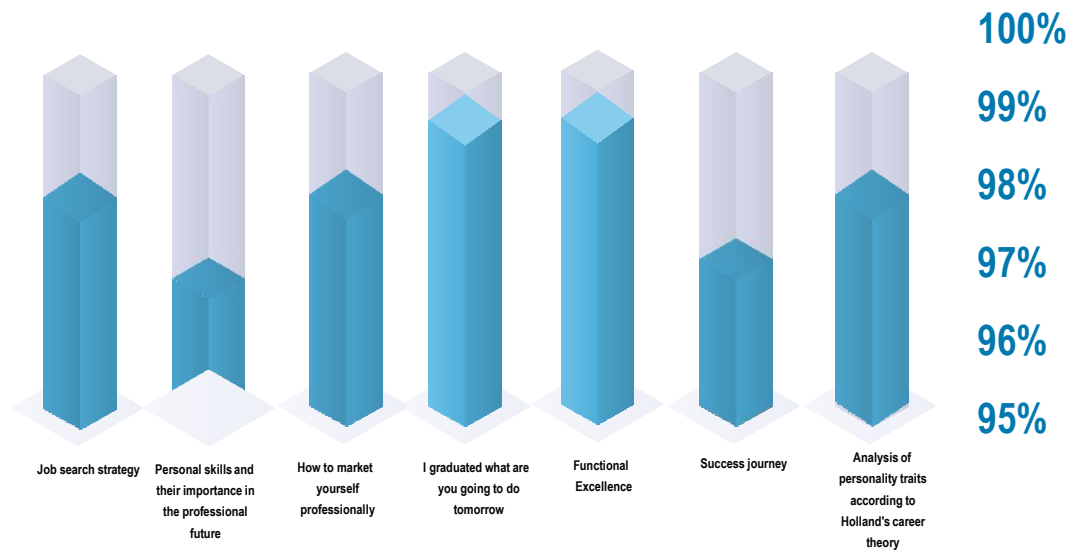
Figure 9: Expert/speaker satisfaction rate of workshops

By measuring the indicators of the second version of the program, it became clear that the overall satisfaction rate of both beneficiaries and experts with the program is high at 99.97%. The main indicators of the program can be summarized as shown in the figure below.
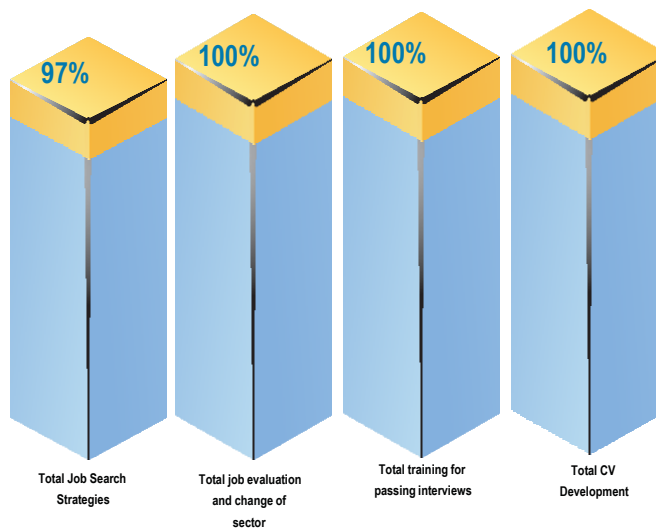

97%	100%	100%	100%
Total Job Search Strategies	Total job evaluation and change of sector	Total training for passing interviews	Total CV Development

Figure 01: Overall satisfaction rate of experts/speakers and beneficiaries with the program's services
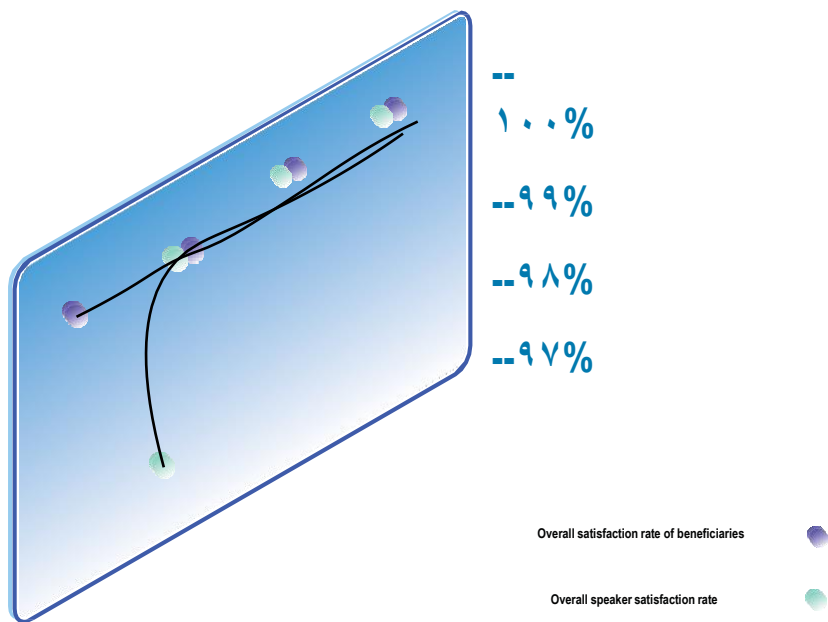
Figure 11: Overall satisfaction rate of the expert/speaker and the beneficiary

By measuring the main program indicators, we clarify in the table below the actual numbers of both experts and beneficiaries, noting that one expert may provide more than one service.

Service	Item	Number	Satisfaction
CV development	Beneficiaries	200	100%
	Experts	25	100%
Interview training	Beneficiaries	170	100%
	Experts	26	100%
Job Search Strategies and Communication	Beneficiaries	3584	98%
	Experts	7	100%
Job evaluation and change of sector	Beneficiaries	70	100%
	Experts	23	100%

Table 1: Actual numbers of experts and beneficiaries

Through the graph below, we can see the overall satisfaction of the program for experts and speakers, which reaches approximately 0.1%, where the target was set at 59%, which means that the difference between the target and the actual value is an increase of 5%, which indicates the success of the program in its second version and its achievement of the desired goal.
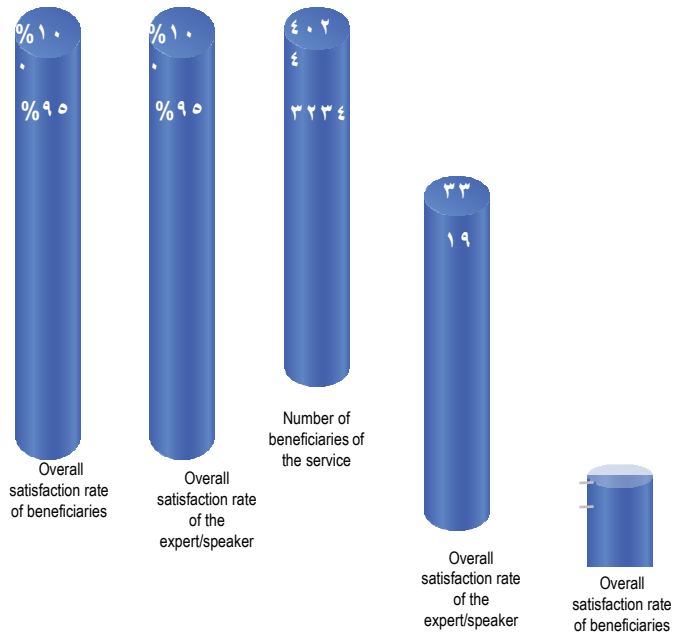

Figure 21: Key Program Indicators

Indicators	Target value	Realized value	Difference
Overall satisfaction rate of beneficiaries	95%	100%	5%
Overall satisfaction rate of the expert/speaker	95%	100%	5%
Number of beneficiaries of the service	3243	4024	781
Number of experts/speakers providing the service	19	3 3	14

Table 2: Key Program Indicators

Here we show a comparison between the number of experts, speakers and beneficiaries in the program during the years 1442 AH and 1443 AH. We note that the numbers increased as in the chart below.
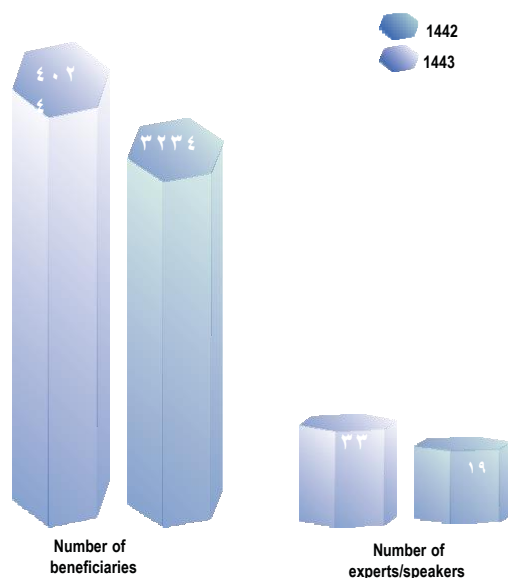
Figure ١٣: Comparison of the indicators of the first and second versions of the program

The Professional Development Program has received great interest from the university students and graduates. This is due to the enthusiasm of students and graduates for such programs and services that help develop their skills, raise their professional efficiency, and train them on the skills necessary for the labor market and future professions. The views of experts, speakers, and beneficiaries about the program and its services can be summarized as follows: From the guidance sessions and workshops as follows:

General satisfaction with the program services from beneficiaries, experts and speakers. Thanks to the Alumni Center and those in charge of this program.

Desire to sustain the program. Praise for the procedures developed in the guidance sessions. Continuity of opening the sessions throughout the year.

Desire of some to convert the program to an in-person program.

Challenges

Thank God, most of the challenges that faced the Professional Development Program team in the first version were overcome, but there is still a challenge from the beneficiaries through not committing to attending the sessions and wasting the opportunity for another beneficiary to book the session.

Recommendations

One of the most important recommendations that we look forward to working on in the coming years is adding conditions for booking advisory sessions, and increasing awareness of professional development and its services by continuing the program's marketing campaigns for university students and graduates. We also seek to study the development of the program's services and procedures to keep pace with the requirements of the labor market.

Figure 41: Number of beneficiaries in each service

Media coverage statistics

Alumni Center Twitter

More than 00711 followers

University Twitter

More than 094 thousand followers

University Communication System Mail

More than 5,000 university staff

University websites

2 Website

University media screens

More than 2000 media screens

University Accounts

More than 21 Twitter accounts

Accounts of the sponsor and participating entities

7 Twitter accounts

Electronic and local newspapers

2 newspaper

مركز الخريجين
جامعة الملك سعود
King Saud University

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