

Occupational Development Program

Vice-Rectorate Office
Educational and Academic Affairs





”

King Saud University is committed to providing its students with a world-class education that emphasizes research and innovation, enabling them to become the future leaders

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



We strive to create an engaging and stimulating academic environment to ensure exceptional educational outcomes that align with economic development plans and contemporary challenges, fulfilling aspirations of the leadership and contributing significantly to the Kingdom's growth, prosperity, and global competitiveness

Vice President for Educational and Academic Affairs
Prof. Dr. Mohammed bin Saleh Al-Nami



Table of contents

Introduction	6
About the program	7
Vision & Mission	8
Goals	9
Services	10
Study of the impact of the first and second editions	11
General framework	12
Key statistics of the program	13
Program Phases	13
Announcement phase	13
Implementation Phase	14
Service description	15
Impact Assessment statistics	17
Beneficiary Satisfaction Rate	17
Expert & spokesmen Satisfaction Rate	20
Outcomes Evaluation Phase	22
Key Performance Indicators (KPIs)	23
Overall Satisfaction Indicators	26
Program indicators results over the three years	28
Feedback on the Program	29
Challenges	30
Recommendations	30
Attachments	31





Figures index

Figure (1) Beneficiary satisfaction rate with advisory services	17
Figure (2) Beneficiary's overall satisfaction rate with guidance sessions	18
Figure (3) Beneficiary's overall satisfaction rate with job search strategies and effective communication skills	19
Figure (4) Advisor satisfaction rate for each consulting service	20
Figure (5) Advisor overall satisfaction rate with counseling sessions	21
Figure (6) Overall satisfaction rate of spokesman with workshops	22
Figure (7) Key performance indicators	24
Figure (8) Comparative chart of the overall satisfaction rate between Expert and the Beneficiary	26
Figure (9) Comparative chart of the overall satisfaction rate for program services	27
Figure (10) Comparison of program indicators over the three years	28

Table index

Table 1: Actual numbers of experts and beneficiaries	23
Table 2: Main program indicators	25



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 third cycle during the academic year 1444 AH. Several entities participated to support the program and implement its outcomes, with special thanks to the participating entities, including Saudi Telecom Company and HR Leaders Group.

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 event, 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 feedback, the challenges it has faced since its launch, and some of the recommendations.



About Program



The Alumni Center launched the Professional Development Program in 1442 AH, providing services through audiovisual and audio broadcasts to develop the skills of students and graduates, preparing them to engage in the labor market and enhance their professional efficiency. Also, the program train them on the skills necessary for the labor market and future professions while offering appropriate support through advisory and training sessions provided by leading experts and advisors in both the public and private sectors. Therefore, the Alumni Center is keen to continue with its third edition after witnessing the positive feedback and success of the first and second editions.





Vision

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

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.





Objectives



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





Study of the impact of the first and second editions

After providing the Professional Development Program (in its first and second editions) in 1442 AH and 1443 AH, the Alumni Center was keen to measure the impact of the program and collect performance indicators for all services and the program's actual outcomes. It became clear that the program achieved all the key indicators and exceeded the expected targets. This is an indication of the need for such services, which help beneficiaries improve and develop their skills and abilities while enhancing their efficiency through professional consultations with specialized experts. The number of beneficiaries of the services increased to three times the expected number of people served, and twice the targeted number of experts was attracted. This is an evidence of the success of the program and a positive incentive for its continuity and helping students and alumni develop their skills and abilities and keep pace with the requirements of the labor market. Accordingly, the Professional Development Program was continued for the current year 1444 AH in its third edition.



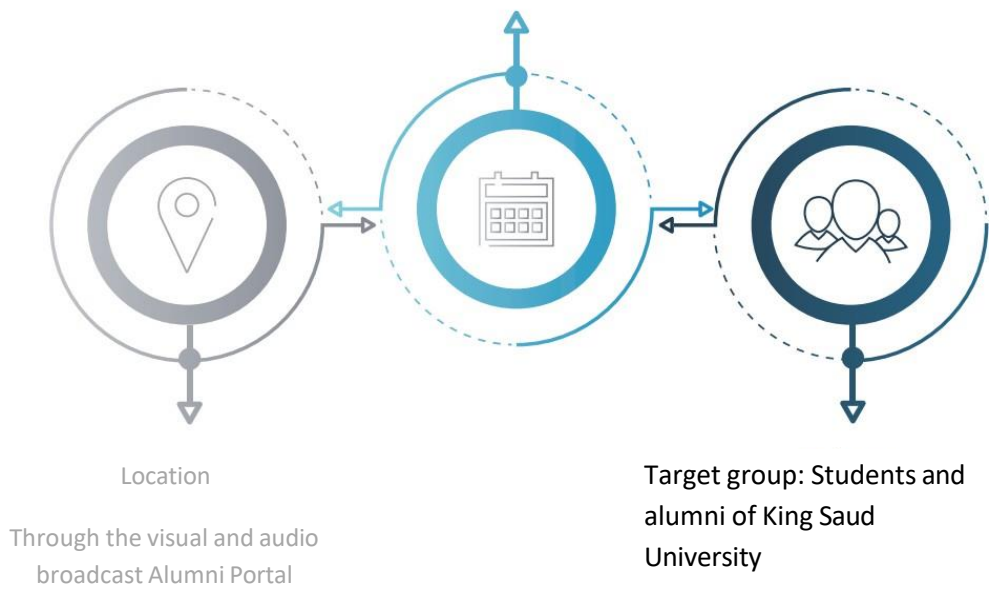


General framework



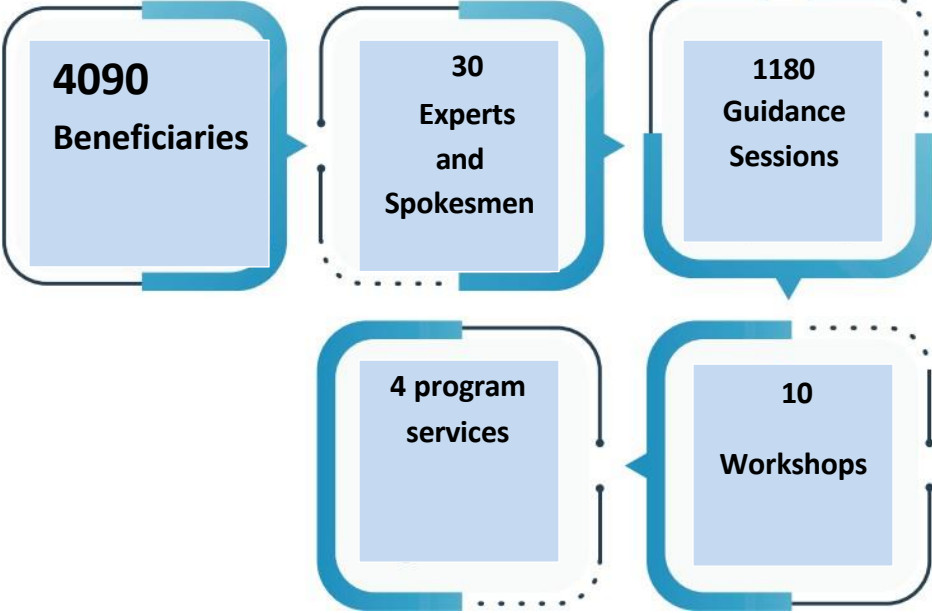
Time

Mid-Safar 1444 AH for eight months





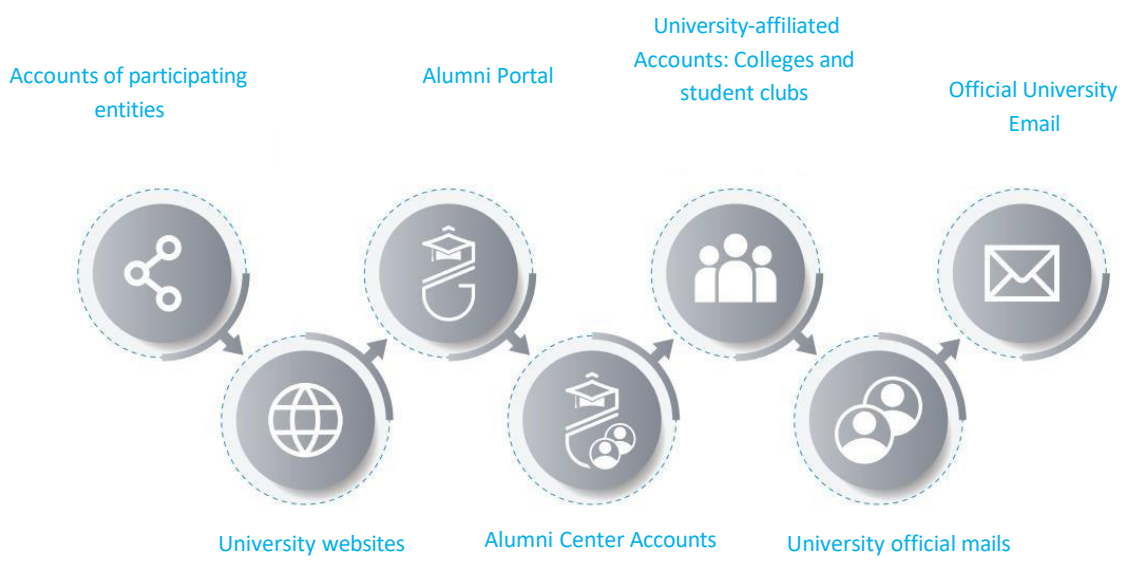
Key statistics of the program





Work phases

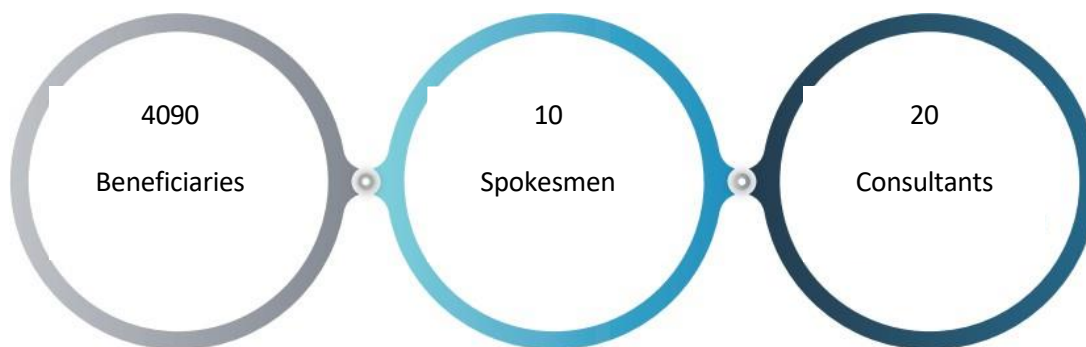
Announcement phase





2. Implementation phase

The program was launched with several services that contribute to qualifying alumni to enter the labor market, enhance their professional skills, and equip them with the skills required for the current and future labor market. The program also provided them with the necessary support through advisory and training sessions delivered by leading experts and advisors from both the public and private sectors.

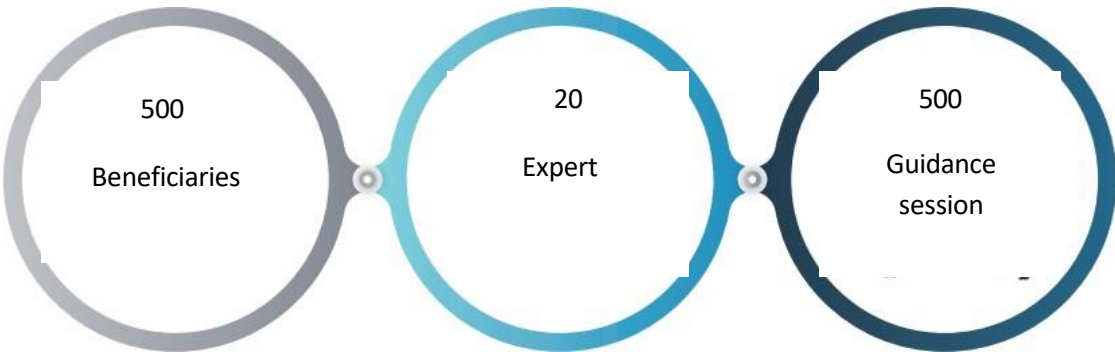




Service description

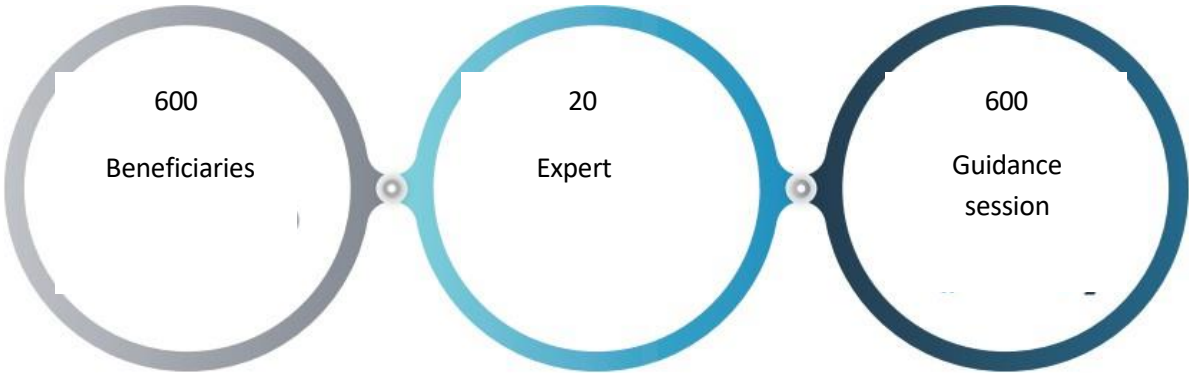
Developing CVs

The process involves a review and evaluation of resumes by experts from both the public and private sectors to help beneficiaries market their skills and secure suitable employment



Training on how to pass interviews

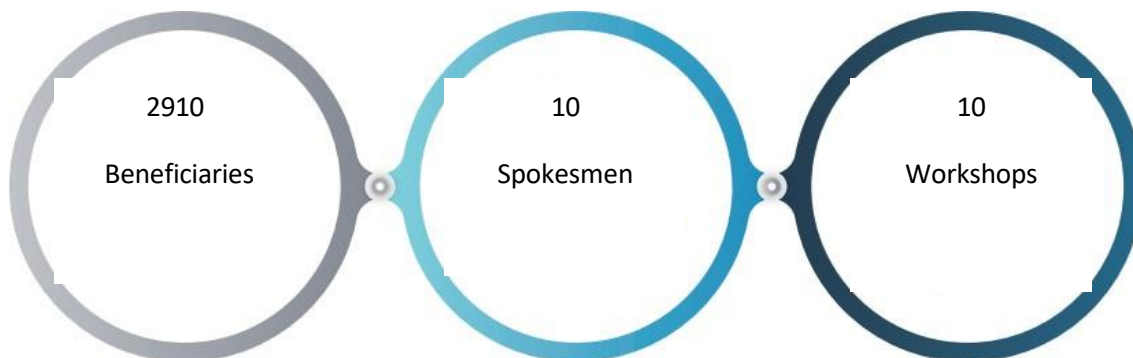
It involves conducting real-life mock interviews for beneficiaries by experts and advisors from both the public and private sectors, aiming to equip them with the necessary skills to pass interviews and secure a position that aligns with their aspirations.





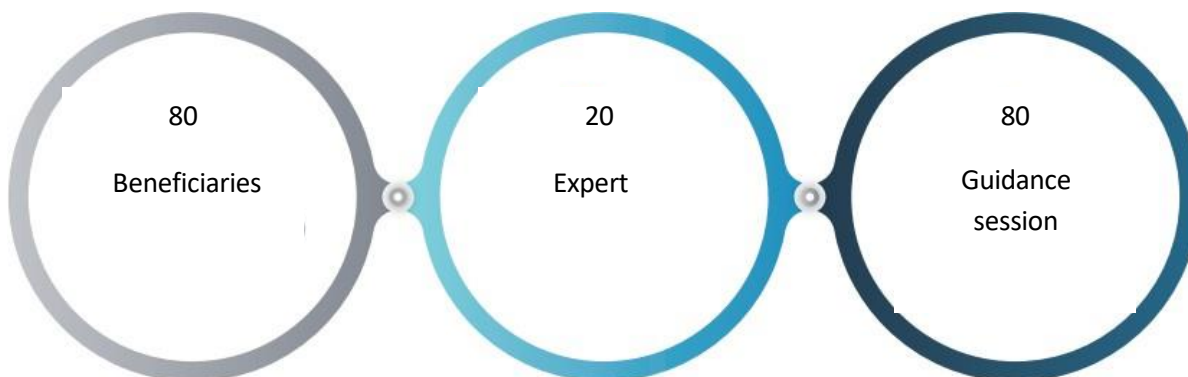
Job search strategies and effective communication skills

The program provides regular workshops led by experts from both the public and private sectors, focusing on equipping King Saud University students and graduates with the necessary skills to join the workforce



Job evaluation and career shifting sectors

This program offers consulting sessions to currently employed King Saud University graduates, providing them with the opportunity to seek advice from experts in the public and private sectors on their current job or a potential career change.





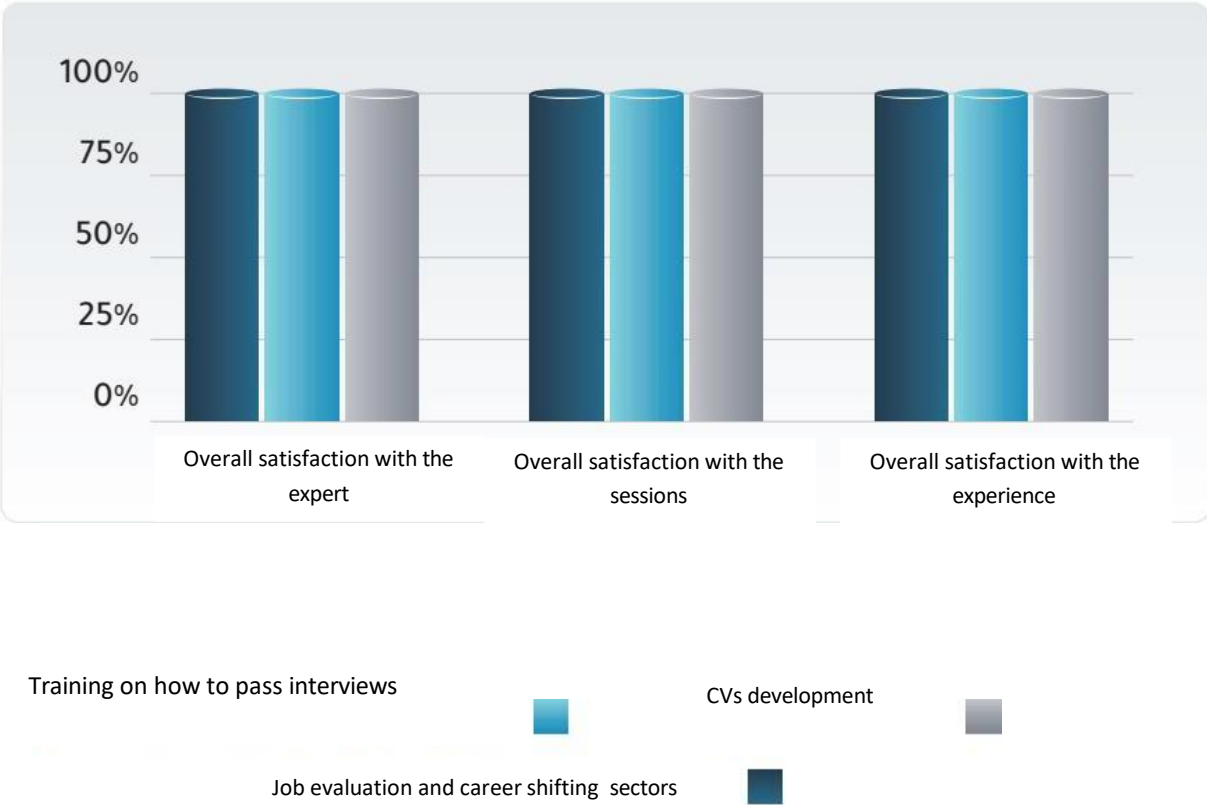
Measuring Program Impact in its third edition

The Alumni Center, through distributing an impact assessment survey to beneficiaries and experts, gathered their feedback and measured their satisfaction with the program's services. These services were offered in the form of advisory and guidance sessions, assessing their quality and the extent of the benefit gained from them.

Beneficiary satisfaction rate with advisory services

The impact assessment survey and participant feedback consistently indicate a 100% satisfaction rate among beneficiaries regarding all consulting services provided. This includes satisfaction with the experts, the guidance sessions, and the overall experience

Figure (1) Beneficiary satisfaction rate with advisory services





Overall satisfaction rate with guidance sessions

The overall satisfaction rate for all sessions was measured, as shown in Figure 2, where it is clear that the rating reaches 100% with regard to the experts, the program experience, and the sessions.

Figure (2) Beneficiary's overall satisfaction rate with guidance sessions

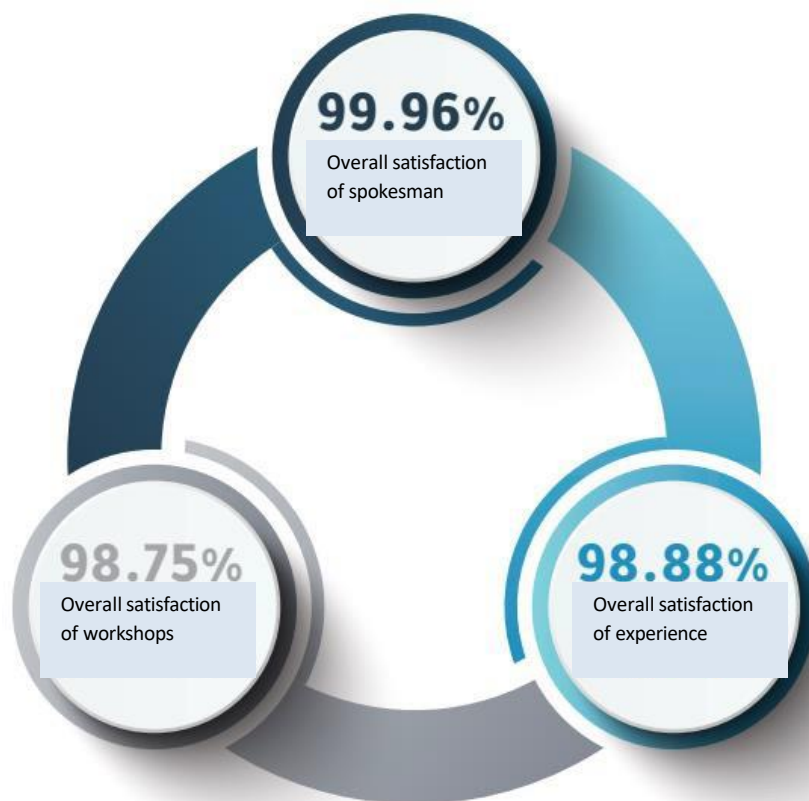




Overall satisfaction rate with job search strategies and effective communication skills

The overall satisfaction rate with the "Job Search Strategies and Communication Skills" service provided to beneficiaries reached 98.74%, as shown in Figure 3. This means that 2,873 beneficiaries were fully satisfied with the service provided to them. Additionally, 98.88% of beneficiaries expressed a strong desire to attend future workshops. The overall satisfaction rate with the spokesmen reached 99.9%.

Figure (3) Beneficiary's overall satisfaction rate with job search strategies and effective communication skills





Expert Satisfaction Rate

Based on the impact assessment and feedback from experts, including consultants and spokesman, the satisfaction rates of service providers were summarized, as shown in Figure 4. Regarding satisfaction with the organization, it is evident that the consultants' satisfaction reached 100% across all advisory services. As for satisfaction with the overall experience, all consultants expressed a high level of satisfaction with all services, reaching 100%.

Figure (4) Advisor satisfaction rate for each consulting service





Based on the analysis of feedback from session instructors, as illustrated in Figure 5, it is evident that 100% of consultants expressed satisfaction with the advisory session experience, and 100% were satisfied with the overall organization. These results indicate the success of the program from the consultants' perspective

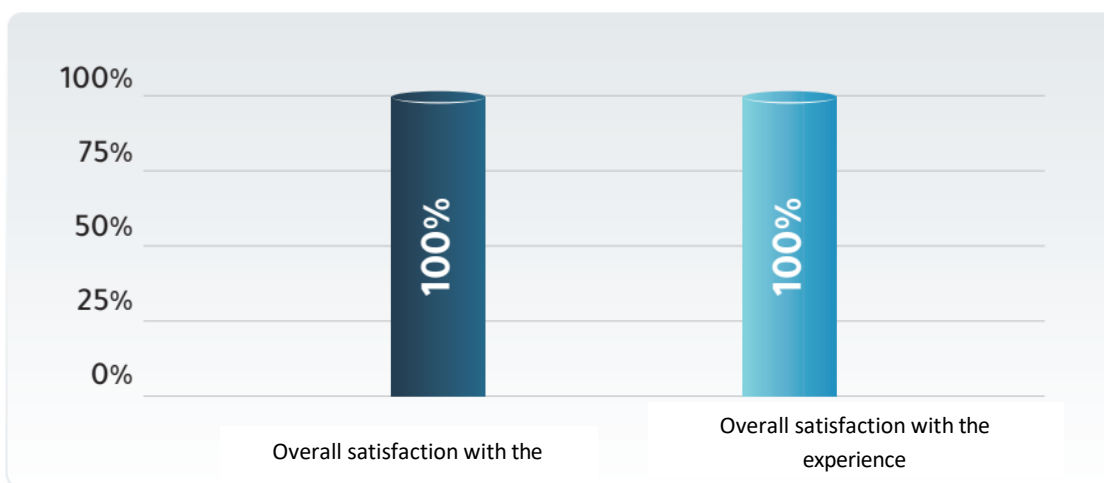
Figure (5) Advisor overall satisfaction rate with counseling sessions





After measuring the satisfaction impact of the consultants regarding the sessions, the feedback from the spokesman was collected and their satisfaction with the organization of the "Job Search Strategies and Communication Skills" service was measured. As shown in Figure 6, it is noticeable that the overall satisfaction with both the organization and the experience reaches 100%.

Figure (6) Overall satisfaction rate of spokesman with workshops





Outcomes Evaluation Phase

To comprehensively assess the program's impact, it is essential to track the performance indicators of the services and compare the expected outcomes of the program. Therefore, all indicators for each service were compiled, and the key indicators were summarized.

Key Performance Indicators (KPIs)

The table below shows the actual numbers of both experts and beneficiaries, noting that a single expert may provide more than one service.

Table 1: Actual numbers of experts and beneficiaries

Service	Item	No.	Satisfaction rate
CVs development	Beneficiaries	500	100 %
	Consultants	20	100 %
Training on how to pass interviews	Beneficiaries	600	100 %
	Consultants	20	100 %
job search strategies and effective communication skills	Beneficiaries	2910	98.74 %
	Consultants	10	100 %
Job evaluation and career shifting sectors	Beneficiaries	80	100 %
	Consultants	18	100 %



Based on the program indicators, it is possible to compare the actual percentages and numbers with the targets set for the third edition of the program, as shown in Figure 7. It is clear that the program achieved all its key indicators, with the number of beneficiaries served fourfold the expected number. Additionally, the number of experts volunteering for the program doubled the anticipated number before the program began. This indicates the success of the program's third edition and the positive response from both beneficiaries and experts to the services provided.

Figure (7) Key performance indicators

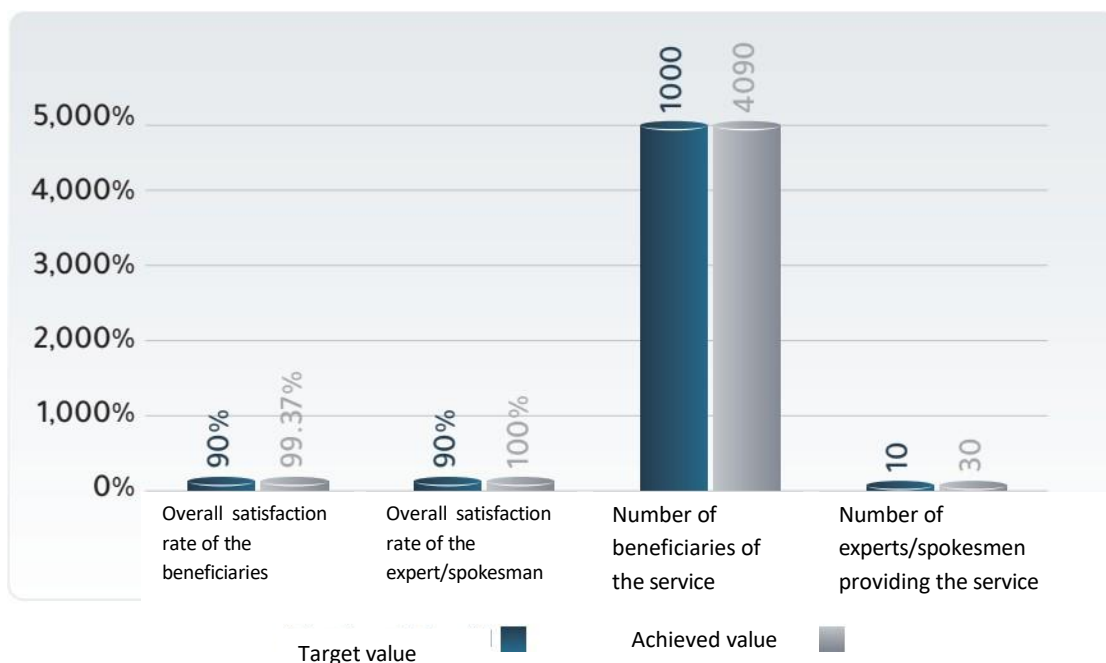




Table 2: Main program indicators

Service	Target value	Achieved value	Variance
Overall satisfaction rate of the beneficiaries	90 %	99.37 %	9.37 %
Overall satisfaction rate of the expert/spokesman	90 %	100 %	10 %
Number of beneficiaries of the service	1000	4090	3090
Number of experts/spokesmen providing the service	10	30	20



Overall Satisfaction rate for the Program in Its Third Edition

Based on the impact assessment, it became clear that the overall satisfaction rate among beneficiaries and experts, including consultants and spokesmen , is 99.68%. Due to the significance of this criterion as one of the main program indicators, Figure 8 shows a graphic comparison between the satisfaction rate of beneficiaries and experts in each service. Despite the high satisfaction levels and the closeness of the results for experts to those of the beneficiaries, a slight decline in satisfaction among beneficiaries regarding the job search strategies and communication skills service is noted when compared to other services.

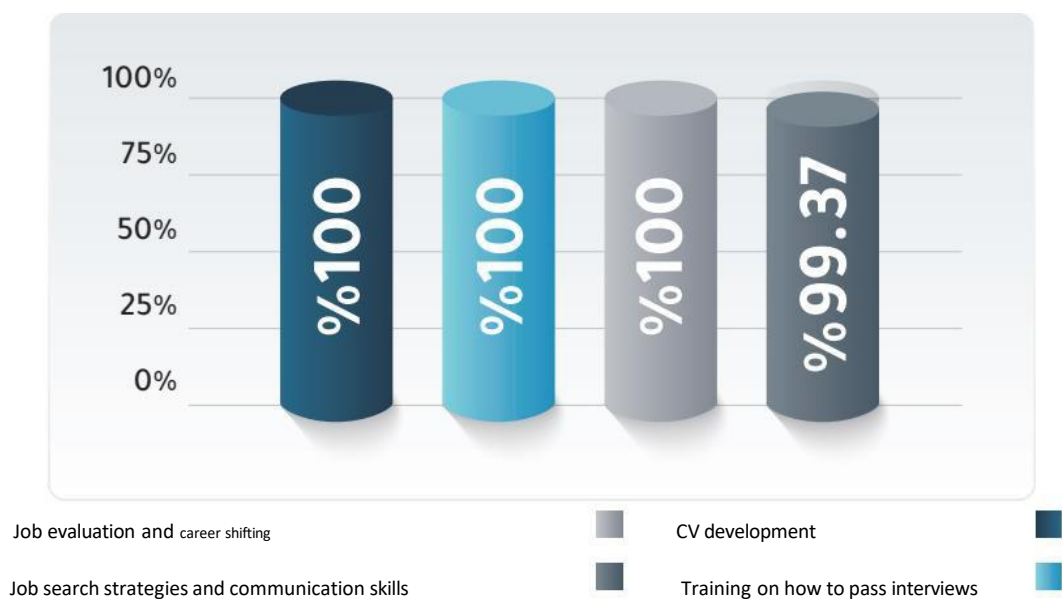
Figure (8) Comparative chart of the overall satisfaction rate between Expert and the Beneficiary





Based on the previous results, the overall satisfaction of everyone with the program can be summarized as shown in **Figure 9**. Satisfaction reaches 100% for the services of CV development, training on how to pass interviews, and job evaluation and career shifting. Meanwhile, the overall satisfaction rate stands at **99.37%** for the job search strategies and communication skills service. All of these results indicate the success of the program in its third edition.

Figure (9) Comparative chart of the overall satisfaction rate for program services

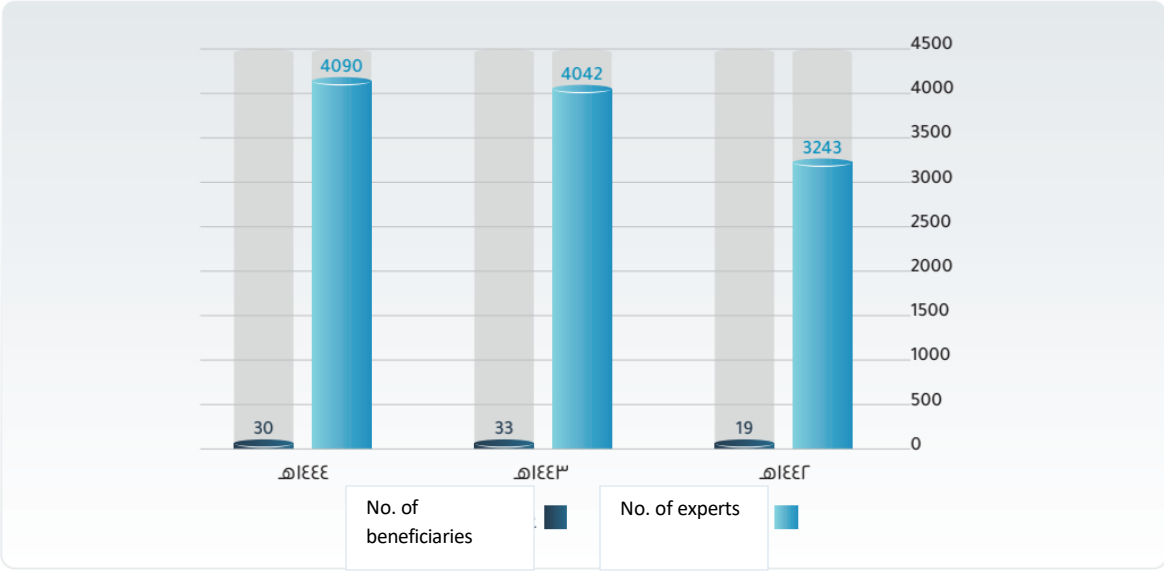




Program indicators results over the three years

The program indicators were collected over three years: 1442 AH, 1443 AH, and 1444 AH. The positive correlation between the increase in the number of experts and the number of beneficiaries is demonstrated by the growth in the enrollment of experts, including consultants and spokesmen. The number has doubled twice since the program's inception, as shown in the graph below.

Figure (10) Comparison of program indicators over the three years





Feedback on the Program

The Professional Development Program, in its third edition, has received significant interest from university students and graduates. This is due to the desire of students and graduates for such programs and services that help develop their skills, enhance their professional competencies, and train them in the necessary skills for the labor market.

The insights gathered from experts, including consultants and spokesmen , as well as beneficiaries regarding the program and its services, including guidance sessions and workshops, can be summarized as follows:

- Overall satisfaction with the program's services from beneficiaries and experts.
- Desire for the program's sustainability.
- Appreciation for the enhancements made to the counseling session procedures
- Linking the program to the graduates portal.
- Continuity of opening sessions throughout the year.
- Some people want to allocate a month of the year to provide the program's services in person.



Challenges

Most of the challenges faced by the Professional Development Program team in the first and second editions have been overcome. However, there is still an ongoing challenge regarding the lack of commitment to attending sessions, which results in wasting opportunities for other beneficiaries to book those sessions, as well as a lack of awareness among students and graduates about the importance of the program.

Recommendations

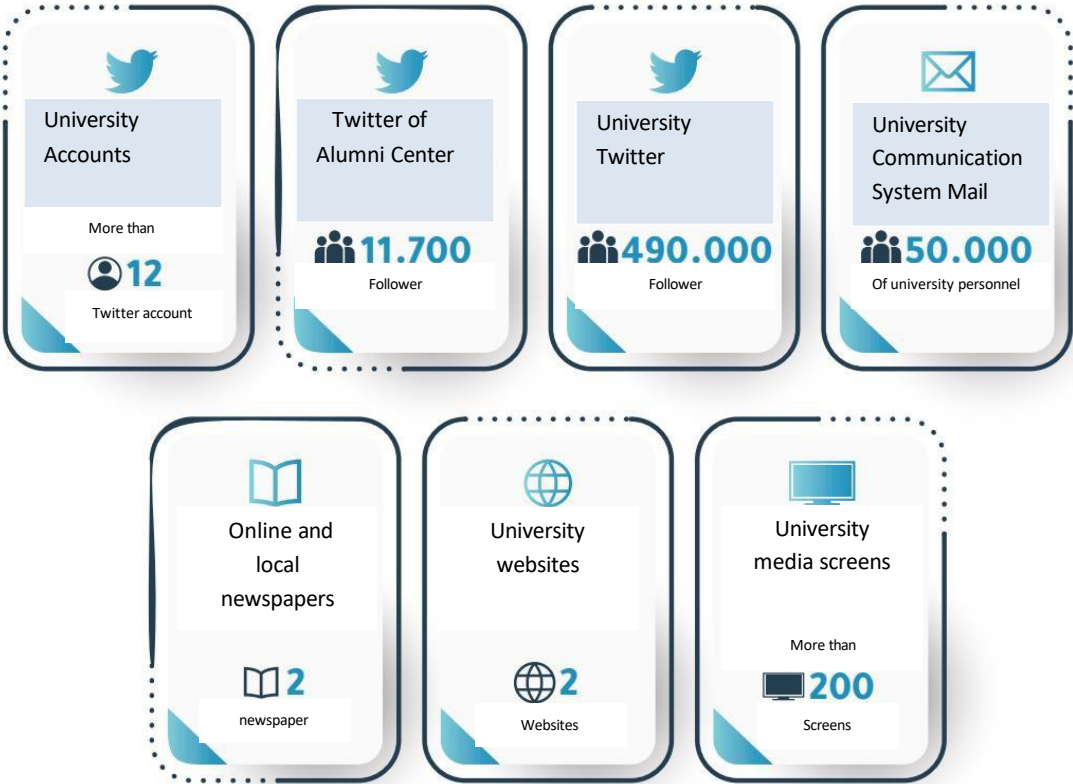
Among the key recommendations we aim to implement in the coming years are:

- Adding conditions for booking guidance sessions.
- Increasing awareness of professional development and its services through continuous marketing campaigns targeted at university students and graduates.
- Designating a day for in-person sessions.
- Preparing a developmental study for the program's services and procedures to align with the requirements of the labor market.
- Adding new services to the program for the upcoming year.



Attachments

Media Coverage and Advertising Statistics





Contact information

🌐 Alumni.ksu.edu.sa

✉️ alumniconsultant@ksu.edu.sa

🐦 [@alumniksu1](https://twitter.com/alumniksu1)

☎️ 011 805 8641

