

# Professional Development Program

Office of the Vice President  
for Academic and Educational Affairs





King Saud University prioritizes the quality of education, scientific research, and entrepreneurship to equip its graduates with the knowledge and skills necessary to become future leaders

Acting President of the University  
**Prof. Dr. Abdullah Salman Al-Salman**



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

## Participating Entities

قيادة الموارد  
HR LEADERS

The logo for HR LEADERS features the Arabic text 'قيادة الموارد' (Leadership of Resources) in a brown, sans-serif font above the English text 'HR LEADERS' in a similar font. To the right of the text is a stylized graphic element consisting of three vertical bars of varying heights and widths, with a white outline, resembling a human figure or a stylized 'R'.

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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 fourth cycle during the academic year 1445 AH. Several entities participated to support the program and implement its outcomes, with special thanks to 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



As part of its initiative to prepare pre-graduation students, which aims to achieve the university's objectives of enhancing the capabilities of its graduates and producing professionally distinguished alumni, the Alumni Center launched the Professional Development Program in 1442 AH. This program focuses on developing the skills of students and alumni to align with their current labor market needs and build a leading professional model capable of keeping up with the fast-paced labor market demands. This initiative coincided with the university's direction and the interest of its senior leadership in pioneering the field of student preparation before graduation, aiming to produce distinguished graduates capable of competing locally and internationally in the professional field. Therefore, the Alumni Center is committed to continuing with the fourth version of the program after experiencing the positive feedback and success of the program in its first three editions.



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



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.



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



## Study of the impact of the first and second

After providing the Professional Development Program (in the three editions) from 1442 AH till 1444 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 four times the expected number of people served, and three times 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 1445 AH in its fourth edition.

# General framework



## Location

Via Alumni center portal



## Time

Mid-Safar 1445 AH for  
nine months



## Target group

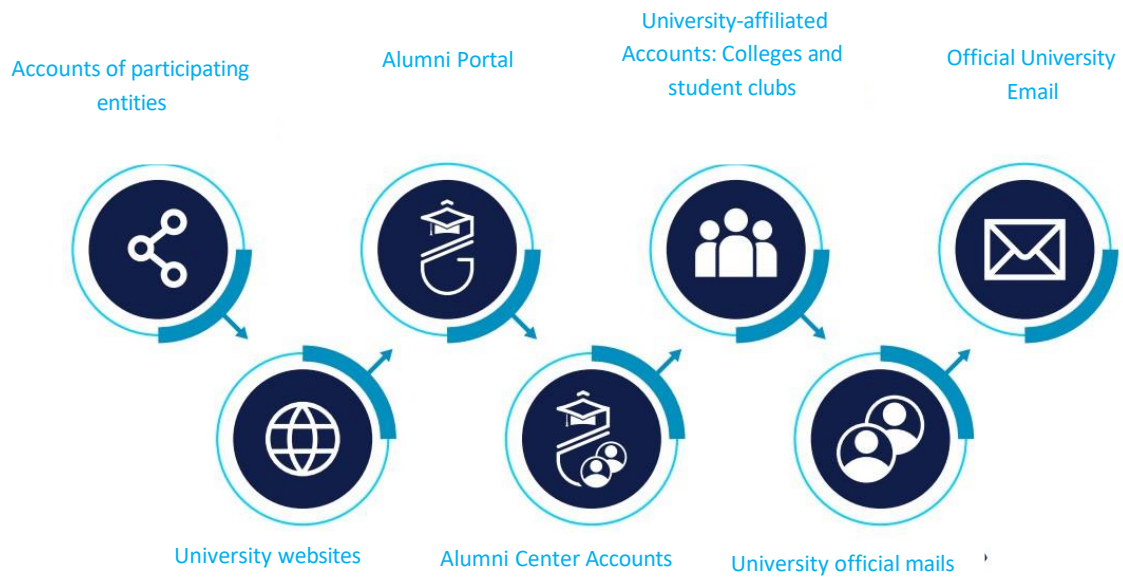
Students and alumni of  
King Saud University

## Key statistics of the program



# Program Phases

## 1. 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.



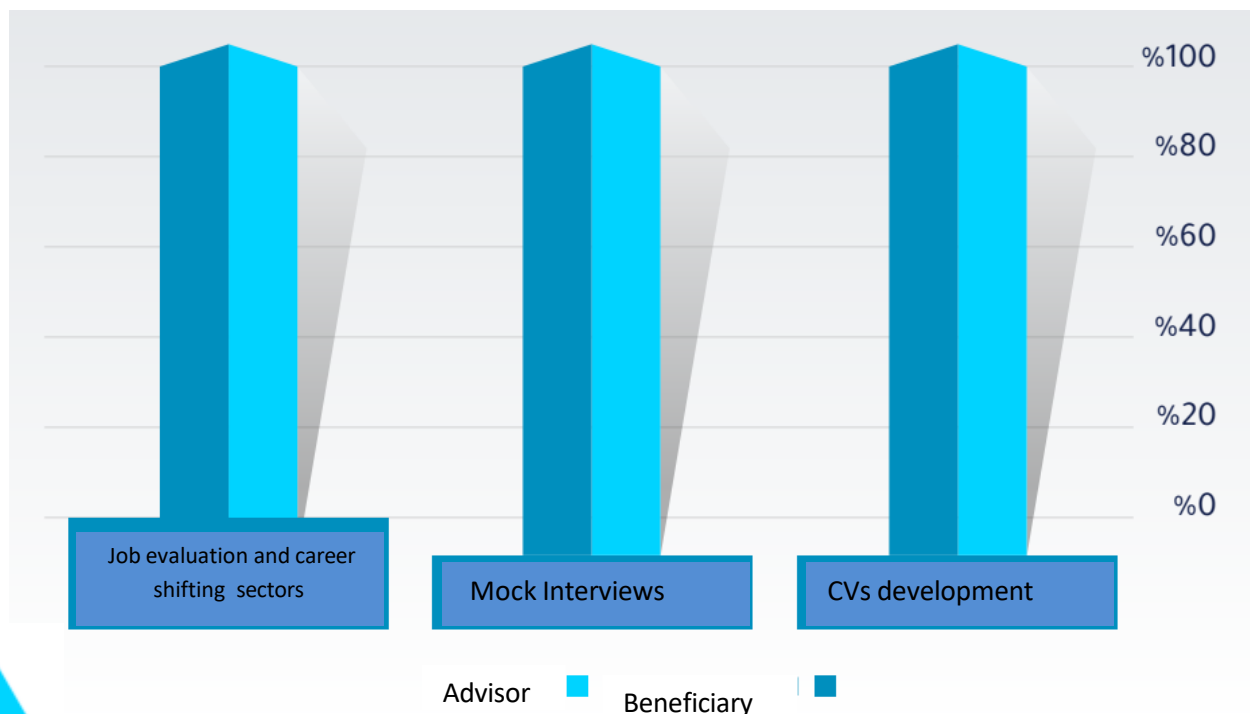
## Measuring Program Impact in its fourth edition

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.

### Overall satisfaction rate for counseling sessions for advisor and beneficiary

The overall satisfaction rate with the sessions was measured, as shown in Figure 1, where it is clear that the assessment reaches 100% with regard to the beneficiaries, experts, program experience and sessions.

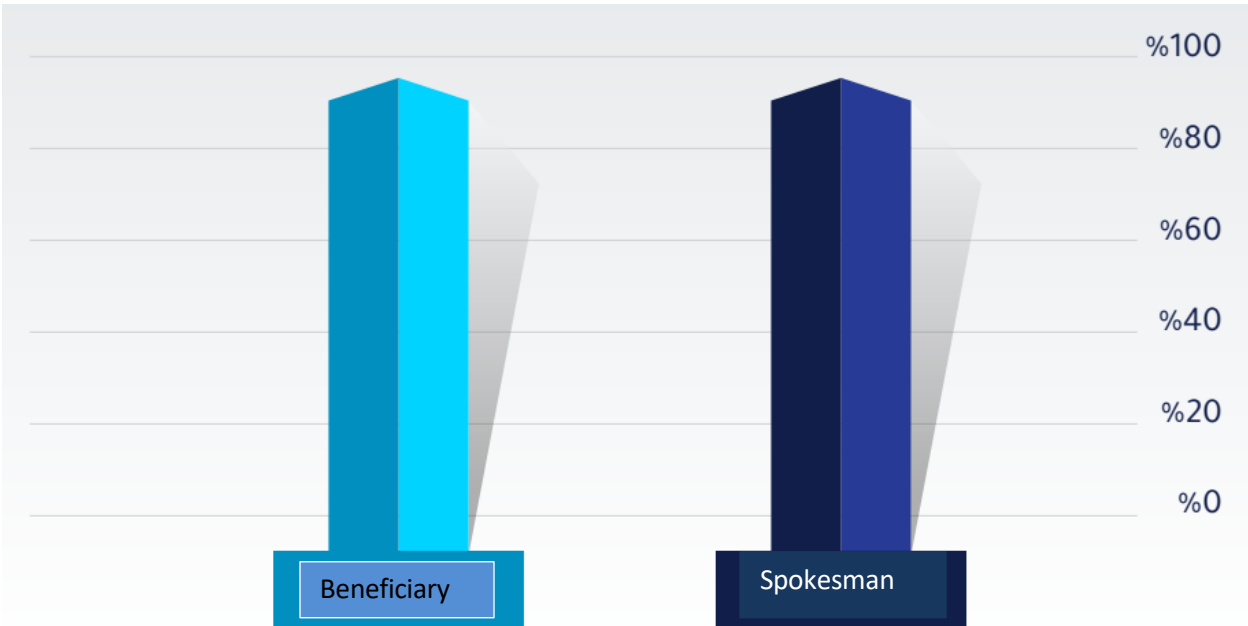
Figure (1) Overall satisfaction rate for counseling sessions for advisor and beneficiary



**Overall satisfaction rate for job search strategies and communication skills service for spokesman and beneficiary**

The overall satisfaction rate with the job search strategies and communication skills service provided to beneficiaries and speakers was 100%, as shown in the figure (2)

Figure (2) Overall satisfaction rate for job search strategies and communication skills service for speaker and beneficiary



## 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)

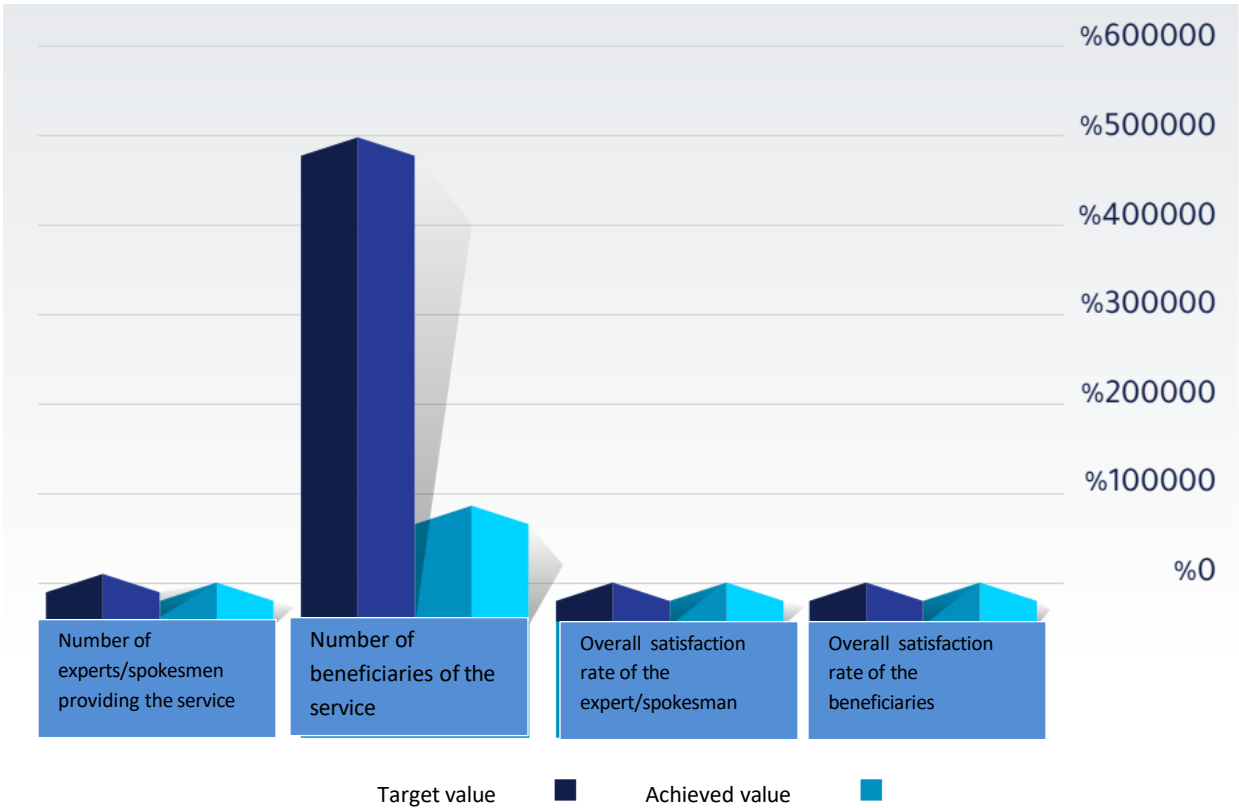
The table below shows the actual numbers of both experts and beneficiaries, noting that a single expert may provide more than one service.

| Service  | Item          | No.  | Satisfaction rate |
|--|---------------|------|-------------------|
| CVs development  | Beneficiaries | 1000 | 100 %             |
|  | Consultants   | 30   | 100 %             |
| Training on how to pass interviews                       | Beneficiaries | 500  | 100 %             |
|  | Consultants   | 30   | 100 %             |
| job search strategies and effective communication skills | Beneficiaries | 3520 | 100 %             |
|  | Consultants   | 10   | 100 %             |
| Job evaluation and career shifting sectors               | Beneficiaries | 100  | 100 %             |
|  | Consultants   | 30   | 100 %             |

Table 1: Actual numbers of experts and beneficiaries

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 3. It is clear that the program achieved all its key indicators, with the number of beneficiaries served tripling the expected number. Also, the program successfully attracted three times the expected number of experts willing to volunteer before its commencement. This indicates the success of the program in its fourth iteration and the positive response from both beneficiaries and experts to the services provided.

Figure )3) Key Performance Indicators (KPIs)





## General indicators

| <b>Service</b>   | <b>Target value</b> | <b>Achieved value</b> | <b>Variance</b> |
|--|---------------------|-----------------------|-----------------|
| <b>Overall satisfaction rate of the beneficiaries</b>    | 90 %                | 100 %                 | 10 %            |
| <b>Overall satisfaction rate of the expert/spokesman</b> | 90 %                | 100 %                 | 10 %            |
| <b>Number of beneficiaries of the service</b>            | 1000                | 5120                  | 4120            |
| <b>Number of experts/spokesmen providing the service</b> | 10                  | 40                    | 30              |

Table 2: Main program indicators

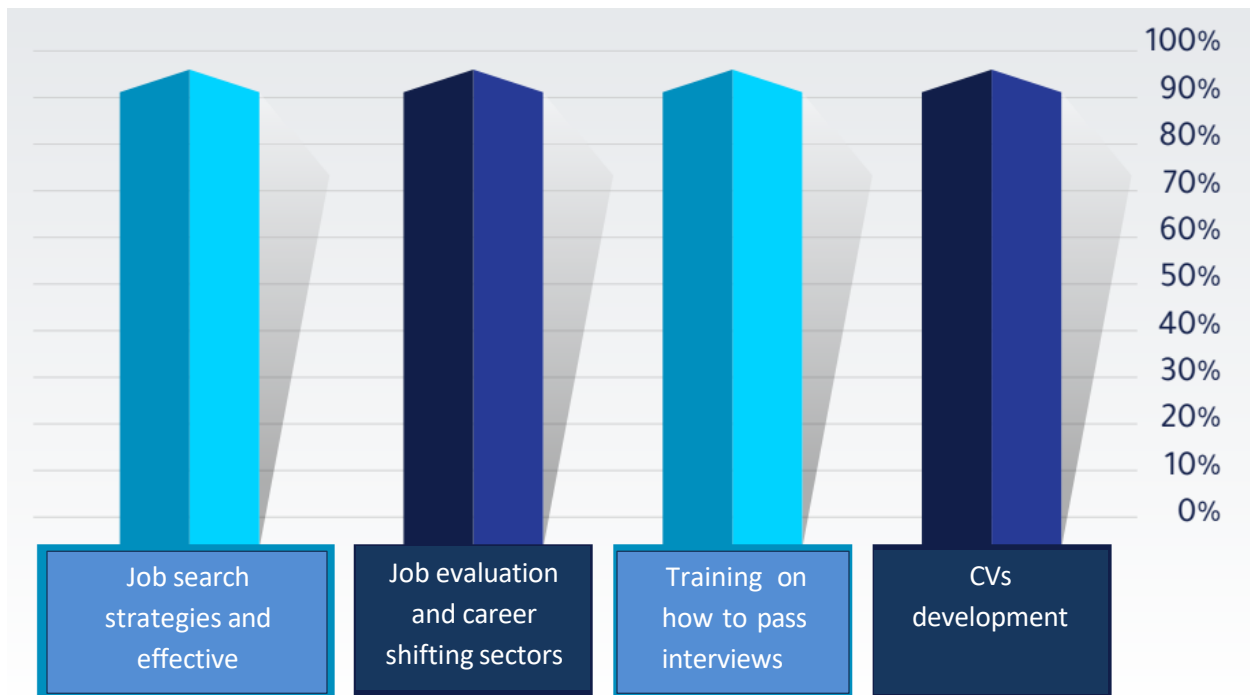




## Overall Satisfaction rate for the Program in Its Fourth

Based on the previous results, the overall satisfaction rate can be summarized as shown in Figure 4, which is 100% in all program services, and all these results indicate the success of the program in its fourth version.

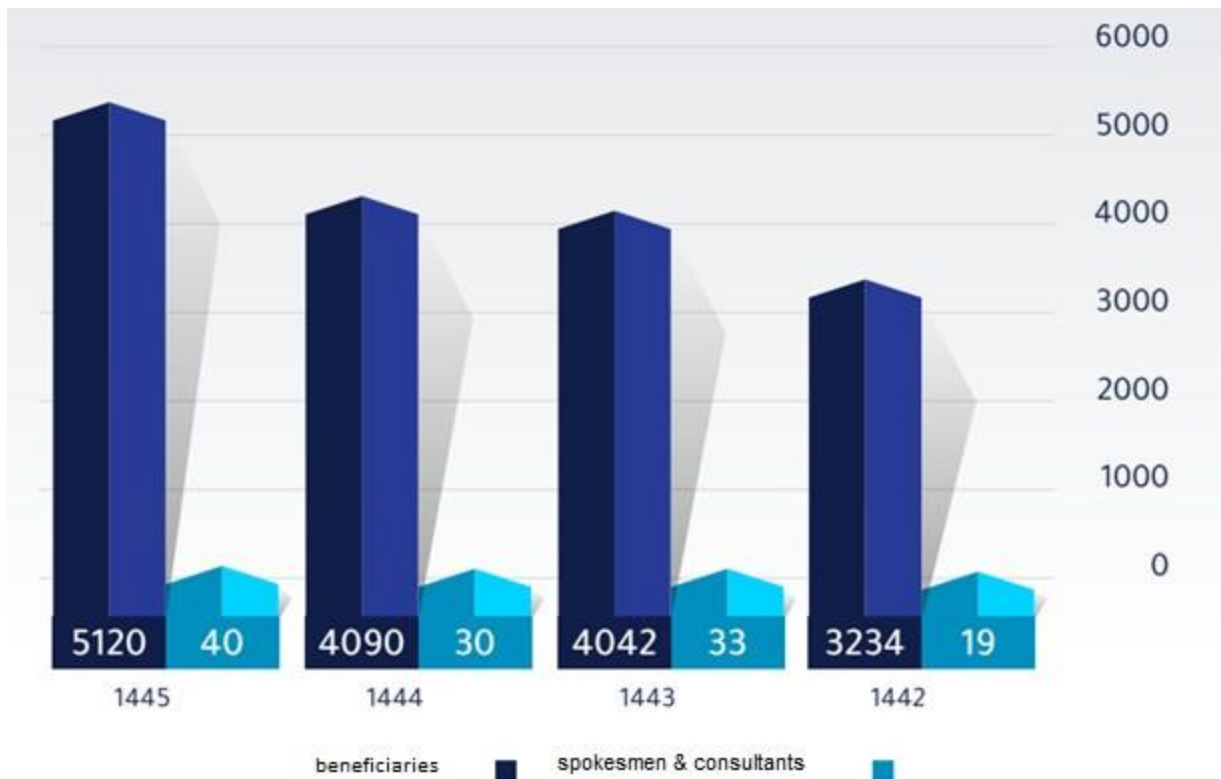
Figure (4) Overall satisfaction rate for experts and beneficiaries



## Program indicators results over the four years

The program indicators have been collected over four years starting from 1442 AH, measuring the direct relationship between the increase in the number of experts and the number of beneficiaries. This is evidenced by the growth in the number of experts, including consultants and spokesmen, who have joined the program, which has tripled since its inception, as shown in the graph below.

Figure (5) Comparison of program indicators over the four years





## Feedback on the Program

The Professional Development Program, in its fourth 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 previous three 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.
- 



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