

Leadership *walton*



Student Handbook

2016

Leadership Walton Student Handbook

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UNIVERSITY OF
ARKANSAS

Sam M. Walton
College of Business

WHAT IS LEADERSHIP WALTON?

Leadership Walton is:

- A developmental program
- A combination of leadership experience, academic learning, and professional and career development training
- Designed to guide you toward lifelong professional success
- Unique to the Walton College

Mission

The mission of Leadership Walton is to offer a unique program with a blend of academic, leadership and career development opportunities specifically designed to guide the student toward lifelong professional success. This program fills the gap between academic pursuits and workforce preparation.

Purpose

The purpose of this program is to provide students a defined progression of professional development requirements as an enhancement to their educational experience.

Objective

The objective of this program is to develop skills sets in the area of career, professional and leadership development, as well as to provide an understanding of the scope of the challenging professional environment and the subsequent success skills formulation and implementation needed to ensure lifelong achievement. To accomplish this goal, the program is designed to incorporate required and optional academic coursework, career development programming and leadership development opportunities blended in a defined course of progression that ensures well-rounded opportunities for student development and preparedness.

Value

Leadership Walton is framed within and nurtures the values of the Sam M. Walton College of Business:

Excellence: We strive for excellence in all we do.

Professionalism: We believe organizational practices must be built on an ethical foundation and high standards of professional behavior.

Innovation: We value creativity, innovation, and entrepreneurial spirit.

Collegiality: We believe in working together to examine situations and ideas from diverse perspectives.

LEADERSHIP WALTON PROGRAM CHECKLIST & TIMELINE

In addition to Leadership Walton orientation, members are required to complete 35 requirements/components and a *Communication and Critical Thinking/Problem Solving track* in order to graduate from the program, as outlined below. **Items listed in bold must be completed by the end of the academic year listed.** If these items are not completed on time, students will be removed from the program. The remaining items (not in bold) may be completed at any time, as long as they are completed before graduation. They are divided out by year as a suggested sequence to help students stay on track.

4 Year Plan (for freshmen)
Year 1
<input type="checkbox"/> 5 hours of Community Service
<input type="checkbox"/> VMock
<input type="checkbox"/> Four Semester Academic Plan
<input type="checkbox"/> Type Focus
<input type="checkbox"/> Optimal Resume
<input type="checkbox"/> COMM 1313 Public Speaking
<input type="checkbox"/> WCOB 1111 Fresh Bus Connect
<input type="checkbox"/> 1 Lecture
<input type="checkbox"/> 1 Misc. Component
Year 2
<input type="checkbox"/> 5 hours of Community Service
<input type="checkbox"/> Optimal Resume Interview
<input type="checkbox"/> Company Visit
<input type="checkbox"/> LinkedIn Profile
<input type="checkbox"/> Razorback Career Link
<input type="checkbox"/> 2 Lectures
<input type="checkbox"/> 1 Resume Revision
<input type="checkbox"/> 1 Career Fair
<input type="checkbox"/> 1 Misc. Component
Year 3
<input type="checkbox"/> 5 hours of Community Service
<input type="checkbox"/> Mock Interview
<input type="checkbox"/> Diversity in the Workplace
<input type="checkbox"/> Dressed for Success
<input type="checkbox"/> Work Experience
<input type="checkbox"/> Starting a New Job Video
<input type="checkbox"/> 2 Lectures
<input type="checkbox"/> 1 Resume Revision
<input type="checkbox"/> 1 Career Fair
<input type="checkbox"/> 1 Misc. Component
Year 4
<input type="checkbox"/> 5 hours of Community Service
<input type="checkbox"/> Academic Elective
<input type="checkbox"/> Salary Negotiation
<input type="checkbox"/> Dining Etiquette Training
<input type="checkbox"/> Senior Survey
<input type="checkbox"/> 1 Lecture
<input type="checkbox"/> 1 Resume Revision
<input type="checkbox"/> 1 Career Fair

3 Year Plan (for sophomores)
Year 1
<input type="checkbox"/> 6 hours of Community Service
<input type="checkbox"/> VMock
<input type="checkbox"/> Three Semester Academic Plan
<input type="checkbox"/> Type Focus
<input type="checkbox"/> Optimal Resume
<input type="checkbox"/> Razorback CareerLink
<input type="checkbox"/> WCOB 1111 Fresh Bus Connect
<input type="checkbox"/> COMM 1313 Public Speaking
<input type="checkbox"/> 2 Lectures
<input type="checkbox"/> 1 Resume Revision
<input type="checkbox"/> 1 Career Fair
<input type="checkbox"/> 1 Misc. Component
Year 2
<input type="checkbox"/> 7 hours of Community Service
<input type="checkbox"/> Company Visit
<input type="checkbox"/> LinkedIn Profile
<input type="checkbox"/> Starting a New Job Video
<input type="checkbox"/> Mock Interview
<input type="checkbox"/> Diversity in the Workplace
<input type="checkbox"/> Optimal Resume Interview
<input type="checkbox"/> 2 Lectures
<input type="checkbox"/> 1 Resume Revision
<input type="checkbox"/> 1 Career Fair
<input type="checkbox"/> 1 Misc. Component
Year 3
<input type="checkbox"/> 7 hours of Community Service
<input type="checkbox"/> Work Experience
<input type="checkbox"/> Salary Negotiation
<input type="checkbox"/> Academic Elective
<input type="checkbox"/> Dressed for Success
<input type="checkbox"/> Dining Etiquette Training
<input type="checkbox"/> Senior Survey
<input type="checkbox"/> 2 Lectures
<input type="checkbox"/> 1 Resume Revision
<input type="checkbox"/> 1 Career Fair
<input type="checkbox"/> 1 Misc. Component

2 Year Plan (for juniors)
Year 1
<input type="checkbox"/> 10 hours of Community Service
<input type="checkbox"/> LinkedInProfile
<input type="checkbox"/> Four Year Academic Plan
<input type="checkbox"/> Type Focus
<input type="checkbox"/> Optimal Resume
<input type="checkbox"/> Razorback CareerLink
<input type="checkbox"/> Optimal Resume Interview
<input type="checkbox"/> VMock
<input type="checkbox"/> Company Visit
<input type="checkbox"/> WCOB 1111 Fresh Bus Connect
<input type="checkbox"/> COMM 1313 Public Speaking
<input type="checkbox"/> 3 Lectures
<input type="checkbox"/> 1 Resume Revision
<input type="checkbox"/> 1 Career Fair
<input type="checkbox"/> 2 Misc. Component
Year 2
<input type="checkbox"/> 10 hours of Community Service
<input type="checkbox"/> Mock Interview
<input type="checkbox"/> Diversity in the Workplace
<input type="checkbox"/> Dressed for Success
<input type="checkbox"/> Work Experience
<input type="checkbox"/> Starting a New Job Video
<input type="checkbox"/> Academic Elective
<input type="checkbox"/> Salary Negotiation
<input type="checkbox"/> Senior Survey
<input type="checkbox"/> Dining Etiquette Training
<input type="checkbox"/> 3 Lectures
<input type="checkbox"/> 2 Resume Revision
<input type="checkbox"/> 2 Career Fair
<input type="checkbox"/> 1 Misc. Component

LEADERSHIP WALTON COMPONENT DESCRIPTIONS

Below are descriptions and instructions for each Leadership Walton requirement. Please contact the Leadership Walton coordinator with questions or concerns. In order to keep track of the Leadership Walton requirements and receive credit for a completed component, students will submit their activities through Blackboard. A guide to using Blackboard is included on page 6.

Academic Elective

Students must complete one of the following before graduation. Contact an academic advisor with questions about these courses or when they are offered.

- Business minor, certification or double major
- FINN 3163, Fixed Income Securities I
- FINN 4143, Portfolio Management I
- MGMT 4243, Ethics and Corporate Responsibility
- MGMT 4253, Leadership
- MGMT 4993, Entrepreneurship Practicum
- WCOB 2063, Workplace Competencies
- WCOB 3033, The African American Experience in Business
- WCOB 3043-WEB1, From Books to Boardrooms
- WCOB 455V, Service Learning Practicum

Semester and Academic Plans

The four semester academic plan is intended to assist students with determining how they will complete their pre-business requirements to be eligible to enroll in upper division business courses. Additionally, four year plans (eight semester plans) assist students with navigating a path to graduation. Eight semester plans may be found in the Academic Planning Guide or the catalog of studies. Students may complete this in FBC or with their academic advisor to receive credit.

Career Fairs

Students must attend three career fairs before graduation. There is a Business Career Fair every fall and spring semester. Other events that will satisfy the requirement include the Dallas Career Fair, the STEM Fair, the All Majors Fair, and the accounting career fair (Meet the Employers).

Communications

Most students will complete Public Speaking (COMM 1313) their freshman year. If students are not required to take COMM 1313 at the U of A because they transferred a similar class from another school or tested out of the class, they may submit that information in Blackboard to receive credit.

Community Service

Students must complete at least 20 hours of community service before graduation. 5 of these 20 hours must be from projects sponsored by Leadership Walton (Career Closet, Scull Creek Trail Cleanup, Career Fair Help, etc). The remaining 15 hours of community service must come from an event advertised by the Volunteer Action Center. All available community service hours are located at uark.givepulse.com.

Company Visit

The Career Center hosts at least one company visit per semester in order to give business majors exposure to the business community and their career interests. Students must participate in at least one company visit before graduation. Details on each visit will be shared via email and Blackboard announcements.

Dining Etiquette Training

Students must participate in a Dining Etiquette training session in their senior year. This session includes a lecture training and a three course dinner with the company of local employers and fellow students. Details will be shared via email and Blackboard announcements.

Diversity in the Workplace

Diversity in the Workplace is a panel presentation that will take place once a year, during which company representatives will discuss the value and impact of diversity in their organizations. This presentation will be recorded and posted online. Students who cannot attend will be able to watch the video and complete a short assignment in Blackboard to receive credit.

Dressed for Success

Students are required to complete a short assignment in Blackboard to learn the difference between business professional and business casual and when each is appropriate. Follow the instructions in the "Assignments" section of Blackboard to receive credit.

FBC (Freshmen/Transfer Business Connections)

All business freshmen are required to take Freshmen Business Connections (WCOB 1111). If students transferred from another college or school and are not required by the Walton College to complete FBC, they may submit that information in Blackboard to receive credit.

Lectures

Students must attend at least 6 Career Center sponsored lectures before graduation. Upcoming approved lectures will be shared via email and Blackboard announcements.

LinkedIn Profile

Students must create a professional and appropriate LinkedIn Profile before graduation, and connect with the Walton College Career Center.

Miscellaneous Components

Students must complete at least four of the following components before graduation. For more information about these components, please contact the Leadership Walton coordinator.

- Serve as an officer for one year in a student organization
- Serve one year as an active member of a business student organization
- Serve on the Walton College Dean's Student Advisory Board
- Serve as a Walton College Student Ambassador
- Participate in an approved study abroad program
- Be a member of the Four Year Walton College Honors Program
- Complete one additional community service project
- Participate in Students Day of Caring, Make a Difference Day, or Emerging Leaders Program
- Participate in Lemonade Day
- Complete the Job Search Strategy Plan in Blackboard
- Complete a Graduate School Admission Packet
- Complete a second relevant job/internship experience

Mock Interview

Students must complete a mock interview with a career advisor before graduation. To schedule a mock interview, please call the Career Center at 479-575-6100.

Optimal Resume

Optimal Resume is an online program that helps students create and format resumes and letters. Students can start a resume from scratch or reformat an existing resume at: uark.optimalresume.com/. A guide to Optimal Resume is included on page 9. Students who already have a resume that does not need to be reformatted may submit their current resume in Blackboard to receive credit.

Optimal Resume Interview

Optimal Resume offers an online interview training program. This virtual mock interview asks sample questions and gives students the opportunity to develop their answers. It also provides suggestions for appropriate answers. To complete the trainer, login at: uark.optimalresume.com/.

Razorback CareerLink

Razorback CareerLink is the University's online database of job and internship postings. In order to fulfill this requirement, students must login to Razorback CareerLink and complete their profile. Login at: CareerLink.uark.edu using your uark username and password. A guide to uploading resumes and searching and applying for jobs in Razorback CareerLink is included on page 7.

Resume Revisions

Students must have their resume revised at least three times before graduation. There are three ways to have a resume revised: (1) Bring it to the Career Center, WJWH 226; (2) Email it to CareerCenter@Walton.uark.edu; (3) Bring it to Extreme Makeover: Resume Edition, which takes place each semester the week before the Business Career Fair.

Salary Negotiation

Students are required to read a short article in order to gain a basic understanding of negotiating a job and salary offer. To receive credit, students must read the article in the documents section of Blackboard then complete the related quiz in the assignments section of Blackboard.

Senior Survey

Graduating students must complete a brief survey available in WJWH 226 during their last semester. The information is used for reporting purposes to university and college surveys that calculate the Walton College's rankings.

Starting a New Job (Video Training)

Students must watch a short video to help prepare for entering the workforce. A link to the video is available in Blackboard. To receive credit, students must watch the video and complete the related quiz in the assignments section of Blackboard.

TypeFocus

TypeFocus is an online personality assessment, which helps students make wise career choices by learning about their personality type. To complete the assessment, go to TypeFocus.com and create a new account, using the site password "Uark89".

VMock

Students must upload their resume in the VMock system (<https://www.vmock.com/walton>) and make suggested changes before submitting it for a revision from Career Center staff.

Work Experience

Students must complete a relevant work experience (internship, co-op, etc.) before graduation.

RECEIVING CREDIT FOR A LEADERSHIP WALTON COMPONENT

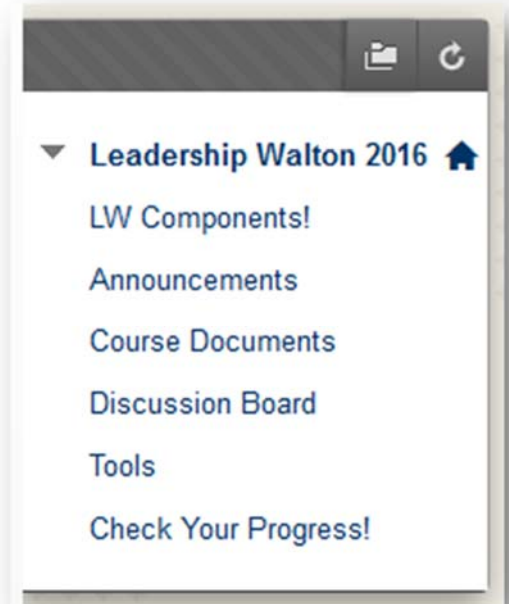
In order to keep track of the Leadership Walton requirements and receive credit for a completed component, students will submit their activities through Blackboard. If you have trouble with uploading an assignment contact the Leadership Walton coordinator at leadershipwalton@walton.uark.edu.

GUIDE TO BLACKBOARD




- Login to Blackboard at: learn.uark.edu using your uark username and password.
- Follow the steps below to submit a Leadership Walton component or “assignment” for credit.




Submitting a completed requirement for credit:

- When you login, click “Leadership Walton 2016” under “My Courses.” You will then see the Leadership Walton announcements page. Upcoming events and opportunities to receive credit will be listed here.
- From the left menu, click “LW Components!.” The required components of Leadership Walton will be listed here in alphabetical order.
- When you have completed a particular component or “assignment,” click on the assignment name. You will then be prompted to fill out a submission with the details of that component. The instructions will tell you what information to include in the text box. When you are finished, click “Submit.”



Checking the status of submitted requirements:

- To check the status of your assignments, click “Check Your Progress!”
- This will take you to your “My Grades” where all the Leadership Walton requirements are listed (pictured below).
- Once you have submitted an assignment for credit, a yellow exclamation point  will appear next to the assignment in the “Grade” column.
- Once this component has been verified and approved, the exclamation point will be changed to a checkmark. 
- Be sure to view any comments by clicking on the  icon.

My Grades		
ITEM	LAST ACTIVITY	GRADE
Weighted Total View Description Grading Criteria		-
Total View Description Grading Criteria		-
Leadership Walton Orientation Other	Sep 13, 2016 9:04 AM GRADED	 
Academic Elective	Sep 13, 2016 9:05 AM SUBMITTED	- 

GUIDE TO RAZORBACK CAREERLINK

Razorback CareerLink (CareerLink) is an online software system that allows students and alumni to search current part-time, full-time, co-op and internship job listings, as well as sign up for on-campus interviews. *For questions about using Razorback CareerLink contact the Career Center at 479.575.6100.*

CareerLink Login:

- **Login:** The CareerLink login page can be found at: <http://careerlink.uark.edu>
- **Username & Password:** Your username and password are the same username and password you use to login to ISIS and your UARK email address.
- **Integrated Login Through LinkedIn:** Students can now associate their LinkedIn account with their CareerLink account:
 - 1) From the CareerLink login page, click “Sign in with LinkedIn”.
 - 2) Enter your LinkedIn login information in the popup box and click “Continue” to grant access to LinkedIn.
 - 3) Login to CareerLink to complete the association with LinkedIn.



When you login to CareerLink you will see 10 menu tabs across the top of the screen. The first tab, and default login screen, is the “Home” page. On the home page you are able to view announcements concerning important CareerLink information, as well as upcoming events and opportunities. There is also a “shortcuts” menu on the home screen, which allows you to view review your activity summary. The far right tab, “calendar”, displays upcoming events and opportunities. Click on a day to view scheduled events.

Editing Profile and Personal Settings:

Before searching for opportunities you will need to complete your profile. Click on “Profile” (second tab on the top menu) and fill in the required information. After completing each section of your profile, be sure to click “Save Changes.”

There are multiple sections to your profile:

- 1) Personal information includes your name, phone number and address.
- 2) Academic Information includes your graduation date, major(s) and minor(s), etc. This is also the section where you can indicate membership in the honors college and participation in Leadership Walton.
- 3) Privacy (third sub tab) allows you to enable or disable email notifications and text message alerts, as well as add your resume to a resume book. (The Career Center **does not** recommend the use of resume books.)
- 4) Password/Preferences allows you to change your password.
- 5) Activity Summary allows you to view your activity history within the system.

Once you have completed your profile, you can begin searching for available positions in CareerLink.

NOTE: You will not be able to apply to any positions posted **until** you have uploaded your resume.

Employer Search:

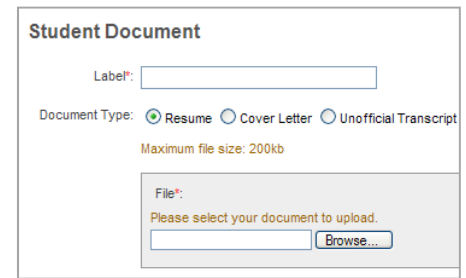
- You can search all companies in CareerLink using the “Employers” tab (sixth tab on the top menu).

Information Sessions:

You can view details on upcoming company information sessions by clicking on the “Events” tab or the “Calendar” tab (ninth and tenth tabs on the top menu).

Uploading Resumes and Cover Letters: *(submit cover letters only when requested by employer)*

- 1) Click on the third menu tab: “Documents.”
- 2) Click on the “Add New” button at the bottom left.
- 3) Select a label or name that will help you easily identify it later (ex: John Smith Resume or John Smith Sales Analyst)
- 4) Select the document type (Resume, Cover Letter, etc.)
- 5) Browse to find your document then click “Submit.” (Employers will see the file name when you submit resumes, so please save your file as your name.)



Student Document

Label:

Document Type: Resume Cover Letter Unofficial Transcript

Maximum file size: 200kb

File:

Please select your document to upload.

Once your document is uploaded, your file is converted to a .pdf so no one can alter it. If you need to change something on your resume, delete the original file in CareerLink, make changes to the original document, and upload the revised version.

Searching for Job Opportunities:

Once you have completed your profile and uploaded your resume you are ready to begin searching the job database. There are two different search options, which are described below. Select an option then follow the instructions below for reviewing job descriptions and submitting your resume.

- **Option One: Positions Posted by My Career Center** – Allows you to view positions in which employers are specifically looking for U of A students/alumni. This is the best way to begin your search. To view a list of these positions click on “Jobs/Internships” (fifth tab on the top menu) then click “Posted by My Career Center.”
- **Option Two: Extended Online Job Search Resources** – Enables you to view nationwide job listings in the NACELink system. To view this list click the “Jobs/Internships” tab, then “Extended Online Job Search Resources.”

Narrowing Your Results:

- After selecting one of the options above a list of available jobs should appear. You can narrow the search by position type, job function, industry, keywords, on-campus interviews, and location using the search box at the top.
- Click on the job titles to read a description of the position and review the qualifications and responsibilities. After viewing a job description, you can return to your previous search by clicking the “back” button at the bottom of the page or you can submit your resume to apply for the position.

Submitting Your Resume:

- If you meet the qualifications set for the position you can apply using the “Application Status” box at the right. Select the resume you wish to use and click submit. (The “Application Status” box will indicate if you do not meet the qualifications set by the employer for this position and you will not be able to submit your resume.) You can view the status of your applications by clicking on “Applications” (fourth sub tab of the Jobs/Internship section).

Search Tips:

- CareerLink is updated every day. Log in at least twice a week to view the latest opportunities.
- You must apply! You cannot simply upload your resume and hope that an employer contacts you.
- Don’t narrow your search results too much – you may miss out on some great opportunities.

On-Campus Interviews:

- To view upcoming on-campus interviews, under “Jobs/Internships” (fifth tab on the top menu), click “Posted by My Career Center.” Select “Advanced Search”, then select “All Interviews” from the drop down menu under “Show Me”, then hit search. This is a list of the remaining on-campus interviews for the semester. **NOTE:** Not all job postings have on-campus interviews associated with them. Some companies want to accept resumes through CareerLink and invite you to interview at their office if you are selected.
- The “Interviews” tab (seventh tab on the top menu) allows you to view your upcoming on campus interviews.

GUIDE TO OPTIMAL RESUME

If you have not started your resume, or you have a resume that you would like to restructure, Optimal Resume is just the tool for you. This free web-based resume builder allows you to create professional looking resumes and letters in minutes. To get started, go to https://uark.optimalresume.com/validate_user.php. Enter your University of Arkansas student ID number and click "Continue." After your account is created, you will be prompted to create a password and complete a profile with your personal information. You can login to your Optimal Resume account at: <https://uark.optimalresume.com/> using your full UARK email address (including @uark.edu).

Creating a Resume in Optimal Resume:

Once you have created your account, you are ready to start your resume:

1. To begin a new resume, find the Resumes box in the Document Center and click "Create New Resume." You will be asked to enter a name for your resume on the next page. We suggest using your first and last name.
2. You will then be able to browse a variety of section sets or sample resumes:
 - By selecting "Browse Section Sets" you will be able to choose between lists of sample sections to use in your resume. Select a subcategory such as "Business." The sections that will be included in your resume will appear to the left. Click "Continue" to use the sections listed or select another subcategory for other options.
 - By selecting "Browse Samples" you will be able to view entire resumes, which include sections, as well as writing samples. Select a category such as "Business & Finance" or "Transportation." Then select an experience level: entry, mid-career or experienced. The available samples will appear below. Choose a sample and click "Select."
3. You are now able to add and edit the content of your resume. When you click on a section you can edit the content for that area using the tool bar that appears above the section. You can bold, italicize, underline and bullet text using this tool bar. You can also view sample wording by clicking "Examples" and "Action Words." The "Infobyte" button on the toolbar allows you to add an optional description or further details that will only appear on the online version of your resume. You can add new sections to your resume, reorder existing sections or delete a section by hovering over a section title and clicking "Options."
4. When you are finished editing the content of your resume, you can use the blue menu bar at the top of the screen to do the following:
 - **Rename** allows you to change the name of your resume
 - **Clone** allows you to create an exact copy of your resume
 - **Style** allows you to pick a different format for your resume
 - **Spell Check** highlights spelling errors in your resume
 - **Download** allows you to download your resume in Word, PDF, HTML and Plain Text formats
 - **Print Preview** shows how your resume will appear in downloadable versions
 - **Switch Resumes** shows all of your resumes and allows you to select a different resume to edit
5. Your resume will automatically be saved in the Documents Center. You can access your resume when you login by clicking on the resume name in the "Resumes" box.

Optimal Resume also provides assistance in creating letters (cover letters, thank you letters, etc.), and enables you to display your completed resume and letter to potential employers on your own secure website. For more information, please visit: WaltonCollege.uark.edu/Career/Resumes.asp.

IMPORTANT LEADERSHIP WALTON WEBSITES

Leadership Walton Homepage	<i>walton.uark.edu/career/leadership-walton.php</i>
Blackboard	<i>learn.uark.edu</i>
Razorback CareerLink	<i>careerlink.uark.edu</i>
Optimal Resume	<i>uark.optimalresume.com/</i>
Walton College Career Center	<i>walton.uark.edu/career</i>
Give Pulse	<i>uark.givepulse.com</i>

LEADERSHIP WALTON CONTACT INFORMATION

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WJWH 226

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