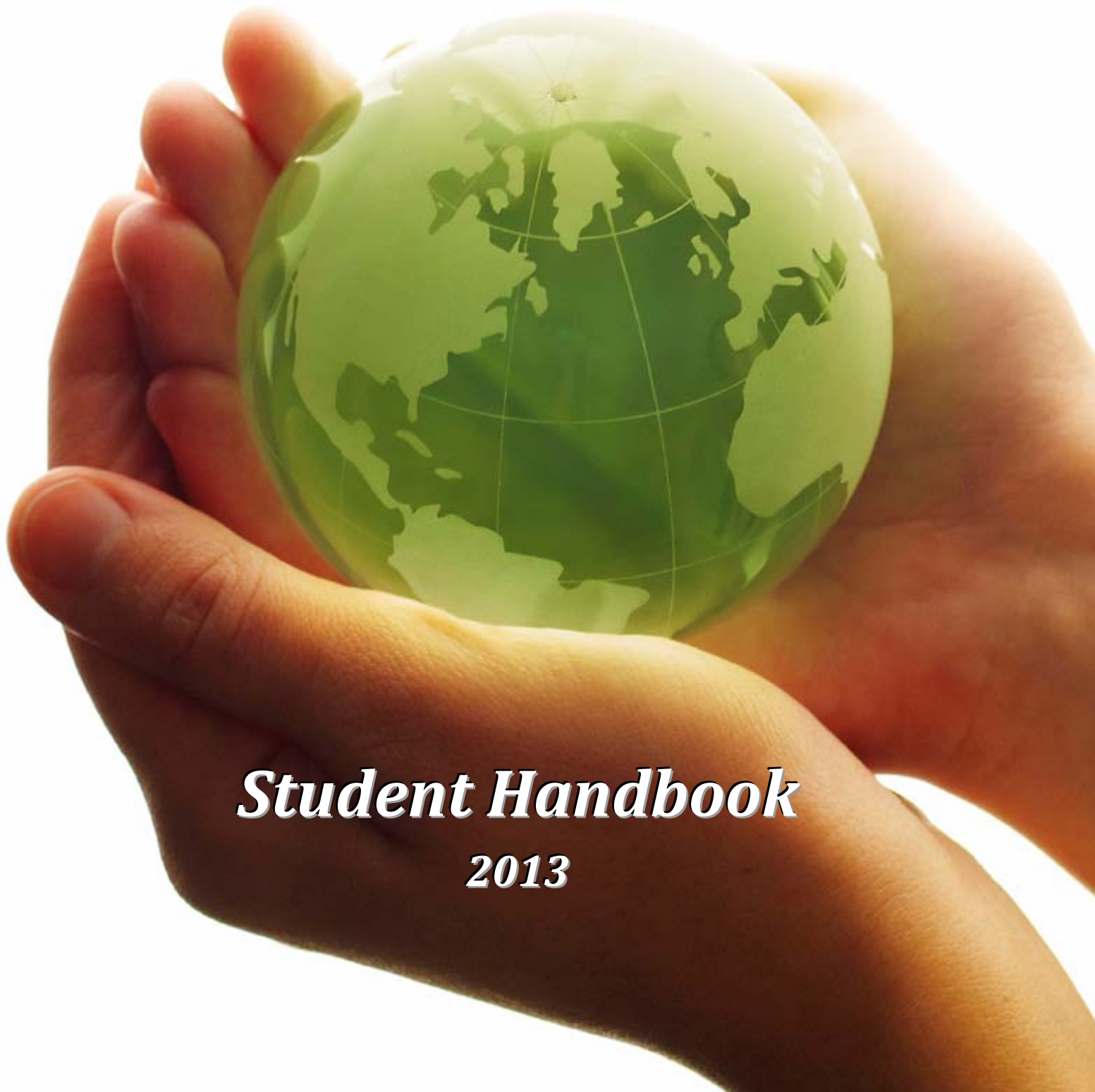


Leadership *walton*



Student Handbook
2013

TABLE OF CONTENTS

What is Leadership Walton?.....	3
Program Checklist/Timeline	4-5
Component/Requirement Descriptions.....	6-8
Receiving Credit for a Component/Requirement.....	9
Guide to Blackboard.....	9
Guide to Razorback CareerLink.....	10-11
Guide to Optimal Resume	12-13
Important Leadership Walton Websites	14
Contact Information.....	14



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

- The checklist below is a suggested sequence, year by year, to complete the requirements of Leadership Walton. Students are not required to complete the components in the year and order listed.
- Detailed component descriptions and explanations are included on pages 6-8.
- Students who have less than four years to complete the Leadership Walton program are encouraged to complete everything from the first column (Freshman and Sophomore year requirements) in their first year of the program, and everything from the second column (Junior and Senior year requirements) in their second year of the program.

In addition to attending Leadership Walton Orientation, the following 40 components must be completed by graduation.

Freshman Year	Junior Year
<input type="checkbox"/> WCOB 1111, Freshmen/Transfer Business Connections	<input type="checkbox"/> Lecture (#5)
<input type="checkbox"/> COMM 1313, Fundamentals of Communications	<input type="checkbox"/> Lecture (#6)
<input type="checkbox"/> Create a Four Year Academic Plan	<input type="checkbox"/> Community Service Project (#3)
<input type="checkbox"/> Lecture (#1)	<input type="checkbox"/> Resume Revision (#2)
<input type="checkbox"/> Lecture (#2)	<input type="checkbox"/> Optimal Resume Interview Trainer*
<input type="checkbox"/> Community Service Project (#1)	<input type="checkbox"/> Career Fair (#2)
<input type="checkbox"/> Type Focus*	<input type="checkbox"/> Social and Dining Etiquette Training
<input type="checkbox"/> Optimal Resume*	<input type="checkbox"/> Interview (#2)
<input type="checkbox"/> Resume Revision (#1)	<input type="checkbox"/> Relevant Work Experience, Co-op or Internship
<input type="checkbox"/> 1 Misc. Component (<i>see back for details</i>) †	<input type="checkbox"/> Academic Elective (<i>see back for details</i>) †
Sophomore Year	Senior Year
<input type="checkbox"/> Lecture (#3)	<input type="checkbox"/> Lecture (#7)
<input type="checkbox"/> Lecture (#4)	<input type="checkbox"/> Community Service Project (#4)
<input type="checkbox"/> Community Service Project (#2)	<input type="checkbox"/> Diversity in the Workplace
<input type="checkbox"/> Razorback CareerLink*	<input type="checkbox"/> Resume Revision (#3)
<input type="checkbox"/> Career Fair (#1)	<input type="checkbox"/> Career Fair (#3)
<input type="checkbox"/> Interview (#1)	<input type="checkbox"/> Interview (#3)
<input type="checkbox"/> Company Visit	<input type="checkbox"/> Salary Negotiation*
<input type="checkbox"/> Dressed for Success - Present Your Best Self Workshop	<input type="checkbox"/> Starting a New Job (Video Training) *
<input type="checkbox"/> Mock Interview	<input type="checkbox"/> Senior Survey*
<input type="checkbox"/> 1 Misc. Component (<i>see back for details</i>) †	<input type="checkbox"/> 1 Misc. Component (<i>see back for details</i>) †

* Indicates an online component that can be completed at any time. Check individual component descriptions (pages 6-8) for instructions and web addresses for each online component.

† See page 5 for details on the technology and retail tracks, which are alternative options to these four components.

In order to keep track of the Leadership Walton requirements and receive credit for a completed component, students will submit their activities through Blackboard. Blackboard is an online classroom that enables students and the Leadership Walton coordinator to monitor progress in the program. A guide to using Blackboard is included on page 9.

MISCELLANEOUS COMPONENTS:

Students must complete at least three of the following miscellaneous components before graduation. The purpose of the miscellaneous components is to provide students the opportunity to focus on areas that are of particular interest to them, as well as allow flexibility in the program.

Choose three of the following:

- 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
- Participate in the Walton College Career Center Mentor/Job Shadow Program
- Complete one additional group or individual community service project
- Complete a type focus assessment with a career advisor
- Participate in Students Day of Caring, Make a Difference Day, or Emerging Leaders Program (*Offered by the Center for Leadership and Community Engagement - leadership.uark.edu*)
- Complete the Job Search Strategy Plan in Blackboard
- Record a Podcast/CareerCast
- Complete a Graduate School Admission Packet

ACADEMIC ELECTIVE:

Students must complete at least one of the following before graduation:

- Business minor, certification or double major
- FINN 4143, Portfolio Management I
- FINN 4163, Fixed Income Securities I
- MGMT 4243, Ethics and Corporate Responsibility
- MGMT 4253, Leadership
- MGMT 4993, Entrepreneurship Practicum (SAKE)
- WCOB 3033, The African American Experience in Business
- WCOB 3043-WEB1, From Books to Boardrooms
- WCOB 455V, Service Learning Practicum (SIFE)

OPTIONAL ALTERNATIVE TRACKS:

Students have the option to complete a specialized track in lieu of the three miscellaneous components and the academic elective. In addition to completing four of the components from the list below, three of the seven required lectures must be related to the track.

Track One: Technology Track – To fulfill this track, students must complete at least four of the following:

- Nielsen Workshop: Introduction to Syndicated Data
- Nielsen Workshop: The Analytic Process
- CROSSMARK Workshop: Data Analysis
- Rockfish Interactive Workshop: Social Media & Your Career
- Other approved technology related workshop or event (we will market these events as they arise; example: touring the RFID Lab)
- Complete a technology related minor, certification or double major (ERP, ISYS, etc.)

Track Two: Retail Track – To fulfill this track, students must complete at least four of the following:

- Nielsen Workshop: Introduction to Customer Insights Syndicated Data
- Nielsen/CROSSMARK Workshop: Business Analytics Syndicated Data
- Attend STORE session on store operations
- Attend STORE session day in the life or internship panel
- Complete a retail minor or retail major
- Other approved retail related workshop or event (we will market these events as they arise)

LEADERSHIP WALTON COMPONENT DESCRIPTIONS

Below are descriptions and instructions for each Leadership Walton requirement. The suggested year for completion is also indicated. However, students are not required to complete a component in the year listed. Please contact the Leadership Walton coordinator with questions or concerns about completing a requirement.

Academic Elective (Junior or Senior Year)

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 4143, Portfolio Management I
- FINN 4163, Fixed Income Securities I
- MGMT 4243, Ethics and Corporate Responsibility
- MGMT 4253, Leadership
- MGMT 4993, Entrepreneurship Practicum (SAKE)
- WCOB 3033, The African American Experience in Business
- WCOB 3043-WEB1, From Books to Boardrooms
- WCOB 455V, Service Learning Practicum (SIFE)

Career Fair (3 total: Sophomore, Junior and Senior Year)

Students must attend three career fairs before graduation. There is a Business Career Fair every fall and spring semester. There is also an accounting career fair (Meet the Employers) every fall semester, and an Engineering Expo each fall and spring semester. Attending any of these will satisfy this requirement.

COMM 1313, Fundamentals of Communications (Freshman Year)

Most students will complete COMM 1313 their freshman year. If students are not required to take Fundamentals of Communications at the U of A because they transferred a similar class from another school or tested out of the class, they are not required to take the class for Leadership Walton.

Community Service Project (4 total – 1 each year: Freshman, Sophomore, Junior and Senior Year)

Students must complete at least 4 community service projects before graduation. Ideally, this will include at least two individual projects to enhance leadership experience. (Examples of individual projects include being a mentor through Big Brothers, Big Sisters or volunteering at the animal shelter or hospital.) Projects completed with another group, such as Greek organization, church or RSO, will satisfy Leadership Walton credit.

Company Visit (Sophomore Year)

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 are available online at waltoncollege.uark.edu/career/visits.asp.

Create a Four Year Academic Plan (Freshman Year)

The four year academic plan is a schedule of the classes students plan to take each semester until graduation. This is to help students stay on track and graduate on time. All students who take Freshman Business Connections (FBC) will create a four year academic plan in that class. Students who transferred from another college or school and are not required to take FBC can complete the four year academic plan with their academic advisor or on their own to receive credit.

Diversity in the Workplace (Senior Year)

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 (Sophomore Year)

Because it is important for students to know how to dress appropriately for business functions, 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.

Interview (3 total: Sophomore, Junior and Senior Year)

Students must complete three interviews before graduation. An interview for a part-time job, internship, or full-time job will satisfy this requirement.

Lecture (7 total)

Students must attend at least 7 academic lectures before graduation. Examples of approved lectures include on campus guest speakers/lecturers and business oriented presentations. The Leadership Walton coordinator will market various lecture opportunities throughout the year. Students are not limited to these lectures. However, if students attend a lecture not advertised by the Leadership Walton coordinator, it must be academic or business related in order to receive credit.

Miscellaneous Components (3 total – 1 each year: Freshman, Sophomore, and Senior Year)

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
- Complete a type focus assessment with a career advisor (*contact the Career Center to schedule an appointment, 575-6100*)
- Participate in Students Day of Caring, Make a Difference Day, or the U of A Emerging Leaders Program (*for more information visit leadership.uark.edu*)
- Complete the Job Search Strategy Plan in Blackboard
- Record a Podcast/CareerCast (*contact the Career Center for more information, 575-6100*)
- Complete a Graduate School Admission Packet

Mock Interview (Junior Year)

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 (Freshman Year)

Optimal Resume is an online program that helps students create and format a resume. Students who have not started a resume or need to reformat a current resume, should login to Optimal Resume at: uark.optimalresume.com/. A guide to Optimal Resume is included on page 12. Students who already have a resume that does not need to be reformatted are not required to use Optimal Resume.

Optimal Resume Interview Trainer (Sophomore Year)

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 to Optimal Resume at: uark.optimalresume.com/.

Razorback CareerLink (Sophomore Year)

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 fill out a profile. Login at: <https://uark-csm.symplicity.com/students> using your uark username and password. A guide to uploading resumes and searching and applying for jobs in Razorback CareerLink is included on page 10.

Relevant Work Experience, Co-op or Internship (Junior Year)

Relevant work experience is very important for new graduates. Employers look for this experience on students' resumes. Working at an internship, receiving co-op credit, or working at a relevant part-time job will satisfy this requirement.

Resume Revision (3 total: Freshman, Junior and Senior Year)

Students must have their resume revised 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 a career advisor; (3) Bring it to Extreme Makeover: Resume Edition, which takes place each semester the week before the Business Career Fair.

Salary Negotiation (Senior Year)

Because it is important for students to understand the basics of negotiating a job and salary offer, students are required to read a short article on this subject posted in the "Course Documents" section of Blackboard. After reading the article, students must complete a short quiz in the "Assignments" section of Blackboard.

Senior Survey (Senior Year)

All seniors in the Walton College are asked to fill out the senior survey. This information is used for reporting purposes to university and college surveys that calculate the Walton College's rankings. Students should complete the online survey during their last semester.

Social and Dining Etiquette Training (Junior Year)

Social and Dining Etiquette is a training session that all Leadership Walton students must attend before graduation. At this event students learn the basics of dining etiquette and enjoy a three course dinner with the company of local employers and fellow students. There will be a Social and Dining Etiquette Training session each semester. The Leadership Walton coordinator will notify students of when this event will be and how to register. It is suggested that students attend in their junior year. However, because seating is limited at this event, students are encouraged to attend as early as possible.

Starting a New Job (Video Training) (Senior Year)

The Career Center has created two videos to help students be better prepared for entering the workforce as an intern/part-time employee, or as a full-time employee. The videos are available on the Leadership Walton website. To receive credit, students must watch the videos and complete the related quizzes in assignments section of Blackboard.

TypeFocus (Freshman Year)

TypeFocus is an online personality assessment. The purpose of TypeFocus is to help students make wise career choices by learning about their personality type. The test takes less than 10 minutes to complete. To begin TypeFocus go to: [Careers.TypeFocus.com/NewRegistration.html](https://careers.typefocus.com/newregistration.html). (The site password is uark89.)

WCOB 1111, Freshmen/Transfer Business Connections (Freshman Year)

All business freshmen are required to take WCOB 1111, Freshmen Business Connections (FBC). If students transferred from another college or school and are not required by the Walton College to complete FBC, then they are not required to take the class for Leadership Walton.

RECEIVING CREDIT FOR A LEADERSHIP WALTON REQUIREMENT

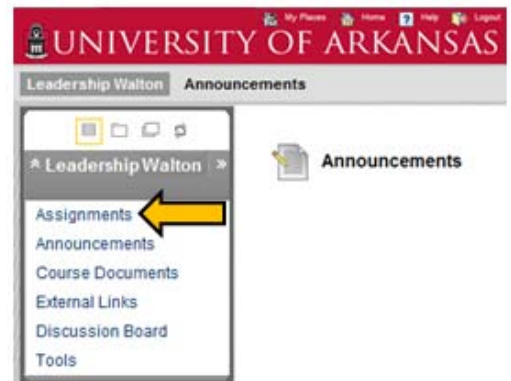
In order to keep track of the Leadership Walton requirements and receive credit for a completed component, students will submit their activities through Blackboard. Blackboard is an online classroom that enables students and the Leadership Walton coordinator to monitor progress in the program.

GUIDE TO BLACKBOARD FOR LEADERSHIP WALTON STUDENTS

- To login to Blackboard go to: <https://learn.uark.edu>.
- Your username and password are the same as your uark username and password.

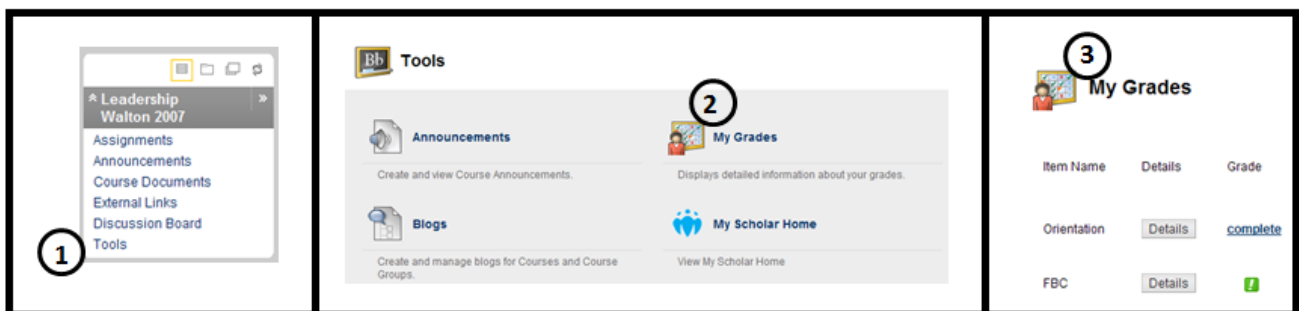
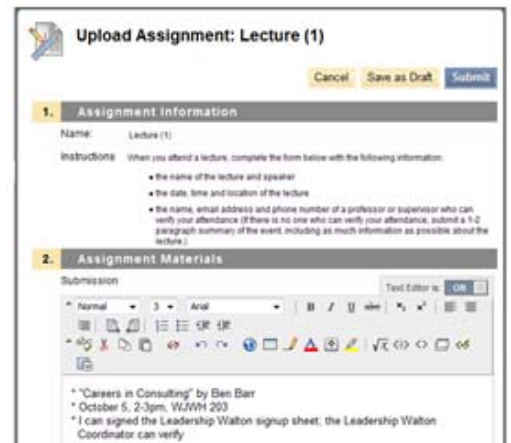
Submitting a completed requirement for credit:

- When you login, click “Leadership Walton” 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 “Assignments.” 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 form 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.”

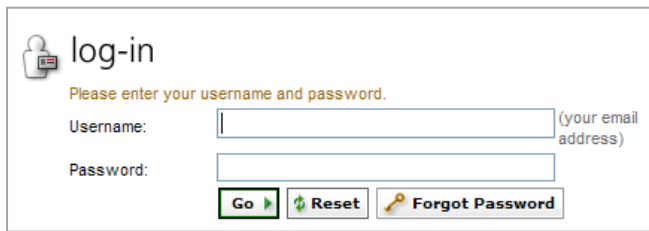


Checking the status of submitted requirements:

- To check the status of your assignments, click “Tools” on the left menu, then click “My Grades.”
- This will take you to your grade book where all the Leadership Walton requirements are listed.
- Once you have submitted an assignment for credit, a green 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 “complete.”



GUIDE TO RAZORBACK CAREERLINK



- **LOGIN:** The Razorback CareerLink login page can be found at: <https://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.

When you login to Razorback CareerLink you will see 9 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 Razorback CareerLink information, as well as upcoming events and opportunities. There is also a “shortcuts” menu on the home screen, which allows you to view career fair attendees and review your activity summary. The calendar at the right also 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 five sections to your profile:

- 1) Personal information (first sub tab) includes your name, phone number and address.
- 2) Academic Information (second sub tab) 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 Walton College Career Center **does not** recommend the use of resume books.)
- 4) Password/Preferences (fourth sub tab) allows you to change your password.
- 5) Activity Summary (fifth sub tab) allows you to view your activity history within the system.

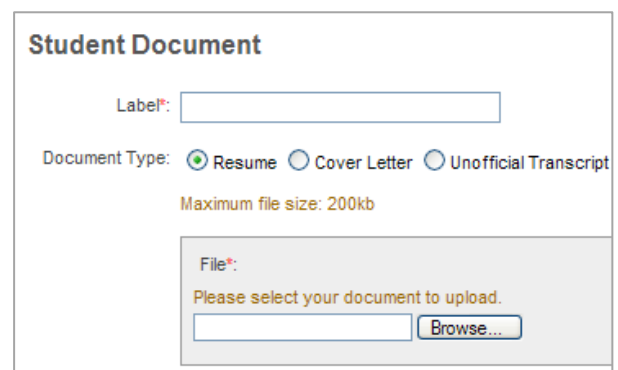
Once you have completed your profile, you can begin searching for available positions in Razorback CareerLink.

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

Uploading Resumes and Cover Letters

(Submit cover letters only when requested by the 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 for your document 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 your resume, so please save your file as your name, ex: John Smith Resume.doc.)



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 Razorback 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: Posted by My Career Center** – This option 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” (fourth tab on the top menu) then click “Posted by My Career Center.”
- **Option Two: Extended Online Job Search Resources** – This option enables you to view nationwide job listings within the NACELink system. To view a list of these positions click on “Jobs/Internships” (fourth tab on the top menu) then click “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 grey 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 green back arrow under the “Home” tab 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” (fifth sub tab of the Jobs/Internship section).

Search Tips:

- Razorback CareerLink is updated every day. Login at least twice a week to view the latest opportunities.
- You must apply to positions! 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. One of the best ways to narrow your results is to use a keyword search by major. Use one of the following abbreviations to search for positions within your major: ACCT, ECON, FINN, ISYS, IBUS, MKTG, MGMT or TLOG; or use WCOB to search for positions open to all business majors.

Employer Search

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

On-Campus Interviews

- To view upcoming on-campus interviews, under “Jobs/Internships” (fourth tab on the top menu), click “Posted by My Career Center.” Under “Show Me”, select “All Interviews” from the drop down menu, then click 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 Razorback CareerLink and invite you to interview at their office, if you are selected.
- The “Interviews” tab (sixth 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.

Creating a Letter in Optimal Resume

Optimal Resume also has a letter building feature that allows you to create many different letter types, including cover letters and thank you letters.

1. To create a letter, click “Create New Letter” in the Letters box in the Document Center.
2. Name the letter and click “Start Letter.”
3. You will then have the option of browsing letter types, browsing sample letters, or starting from scratch:
 - By selecting “Browsing Letter Types” you will have the option to select broadcast letter, employer inquiry, specific job response, networking, reminder, thank you, follow-up, acceptance or references. To view a description of each letter, click on a type in the “Letter Types” box. The description will appear on the right. When you decide on a letter type, click “Select.”
 - By clicking on “Browse Samples” you will be able to view an entire sample letter. Select a category or letter type, and then select experience level: entry, mid or experienced. The samples for each will appear below. To use a sample, click “Select.”
 - By selecting “Start from Scratch” you will be taken directly to the letter editing page without selecting a letter type or sample.
4. You are now able to add and edit the content of your letter. 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.”
5. When you are finished adding content to your letter, 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 letter
 - **Clone** allows you to create an exact copy of your letter
 - **Style** allows you to pick a different format for your letter
 - **Spell Check** highlights spelling errors in your letter
 - **Download** allows you to download your letter in Word, PDF, HTML and Plain Text formats
 - **Print Preview** shows how your letter will appear in downloadable versions
 - **Switch Letters** shows all of your letters and allows you to select a different letter to edit
6. Your letter will automatically be saved in the Documents Center. You can access your letter when you login by clicking on the letter name in the “Letters” box.

Creating a Website in Optimal Resume

Optimal Resume allows you to display your completed resume and letter to potential employers on your own secure website. Select “Create New Website” in the Document Center to get started. Name the website and click “Start Website.” Next you will select which documents you want to be displayed. To include a resume or letter, click “Enable” in the appropriate box. Select the documents you wish to display and click “Save & Continue.” Next you will need to choose a website template. Pick a design and click “Save & Continue.” You also have the option of adding a sidebar to your website, which links to your social media profiles such as Facebook and Twitter. We recommend that you NOT enable the sidebar. 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 website
- **Delete** allows you to permanently delete your website
- **Clone** allows you to create an exact copy of your website
- **Add PassKey** allows you to make your website viewable by only those with a password you select
- **Activate Website** allows you to activate your website so that it can be viewed by others
- **Switch Websites** shows all your websites and allows you to select a different website to edit

IMPORTANT LEADERSHIP WALTON WEBSITES

Leadership Walton Homepage	WaltonCollege.uark.edu/Leadership
Blackboard	Learn.uark.edu
Razorback CareerLink	CareerLink.uark.edu
Optimal Resume	uark.optimalresume.com/
Type Focus	Careers.TypeFocus.com
Walton College Career Center	WaltonCollege.uark.edu/Career

LEADERSHIP WALTON CONTACT INFORMATION

Career Development Center

Willard J. Walker Hall, Suite 226
phone: 479-575-6100
fax: 479-575-4025
email: CareerCenter@walton.uark.edu

Leadership Walton Coordinator

Sara Phillips
Willard J. Walker Hall, Suite 226
phone: 479-575-6415
email: yell@uark.edu

