# Leadership Walton Student Handbook

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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 are driven to be the best in everything we do.
- **Professionalism:** We operate with integrity, humility, respect, and inclusion.
- **Innovation:** We imagine possibilities, we create, and we inspire others.
- **Collegiality:** We respect each individual, we value our differences, and we welcome all.
CONTINUING ELIGIBILITY REQUIREMENTS

Transcript Requirement

In addition to satisfactory progress of the Leadership Walton components (see pages 3-5) members must also meet two transcript requirements.

Leadership Walton students must:

1) Hold a [2.5 cumulative GPA](not including transfer) by September 1st of each year. Students who do not meet this requirement will be given a one semester probation. If the GPA minimum is not met by the end of the fall term, the student will be removed from Leadership Walton.

2) Complete **24 hours per academic year**, with hours being verified on September 1st of each year. Transfer courses may be used to fulfill this requirement. There is no probationary period for the hours requirement.

Conduct Requirement

Leadership Walton participants are held to an exemplary standard of conduct and are expected to behave as a representative ambassador of the Sam M. Walton College of Business. When attending University of Arkansas sponsored events, and during all employer interaction, Leadership Walton students will represent the college professionally and appropriately. Any behavior considered to be a poor reflection on Leadership Walton, and the Walton College, may result in expulsion from the Leadership Walton program at the discretion of the Leadership Walton Coordinator.

Examples of behaviors that will lead to removal include, but are not limited to:

- No-showing without proper notice for a Leadership Walton event for which an RSVP was required
- Falsifying attendance at a Leadership Walton event
- Excessive tardiness at Leadership Walton events
- Disrespectful behavior directed at any students, faculty, or staff of the University of Arkansas
- Inappropriate conduct around employers
- Unsuitable attire for a Career Fair, networking event, or etiquette training
Members are required to complete 35 LW Core Components and a Communications track to complete the program, as outlined below. **Items listed in bold must be completed and verified by the Leadership Walton Coordinator by May 1<sup>st</sup> of each academic year.** 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 by May 1<sup>st</sup> of Year 4. They are divided out by year as a suggested sequence to help students stay on track. **Important:** Requirements are expected to be submitted to Blackboard in a timely fashion. Submissions for requirements more than one month after their completion may not be verified.

### Leadership Walton Components

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
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<tr>
<td>LW Core Components</td>
<td>Communications Track</td>
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<td>□ 5 hours of Community Service</td>
<td>□ 1 Communication Lecture</td>
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<td>□ Vmock</td>
<td>□ Online Tutorial 1</td>
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<td>□ Academic Plan</td>
<td>□ Online Tutorial 2</td>
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<td>□ Type Focus</td>
<td>□ Attend BCL (Fall)</td>
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<td>□ Optimal Resume</td>
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<td>□ COMM 1313 Public Speaking</td>
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<td>☐ WCOB 1111 FBC</td>
<td>☐ 1 Resume Revision</td>
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<td>☐ 1 Lecture</td>
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<th>Year 3</th>
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<td>LW Core Components</td>
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<td>□ 5 hours of Community Service</td>
<td>□ 1 Communication Lecture</td>
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<td>□ Mock Interview</td>
<td>□ Online Tutorial 5</td>
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<td>□ Diversity in the Workplace</td>
<td>□ Online Tutorial 6</td>
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<td>□ Dressed for Success</td>
<td>□ Attend BCL (Fall)</td>
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<td>□ Work Experience</td>
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<td>□ Starting a New Job Video</td>
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<td>□ 2 Lectures</td>
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### Leadership Walton Components

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<td><strong>LW Core Components</strong></td>
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<td>☐ 6 hours of Community Service</td>
<td>☐ 2 Communication Lectures</td>
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<td>☐ Vmock</td>
<td>☐ Company Visit</td>
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<td>☐ Academic Plan</td>
<td>☐ Online Tutorial 2</td>
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<td>☐ Type Focus</td>
<td>☐ Online Tutorial 3</td>
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<td>☐ Optimal Resume</td>
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<td><strong>LW Core Components</strong></td>
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<td>☐ 7 hours of Community Service</td>
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<td>☐ Work Experience</td>
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<td>☐ Salary Negotiation</td>
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<td>☐ Academic Elective</td>
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<td>☐ Dressed for Success</td>
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<td>☐ Dining Etiquette Training</td>
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<td>☐ Senior Survey</td>
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<td>☐ 2 Lectures</td>
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<td>☐ 1 Resume Revision</td>
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**Leadership Walton Components**

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<tr>
<td><strong>LW Core Components</strong></td>
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<td>☐ 10 hours of Community Service</td>
<td>☐ 2 Communications Lectures</td>
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<td>☐ LinkedIn Profile</td>
<td>☐ Online Tutorial 1</td>
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<td>☐ Academic Plan</td>
<td>☐ Online Tutorial 2</td>
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<td>☐ Type Focus</td>
<td>☐ Online Tutorial 3</td>
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<td>☐ Optimal Resume</td>
<td>☐ Online Tutorial 4</td>
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<td>☐ Optimal Resume Interview</td>
<td>☐ Attend BCL (Fall)</td>
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<td>☐ WCOB 1111 Fresh Bus Connect</td>
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<td>☐ COMM 1313 Public Speaking</td>
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<td>☐ 3 Lectures</td>
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<td>☐ 1 Career Fair</td>
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<td>☐ 2 Misc. Components</td>
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LEADERSHIP WALTON COMPONENT DESCRIPTIONS

Below are descriptions for each Leadership Walton requirement. Please contact the Leadership Walton coordinator with questions or concerns. 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 9. Important: Requirements are expected to be submitted to Blackboard in a timely fashion. Submissions for requirements more than one month after their completion may not be verified.

Academic Elective (LW Core Component)

Students must complete one of the following before graduation. Contact an academic advisor with questions about these courses.

- 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, From Books to Boardrooms
- WCOB 455V, Service Learning Practicum

Academic Plan

The 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. To complete an Academic Plan, schedule an appointment with an Academic Advisor: (479) 575-4622.

Academic Requirement (Communications Track)

Students must complete one of the following before graduation. Contact an academic advisor with questions about these courses.

- COMM 2303, Advanced Public Speaking
- COMM 2323, Interpersonal Communication
- COMM 4343, Intercultural Communication
- ENGL 1033, Technical Composition II
- ENGL 2003, Advanced Composition
- Or other, as approved by the Leadership Walton Coordinator or Business Communication Lab Director

Attend BCL (Communications Track)

Utilize the resources of the Business Communications Lab (BCL) by scheduling an appointment with a tutor at https://walton.mywconline.com. For more information contact the BCL at (479) 575-6448.

Career Fairs

Students must attend three career fairs before graduation. The Business Career Fairs occur 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 COMM 1313 Public Speaking their freshman year. If students are not required to take COMM 1313 at the UofA because they transferred a similar class from another school, they may submit that information in Blackboard to receive credit.

Communications Lectures (Communications Track)

Communication lectures focus on helping you become a more confident public speaker. Students will learn the basics of effective slide design, how to craft an elevator pitch, and other skills that will help set you apart as a presenter/public speaker. Communication lectures will also routinely consist of industry professionals, alumni, and Walton staff and faculty. Each of these conversational, workshop-like sessions will teach you a new skill you can begin immediately incorporating into whatever classroom and professional public speaking situations you face.

Community Service

Students must complete at least 20 hours of community service before graduation. At least five 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, if not sponsored by Leadership Walton, must come from an event advertised by the Volunteer Action Center. All available community service hours are located and verified at uark.givepulse.com.

Company Visit

To give business majors exposure to the business community and their career interests, Leadership Walton hosts at least one company visit per semester. 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 one Dining Etiquette training session. 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 “LW Components!” and “Course Documents” 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.
Handshake

Handshake is the University’s online database of job and internship postings. To fulfill this requirement, students must login to Handshake and complete their profile. You should have a link from the email Walton Career Services sent you. If you do not have the email, visit https://uark.joinhandshake.com/login. For questions about Handshake, contact Walton Career Services at (479) 575-6100.

Lectures

Students must attend at least six Leadership Walton sponsored lectures before graduation. Upcoming approved lectures will be shared via email and/or Blackboard announcements. Note: any lecture not posted on Blackboard requires prior approval by the Leadership Walton Coordinator.

LinkedIn Profile

Students must create a professional and appropriate LinkedIn Profile before graduation.

Miscellaneous Components

Students must complete at least three 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
- Serve as a Walton Career Services Ambassador
- Serve as a Peer Mentor for Freshman Business Connections
- Participate in an approved study abroad program
- Become a member of the Walton Honors Program
- 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 (located under “Course Documents”)
- Complete a Graduate School Admission Packet
- Complete an additional five hours of Community Service sponsored by Leadership Walton
- 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 Career Services at (479) 575-6100.

Online Tutorials (Communications Track)

These tutorials, located on Blackboard, range from 10 to 15 minutes in length and cover a variety of subjects which will help you become a savvier communicator. Students can expect to learn how to compose better e-mails, write more concisely, and understand the basics of business narrative/storytelling. Students must complete (and pass) a short quiz following each tutorial.

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 10. 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/.

Pitched Perfect (Communications Track)

Pitched Perfect is a workshop that will help Leadership Walton students develop a personal elevator pitch for networking events and career fairs. The workshop resembles “speed networking,” with students rotating through “pitching” themselves to business professionals. Rotations will be followed by feedback, with the primary objectives being both face-time experience and professional development.

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 Walton Career Services, WJWH 226; (2) Email it to CareerServices@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 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 Walton Career Services staff.

Work Experience

Students must complete a relevant work experience (internship, co-op, etc.) before graduation.
RECEIVING CREDIT FOR A LEADERSHIP WALTON COMPONENT

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 2017” 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!” (pictured to the right). The required components of Leadership Walton will be listed here in alphabetical order.
- Click on the component 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!”
- Once you have submitted an assignment for credit, a yellow exclamation point 🔄 will appear next to the assignment in the “Grade” column.
- Once a component has been **verified and approved**, the exclamation point will be changed to a checkmark. ✓ **Remember**: May 1st is the deadline for each year’s required components to be verified by the Leadership Walton Coordinator.
- Be sure to view any comments by clicking on the ⚡ icon.
- If a submission is incomplete or not approved, then it will be labeled with “Please Resubmit.” You will need to submit the assignment again, paying special attention to the feedback provided by the Leadership Walton Coordinator.
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: http://walton.uark.edu/career/resumes.php.
Handshake for students is here at the University of Arkansas! Follow instructions below to get started.

**LOGIN TO HANDSHAKE**
You should have a link from the email your Career Services/Center sent you. If you do not have the email, visit https://uark.joinhandshake.com/login.

**SIGN UP FOR AN ACCOUNT**
Once you’re at the University of Arkansas page, click Sign up for an Account link in the lower left hand corner to get started.

**REVIEW PRE-LOADED PROFILE INFORMATION**
Some of your information will already be in your Handshake profile. Check to make sure all pre-loaded information is correct. Pay close attention to your major and GPA. If there is an error, contact your school’s Career Services Center.

**FILL OUT YOUR PROFILE & SELECT PRIVACY SETTINGS**
Fill out additional profile information, and make profile public or private. Public profiles can be seen by employers. Some fields, like GPA, have their own privacy settings. You can make your profile public, but your GPA private.

**UPLOAD DOCUMENTS**
- Click profile on the left hand Navigation Bar.
- Click the Documents tab in the upper right corner to get to your documents.
- Click New Document in the upper right corner of Your Documents.
- Complete New Document form.
- Uploaded documents can be resumes, cover letters, transcripts, or work samples.

For questions, visit Handshake’s Help Center at https://support.joinhandshake.com/hc/en-us/categories/202711128-Student-Alumni
VMock is an online resume review software that enables you to get an objective score on your resume based on recruiter criteria, then offers suggestions to improve your resume to ensure it is a fit for your target career. All currently enrolled Walton College students have access to VMock.

Step 1: Create Your VMock Account
- Go to https://www.vmock.com/walton.
- Click on the orange “Sign Up with Email” button.
- Fill in your personal details along with your uark email address. Click "Register" to proceed.
- Click "Confirm". You will then receive an email verification code. Copy and paste the verification code into the next email confirmation dialogue and click "Verify".

Step 2: Upload and Analyze Your Resume
- After confirming your email you will be directed to the VMock resume upload screen.
- Click the orange “Upload your Resume” button. (Resumes must be uploaded in PDF format. If you have difficulties converting your Microsoft Word resume into PDF, please use www.pdfonline.com/convert-pdf/.)
- The VMock system will then process your resume and present you with a summary of resume analysis and feedback.
- Click the orange "Show my Feedback" button and it will walk you through the VMock resume system and offer suggestions to improve your resume.

Step 3: Update Your Resume
- After reviewing VMock’s feedback, edit your original resume to make any changes.
- You may upload up to 9 versions of your resume in the VMock system each year.

Trouble using the system? Contact support@vmock.com.
IMPORTANT LEADERSHIP WALTON WEBSITES

Leadership Walton Homepage  walton.uark.edu/career/leadership-walton.php
Blackboard  learn.uark.edu
Business Communications Lab  walton.mywconline.com
Handshake  uark.joinhandshake.com
Optimal Resume  uark.optimalresume.com/
Walton Career Services  walton.uark.edu/career
GivePulse  uark.givepulse.com

LEADERSHIP WALTON CONTACT INFORMATION

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email: leadershipwalton@walton.uark.edu

Walton Career Services
WJWH 226
phone: (479) 575-6100
email: careerservices@walton.uark.edu

Business Communications Lab
WCOB 118A
phone: (479) 575-6448