

## The Professional Development Institute: Completely unknown at this time but destined for success!

Andy Matthews  
Career Development Center  
College of Engineering  
University of Arkansas  
Bell 3159  
Phone: 479-575-6265  
Fax: 479-575-7744  
matthews@uark.edu

Jerri Dwyer  
Career Development Center  
University of Arkansas  
ARKU 607  
Phone: 479-575-3360  
Fax: 479-575-6742  
jdwyer@uark.edu

### Abstract

Commencing the job search can be overwhelming for college graduates. The years spent in the classroom does not necessarily provide students with preparation for marketing their product – themselves. A number of students lack the confidence to effectively present themselves to employers while others incorrectly assume that they know how to embark on the job search and are thus ineffective. Some students conduct an effective job search campaign but are ill-equipped for the transition to the world of work.

How can we provide a coherent message about what is needed to prepare for the job search and transitioning to the world of work? How can we clearly and consistently articulate the essential elements of career planning from the outset?

These questions challenged us at the University of Arkansas Career Development Center to create this cohesive comprehensive career development program -the Professional Development Institute. Our vision is to prepare students to shine above the rest of the competition. If successful, the program supports the University's role in the economic impact of the state.

Some of the key elements of the program are:

- Collaborations with academic colleges, students, and student affairs
- Two tracks: Freshman/Sophomore and Junior/Senior
- Transitioning to the world of work seminars
- Job search skills training

In this session, we will detail how our ideas developed, what's involved in the program, what the expected learning outcomes are, what collaborations exist, how we are funding the program, and how assessment will be conducted.

### **Presenters Names:**