

Summer 2013

Leadership Walton Newsletter, Summer 2013

Sam M. Walton College of Business

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Citation

Sam M. Walton College of Business. (2013). Leadership Walton Newsletter, Summer 2013. *Leadership Walton*. Retrieved from <https://scholarworks.uark.edu/leadership-walton/34>

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WALTON COLLEGE

LEADERSHIP WALTON NEWSLETTER



BROUGHT TO YOU BY THE GEORGE W. EDWARDS, JR. CAREER DEVELOPMENT CENTER

SUMMER 2013



UNIVERSITY OF
ARKANSAS
SAM M. WALTON
COLLEGE OF BUSINESS

Leadership *walton*



Leadership Walton will begin its seventh year in fall 2013.

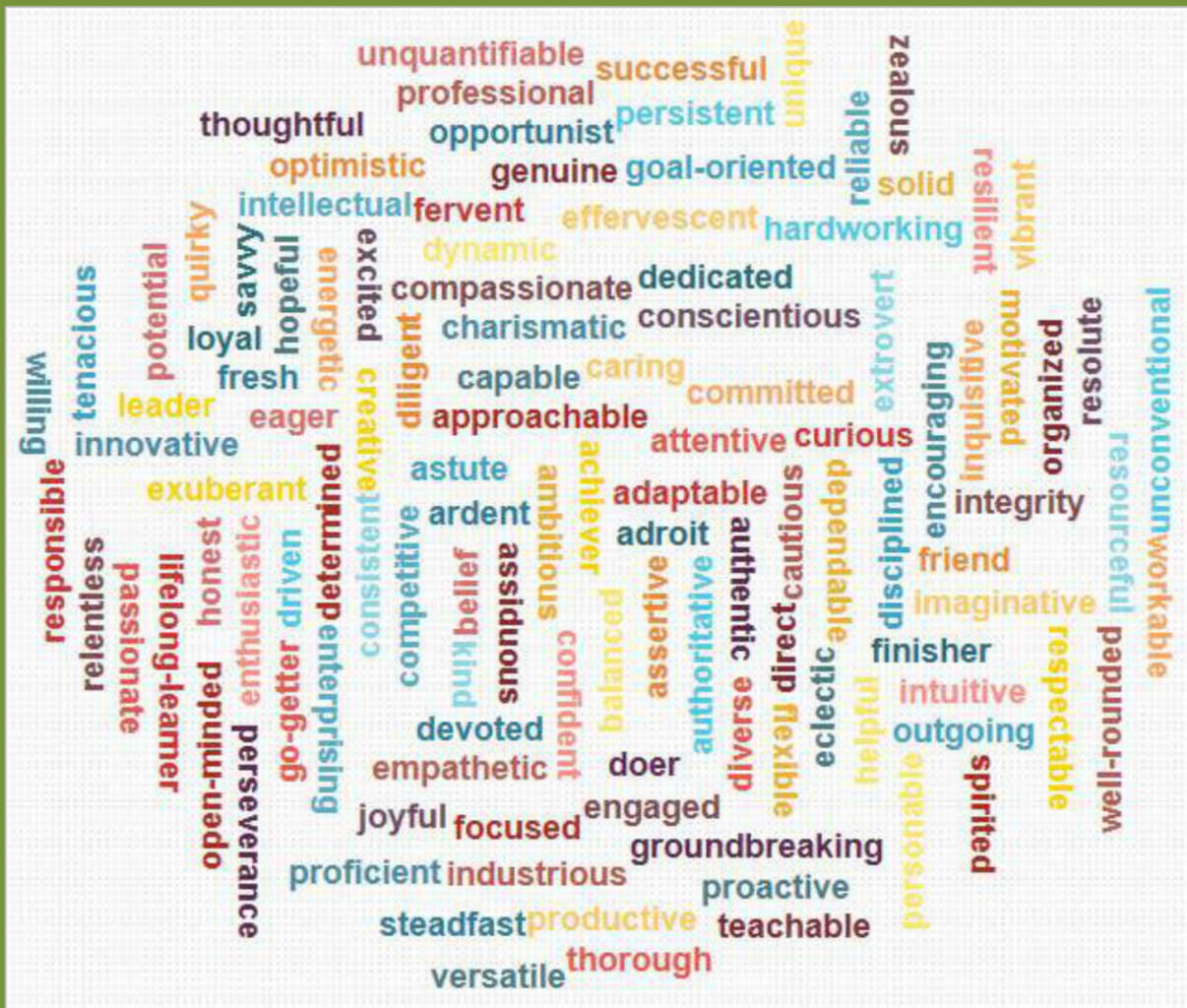
Mission: To offer a unique program with a blend of **academic, leadership** and **career development** opportunities specifically designed to guide the student toward lifelong professional success. This program fills the gap between academic pursuits and workforce preparation. Leadership Walton is a program offered by the Sam M. Walton College of Business Career Development Center in partnership with Undergraduate Programs.

Purpose: To provide students, in the Walton College, a defined progression of professional development requirements, an enhancement to their educational experience.

Program Requirements



How do Leadership Walton students describe themselves?





PROGRAM

417 Current Members

- *An additional 200 students are expected to join in fall 2013.*
- *230+ new member applications have been received since June 1, 2013.*

219 Graduates to Date

- *50 in 2013.*
- *The average employment rate for spring 2013 Leadership Walton graduates was 10% higher than the average rate for all business majors (94% vs. 84%).*



50 students will complete the program in 2013.



Program graduates receive certificate of completion and a cord to wear at commencement.

HIGHLIGHTS

program enhancements

A new feature was introduced to the Leadership Walton program this academic year: specialized tracks. Two tracks are currently available, **Technology Track** and **Retail Track**, and will provide more flexibility for participants to focus on specific areas of interest.

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 six 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 (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

To date, Leadership
Walton members have
completed over 1,600
community service
projects.



leadership | academics | career development



Members have attended over
2,900 academic lectures,
seminars and workshops.



Leadership Walton members are required to participate in career fairs and complete résumé revisions. They also have the opportunity to participate in exclusive networking events.

leadership | academics | career development = lifelong professional success



“Leadership Walton has taught me to be a very organized person, both academically and professionally. It has also taught me skills that have benefited me a lot in my interviews.”

- Ryan | Marketing Major, Economics Minor
2013 Leadership Walton Graduate



“It’s a great program. All the internship opportunities and career fairs really make it a good way to open doors for you and start your career at the University of Arkansas.”

- Matthew | Finance Major, Economics Minor
Future 2017 Leadership Walton Graduate



My favorite part of Leadership Walton has been the “lectures series. They bring in incredible people. We’ve done dining and etiquette. We do community service...tons of experiences.”

- Katie | Marketing and Management Majors
Future 2014 Leadership Walton Graduate

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