

**EMPLOYABILITY OF DEVCOM GRADUATES: A TRACER STUDY OF BS
DEVELOPMENT COMMUNICATION GRADUATES
IN CENTRAL LUZON STATE UNIVERSITY
FROM 2019-2022**

An Undergraduate Thesis Presented to the
Faculty of the Department of Communication and Development Studies
Central Luzon State University

In Partial Fulfillment
Of the Requirements for the Degree
Bachelor of Science in Development Communication

By:

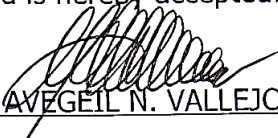
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This undergraduate thesis entitled **"EMPLOYABILITY OF DEVCOM GRADUATES: A TRACER STUDY OF BS DEVELOPMENT COMMUNICATION GRADUATES IN CENTRAL LUZON STATE UNIVERSITY FROM 2019-2022"** prepared and submitted by **DAICA G. PRINCIPE** and **JAYA D. MARZAN** in partial fulfillment of the requirements for the degree of **BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION**, has been examined and is hereby accepted:


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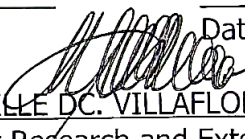
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THESIS ABSTRACT

1. Title: EMPLOYABILITY OF DEVCOM GRADUATES: A TRACER STUDY OF BS DEVELOPMENT COMMUNICATION GRADUATES IN CENTRAL LUZON STATE UNIVERSITY FROM 2019-2022
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7. Abstract:

7.1 Rationale/Background

With the continuously increasing competition in the job market, graduates find it difficult to find immediate jobs after graduating, one of the reasons is that they lack the employability skills required for a job. Therefore, the university degree program is expected to prepare students before entering the workplace. In line with Sustainable Development Goal 4 (promotes Quality Education), together with the Commission on Higher Education (CHED) mandate A; which promotes quality higher education *where institutions and programs produce highly competent graduates who are recognized in the global arena*, along with the CLSU mission that the university shall develop globally competitive individual, and in accordance to the Department of Development Communication objectives where graduates are expected to demonstrate skills and knowledge they can use in the local and global arena. This study therefore aims to keep track of the employment status of BS DevCom graduates in CLSU from 2019 -2022 and determine their employability to assess whether the BS DevCom program in CLSU produces competitive graduates who can keep pace with today's competitive job market.

7.2 Summary

The study aimed to know the following questions: what is the demographic profile of the respondents, what are their employment data and status, next is what are the skills and competencies learned in college that were found useful for the first job and lastly, what are the suggestions of the graduates to improve the course curriculum. This was conducted at Central Luzon State University with the respondents of DevCom graduates from the school years 2019 - 2022. It used a quantitative descriptive research approach to assess the employability of DevCom graduates. Snowball or chain referral sampling serves as a sampling procedure for selecting the respondents. Using electronic structured survey questionnaires which were disseminated online, the researchers gathered data that were interpreted by statistical analysis.

7.3 Major Findings

Based on the data gathered, here are the major findings; In terms of the profile of the respondents, 68% are female, 87% are aged 20-25 years old, and 95% are single. When it comes to their employment data, the study reveals that 46% of the respondents found an immediate job in just 1-6 months after they graduated, followed by those who found a job in less than a month with 40%. In terms of finding a job, recommendations place the highest rate with 42%. This recommendation is either someone introduces a job to them so they become interested in applying or someone introduces them to the job and then they apply. When it comes to salary, 42.5% of the respondents have a salary grade 1 with their first job, this is equivalent to 10,000 – 15,000 a month. While in their current job, those who earned 25,00 – 30,000 a month place the highest rate with 23.4 % of the total respondents. Others earned 20,000 – 25,000, 15,000 – 20, 000 and some are 30, 000 and above. In terms of their skills and competencies, using a four-point scale, the respondents were asked to rate how useful the skills and competencies were. The result found that communication skills as very useful in their workplace.

7.4 Conclusions

Based on the analysis of data gathered, the following conclusions are made and provide answers to the main questions of this study; majority of the respondents are female, 20-25 is the most common age, and most of them are single. It also concludes that DevCom graduates are employable as they gain

immediate employment in the government and private sector in just 1-6 months after graduating. Moreover, skills and competencies particularly the communication skills which are honed by taking the DevCom identified as very useful in their workplace. Lastly, in terms of the improvement of the DevCom program, respondents select suggestions for teaching and practical application which they consider as important aspects to be improved in the program.

7.5 Recommendations

The major findings of this study suggest that further study with a greater number of respondents is highly encouraged to better assess the employability of the graduates. Communication skills are found very useful in the current employment of the graduates, therefore enhancing it during college years would be very useful in the future. The suggestions that come out from the respondents must be considered for it will not only improve the DevCom program but also help in producing fully equipped DevCom graduates.

8.1 Rasyonale

Sa patuloy na pagtaas ng kompetisyon sa pagkakaroon ng trabaho, maging ang mga nakapagtapos ng kolehiyo ay nahihirapan na makahanap ng trabaho. Isa sa mga dahilan ay ang kawalan ng *employability skills* o mga katangian ng kinakailangang taglayin ng isang empleyado. Dahil dito, inaasahan na ang mga programa o kurso sa mga unibersidad ay maihanda ang mga mag-aaral bago ito pumasok sa mundo ng trabaho. Alinsunod sa Sustainable Development Goals 4 (nagtataguyod ng Quality Education), kasama ng Commission on Higher Education (CHED) na mandato A, kasama ang misyon ng CLSU, at alinsunod sa mga layunin ng Department of Development Communication kung saan ang mga nagtapos ay inaasahang magpakita ng mga kasanayan at kaalaman na magagamit nila sa lokal at pandaigdigang arena. Ang pag-aaral na ito ay naglalayon na subaybayan ang katayuan ng trabaho ng mga nagtapos sa BS DevCom sa CLSU mula 2019 -2022 at matukoy ang kanilang kakayahang magtrabaho upang masuri kung ang programa ng BS DevCom sa CLSU ay nakalilikha ng mga nagtapos na kayang makipagsabayan sa mapagkumpitensyang merkado ng trabaho ngayon.

8.2 Lagom

Ang pag-aaral ay naglalayon na malaman ang mga sumusunod na katanungan: ano ang demograpikong profile ng mga respondente, ano ang

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LIST OF ABBREVIATIONS

CHED: Commission on Higher Education

CLSU : Central Luzon State University

COS: Contract of Service

DevCom: Development Communication

ICTVT: International Conference on Technology and Vocational Teachers

IRR: Implementing Rules and Regulations

KBP : Kapisanan ng Broadcasters of the Philippines

NCR: National Capital Region

PESO: Public Employment Service Office

UiTM : Universiti Teknologi MARA

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