

GRADUATE TRACER STUDY
AB IN COMMUNICATION
LYCEUM OF THE PHILIPPINES UNIVERSITY – LAGUNA

ABSTRACT

This study discusses the results of a tracer study of the graduates of AB in Communication in Lyceum of the Philippines University – Laguna from 2011 to 2018. This aims to address the ways on how the institution can equip students on landing to the career that they want to have.

GRADUATE TRACER STUDY FOR AB IN COMMUNICATION

As the society demands more from the people, more gaps between the academe and industries are observed. Because of the advancements in technology and the changing methods in different fields, the graduates from different institutions find it difficult to find a career aligned to the interests which they developed while in college. (Arcelo & Sanyal, 1987)

The program AB in Communication covers the study of the way humans communicate. Specifically, it covers the fields of journalism, public and corporate communication, advertising, public relations, social science and other related professions.

In Lyceum of the Philippines University – Laguna, AB in Communication is offered as one of the programs under the College of Arts and Sciences. Students are prepared to be proficient in different fields of communication. As part of the institution's aim to produce graduates who will eventually become competitive communication practitioners, LPU-Laguna regularly conducts a graduate tracer study.

Every institution device a way on how they can assure that their programs are creating impacts to the lives of the graduates, the society and the country. A tracer study is one way to evaluate the quality of education provided to their graduates (Hazaymeh & Dela Pena, 2014). Information gathered from the study will be part of an institution's way to assure the quality of education provided in every way (Schomburg, 2003).

Further, the data from the tracer study may used as a quantifying basis on the connection between employment and career and the

To be able to further improve the program being offered in LPU-Laguna, the graduates of AB in Communication from 2011 to 2018 were asked on the length of time they spent to find their recent jobs and the position they are currently holding. Aside from aiming to trace the careers of the graduates of the institution, the study would also like to serve as a tool to address the gaps between the academe to the careers in different industries.

An online survey was utilized to collect data from graduates of AB in Communication in Lyceum of the Philippines University – Laguna.

In the survey, the topics covered are the following:

1. Year of graduation of the respondent;
2. The length of time allotted to find his/her job;
3. The transition from school to work; and
4. The position of the graduate in his/her current job.

58 students responded to the survey.

RESPONDENTS

There were 58 respondents for this study. Most of the respondents graduated in the year 2008, which is 22.41% of the respondents. The group with the least respondents was from the year 2013 which was only 5.17% of the total number of respondents.

NUMBER OF RESPONDENTS PER YEAR OF GRADUATION	
2011	4
2012	6
2013	3
2014	7
2015	10
2016	8
2017	7
2018	13
TOTAL	58

START DATE OF EMPLOYMENT AFTER GRADUATION

In this study, all of the graduates were asked on how long it took them to land their first job. Half of the respondents (50%) got employed within 3 months after graduating. Almost a quarter or 14 respondents (24.13%) were employed even before their official date of graduation. In spite of a big percent of graduates who did not find much difficulty in looking for a job, there were still some students who got hired within six months after graduating – that is nine respondents (15.51%). Also, there is still one respondent who is yet to find a job.

START DATE OF EMPLOYMENT AFTER GRADUATION	
Before graduation	14
Within 3 months	29
Within 6 months	9
1 year after graduation	3
Beyond 2 years	2
Still finding work	1
TOTAL	58

POSITION HELD

The respondents were also asked about their current position in the company that they are in. There was no specific trend on the positions held by the graduates.

Most of the respondents (27.58%) are in rank and file positions; while eleven respondents (18.96%) are specialists. There are also 2 respondents (3.44%) who are owners of their own businesses.

POSITION OF RESPONDENTS IN THEIR CURRENT COMPANY	
Specialist	11
Technical Staff	8
Rank and File	16
Supervisor	8
Asst. Manager	5
CEO/Owner	2
N/A	8
TOTAL	58

CONCLUSION

Considering that the program Bachelor of Arts in Communication is a program that tackles different fields, it is inevitable that the graduates are holding different positions. Also, the number of respondents per year could also be accounted as a factor on why there are fewer respondents who already hold managerial or supervisory positions.

In the Philippines, it takes a minimum of three years' work experience for an employee to be promoted to supervisory positions (indeed.com, 2019) In LPU-Laguna, fewer graduates from 2011 to 2014 answered the survey which is the possible graduation year of graduates who are supposed to have been promoted by now.

When it comes to student employability after graduating, AB Comm alumni of the institution are doing a good job. Most of the graduates get hired within three months. There could be a number of factors leading to this, one of which is the trend of preference companies have over their new hires.

This study aimed to know the current situation of the graduates of the AB Comm program in LPU Laguna. But in order to further understand and fill the gap between the academe and the industry, an in-depth analysis is recommended; details such as the courses that helped them get hired and the trainings that they still need is needed.

Works Cited

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