

# Assessing the Career Plans: Basis for Career Development of ABMMA 2015-2016 Job Placement

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**Abstract**---This study aimed to assess the career plans of the ABMMA 2015-2016 graduates and determine the percentage of the graduates who are currently employed and who has intention to seek employment after graduation and determine whether or not they continue enriching their credentials. The study also sought to determine the impact of SDCA preparation plans that will be use as basis for improving the curriculum. Through rigorous research, the researcher found out, the issue of lacking career development plans for ABMMA graduates was not addressed nor being evaluated. A descriptive research design was used to assess the respondent's initiative and the impact of the institution preparation as Multimedia Arts graduates of St. Dominic College of Asia. An exit interview questionnaire were prepared and administered by the ABMMA program chair and his faculty as an evaluation tool to measure the effectiveness of the curriculum and assess the career plans of twenty two respondents. In addition, the output from the evaluation results could influence academic program quality. Based on the results of evaluation, 77% of the graduates agreed to prioritize landing a job than to continue their education, while only 18% answered that they currently employed. Ten (10) or 45% of the respondents had submitted their resumes to any companies. The respondents proposed to have an international immersion intended for multimedia art students, a chance that will allow them to have a plant/company visit abroad. Enough to awaken their skills to be more globally marketable.

**Keywords**---Assessment, career plans, SDCA, Multimedia Arts, graduates

## I. INTRODUCTION

Giving young people the tools and knowledge to realistically plan for their futures is a primary goal of education. Career development is vitally important for today's youth, who are more than ever "motivated but directionless" (Schneider & Stevenson, 1999).

Swanson and Fouad (1999) recommend that person-environment fit theory should be employed in STW interventions, specifically in the following areas: exploration of self-leading to self-knowledge; occupational knowledge; steps in decision-making; and opportunities to learn "on the job" in controlled, educational work environments.

According to the taxonomy of career development interventions devised by Dykeman and his colleagues (2001) in an effort to standardize career guidance language, the focus is primarily on advising and curriculum-based interventions. The former include those designed to provide direction and planning skills to students; the latter are interventions, such as career courses, designed to promote student knowledge and skills relevant to the world of work.

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St. Dominic College of Asia was ISO certified by the Societe Generale Surveillance (SGS) in October, 2014, and passed accreditation by PACUCOA Level II in August, 2015.

Multimedia Arts is a marriage between the digital media and the Internet. The program prepares students with a broad range of graphic design and technical knowledge for a career in Multimedia, 3D Animation, Digital Video Production, Web Site Development, and Graphic Design. (<http://www.stdominiccollege.edu.ph>)

The said program qualified the initial stage of PACUCOA for level I last June 2016. As a special program that does not have CHED Memorandum for curriculum, the ABMMA department continuously improving its curriculum with the help of fulltime faculties and special lecturers to make sure that the graduates will be equipped with technical knowledge and skills and be employed in the industry. Understanding that the unforeseen opportunities may transpire in identifying room for improvements of the ABMMA program and the quality of their graduates, the researcher had made an endeavor to call attention to the open doors from the graduates. Through exit interviews, the researcher attempted to assess their career plans and how immediately would they undertake it.

### A. Objectives of the Study

The general objective of the study is to assess the career plans and impact of SDCA preparation plans of ABMMA 2015-2016 graduates. Specifically, the objectives of this study would also like to:

1. determine whether or not they continue enriching their credentials;
2. determine if there were students currently employed or seek for job after graduation;
3. determine whether or not the career preparations made by the institution helped their career plans; and
4. identify what aspect of their education in the institution were most useful in preparing their career plans

### B. Statement of the problem

The study determines the basis for career development of ABMMA 2015-2016 job placement. Specifically the study seeks to answer the following questions:

1. Determining percentage of the graduates who are currently employed and who has intention to seek employment after graduation
2. Determine the mindset of a fresh ABMMA graduate in working after graduation?
3. Does the institution directly affect the career plans of the ABMMA graduates?

#### 4. What aspects of the SDCA education are most influential in career the planning of an ABMMA graduate

The problem of the not having career development plans for ABMMA students was not addressed nor being assessed. Thus, there are no studies found in the past relevant to the career development of the ABMMA students. There are no study showing the awareness of the graduates to the outside world and how prepared they are to take the demands of the industry. Considering the predicaments cited, the researcher thought of an attempt to make a study that will provide facts as basis prior to the assessment made by the ABMMA graduates of 2015-2016.

#### C. Review of Related Studies and Literatures

##### *The Career Decision Profile: Using a Measure of Career Decision Status in Counseling*

The Career Decision Profile (CDP) is useful in career counseling. The CDP was developed from a three-dimensional model of career decision status (Decidedness, Comfort, and Reasons), and data on the validity and reliability for its six scales are provided. The CDP can be used by counselors to (a) explore clients' career indecision, (b) screen for readiness, (c) determine the appropriate level of career services needed, and (d) evaluate counseling outcomes. We conclude with a description of the results from a survey of counselors who have used the CDP in career counseling. (Jones, L. & Lohmann, R., 1998)

##### *The graduate job search process – a lesson in persistence rather than good career management?*

The paper seeks to provide perspectives on the job search expectations and job seeking strategies of Australian graduates, including their perceptions of University Careers Centres (UCCs. (Martin, C., Garcia, E., and McPhee, M., 2012). A total of 45 new graduates and representatives of five UCCs were interviewed. Both Australian graduates and UCCs are aware of the misalignment between graduates' high expectations and job search realities, but currently do little to proactively redress it. The study also found major inconsistencies between the viewpoints of graduates and UCCs regarding the usefulness of UCCs, as not only did most graduates not use these services, they were often completely unaware of them. This suggests that many graduates find employment based on learning through adversity and persistence rather than good career management. (McKeown, T., and Lindorff, M., 2011).

##### *The Impact of the MBA and Business School Tier on Career Success Outcomes: A Comparative Study of MBA Graduates and Non-MBA Graduates*

The purpose of this study was twofold. First, the study examined an important yet under investigated topic: the effect of the MBA on career success. This study specifically addresses whether or not the attainment of the MBA degree is a significant explanatory factor as it relates to career success by comparing career outcomes achieved by MBA graduates with those of non-MBA graduates. Second, the study examines another area that has not been investigated: the impact of the perceived quality of the business school

granting the MBA degree on career success. Salary, managerial attainment, and promotions are three objective career success measures used in this study. The study concluded that an MBA is a significant predictor of one's salary, promotion status, and managerial status. More specifically, having an MBA is associated with a higher salary and a greater likelihood of being promoted and being a manager. (Wellman, M., 2005)

##### *A Tracer Study of the Business Administration Graduates of the School of Business and Computer Studies from the Years 2011 – 2014*

This study entitled "Tracer Study of the Business Administration Graduates of the School of Business from the Years 2011-2014" aims to update the information needed by the School of Business and Computer Studies about their former students who have already graduated and be constantly kept in touch with them not only for whatever purpose SBCS may have but also for the updating of the records of SDCA's Alumni Association. A descriptive research design was used to trace our graduate's whereabouts, their employability or employment status as Business Administration graduates of St. Dominic College of Asia. Along with the said methodology, a survey questionnaire was administered to BSBA alumni. Results showed that nine (9) or 81.8% immediately applied for a job after graduation; five (5) or 45.4% of the graduates faced stiff competition from graduates of exclusive schools; eight (8) or 72.7% of the alumni were able to put into practice what they learned in school in terms of their field of study; and six (6) or 54.5% said that the school's curriculum helped to enhance their work. The BSBA curriculum, the learnings that they gained and the trainings that they underwent were tremendous contributing factors for their being employed. (Licauco Jr., S. 2015)

## II. METHODOLOGY

### A. Design

Descriptive research design was employed in this study and survey methodology was utilized to study the sampling of individual graduates and assess the career plans of the ABMMA graduates.

### B. Sample

The data are taken from the ABMMA graduates of 2015-2016 as respondents of the study. The graduates consist of twenty two (22) individuals who were 20-21 years old. The researcher invited all the graduates to come over in MacLab to participate in the study. They were told to answer an exit interview as part of their last requirement. Albeit, not all of the thirty three (33) graduates did participated in the study due to personal reasons, the current headcount was used in this study for sampling.

### C. Instrument

As the primary tool, a survey questionnaire was used to collect data. The questionnaire was approved by the Dean of School of Business and Computer Studies as part of exit interviews. Questions that were asked dealt with did the graduates immediately apply for a job after graduation?; are they planning to continue education?; are you currently

employed?; have you submitted your resume to any companies?; what are your plans for immediate future?; how would you rate the usefulness of your education for your career; and which aspects does the institution were most important and most useful in preparing your career plans.

*D. Procedures*

The researcher in cooperation with a fulltime faculty administered the questionnaires in iMac Laboratory before the semester ends to ensure that the graduates will answer them personally. The professor also ask the graduate with an open-ended undocumented question as it is easy for them to express their ideas generously.

*E. Data Analysis*

The information were ordered, arranged, and coded for investigation. The accompanying factual devices were utilized as recurrence rate and weighted mean. There were ten (10) male graduates and twelve (12) female graduates who reacted. There are four (4) graduates who are employed as of now.

III. RESULTS AND DISCUSSIONS

According to the results of the evaluation made by the ABMMA graduating students during their exit interview shown in Table 1, it implied that 17 out of 22 or 77% of the respondents on question number one answered “No” wanted to prioritize landing a job and to help their parents. Only five (5) out of 22 or 23% of the graduates answered “Yes” expressed their intention to take another course or master degree in the future. On the second question searching for a likelihood of an understudy having an occupation or position arranged, only four (4) or 18% of the respondents replied "Yes" while eighteen (18) or 82% replied "No" which implies that a large portion of them couldn't found an opportunity to partake time occupations or look for work. On the question that will evaluate their drive to look for work in the following three (3) months, 95% population or 21 out of 22 of the respondents replied "Yes" and only one (1) or 5% replied "No" which deciphers that the graduates had an arrangement to get in as early as three months after graduation in reference to their reply on question number one. On the question that looks for mental readiness of the graduates taking the underlying period of looking for occupation, 45% or 10 of the respondents had presented their resumes to any organizations, while twelve (12) or 55% of them replied with "No." This is very evident that some of the graduates had taken the preliminary steps to find job and hoping to get hired as early as possible.

TABLE 1. RESULTS OF THE ASSESSMENT OF CAREER PLANS OF ABMMA GRADUATES  
N = 22

Are you continuing your education?	F	%
Yes	5	0.23
No	17	0.77
Are you currently employed? Or have a position lined up?	F	%
Yes	4	0.18
No	18	0.82
Will seek employment in the next 3 months?	F	%
Yes	21	0.95
No	1	0.045
Have you submitted your resume to any companies?	F	%
Yes	10	0.45
No	12	0.55

As shown in Table 2, demonstrates the perception of the respondents on the SDCA preparations made for them. The table reveals that in terms of how useful does their educational preparation in SDCA for their career, thirteen (13) or 59% of the respondents rated helpful, while 41% or nine (9) of them rated somewhat helpful.

In terms of which aspects of their SDCA education were most important and most useful in preparing their career plan, only one (1) or 4.5% of the respondents answered for “International experience”, four (4) or 18% of the graduates answered “Curriculum”, two (2) or 9% answered “Faculty engagement”, three (3) or 14% replied with “Career planning development”, and twelve (12) or 55% of the respondents answered “Internship.” The graduates concurred that Internship has had a noteworthy effect to their employability. This is evidence that the respondents were more than readied and prepared by the school for their employability.

TABLE 2. RESULTS OF THE ASSESSMENT OF SDCA PREPARATION PLANS FOR THE ABMMA 2015-2016 GRADUATES  
N = 22

How would you rate the usefulness of your educational preparation in St. Dominic College of Asia for your career plans?	F	%
Not helpful	0	0.00
Somewhat helpful	9	0.41
Helpful	13	0.59
Now helpful	0	0.00
Which aspects of your St. Dominic College of Asia education were most important and most useful in preparing you and your career plans?	F	%
International experience	1	0.045
Curriculum	4	0.18
Faculty engagement	2	0.09
Career planning development	3	0.14
Internship	12	0.55
Others	0	0.00

IV. CONCLUSION AND RECOMMENDATION

According to the results of the assessments made by the graduates, it very evident that they had an initiative to land job after schooling and be able to apply their technical skills and knowledge in the field of Multimedia Arts. Most of the respondents would want to earn their salary so that they help their parents financially. The graduates agreed that their

education in SDCA has played a major role to take the challenges of the corporate world. Internship developed them to become more technical skills and self-confidence. The researcher were exceptionally appreciative for the sort of training that SDCA could give them for it transformed them into better individual and could enhance the ABMMA educational programs and its facilities that will be all the more guaranteeing to fill up the manpower market that industries will be looking for.

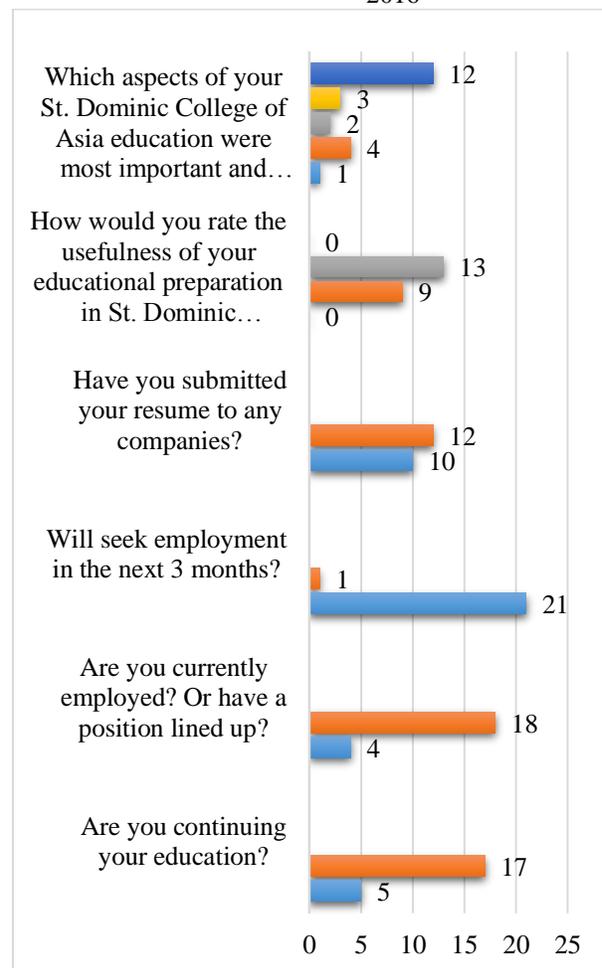
The respondents proposed to have an international immersion intended for multimedia art students, a chance that will allow them to have a plant/company visit abroad. Enough to awaken their skills to be more globally competitive. They also proposed that the program should have a field to major in. Problems in the available licensed softwares should be the attended as high priority as it is the major problem encountered during their stay in SDCA. Moreover, they suggested to pointed-out the improvement of the courses like photography, sound and video production, traditional and digital art drawings in terms of facility, licensed state-of-the-art softwares, and instructions.

## V. APPENDIX

### A. Photos taken during the assessment



### B. Result of assessment of career plans and SDCA preparation plan of ABMMA graduates of 2015-2016



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