



# LABOR MARKET INFORMATION (LMI) News Packet

Department of Labor and Employment

Labor Communications Office

May 2012

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— Sec. ROSALINDA DIMAPILIS-BALDOZ

## President Aquino III graces first National Career Advocacy Congress

The two-day National Career Advocacy Congress, the first national gathering of the country’s career guidance counselors and government partners, namely, the Department of Labor and Employment, Commission on Higher Education (CHED), Department of Education (DepEd), Department of Science and Technology (DOST), Professional Regulations Commission (PRC), Technical Education and Skills Development Authority (TESDA), and the Philippine Information Agency (PIA), kicked off on 24 May at the Diamond Hotel in Manila with no less than President Benigno S. Aquino III gracing the event to deliver a keynote message.

At the Congress, Labor and Employment Secretary Rosalinda Dimapilis-Baldoz welcomed the close to 400 participants from the Network of Guidance Counselors, members of the academe, and representatives of training institutions, student councils, parent-teacher associations, and industry associations who attended, saying this gathering was aimed at formulating concrete measures to address the lingering issue of jobs and skills mismatch, and at further strengthening youth employability in the country.

“The DOLE, in cooperation with its partner agencies under the umbrella of Cabinet-level Human Development and Poverty Reduction cluster, hopes to exchange ideas and best practices on career coaching and be updated on relevant labor market information (LMI) trends,” Baldoz said.



“The Congress also hopes to raise awareness and understanding on and drum up support for career advocacy and employment counseling so that career guidance counselors will be inspired to seriously take their role in forming the minds of the youth, and to assure them that the government is here to provide them needed support to better facilitate and promote career guidance as a relevant tool in youth development,” she added.

The government, Baldoz said, is focused on implementing career guidance advocacy on a nationwide scale using as one of its strategies a theme derived from the mainstream language of the social media—“Follow the Guide. Tag a Career. Like the Future.”

According to Baldoz, the Congress is an innovation, a detour from the traditional measures to address the issue on jobs and skills mismatch, and as such, it deserves a fresh and hip welcome by banking on the language known to people across almost all age brackets.

The NCAC is the realization of President Aquino III’s directive during his second State of the Nation Address to the Human Development and Poverty Reduction cluster to organize an inter-agency committee that will propose solutions on the compounding issue of youth employability and mismatch between jobs and skills mismatch.

*Continued on next page*

# Key sectors, industries commit to guide the youth towards productive careers

**L**abor and Employment Secretary Rosalinda Dimapilis-Baldoz hailed the Departments of Education, Science and Technology, Commission on Higher Education, Technical Education and Skills Development Authority, and the Professional Regulation Commission, as well as the representatives of key employment generating sectors of the country, for forging a landmark joint commitment to prepare the country's youth for the world of work, to harness their creative and productive potential to the fullest, and to guide them towards building a secure future for themselves and for their families.

"I thank them all for their show of solidarity by coming to the first National Career Advocacy Congress and for signing the joint "Statement of Cooperation on Career Guidance Advocacy", Baldoz said in a statement.

The "Statement of Cooperation on Career Guidance Advocacy" is one of the major outcomes of the Congress held at the Diamond Hotel on Roxas Boulevard, Manila from 24 to 25 May 2012.

The signers, led by Secretary Baldoz, has called on the Filipino people to specifically (a) rally behind collaborative efforts to promote career guidance; (b) address talent mismatch; (c) bridge the information gap observed between the youth and the latest Labor Market Information (LMI); and (d) provide additional mechanisms that will help shape and determine the 21st century worker and the succeeding working population."

The joint statement signified the next steps forward following the two-day Congress held on the theme, "Follow the Guide. Tag a Career. Like the future!" and graced by President Benigno S. Aquino III as special guest and keynote speaker.

Baldoz said the goals and objectives of the first National Congress on Career Guidance Advocacy are in consonance with the overarching goal enunciated by President Aquino III, in his 22-point labor and employment agenda, "to invest in our country's top resource, our human resource, to make us more competitive and employable while promoting industrial peace based on social justice."

"The vision of President Aquino III, in his Social Contract with the Filipino People, is inclusive growth through decent and productive work," Baldoz said, saying further that, "this is embodied in the Philippine Labor and Employment Plan 2011-2016, which aimed that "career advocacy, coaching and counseling will be enhanced to improve the employability of graduates and workers and professionals, particularly among the youth."

Other prominent officials who signed the Statement of Cooperation on Career Guidance Advocacy were DOLE Undersecretary for Employment Danilo P. Cruz; DSWD and Human Development and Poverty Cluster chairman Secretary Corazon J.

Soliman, Chairperson Patricia B. Licuanan of the Commission on Higher Education (CHED), Secretary Bro. Armin A. Luistro, FSC, of the Department of Education (DepEd), Director General Emmanuel Joel J. Villanueva of the Technical Education and Skills Development Authority (TESDA), and chairperson Teresita R. Manzala of the Professional Regulation Commission (PRC).

Other DOLE officials, led by Assistant Secretary Rebecca Calzado and Bureau of Local Employment Director Maria Criselda R. Sy, also signed the document, together with career guidance counselors from all regions of the Philippines, and representatives from the Department of Health, Department of Science and Technology, Philippine Information Agency, industry and trade unions, youth organizations, and other stakeholders.

### President Aquino III . . . *from first page*

On 10 November 2011, the committee convened and created an inter-agency communications strategy which paved a way to make national and regional LMI trends, such as in-demand and hard-to-fill occupations, and publications, like occupational briefs and career industry guides, more accessible to the public. This gave birth to the Career Guidance Advocacy Program (CGAP). The NCAC is one of the strategies of the CGAP.

"This Congress is a mind-opener, a challenge to the old order to keep up with the current," Baldoz said.

There were lectures, panel presentations on career guides, and open forum during the NCAC. Resource speakers with expertise on various subjects from the Business Processing Association of the Philippines, Philippine Chamber of Agriculture and Food, Philippine Constructors Association, Philippine Travel Association, and the De La Salle University-Angelo King Institute facilitated the discussions.

Topics for discussion were focused on the various government programs and interventions on career guidance, such as Integration of Career Guidance in the K to 12 Program; Priority Courses in Higher Education; Career Path in Trade Skills; Career Path in Science and Technology; Creative Approaches in Career Guidance in Nueva Viscaya, Bicol, and Zamboanga Peninsula; and Career Advocates' Life Coaches and Mentors Network.

A market was organized to provide a venue for showcasing major projects, products, and Information, Education, and Communication (IEC) materials on LMI and career guidance advocacy.



**"Follow the guide. Tag a career. Like the future."**



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## Baldoz advises HS students and college grads, even jobseekers, to consider guidance counseling

Labor and Employment Secretary Rosalinda Dimapilis-Baldoz urged high school students, college graduates, and even young jobseekers to consider career guidance counseling as a profession or career as the need for guidance counselors is expected to grow within the next five years.

“The prospects for guidance counselors as a career are bright,” she said at the start of a two-day National Career Advocacy Congress (NCAC) held at the Diamond Hotel in Manila recently.

“And the work of a career guidance counselor is noble and very important. Career guidance counselors play a large part in informing students with relevant labor market information that could help them choose careers that suit the requirements of employers in the 21st century,” Baldoz added.

A four-year course in psychology is commonly the education requirement for a guidance counselor. The cost of obtaining the requirement ranges from P10,000 to P45,000 per semester in private colleges. However, the tuition fee costs less, by around 10 per cent to 40 per cent, in public colleges and universities which offer the same discipline.

Meanwhile, the compensation for guidance counselors who have one- to four- year working experience starts between P10,000 to P15,000 per month. Those occupying supervisory positions, or have become seasoned

guidance counselors, usually with five years or more of working experience, can have a starting take home pay ranging from P12,000 to P18,000.

“There are only few careers in the labor market that are potentially rewarding as that of a guidance counselor, whose job is to help guide and structure children’s educational and vocational direction as they pass through an unstable and confusing time in their lives,” Baldoz said.

“Guidance counselors can have a major influence on a person’s life. More often, they are credited for the success of their counselees,” Baldoz remarked.

Some of the skills and competencies an aspiring guidance counselor must possess are the ability to conduct individual and group counseling; information or resource base knowledge within their particular industry; skills necessary to develop, plan, implement, and manage comprehensive career development programs in various settings; and capacity to understand research and evaluation using technology to assist individuals in career counseling, development, and planning.

Guidance counselors must also be friendly, personable, caring, considerate, and approachable. He/she must also be able to inspire trust and confidence; be tolerant of diverse cultures and behaviors; and must have a strong desire to help other succeed.

“The government acknowledges that job search is a life-changing experience, a journey from learning to earning, to contributing to the nation’s wealth and affluence. This journey begins with the career guidance counselor,” Baldoz said.

She said career guidance counseling is more than just services to individuals making educational and occupational choices.

“It is a helping profession, a sound career in itself with long-lasting impact in the counselees’ life,” she said.





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**L**abor and Employment Secretary Rosalinda Dimapilis-Baldoz announced that the Department has connected and touched base with 276,960 Filipinos through its Career Guidance and Employment Coaching Seminars, a DOLE career guidance advocacy strategy which is the third convergent program envisioned by the Aquino III to address the education-jobs mismatch problem.

“The DOLE’s Bureau of Local Employment has reported that our Career Guidance and Employment Coaching Seminars across the 16 regions of the country has reached 276,960 participants through 1,570 sessions for the first quarter of 2012,” said Baldoz.

“The conduct of career guidance and employment coaching seminars is one of the DOLE’s responses to the challenge of expanding LMI delivery and in helping jobseekers and workers make informed decisions in their search for jobs,” she said as she also announced the conduct of the first National Career Advocacy Congress (NCAC) on 24-25 May 2012 at the Diamond Hotel in Manila.

Commenting on the BLE first quarter accomplishment report, she said:

“This translates to an achievement rate of 89.56 per cent, in the number of participants, and 117.07 per cent, in the sessions based on a target of 309,239 participants and 1,341 sessions, respectively, for the quarter.”

Complementing the vision of many stakeholders who are committed to steering the youth in the right direction, Secretary Baldoz commented that the Department has been scoring credible results for its career guidance advocacy strategy on a national scale.

Based on the BLE first quarter accomplishment report, the numbers of participants per region reached by the Career Guidance and Employment Coaching Seminars during the quarter compared with the overall target number of participants, are as follows: National Capital Region (NCR) - 14,162 of 34,686; Cordillera Administrative Region (CAR) - 9,220 of 9,000; Region 1 - 18,025 of 3,339; Region 2 - 45,686 of 30,000; Region

3 - 21,193 of 65,442; Region 4-A - 18,290 of 45,694; Region 4-B - 10,830 of 7,571; Region 5 - 7,895 of 1,160;

Region 6 - 16,562 of 31,166; Region 7 - 16,743 of 6,572; Region 8 - 13,579 of 11,086; Region 9 - 16,959 of 12,081; Region 10 - 22,308 of 11,862; Region 11 - 10,059 of 2,081; Region 12 - 30,108 of 36,499; and Caraga - 5,341 of 1,000.

In the same manner, a comparison of the number of sessions versus the overall target sessions for the quarter reveals

that most regions have successfully topped their targets, to wit: NCR - 36 of 147; CAR - 120 of 180; Region 1 - 140 of 55; Region 2 - 228 of 25; Region 3 - 128 of 126; Region 4-A - 59 of 218; Region 4-B - 76 of 78; Region 5 - 37 of 4; Region 6 - 53 of 108; Region 7 - 108 of 31; Region 8 - 100 of 130; Region 9 - 89 of 28; Region 10 - 104 of 159; Region 11 - 153 of 19; Region 12 - 119 of 27; and Caraga - 20 of 6.

“Career guidance plays a key role in helping young people reflect on their ambition, interests, qualification, and abilities. It helps them understand labor market trends and relate this to what they know about themselves,” Baldoz explained.

“It helps young jobseekers in choosing the right educational courses that will lead them to decent and productive employment that can ultimately lead to better lives. This is the reason why the government puts greater emphasis, deep involvement, and intensive action in bringing down labor market information (LMI) to the grassroots,” she added.

The DOLE, she observed, has been twice as intense, as it were in 2011, in implementing massive information and education drive on all available LMI to address the problem of unemployment and jobs mismatch.

“The record reflects our commitment in guiding new entrants to the labor force towards skills and competencies that would secure them the best jobs,” she further said, expressing satisfaction over the fact that majority of the regions have exceeded their annual targets of participants and sessions during the quarter.

## Baldoz reports achievement of first quarter targets on career guidance seminars



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