

Survey of "Hot Jobs" Recruitment Strategies and Perception of Employers on the Job Readiness of Applicants (Last of a four-part series)



OVERVIEW

This LABSTAT Updates is the last in a four-part series that presents the highlights of the 2007/2008 BLES Integrated Survey (BITS) module entitled Occupational Shortages and Surpluses. The BITS is a nationwide sample survey covering 6,460 establishments with 20 or more employed persons in the industry and services sectors. The reference period covered the months from January 2007 to June 2008.

This issue presents statistics on: (1) recruitment criteria; (2) recruitment practices; and (3) perception of employers on the job readiness of applicants.

SURVEY RESULTS

College degree: a minimum qualification requirement in recruitment

- Survey results revealed that a large proportion (80.6% or 11,406) of hard-to-fill vacancies require applicants to have at least a college degree.
- Further, 3.9% preferred applicants with post graduate degrees.

TABLE 1 – Minimum Educational Requirement of Hard-to-Fill Vacancies, Philippines: January 2007 to June 2008

Educational Level	Number	Percent
TOTAL	14,159*	100.0
College graduate	11,406	80.6
College undergraduate	783	5.5
High school graduate/ undergraduate	952	6.7
Post graduate	547	3.9
Technical/Vocational graduate	411	2.9
Not reported	60	0.4

* Refers to the total number of responses in all occupation titles identified/listed by respondents as hard to fill.

Source of data: Bureau of Labor and Employment Statistics, 2007/2008 BLES Integrated Survey.

- Only a small proportion would accept applicants with lower levels of educational attainment: college undergraduates (5.5%); high school graduates/undergraduates (6.7%); and graduates of technical or vocational training institutions (2.9%).

Years of work experience a big advantage in job search

- Years of work experience is another major criterion in the selection process. More specifically, slightly over one-half (53.0%) of total responses indicated the preference for applicants with 1 to 2 years of work experience while another 21.9% required 3 or more years of work experience.

- Again, only a few establishments would accept applicants with less than a year of work experience (2.9%) or none at all (8.4%).

TABLE 2 – Minimum Years of Work Experience of Hard-to-Fill Vacancies, Philippines: January 2007 to June 2008

Years of Work Experience	Number	Percent
TOTAL	14,159*	100.0
None	1,191	8.4
< 1 year	417	2.9
1 to 2 years	7,499	53.0
3 to 5 years	2,825	20.0
> 5 years	268	1.9
Not reported	1,960	13.8

* Refers to the total number of responses in all occupation titles identified/listed by respondents as hard to fill.

Source of data: Bureau of Labor and Employment Statistics, 2007/2008 BLES Integrated Survey.

Network of friends/relatives/neighbors and classified ads: most dominant modes of recruitment

- A typical establishment usually adopts multiple strategies or methods in search of qualified applicants. These include “formal” means such as classified ads or internet/job boards and “less formal” means such as network of relatives, friends and neighbors or promotion within the organization.
- Survey results showed that more than half (51.1%) of the establishments relied on their network of friends, relatives, and neighbors in announcing job vacancies – making this practice the most popular mode of recruitment.
- Posting of job vacancies in newspaper’s classified ads section ranked second in popularity (34.3%) – perhaps because it has the “widest possible reach” among the recruitment choices available to a firm.

- The posting of vacancy announcements outside the vicinity of the firm or schools was also a common practice (32.0%).
- Advertising through internet (job boards) accounted for a fairly large share (20.6%) and so with the filling up of vacancies through promotion within the company (20.1%).
- Participation in jobs fair and reporting of vacancies to public employment offices both obtained modest shares at 16.0% and 10.5%, respectively.
- Only few availed the services of private recruitment agencies (7.3%).
- Labor unions as a channel for recruitment was practically nil (0.9%).

TABLE 3 – Number of Non-Agricultural Establishments With 20 or Workers by Mode of Recruitment, Philippines: January 2007 to June 2008

Mode of Recruitment	Number	Percent
TOTAL	24,457*	-
Network of relatives, friends, neighbors	12,487	51.1
Classified ads	8,386	34.3
Vacancy posting outside firm/school	7,817	32.0
Internet (job boards)	5,047	20.6
Promotion within the company	4,920	20.1
Jobs Fair	3,905	16.0
Public Employment Office	2,571	10.5
Private Recruitment Agency	1,774	7.3
Labor unions	220	0.9
Others	1,030	4.2
Not reported	88	0.4

* Details will not add up to total due to multiple responses.
Source of data: Bureau of Labor and Employment Statistics, 2007/2008 BLES Integrated Survey.

School preference not important in recruitment

- A large proportion (93.4% or 22,837) of the respondents had no school preference in selecting an applicant.
- Only a few (6.6% or 1,620) of the respondents expressed preference for particular training institution.
- The top five choices were University of the Philippines (UP), De La Salle University (DLSU), Ateneo de Manila University (ADMU), Polytechnic University of the Philippines (PUP) and University of Santo Tomas (UST).
- The other choices were Mapua Institute of Technology, University of San Carlos, Xavier University, Don Bosco and MSU-Iligan Institute of Technology.

TABLE 4 – Number of Non-Agricultural Establishments With 20 or More Workers by School Preference, Philippines: January 2007 to June 2008

School Preference	Number	Percent
TOTAL	24,457	100.0
Without Preference	22,837	93.4
With Preference	1,620*	6.6
1. University of the Philippines	496	2.0
2. De La Salle University	348	1.4
3. Ateneo de Manila University	260	1.1
4. Polytechnic University of the Philippines	198	0.8
5. University of Santo Tomas	147	0.6
6. Mapua Institute of Technology	130	0.5
7. University of San Carlos	124	0.5
8. Xavier University	99	0.4
9. Don Bosco	97	0.4
10. MSU – Iligan Institute of Technology	88	0.4

* Details will not add up to total due to multiple responses.
Source of data: Bureau of Labor and Employment Statistics, 2007/2008 BLES Integrated Survey.

Employers have high regards on the applicant's job readiness

- To rate the job readiness of applicants, a list of attributes/skills that describe the quality of jobseekers in the labor market was included in the survey. The establishments were asked to rate their applicants based on the following scale: poor, good and very good. This rating applies not only to hard-to-fill jobs but for all types of vacancies the establishments have in recent years.
- Results of the survey suggest that employers in general have positive regards on the job readiness of applicants as indicated by the high ratings they gave for both hard skills and soft skills of the applicants.
- As can be observed in Table 5, the proportion of employers that rated their job applicants as "good" or "very good" greatly outnumbered those that gave "poor" ratings.
- On "poor ratings", four (4) traits stood out in terms of score points. The highest "poor" rating at 18.5% was accounted for by English proficiency followed by computer skill (11.5%), and writing skill and computing skill (10.8% each).
- Meanwhile, employers have high views on the "soft skills" of the jobseekers. Fairly large proportion of them rated as "very good" the applicants on motivation/disposition (24.3%) and confidence level (23.8%).

**TABLE 5 - Perception of Employers on Job Readiness of Applicants
in Non-Agricultural Establishments With 20 or More Workers,
Philippines: January 2007 to June 2008**

Trait	Total Responses	Poor		Good		Very Good	
		No.	%	No.	%	No.	%
Hard Skills							
1. Verbal skill	24,311	1,652	6.8	18,148	74.7	4,511	18.6
2. Writing skill	23,207	2,516	10.8	16,832	72.5	3,859	16.6
3. Computer skill	22,379	2,569	11.5	15,729	70.3	4,081	18.2
4. Computing skill	22,263	2,403	10.8	16,065	72.2	3,795	17.0
5. Analytical thinking/ Reasoning skill	23,572	2,301	9.8	15,981	67.8	5,290	22.4
6. English proficiency	22,677	4,187	18.5	14,708	64.9	3,782	16.7
7. Practical knowledge of the job	24,272	1,230	5.1	16,227	66.9	6,815	28.1
8. Previous work-related experience	24,110	1,435	6.0	17,924	74.3	4,751	19.7
Soft Skills							
9. Confidence level	24,227	1,423	5.9	17,038	70.3	5,766	23.8
10. Motivation/disposition	24,113	1,327	5.5	16,916	70.2	5,870	24.3
11. Personal appearance	24,254	811	3.3	19,337	79.7	4,106	16.9
12. Ability to fill-out application form correctly	24,074	1,318	5.5	17,634	73.2	5,122	21.3

Source of data: Bureau of Labor and Employment Statistics, 2007/2008 BLES Integrated Survey.

FOR INQUIRIES:

Regarding this report contact **EMPLOYMENT AND MANPOWER STATISTICS DIVISION at 527-3000 loc. 313**

Regarding other statistics and technical services contact **BLES DATABANK at 527-3000 loc. 317**

Or Write to BLES c/o **Databank, 3/F DOLE Bldg. Gen. Luna St., Intramuros, Manila, 1002**

FAX **527-93-24** E mail: blemsd@yahoo.com or visit our website at <http://www.bles.dole.gov.ph>
