



# **AIDE GRADUATE TRACER STUDY: 2015-2017**

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**THE ASIAN INSTITUTE FOR DISTANCE EDUCATION**  
**GRADUATE TRACER STUDY:**  
**2015-2017**

**Abstract:**

This research is about the Graduate Tracer Study of AIDE from 2015 to 2017. This study made use of the descriptive survey covering the current employment characteristics of the AIDE graduates. It is particularly examining how well the graduates has achieved the objectives of the AIDE's program by doing curricular product evaluation that documented graduate employability, status and tenure. The study was designed to obtain quantitative data for the graduates of the 3 programs, e.g. AB English, AB Political Science and BS Business Administration for the years 2015, 2016 and 2017. For the period covered, there were a total of one hundred twenty-one (121) graduates. The researcher made use of convenience sampling and targeted ten percent (10%) turn-out from the total 121 graduates. A total of fifteen (15) respondents submitted their answered questionnaire. The Graduate Tracer Study Survey Questionnaire that was used and developed by the Polytechnic University of the Philippines was adopted. Online survey data gathering was employed using Google Forms. Data analysis in this study basically employed frequency counts and percentages. Data are presented in pie chart format.

Findings revealed that AIDE graduates are predominantly females and in their twenties to thirties; most of them are from the BSBA program who mostly graduated in the year 2017. A great number of them perform academically well, or "Very Good" during their school days at AIDE. Also, a large number of them were employed immediately after graduation. Most of the graduates are generally employed locally, although a significant number of them are also employed overseas, meaning they are working as Overseas Filipino Workers (OFWs). Results also revealed that most of AIDE graduates are tenured and are in the same employer from the beginning of their employment. They are working in service industries and are occupying rank and file positions which was followed by those occupying managerial positions.

Given some limitations of the study, other recommendations which may be considered for future research are as follows: to institutionalize system-wide the conduct of tracer studies every other school year to include not only the graduates but also the employers as respondents; to develop other innovative ways of gathering data and let the academic staffs take a pro-active role in research; to widen the coverage/number of respondents; and to enhance the data gathering instruments taking into consideration all the recommendations or suggestions made in this questionnaire.

Keywords: *Tracer, AIDE, Graduates*

## A. INTRODUCTION:

To effectively carry out the mission of the Asian Institute for Distance Education (AIDE) Inc. of widening student's access to quality higher education, it is necessary that a study tracing its graduates would be necessary. AIDE has been in operation for the past thirty five (35) years and is one of the prime movers of distance education, non-formal education and unconventional higher education in the country. It came next to Sukothai Thammathirat Open University (in 1978) to have institutionalized and founded the first distance education and open learning in Southeast Asia, region.

Since the inception of AIDE in 1984, there was never a study made previously about the employment status of their graduate, characteristics, and transition from graduation to career building, hence the reason for this research. Tracer study findings is said to be a powerful tool that documents the employment history of graduates and the shift from school to employment. The ILO Thesaurus 2005 defines a tracer study as an assessment tool where the *"impact on target groups is traced back to specific elements of a project or program so that effective and ineffective project components may be defined."* Further, Schomburg (2003) shares that graduate survey results are important for "analysis of relationship between higher education and work." Moreover, Millington (2001) states that "they provide quantitative structural data on employment and career, the character of work and related competencies, and information on the professional orientation, and experiences of their graduates." Additionally, the collected data is an important indicator of the quality of higher education. In the Philippines, the Commission on Higher Education requires all higher education institutions (HEIs) to conduct a tracer study and is equally reflected as one of the required documents by any higher education accrediting bodies.

By conducting a survey on the cohort of graduates from a specific institution, profession, discipline, level of education, their employment characteristics, competencies and skills development, and the information gained from these can be used by the graduate's alma mater and other education stakeholders for curriculum development and other emerging reforms (Gines, 2014), henceforth, this would be a necessary step and undertaking for AIDE to gain insightful information about its graduates and its effectiveness in responding to nation-building.

## The Asian Institute for Distance Education Inc. (AIDE)

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AIDE was formally recognized as an education institution on April 11, 1984. But the concept of the Asian Institute for Distance Education (AIDE) really began as early as 1981 when Filipinas Foundation, Inc. embarked on a project to help the Philippine Foundation for Independent Study, Inc. (PFIS) raise funds in order to set up an educational institution which would utilize the non-formal system of instruction.

Based on a study done by Dr. Victor M. Ordonez (Former Undersecretary of DECS and Director for Basic Education Division - UNESCO), the project to set up an educational institution which would utilize the non-formal system of instruction required legislation to grant a charter to what was to be known as the **Asian University for Independent Study (AUIS)**. Parliamentary Bill No. 1033, which sought to establish the AUIS project, was introduced in the 1982 session of the Batasang Pambansa. Since the bill went no further than the first reading, the project was soon abandoned.

A year later, on June 1983, the project was reactivated when Filipinas Foundation, Inc. Director, Rogelio S. Pantaleon (Former Vice President of Ayala Corp. and Managing Director of Makati Business Club), requested Dr. Antonio Orendain, Dean of Graduate Studies of the Far Eastern University (among the founding officers of the NCR School Registrar's Association (NSRA) and author of various books on Parliamentary Rules and Procedure), to react to the Ordonez AUIS Feasibility Study and Parliamentary Bill No. 1033.

Dr. Orendain consequently proposed that the bill be disregarded and that Filipinas Foundation should proceed to establish the school under the provisions of existing rules and regulations on accrediting institutions utilizing the non-formal delivery system. The decision to act on this proposal initiated preparations for the establishment and organization of the school. With its name slightly altered - from Asian University for Independent study to Asian University for Independent Study to **Asian Institute for Distance Education - thus was AIDE born.**

By August 21, 1983, the initial academic curricula and the administrative system of the school were mapped out by Dr. Orendain together with Dr. Concesa Baduel, Assistant Director of the Bureau of Higher Education Division of the Ministry of Education, Culture and Sports (MECS), and Dr. Felicidad Robles, Chairman of the FEU English Department. Later to join the group as consultant was Dr. Narciso Robles, Dean of the Graduate School of the University of Pangasinan.

On April 11, 1984, AIDE was formally recognized as an educational institution when it was granted a permit to open and conduct a two-year course leading to the degree of Associate in Arts, and a four-year general course leading to the degree of Bachelor of Arts. A year later, on July 11, 1985, both courses were granted recognition by the MECS.

On February 11, 1985, the MECS, National Capital Region, granted AIDE a permit to offer the four-year course in Business Administration, major in Management; recognition for this course was subsequently granted in January 6, 1986.

### **The Offering of Port Administration Programs**

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In 1986, AIDE initiated new and non-traditional programs with the offering of three Ports Education Programs; namely, the two-year courses leading to the titles of Associate in Port Management and Associate in Port Equipment Operation, and the four-year course leading to the degree of Bachelor of Port Administration, while maintaining as its basic academic-technical courses of a totally new and dynamic student population.

In 1988, in compliance with the Education Act of 1982, AIDE spun-off from Filipinas Foundation, Inc. and incorporated as an educational foundation.

The Bachelor of Arts program with the various majors was converted in 2005 to the Bachelor of Arts in English, and the Bachelor of Arts in Political Science, thus phasing out the other major programs.

In June, 2004, AIDE was authorized by the Bureau of Immigration and Deportation to accept foreign students, subject to its rules and regulations.

## **Current Programs**

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*AIDE is now offering the following programs:*

- Bachelor of Arts in English
- Bachelor of Arts in Political Science
- Bachelor of Science in
- Business Administration, Major in  
Marketing Management,  
Financial Management,  
Human Resource Management,  
Operations Management,  
Business Economics

## **AIDE Compliance to CHED Standards**

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In pursuance of the standards set by the Commission on Higher Education, the AIDE program on Business Administration followed the minimum standards prescribed in CHED Memo Order Order 39 series of 2006. With the implementation of the outcomes based quality assurance system and the implementation of K-12 program in the Philippines, CHED issued Memo 17 series of 2017 which provides for the Revised Policies, Standards and Guidelines (PSGs) for Bachelor of Science in Business Administration (BSBA) which AIDE was mandated to adopt and implemented, hence the revision of its curriculum in 2018.

Meanwhile, when CHED issued Memorandum Order 44 series of 1997 which prescribes the policies and standards for humanities, social sciences and communications, AIDE adopted the prescribed standards to its Bachelor of Arts in English and Bachelor of Arts in Political Science Program.

Today, AIDE follows CHED Memo Order No. 24 series of 2017 for its Bachelor of Arts in English Language Program. In 2017, AIDE started to revise its AB English curriculum to conform with CMO 24, s.2017 where modules are also updated and written accordingly.

Finally, the AB Political Science was also made to conform with the new prescriptions set by CHED. AIDE's program on Bachelor of Arts in Political Science is in conformity with CHED MEMO Order No. 51, series of 2017.

Today in full operation, AIDE faces a bright and productive future as a living and progressive institution that has become a vital part of the modern educational system. As a lone fully operational distance education in the country, AIDE was able to graduate students who are now serving the private sector, government service while others are successful entrepreneur/businessmen and the rest are migrant workers overseas.

## **B. METHODOLOGY**

### **Research Design**

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This study made use of the descriptive survey covering the current employment characteristics of the AIDE graduates. It is particularly determining how well the graduates has achieved the objectives of the AIDE's program by doing curricular product evaluation that documented graduate employability, status and tenure.

### **Respondents and Sampling Plan**

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This study was designed to obtain quantitative data for the graduates of the 3 programs, e.g. AB English, AB Political Science and BS Business Administration for the years 2015, 2016 and 2017. For the period covered, there were a total of one hundred twenty-one (121) graduates. The researcher made use of convenience sampling and targeted ten percent (10%) turn-out from the total 121 graduates. A total of fifteen (15) respondents submitted their answered questionnaire.

### **Instrument and Data Gathering**

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The Graduate Tracer Study Survey Questionnaire that was used and developed by the Polytechnic University of the Philippines was adopted. Online survey data gathering was employed using Google Forms. The researcher initially set up a directory of the graduates covered by this study.

It took some time before they have been tracked and were further instructed to accomplish the web-based questionnaire.

## Data Analysis

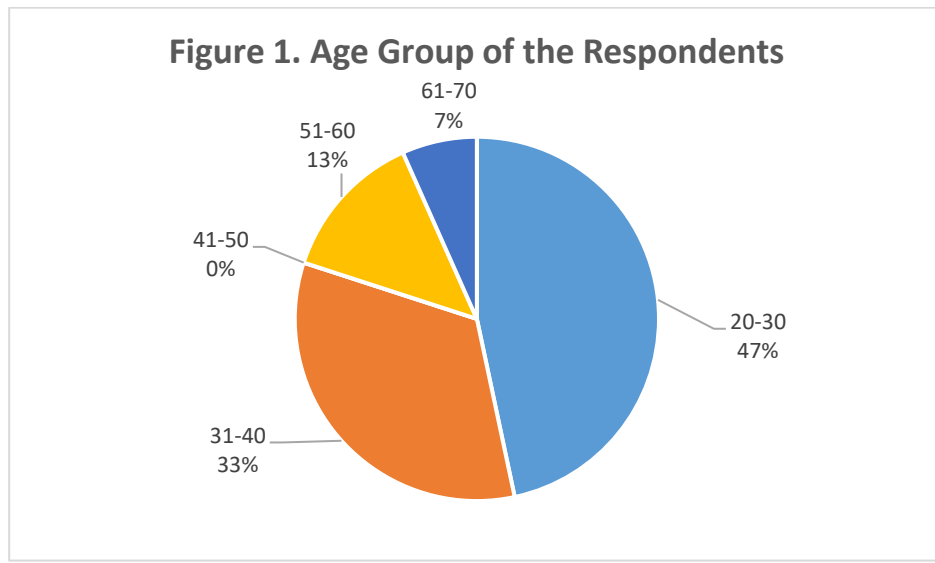
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Data analysis in this study basically employed frequency counts and percentages. Data are presented in pie chart format.

## A. RESULTS AND DISCUSSION

### 1. AGE group of the respondents

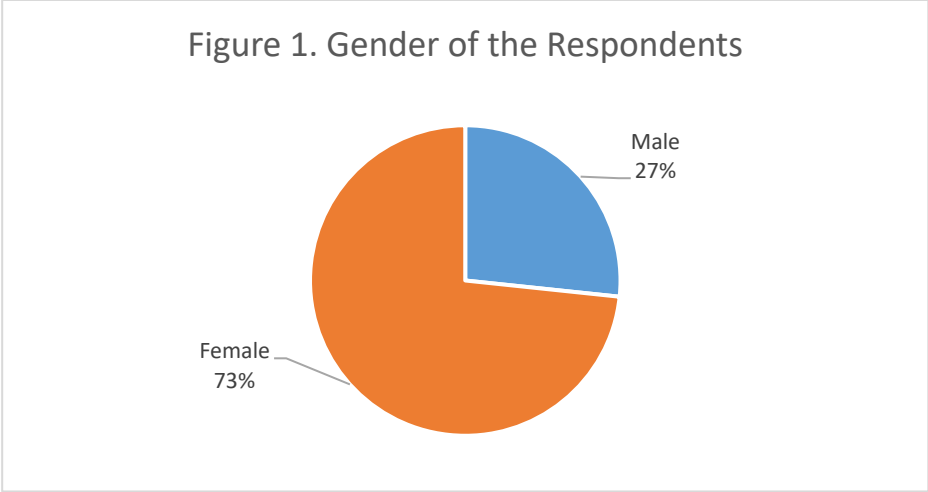
Majority of the respondents are under the age group 20-30 years old which obtained a total of 47%, followed by those belonging to 31-40 years of age, or 33%. Meanwhile, 13% of the respondents belong to 51-60 age group. It can be concluded that majority of AIDE students who graduated from the years 2015-2017 are still very young who are about to build their employment and career.



### 2. Gender of the Respondents

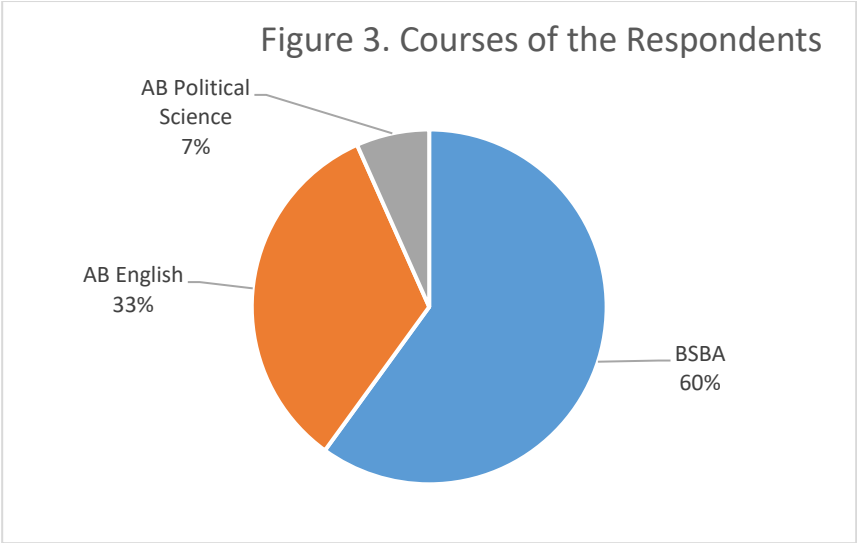
Majority of the respondents are female which obtained a total of 73%, while males are 27%. It can be concluded that graduates for the 3-year period are female dominated.





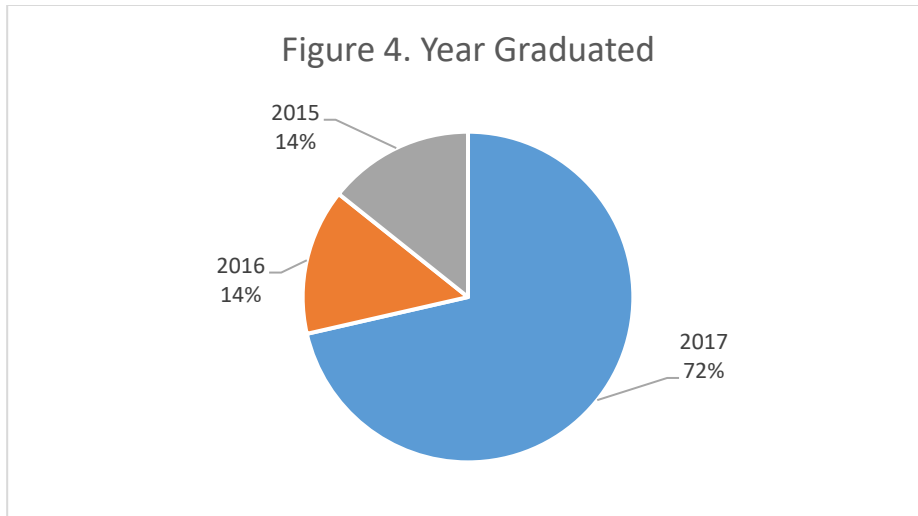
**3. Courses of the Respondents**

When the respondents were asked about the programs they graduated from, majority are from the BSBA program which is 60%, 33% from the AB English and 7% are from the AB Political Science program.



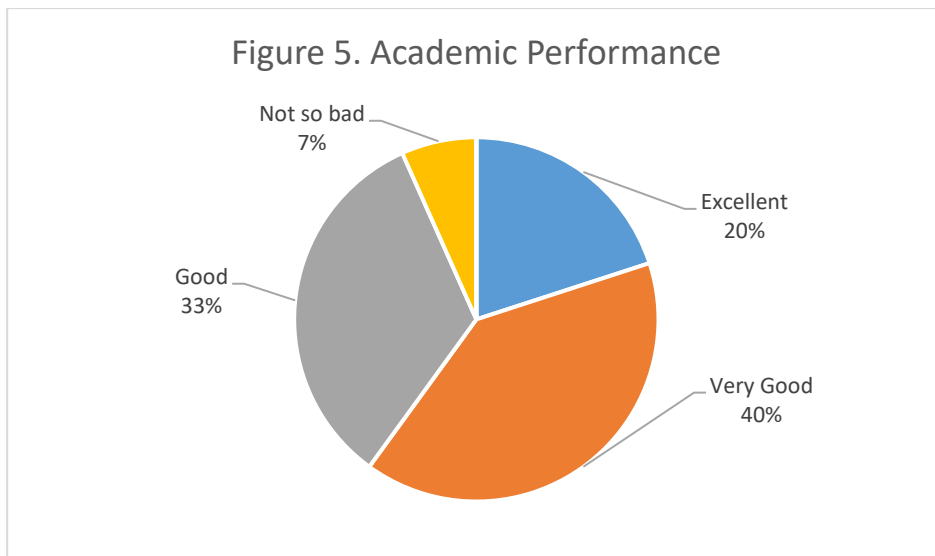
**4. Year Graduated**

Those who graduated in the year 2017 are the highest number of respondents which obtained 72%. 14% of the respondents graduated in the year 2015 and 2016.



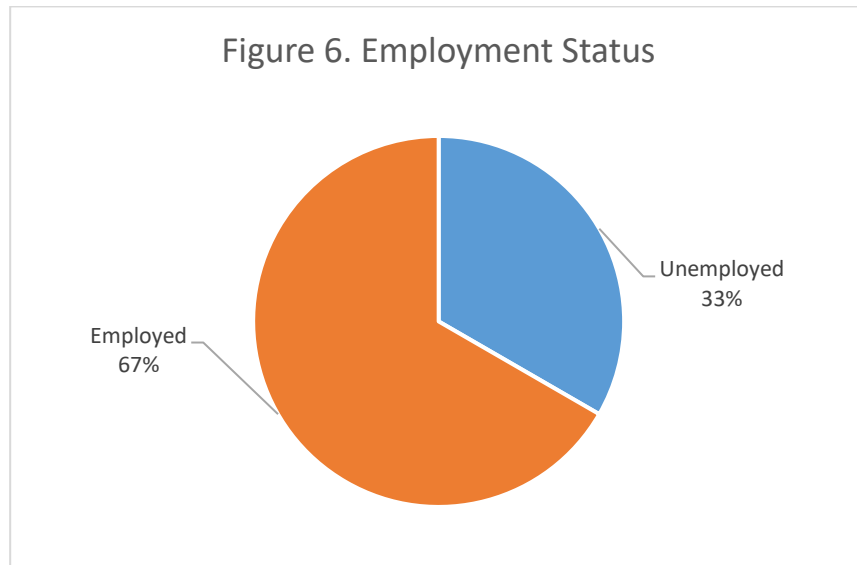
### 5. Academic Performance

When students were asked about their academic performance, majority responded that their performance can be categorized as “Very Good” which obtained 40%, followed by those who performance “Good” or 33% and those who are excellently performing are 20%. Meanwhile only 7% of the respondents rated themselves as “Not so Bad”



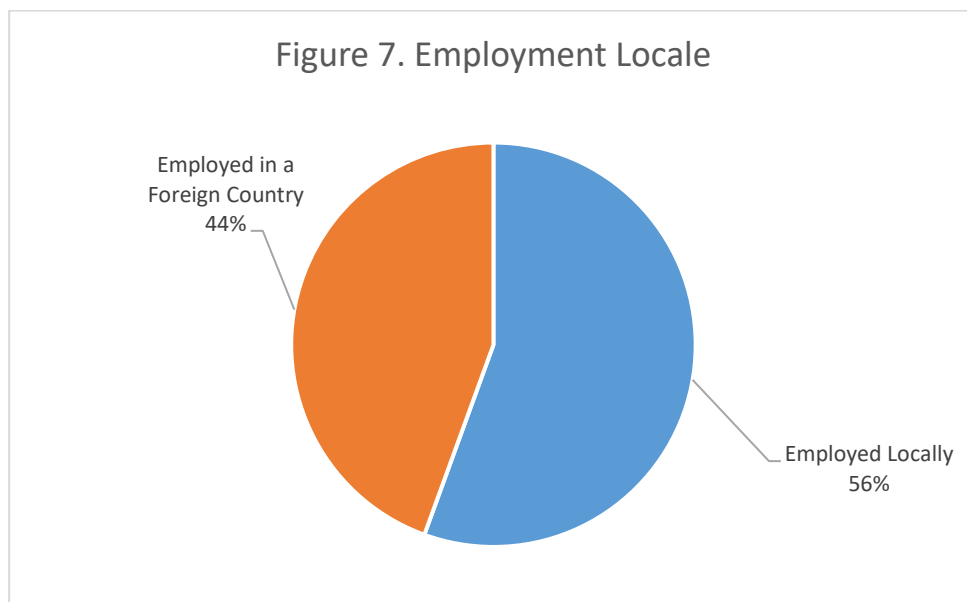
## 6. Employment Status

Majority of the respondents or 67% are employed while 33% are unemployed. The result could also be linked to the number of graduates who were part of 2017 batch who composed majority of the respondents. Being a newly grad, they might still be on the process of job-hunting.



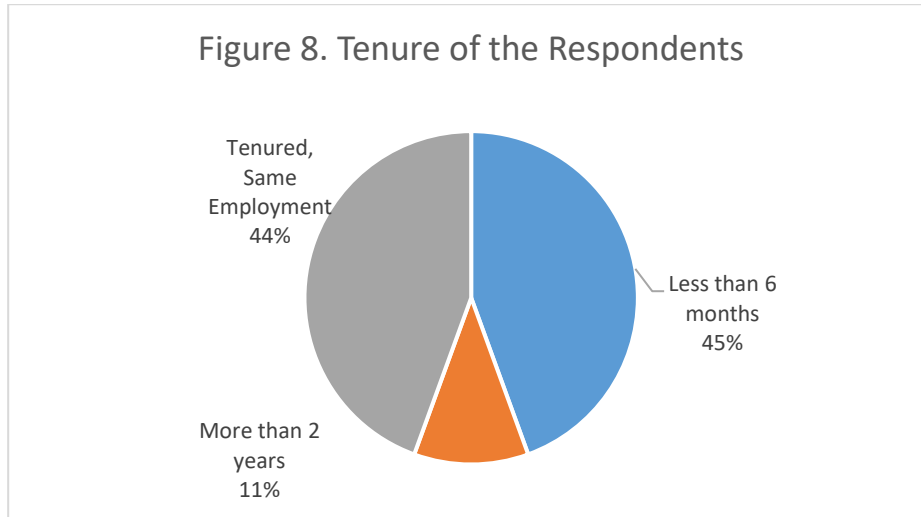
## 7. Employment Locale

Figure 7 shows the employment locale of the respondents. The results revealed that majority are employed locally while 44% are employed overseas.



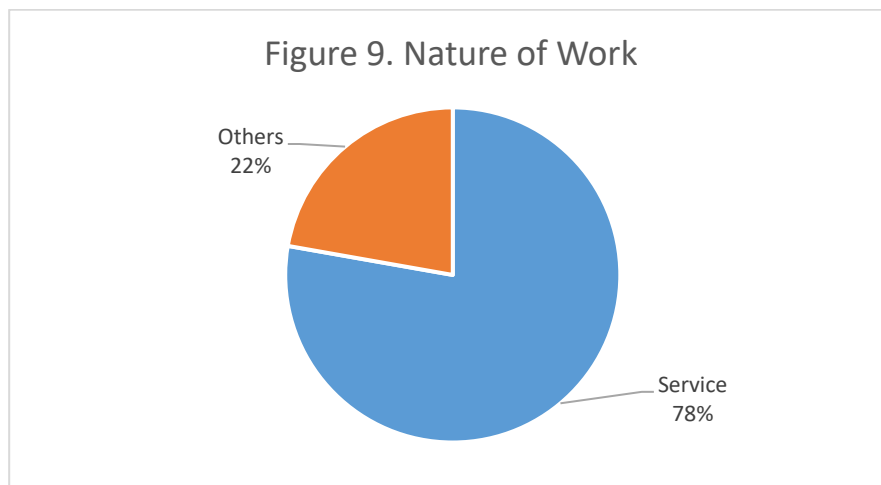
## 8. Tenure in Current Employer

Figure 8 shows the employment tenure of the respondents. As seen in the figure, 45% are employed for less than 6 months, while 44% are tenured employees in the same employer. Meanwhile 11% are employed for more than 2 years.



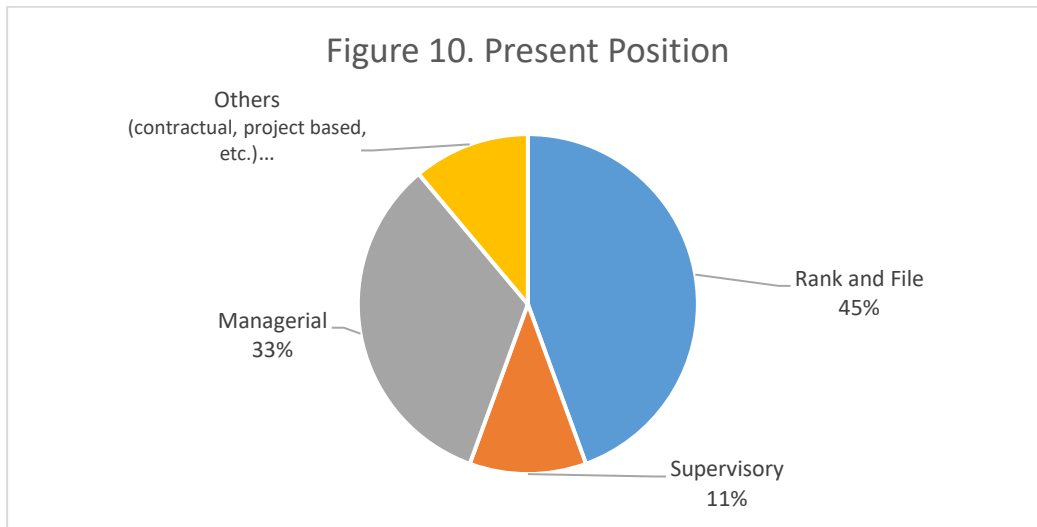
## 9. Nature of Work

When the respondents were asked as to which type of industry they belong, 78% answered they are from service industries. 22% stated that they belong to other industries like constructions, telecoms, among others.



## 10. Present Position

Figure 10 shows the respondent's present position. Majority of the respondents or 45% belong to rank and file position, 33% are occupying managerial positions while 11% named they are either contractual or project-based employees



## C. CONCLUSIONS AND RECOMMENDATIONS

This tracer study is a collaborative work of the AIDE staffs and the Head of the Academic Affairs which data were taken from 3 academic programs. The research's output is especially important primarily to recognize, address and determine the curriculum's advantages and disadvantages its adequacy, quality and relevance in relation to the competencies needed to become employable locally and internationally. Hence, the following are the summary of conclusions and recommendations:

AIDE graduates are predominantly females and in their twenties to thirties; most of them are from the BSBA program who mostly graduated in the year 2017. A great number of them perform academically well, or "Very Good" during their school days at AIDE. Also, a large number of them were employed immediately after graduation. Most of the graduates are generally employed locally, although a significant number of them are also employed overseas, meaning they are working as Overseas Filipino Workers (OFWs). Results also revealed that most of AIDE graduates are tenured and are in the same employer from the beginning of

their employment. They are working in service industries and are occupying rank and file positions which was followed by those occupying managerial positions.

Further, based on the findings and conclusions of this study, other recommendations which may be considered for future research are as follows:

- Institutionalize system-wide the conduct of tracer studies every other school year to include not only the graduates but also the employers as respondents;
- Develop other innovative ways of gathering data and let the academic staffs take a pro-active role in research;
- Increase the number of respondents;
- Enhance the data gathering instruments taking all the recommendations or suggestions made in the first questionnaire.

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