

A TRACER STUDY ON THE GENERATION Y ALUMNI (2000-2010)  
OF THE DEPARTMENT OF LANGUAGES, MASS COMMUNICATION  
AND HUMANITIES OF CENTRAL PHILIPPINE UNIVERSITY

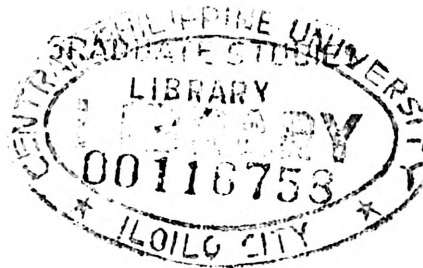
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ABSTRACT

This study traced the whereabouts of the graduates of the CPU Department of Languages Mass Communication and Humanities for the period 2000-2010, dubbed as the Generation Y to determine their demographic profile, CPU history, employment details and history, and the relevance of the A.B. English and A.B. Mass Communication curricula in today's workplace. A one-shot survey questionnaire based on a combination of the CHED- Graduate Tracer Study and the FEU GTS was used with addition of extensive open ended questions to determine curricula relevance. Out of the 228 graduates of the 10 year period, only those with complete to partially complete addresses were identified as the sample, which totaled 116. After seven months of data gathering through postage, telephone calls, texting, email and Facebook, a 63.8% rate at 74 respondents, was accepted. The results show that DLMCH graduates are easily employable in the private business sector. Most of them regardless of degree end up as teachers and call center agents. They also rise to managerial positions. They are stable in their jobs working full time with permanent tenure. They are generally employed within the Philippines and found employment through the recommendation of a third person. Generally speaking, salary is not a big issue among the graduates. They accept an entry salary of Php 5,000.00 - Php 10,000.00 and remain contented with current pay of Php

10,000.00 - Php 15,000.00. They are generally happy in their jobs and consider positive work atmosphere as main reason for staying in the job. On the whole, the degree programs answer the needs of the industry since they have generally stated that their curricula have helped them in the workplace and that specifically, communication skills are paramount in succeeding in the workplace.