USAID STRIDE MODEL
COUNSELING AND CAREER CENTER IN
THE PHILIPPINES

PRESENTER:
LUCILA O. BANCE, PHD
UNIVERSITY OF SANTO TOMAS
This session focuses on the best practices in the delivery of counseling and career services in a university using the USAID STRIDE framework. Changes in the structure resulting from SWOT analysis and international benchmarking with the help of career experts were necessary to be able to implement programs and activities that would make students achieve academic, personal-social and career success outcomes. Reengineering the existing system necessitated the retooling of counseling and career counselors to successfully implement case and counseling management, career development and training, as well as program for career placement and industry linkages perspective. Career platforms differ according to the nature and needs of the institution.
AGENDA

• Consultants’ Charge
• University of Santo Tomas (UST) Profile
• Creation of Career Development Team
• Creation of Industry Linkages Team
• Challenges Faced
• Major Lessons Learned
• Future Plans
CONSULTANTS & CONTEXT

- Joe – University of Rochester
- Christine – Wellesley College
- Charge for University of Santo Tomas
- UST Profile
INSTITUTION TOPIC
OVERVIEW

Institutional Context
• Strong counseling team
• Increase in career-related inquiries / concerns

3 Year Strategic Plan
• Year 1 – Creation & Core Services
• Year 2 – Building Programs & Infrastructure
• Year 3 – Staff Training & Development
A TIGER’S TRAIL TO CAREER READINESS & EMPLOYABILITY OUTCOMES

Evolution of Career Programs and Services at the University of Santo Tomas
Defining the path: counselors’ vision to focus and specialize

• Since 2013, UST Counselors envisioned to provide more focused services, with set of counselors dedicated to each of the identified focus areas.

• Focus Areas were seen as a possible response to demands of upcoming changes: ASEAN Integration 2015; K-12 Implementation; more challenging counseling cases
Defining the path: counselors’ vision to focus and specialize

• Each of the focus areas identified activities and strategic plans that will allow for strengthening specialization of services

• Focus Areas identified by the counselors:
  • Counseling Focus Area
  • Assessment Focus Area
  • Training Focus Area
  • Career Focus Area
The opportunity: the USAID-STRIDE grant

- UST Career Focus Area’s participation in USAID-STRIDE’s Seminar on Career Services Development in February 2013 with Tom Devlin (UCLA Career Center Director as Speaker)

- Sparked UST’s Guidance and Counseling Department through its Career Focus Area’s rethinking on how career services can be expanded to UST students
The opportunity: the USAID-STRIDE grant

• UST applied for a grant from USAID-STRIDE that will help the university become a model career center in the Philippines

• UST was given the grant with Joe Testani (University of Rochester, Chicago) and Christine Cruzvergara (Wellesley College, Boston) as the appointed consultants

• The Guidance and Counseling Department was renamed as Counseling and Career Center (CCC) considering the recommendations in 2015-2016.
The Royal and Pontifical UNIVERSITY OF SANTO TOMAS The Catholic University of the Philippines announces that effective Academic Year 2015-2016, the UST Guidance and Counseling Department shall be called the UST COUNSELING AND CAREER CENTER.

Room 204, 2nd Floor, Health Service Building University of Santo Tomas, España, Manila (+632) 406-1611 local 8212 (+632) 940-9720 https://www.facebook.com/ustguidance
The growl: expanding career development efforts

- Roles of counselors have been modified to provide focus on career services. CCC has a group of Career Development and Training Counselors who implement the Career Development Program.

- The banner program Career Development and Training (CDT) is called the Thomasian has GUTS (Gear-Up Tools for Success) or ThomGUTS. It is a series of Career Seminars and Seminar-Workshops that runs across the different year levels with identified developmental career themes for each year level which targets competencies identified as associated with Career Readiness.
The growl: expanding career development efforts

- Among other services catered by the CDT Counselors are Career Counseling, Career Assessments, Resume Clinics, and training of Career Ambassadors.

- The Career Development and Training counselors also facilitates activities related to Students’ Career Placement and Industry Partnerships such as the Career Fair, Mock Interviews, and Employer Information Sessions.
UNIVERSITY PROFILE

POPULATION – 43,762

Academic Programs

• **52** degrees in the Undergraduate Program
• **39** programs in the Graduate Level
• **9** degree programs in ecclesiastical faculties
UNIVERSITY PROFILE

• With **13 CHEd Centers of Excellence and 11 CHEd Centers of Development**

• With **HIGHEST NUMBER of Accredited Programs in the Philippines**

• **Institutional Accreditation Status:** Granted by the **Federation of Accrediting Agencies of the Philippines** (since 2012)
COLLEGE LEVEL
> 25 counselors – Counseling and Case Management (CCM)
> 8 counselors – Career Development and Training (CDT)
  with 500 students

HIGH SCHOOL LEVEL
> JHS – CDT and CCM – 1:500
> SHS – CDT and CCM – 1:1000
(10 counselors for JHS and SHS)

Organizational Chart
Counseling and Case Management (CCM) facilitates academic achievement, personal growth, and social development.

Career Development and Training (CDT) empowers students in making informed career decisions and in developing career competencies needed in the world of work.

Students’ Career Placement – Industry Partnership (SCP-IP) assists in placement fit and in building industry partnerships for students’ career success.
Counseling and Case Management
### ThomRISE

**Thomsonian Resources for Intensifying Students’ Empowerment**

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<tr>
<th>Service</th>
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<tbody>
<tr>
<td>Counseling</td>
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<td>Orientation and Information</td>
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<td>Intervention Program for Special Groups</td>
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<tr>
<td>Routine Interviews</td>
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<td>Peer Assisted Study Success Program</td>
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</table>
ThomACE
ThomAsian Assessment for Competence and Empowerment

Personality and Skills Assessment

Test Interpretation and Counseling
Counseling and Career Center (CCC) Services

**ThomRISE**
Thomsonian Resources for Intensifying Student Empowerment

* Orientation & Information
* Peer Assisted Study Success Program (PASS)
* Peer Facilitator’s Training Program
* Academic Counseling
* Personal-Social Counseling
* Intervention Program for Special Groups

**ThomGUTS**
Thomsonian Gear Up Tools for Success

* Career Exploration Programs
* Career Ambassador Program
* Career Counseling
* Resume Clinic
* Career E-Portfolio
* Career Seminars
* Life and Career Skills Development

**ThomACE**
Thomsonian Assessment towards Competence and Empowerment

* Personality & Skills Assessment
* Psychological Test Interpretation & Counseling

**ThomCARE**
Thomsonian Career Readiness and Employment

* Students’ Career Placement & Industry Partnerships
* Mock Interviews
* Career Fairs (On Campus Recruitment & Employers’ Information Sessions)
ThomRISE: Thomasian Resources for Intensifying Student Empowerment

Handled by the Counseling Case Management

Seminars for Students on Current Issues (ex. Bullying and Sexual Harassment, Suicide Awareness, Responsible use of Social media etc)

Orientation & Information for Student Leaders

PASS Program

Peer Facilitator Training
Career Development and Training
Career Ambassadors Program

Career Counseling and Coaching

Program for Life and Career Skills

Resume Clinic

We're here for you to journey towards your career and life success.

Career Ambassadors
Career Counseling and Coaching
Program for Life and Career Skills
Resume Clinic

See your Guidance Counselors in your respective colleges.
FIRST YEAR

Thomsonian Identity and Career Clarity

• Deepening Self-Awareness

• Career Exploration Seminar

• Challenge Accepted: Thomsians Can!
Personal Effectiveness

- Thom THINKS: Think to Create

- Thom SPEAKS: Mastering the Art of Communication


- My Career Goals: Career Goal Setting, Career Planning and Career Decision-Making
THIRD YEAR

Career Competency

• OJT Orientation / Job-Hunting Skills and Preparation Seminar

• Thom WORKS: Seminar on Professionalism
Career Leadership

• Thom LEADS: Leadership in the Workplace

• Thom CONNECTS: Seminar on Networking and Interpersonal Relationships

• Orientation-Seminar on Post Graduate Careers

• Financial Literacy Seminar
UNIVERSITY OF SANTO TOMAS
COUNSELING AND CAREER CENTER

THOMASIAN HAS GUTS
Gear Up Tools for Success
A.Y. 2015-2016

FIRST YEAR MODULES
THOMASIAN IDENTITY AND CAREER CLARITY

- Deepening Self-Awareness
- Career Exploration Seminar
- Challenge Accepted: Thomasians Can!

For more details, please see your guidance counselor.
ThomGUTS: Gear Up Tools for Success

handled by the Career Development and Training

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### Career Seminar Series for Graduating Students

**Schedule for Academic Year 2016-2017**

<table>
<thead>
<tr>
<th>College</th>
<th>Date</th>
<th>Time</th>
<th>Venue</th>
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</thead>
<tbody>
<tr>
<td>College of Education (BSE, BSEd, BLS)</td>
<td>October 20, 2016</td>
<td>8:00 AM – 12:00 PM</td>
<td>Education Auditorium</td>
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<tr>
<td>College of Education (BSFT &amp; BSND)</td>
<td>October 21, 2016</td>
<td>8:00 AM – 12:00 PM</td>
<td>Education Auditorium</td>
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<tr>
<td>UST-AMV College of Accountancy</td>
<td>October 22, 2016</td>
<td>8:00 AM – 12:00 PM</td>
<td>Medicine Auditorium</td>
</tr>
<tr>
<td>College of Architecture</td>
<td>October 22, 2016</td>
<td>1:00 PM – 5:00 PM</td>
<td>Medicine Auditorium</td>
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<tr>
<td>College of Fine Arts and Design</td>
<td>November 25, 2016</td>
<td>1:00 PM – 5:00 PM</td>
<td>Medicine Auditorium</td>
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<tr>
<td>College of Tourism and Hospitality Management</td>
<td>January 24, 2017</td>
<td>8:00 AM – 12:00 PM</td>
<td>Education Auditorium</td>
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<tr>
<td>Faculty of Arts and Letters</td>
<td>January 24, 2017</td>
<td>1:00 PM – 5:00 PM</td>
<td>Medicine Auditorium</td>
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<tr>
<td>College of Nursing</td>
<td>January 27, 2017</td>
<td>1:00 PM – 5:00 PM</td>
<td>Medicine Auditorium</td>
</tr>
<tr>
<td>Faculty of Engineering</td>
<td>February 14, 2017</td>
<td>8:00 AM – 12:00 PM</td>
<td>Medicine Auditorium</td>
</tr>
<tr>
<td>College of Science</td>
<td>February 23, 2017</td>
<td>8:00 AM – 12:00 PM</td>
<td>AIMV-COA Multipurpose Hall</td>
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<tr>
<td>Faculty of Pharmacy (Medical Technology &amp; Biochemistry)</td>
<td>February 28, 2017</td>
<td>8:00 AM – 12:00 PM</td>
<td>AIMV-COA Multipurpose Hall</td>
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<tr>
<td>Faculty of Pharmacy (Pharmacy &amp; Clinical Pharmacy)</td>
<td>February 28, 2017</td>
<td>1:00 PM – 5:00 PM</td>
<td>AIMV-COA Multipurpose Hall</td>
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<tr>
<td>College of Rehabilitation Sciences</td>
<td>February 28, 2017</td>
<td>1:00 PM – 5:00 PM</td>
<td>AIMV-COA Multipurpose Hall</td>
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<tr>
<td>College of Commerce and Business Administration</td>
<td>March 31, 2017</td>
<td>8:00 AM – 12:00 PM</td>
<td>AIMV-COA Multipurpose Hall</td>
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<tr>
<td>Institute of Information and Computing Sciences</td>
<td>April 6, 2017</td>
<td>8:00 AM – 12:00 PM</td>
<td>AIMV-COA Multipurpose Hall</td>
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<tr>
<td>Conservatory of Music</td>
<td>May 26, 2017</td>
<td>1:00 PM – 5:00 PM</td>
<td>Recital Hall 2</td>
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</tbody>
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- **Career Seminars**
- **Life and Career Skills Development**
- **Career Counseling**
- **Career Exploration Programs**
ThomGUTS: Thomasian Gear Up Tools for Success

Handled by the Career Development and Training

Career Ambassador Program
Resume Clinic
Career Counseling
Thomasian Video Resume
Resume Clinic

Program for Life and Career Skills

Career Ambassadors Program

Career Counseling and Coaching

Career Seminar Series

ThomGUTS: Thomasian Gear Up Tools for Success

We're here for you to journey towards your career and life success.

See your Guidance Counselors in your respective colleges.
BECOME A
UST COUNSELING AND CAREER CENTER
CAREER
AMBASSADOR
MOST COMMONLY EMPLOYED CAREER THEORIES

- Holland’s Personality Typology
- Frank Parson’s Trait and Factor Theory
- Super’s Theory of Career Development
- Other theoretical orientations: CBT, Reality Therapy, Person-Centered, Solution Focused Brief Therapy
Students’ Career Placement and Industry Partnerships
A centre linking the academe and industry in providing career opportunities for the students of the university.

- Major focus areas
- Highlighted Program – Career Fair
CAREER PLACEMENT UNIT SERVICES

* **Mock interviews:** A simulation of the actual job interview to help prepare the students for the “real interview”

* **On-campus recruitment:** Provides employers with the opportunity to conduct actual interview to job applicants/OJT during the job fair.

* **Employer Information Sessions:** Provides information to students regarding a company’s culture, job qualifications and requirements, recruiting process and open positions

* **Career Fair**
ThomCARE
Thomsonian Career Readiness and Employment

Company Information Sessions. Company Exhibitors, and the CCC with Co-presenter - Unilever and the USAID Stride Consultants
ENHANCING CAREER DEVELOPMENT OF UST GRADUATES

UST JOB FAIR 2015

* 99 Industries Participated
  * Respondents 91 (with Thomasian Employees)
  * 8 (no Thomasian Employees)

(ONLY CONSIDERED THOSE WITH Thomasian employees)
College and Career Ready means that an individual has the knowledge and skills necessary for success in postsecondary education and economically viable career pathways in a 21st century.
Development, validation and standardization of UST-21st Century Career and Life Skills Test. Factors include:

- Flexibility and Adaptability;
- Initiative and Self-Direction;
- Leadership and Responsibility;
- Productivity and Accountability;
- Social and Cross-Cultural Skills;
- Resiliency; and
- Communication Skills
CHALLENGES FACED

- Difficulty of the counselors in handling varied programs and services including CCM, CDT and SCP-IL as well as career technology.
- Sustainability of Career Programs and Services in different colleges / faculties.
  - Effective 2017-2018: Appointment of a Coordinator for Career Planning and Development in every college/faculty/institute who will be working closely with CCC.
- Avenue to implement the career services to all students.
  - Integration of career programs in the curriculum such as: Career portfolio, Thomasian Resume, Video Resume, Career Reflection for Internship Programs vis a vis 21st Century Competencies, etc.
<table>
<thead>
<tr>
<th>Year</th>
<th>Theme: Career Clarity</th>
<th>Competencies Addressed (as defined by NACE, 2016)</th>
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<tbody>
<tr>
<td>First</td>
<td>THOMGUTS Topics</td>
<td>Career Management</td>
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<td>Career Exploration</td>
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<td>Second</td>
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<td>My Career Goals:</td>
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<td>Career Goal Setting</td>
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<td>Career Decision-Making</td>
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<td>Thom SPEAKS:</td>
<td>Oral and Written Communication</td>
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<td>Mastering the Art of</td>
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<td></td>
<td>Communication</td>
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<td>Thom JOINS:</td>
<td>Teamwork/Leadership</td>
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<td>Relate. Collaborate.</td>
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<td>Accomplish.</td>
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<td>Third</td>
<td>THOMGUTS Topics</td>
<td>Career Management</td>
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<td>OJT Orientation/</td>
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<td>Job-Hunting Skills</td>
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<td>and Preparation</td>
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<td>Seminar</td>
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<td>Thom WORKS:</td>
<td>Professionalism/Work Ethics</td>
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<td>THOMGUTS Topics</td>
<td>Leadership</td>
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<td>Career Seminar for</td>
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<td>Graduating Students</td>
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<td>Thom LEADS:</td>
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<td>Leadership in the</td>
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<td>Workplace</td>
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</table>

1. Critical Thinking/Problem Solving:
   Demonstrate sound reasoning, critical analysis, decision-making, and problem-solving skills.
   Exhibit innovation and capability of gathering, interpreting, and applying knowledge and information.

2. Oral/Written Communication:
   Express thoughts and ideas clearly and effectively in written and oral forms.
   Demonstrate public speaking skills and can formulate or edit technical reports effectively.

3. Teamwork/Collaboration:
   Establish relationships, negotiate, and manage conflicts among a diversity of colleagues and customers.

4. Information Technology Application:
   Proficiency in the selection and use of appropriate technology and computer software programs in accomplishing tasks and solving problems.

5. Leadership:
   Leverage the strengths of others to achieve common goals.
   Ability to organize, prioritize, and delegate work.
   Use empathic and interpersonal skills to guide, motivate, and develop others.

6. Professionalism/Work Ethics:
   Demonstrate personal accountability, effective work habits, and ethical behavior.
   Show integrity, act responsibly, consider social interest, and can learn from mistakes.

7. Career Management:
   Explore job options and identify areas necessary for professional growth.
   Identify and develop skills, knowledge and experiences relevant to career goals.
   Pursue opportunities for career advancement.

8. Intercultural Competencies:
   Equipped with the knowledge, skills, and dispositions necessary to effectively and appropriately communicate and work with individuals from diverse cultures.

Contact us for more information at: info@uscf.net. Visit our website at: https://www.uscf.edu. For more details, contact: info@uscf.edu.
ThomCARE: Thomasian Career Readiness and Employment

Handled by the Industry Linkage and Partnerships

Company Information Sessions. Company Exhibitors, and the CCC with Co-presenter- Unilever and the US-AIDE Stride Consultants

> Students’ Career Placement and Industry Partnerships
> Career Fair
ThomCARE: Thomasian Career Readiness and Employment

Handled by the Industry Linkage and Partnerships

Networking Night

Mock Interview and Collaboration with Internship Coordinators
Employability Outcomes: QS Ranking

4
QS Stars

#701+
QS World University Rankings

#201+
Graduate Employability Ranking

#157
Asian University Rankings

**Employability**

This institute is rated 4 Stars based on 8 categories.
Employability Outcomes:
JobStreet’s Employer Survey for 2017

PUP, UP, and UST are the main sources of fresh graduate hires.

Challenges Faced:

1. Difficulty of the counselors in handling varied programs and services including CCM, CDT and SCP-IL as well as career technology.

2. Sustainability of Career Programs and Services in different colleges / faculties.

   Effective 2017-2018: Appointment of a Coordinator for Career Planning and Development in every college/faculty/institute who will be working closely with CCC.

3. Avenue to implement the career services to all students.

   • Integration of career programs in the curriculum such as: Career portfolio, Thomasian Resume, Video Resume, Career Reflection for Internship Programs vis a vis 21st Century Competencies, etc.
What’s next.....

1. Integration of career modules in the curriculum.
2. Appointment of a Committee for Career Planning and Development in every college/faculty/institute who will be working closely with CCC.
3. Continued training and development for the staff and other stakeholders
4. Career Technology enhancement
What’s next.....

Q & A