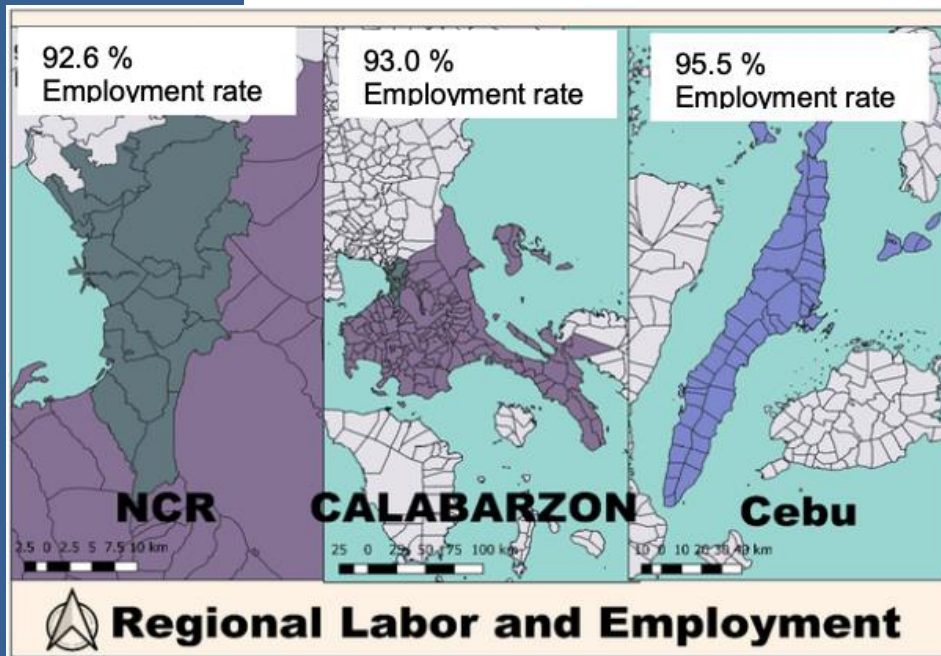


Summary

Executive



This report presents the **Skills Demand Mapping Study** for entry-level jobs in the **manufacturing, agriculture, and services sectors** in **Quezon City, Sta. Rosa City, and Cebu City**. Conducted by **PBEd** and supported by **AusAid**, the study explores the **employment landscape, skills requirements, and hiring trends** for senior high school (SHS) graduates under the **K to 12 program**. The findings provide valuable insights into **job market readiness, employer perceptions, and key challenges** that impact the employment of SHS graduates. The report offers **evidence-based recommendations** to strengthen **industry-academe linkages** and improve workforce preparedness.

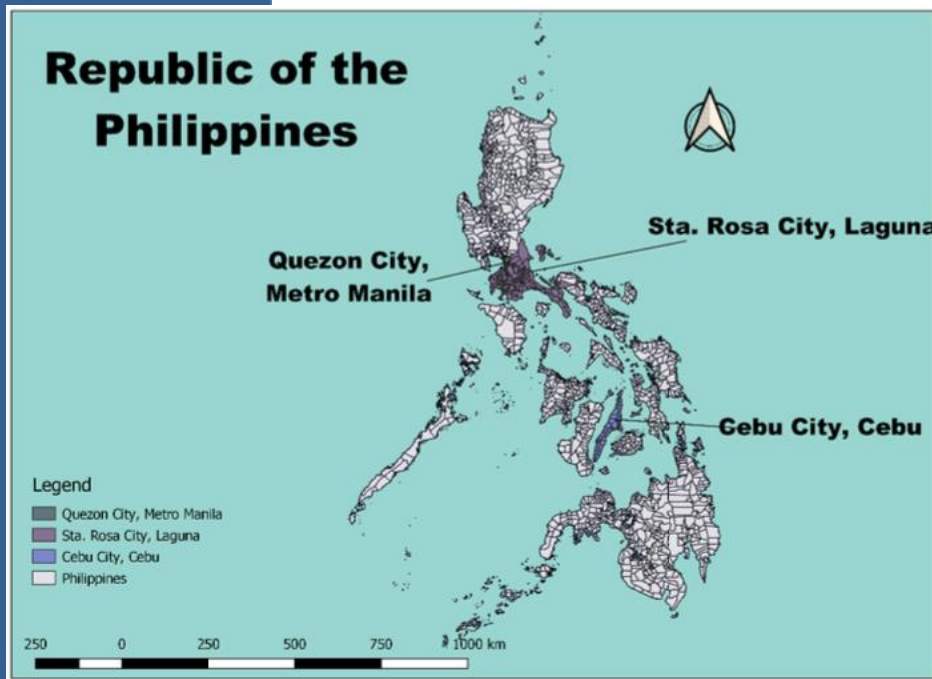
Objectives of the Study

- Assess the **availability of entry-level jobs** for SHS graduates in the manufacturing, agriculture, and services sectors.
- Identify the **skills and competencies required** by employers for these positions.
- Analyze **employment trends, industry needs, and hiring challenges** for K to 12 graduates.
- Provide **recommendations for policy, curriculum improvement, and industry collaboration** to enhance workforce employability.

Methodology

The study employed a **mixed-methods approach**, combining **quantitative surveys, qualitative interviews, and secondary data analysis**. It surveyed **77 companies** across the three cities, representing the manufacturing (37), agriculture (12), and services (28) sectors. **Employer interviews, job postings, and labor force data** were analyzed to understand the **demand for SHS graduates and their employability**.

Executive Summary



Key Findings

1. Limited Employment Opportunities for SHS Graduates

- While SHS graduates are legally employable, **most employers still prefer college graduates.**
- Only **24% of surveyed employers expressed willingness to hire SHS graduates**, citing concerns over **insufficient work experience and skill readiness.**
- The **services sector (IT-BPO, hospitality, and tourism) was the most open to hiring SHS graduates**, while the **manufacturing sector still prioritized college graduates.**

2. Skills Mismatch and Employer Readiness

- Employers require **21st-century skills**, including **technical, communication, problem-solving, and adaptability skills.**
- The **manufacturing sector demands machine operation, production management, and quality control skills.**
- The **services sector prioritizes customer service, communication, and digital literacy.**
- The **agriculture sector has limited job openings** but seeks **technical-vocational skills in farm management and food production.**

3. Barriers to Hiring SHS Graduates

- **Employers remain hesitant to adjust hiring policies**, maintaining **degree-based qualifications** despite K to 12 curriculum changes.
- **Lack of work experience** among SHS graduates limits their competitiveness.
- **Weak industry-academe linkages** result in graduates lacking industry-relevant training.

Executive Summary

Recommendations

1. Strengthening Industry-Academe Collaboration

- Develop **structured internship and apprenticeship programs** to provide SHS graduates with practical experience.
- Encourage **private sector partnerships** to integrate industry-driven curricula in senior high school.

2. Enhancing SHS Graduate Employability

- Provide **career readiness training** on soft skills, workplace etiquette, and problem-solving.
- Expand **TESDA certification programs** to equip graduates with job-specific skills.

3. Improving Hiring Practices

- Advocate for **skills-based hiring policies** instead of **degree-based requirements**.
- Offer **on-the-job training programs** to support the transition of SHS graduates into the workforce.

Conclusion

The study highlights **gaps in employment opportunities for SHS graduates**, driven by **employer hesitancy, hiring biases, and skill mismatches**. While the **services sector** shows openness to hiring, the **manufacturing and agriculture sectors remain hesitant**. To enhance workforce integration, **stronger academe-industry partnerships, employer engagement, and curriculum reforms** are needed. Addressing these challenges will ensure **better employability for SHS graduates** and create a more inclusive labor market.