

**ACADEME INDUSTRY LINKAGES  
AND PLACEMENT OFFICE**
**CAREER FAIR NARRATIVE REPORT  
AY 2022 – 2023, TERM 3**

Given that one of the main facets and important function of the Office of the Academe Industry Linkages and Placement (AILP) is career and placement services, AILP conducted event entitled, "World of Work Series: The Pre-employment Toolkit – Career Fair."

The invited partners will be part of a job fair with the purpose of recruitment and providing opportunities for the graduating students, student-interns, and alumni. Students who can attend the event personally will have to bring their resumes/ CVs. They are tasked to check out the job fair booths prepared by our invited industry partners.

**Attendance:** (or participants)

<b>UNIT/ ORGANIZATION/ COMPANY</b>	<b>NUMBER OF ATTENDEES</b>
NU Manila – Academe Industry Linkages and Placement Office	6
NU Manila – College of Business and Accountancy	95
NU Manila – College of Education, Arts, and Sciences	23
NU Manila – College of Engineering	10
NU Manila – College of Computing and Information Technology	12
NU Manila – College of Architecture	1
NU Manila Employees	3
Unidentified colleges/ campus (walk-ins)	9
Industry partners / participating companies	
1. Alfamart	3
2. Armynavy	2
3. BDO	1
4. Blims Lifestyle Group	2
5. Bounty Fresh	3
6. BFP	3
7. Chinabank	2
8. DC Equimachines	1
9. Johnsons&Johnsons	3
10. Jollibee	1
11. Maxima Machineries	2
12. Risewave Consulting Inc.	3
13. SMDC	3
14. SMEDD	3
15. SM Supermalls	4
16. SM Markets	4
17. SM Retail	5
18. Unilever Philippines Inc.	1
19. Watsons	2
	= 48
<b>Total:</b>	<b>207</b>

**ACADEME INDUSTRY LINKAGES  
AND PLACEMENT OFFICE**
**Other notes:**

- 58% are pre-registrants (88); 42% are walk-in participants (65).
- 65% are looking for employment (95); 35% are looking for internship (58).
- Top three companies that were visited/ applied for are Chinabank, SM Retail, and Unilever.
- Foot traffic or peak hours was from 10am to 12nn.

**Programme:**

<b>TIME (AM)</b>	<b>ACTIVITY</b>	<b>IN-CHARGE</b>
10:00 – 10:05	National Anthem and invocation	
10:05 – 10:15	Ribbon cutting ceremony	Dr. Arlene Trillanes, AVP for Academic Services, NU Manila  Ms. Dorothy Sobrevega, HR Head, SMRI  Dr. Glendora V. Tiu, Director, AILP, NU Manila
10:15 – 4:00pm	Open Career Fair Proper	

**Evaluation/Feedback from Participants:**
**1. Quantitative Evaluation**

<i>From the interns/ graduating students/ alumni</i>	RATE (5 as the highest)
Overall, how would you rate how well the fair was organized?	4.78
Overall, how would you rate the fair site, set-up, and facilities?	4.62
How would you rate the pre-fair communications?	4.69
How would you rate the available opportunities for employment and/or internship?	4.78

<i>From the industry partners / participating companies</i>	RATE (5 as the highest)
Overall, how would you rate how well the fair was organized?	3.87
Overall, how would you rate the fair site, set-up, and facilities?	3.57
How would you rate the pre-fair communications?	4.13
How would you rate the quantity of attendance of the student-interns, graduating students, or alumni?	3.70
How would you rate the quality of the hiring prospects?	3.87

**ACADEME INDUSTRY LINKAGES  
AND PLACEMENT OFFICE**

**2. Qualitative Evaluation**

From the industry partners/ participating companies

- Electrical outlets provision for career fair. With the recruitment process, it's good.
- Hope we can include charging areas for the equipment/tools.
- Pre-Seminar/ talk for the students before job hiring c/o company representative.
- Maybe we can introduce the career fair not only to grad students but also w/ the students who are looking for part time jobs.
- If you can conduct the fair to a date much nearer to the graduation, much better.
- This could be improved by promotions/ads to make a buzz. I felt that not everyone was informed, and the attendance of students could've been better.
- Hoping to start on time. Parking space. Hoping that more students can participate & make it a requirement.
- Marketing strategy to students can be improved. If possible, career fair should be required. Opportunities to have booth conducive to conduct an interview.
- Make it more exciting & enticing- like more interactive maybe a roadshow/career roadshow type.
- Considering the event is a success, we suggest having bigger venue for next career fair. Thank you for inviting us.
- School may offer a venue where industry partners can show more about the company thru a video presentation. Overall, the activity is remarkable.

From the participants (incoming interns, graduating students, and alumni)


- More tech companies.

**Response to Participants' Feedback**


- It was briefed in the guidelines, which was sent via email before the event, that the electrical slots will not be available.
- The career fair must be emphasized as a **free** joining event that the facilities will be limited. Otherwise, a fee might be collected as approved by the top management.
- A job fair per cluster or industry will be organized to strategically match the colleges/programs, the companies joining, the available opportunities.

The career fair adjourned at 4:00pm.

**Prepared by:**

  
Ms. Erika Mae L. Valencia  
Supervisor  
Academe Industry Linkages and  
Placement Office

**Reviewed and Approved for Submission by:**

  
Dr. Glendora V. Tiu  
Director  
Academe Industry Linkages and Placement  
Office



**NATIONAL  
UNIVERSITY**

**ACADEME INDUSTRY LINKAGES  
AND PLACEMENT OFFICE**

OPR-QM-F-009  
Revision Status / Date: 1/210609

- END OF REPORT -