

## BatStateU Pablo Borbon | April 28, 2022

Developing Career Paths and Ladders:  
An E-Career Guidance for Grade 10 and 12 Students  
of Pinagtongulan Integrated High School



## BatStateU JPLPC-Malvar | August 26, 2022

Opportunities in Criminology Profession: A Career to  
Pursue towards Successful Future

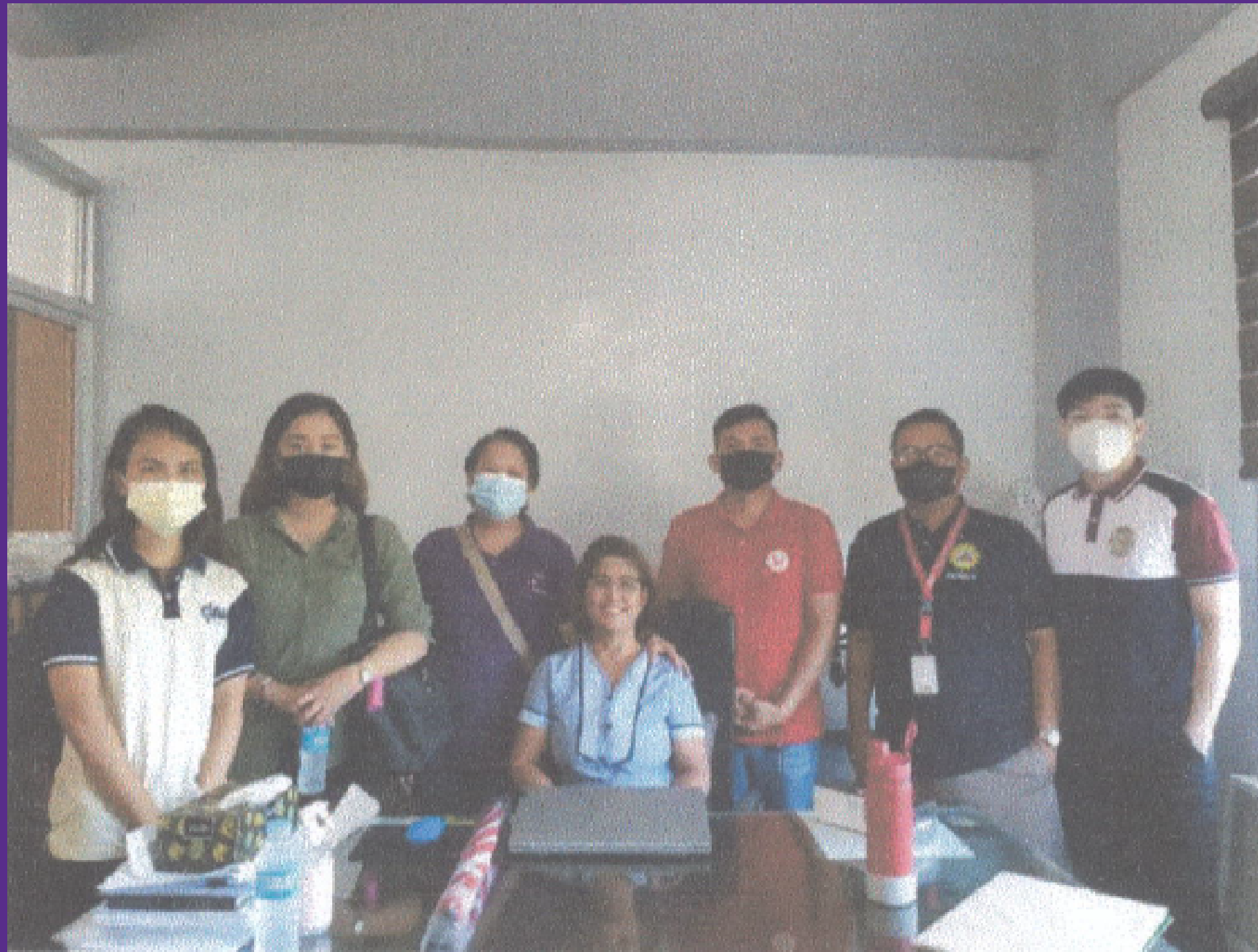
The University regularly organizes career orientation and guidance programs to empower high school graduates to make informed educational and career choices. These programs equip students with the skills and knowledge necessary to explore their interests, understand the job market, and develop a realistic career plan. The university's outreach initiatives reach out to both junior and senior high school students, ensuring that they have access to valuable career guidance.

For FY 2022, these sessions focused on helping prepare the students for their chosen future paths by giving them appropriate knowledge and guidance that will be useful in their career decision-making.



# PROMOTION OF PROGRAM OFFERINGS

## GENDER AND DEVELOPMENT ADVOCACIES OFFICE



**BatStateU JPLPC-Malvar's Program Marketing Activity | November 2022**

The Testing and Admission Office (TAO) of the University maintains an established system of student recruitment, selection, and admission through the conduct of career orientations, thorough screening and evaluation of applicants' credentials during the admission process, and assessment of academic comprehension through entrance examinations.

One of TAO's preparations for AY 2023-2024 college admission is the program marketing activity to different senior high schools in the province. The purpose of this activity is to disseminate comprehensive information about the University's online application platform and its diverse range of academic programs. Different schools were visited to ensure that student applicants were well-informed about the admission policies and procedures. In addition to distributing brochures and flyers, the campaign utilized social media channels and strategically placed tarpaulin announcements within the university campus, town proper, and nearby municipalities to maximize information dissemination. While these promotional materials played a crucial role, direct communication with students remained the cornerstone of the recruitment process.