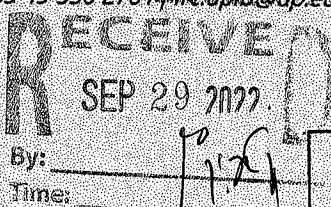
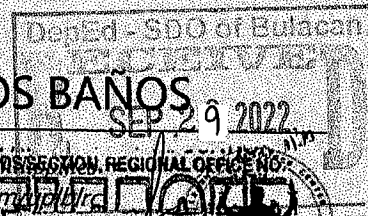


LEARNING RESOURCE CENTER  
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19 September 2022

**DR. MAY B. ECLAR**  
Director IV, Regional Office III, Department of Education  
Mainpiss, City of San Fernando, Pampanga

002909  
Advisory No. 137 s. 2022  
SEP 29 2022  
To: All Schools Division Superintendents  
For information.  
MAY B. ECLAR, PhD, CESO III  
Regional Director

Dear REGIONAL DIRECTOR ECLAR:

*Mabuhay!*

We would like to request your office to kindly extend our invitation to junior and senior high schools from Region III to attend the "The Future is B.R.I.G.H.T.: Build, Revitalize, and Innovate for a Greater Humanity Tomorrow" on Saturday, 01 October 2022 from 8:30 AM to 4:00 PM via Zoom and Facebook live (please see attached proposal and publicity materials).

Several longitudinal studies have shown that teenage career aspirations are a good predictor of students' jobs as adults. However, some might be confused or undecided about their career paths.

To better prepare the students for their future post-pandemic, the Center intends to conduct a webinar under the **U.P.L.B. Recruitment Program for the Best and the Brightest (R.P.B.B.)** for Grade 11 and 12 students. It will feature meaningful opportunities available for them when they choose to take up the academic track and pursue a degree in U.P.L.B. Specifically, the sessions will highlight agriculture, forestry, veterinary medicine, statistics, human ecology, and nutrition courses.

The program will also include key trends transforming the workplace and future careers. A career reflection will also encourage students to reflect on who they are and what they want to become. Likewise, we would like to inform them regarding the U.P.L.B. admission process, scholarships and financial assistance, and other student support services.

Students who are interested can pre-register at <https://tinyurl.com/TheFutureisBRIGHTReg>. Zoom attendees will be admitted on a first-come, first-served basis (first 500 people), while others can join via Facebook live streaming.

Ms. Sheryl Edd P. Hermosa-Ebron, University Extension Associate and UPLB Recruitment Program Coordinator, would gladly entertain your questions and other concerns. She can be reached directly through email at [shermosa@up.edu.ph](mailto:shermosa@up.edu.ph) or mobile at 0927-055-7461 / 0947-841-5472.

*Sa ngalan ng mga susunod na Iskolar Para sa Bayan na ating pinaglilingkuran, marami pong salamat sa inyong suporta!*

Sincerely,  
  
**JOHN MERVIN L. EMBATE**  
Director

Noted:  
  
**JANETTE H. MALATA**  
Vice Chancellor for Student Affairs

Republic of the Philippines  
Department of Education  
10/03/22  
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ZENIA G. MOSTOLES, EdD, CESO V  
Schools Division Superintendent

3992

# THE FUTURE IS B.R.I.G.H.T.!

Build, Revitalize, and Innovate for a Greater Humanity Tomorrow

UPLB Recruitment Program for the Best and Brightest  
October 7, 2022 | Saturday  
8:30 AM

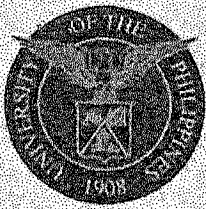
**REGISTER NOW!**  
<https://tinyurl.com/TheFutureisBRIGHTReg>  
via • LIVE

| UPLB LRC

## SESSIONS

- 1 Career Choice: Passion vs. Reason?**
- 2 The Future of Work: What are the careers of tomorrow?**
- 3 #UPCutie: How to get into U.P.?**
- 4 Better Together: Where to find financial support for your studies?**
- 5 Career Reflection: Where are you headed?**

| UPLB LRC



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**The Future is B.R.I.G.H.T!**

***Build, Revitalize, and Innovate for a Greater Humanity Tomorrow***  
**UPLB Recruitment Program for the Best & the Brightest**

**Rationale**

Globally, today's graduates are more qualified than any previous generation. They even have more schooling than their parents or grandparents. However, academic success alone has not been enough to ensure a smooth transition into suitable employment for many young people.

Apart from that, the challenges posed by the Fourth Industrial Revolution are widely recognized, from keeping up with the pace of technological innovation to ensuring that young people are prepared to thrive in this new era. The World Economic Forum (WEF) estimates that by 2030, nearly 75 million jobs will have been displaced by technology and automation alone.

In terms of career choice, the 2018 OECD Programme for International Student Assessment (PISA), revealed that jobs with origins in the twentieth century or earlier are overwhelmingly appealing to young people, including professions such as doctors, business managers, lawyers, engineers, and ICT professionals (Mann et al., 2020), making agriculture and agriculture-related courses unappealing to the younger generation.

Moreover, the PISA survey indicates that young people from disadvantaged backgrounds are more likely to be confused about the relationship between education and career prospects. With young people staying in school longer than ever and the labor market automating at an unprecedented rate, students require assistance in making sense of the world of work.

To better prepare the students for their future post-pandemic, the Center intends to conduct a webinar series under the UPLB Recruitment Program for the Best and the Brightest for Grade 11 and Grade 12 students. It will feature meaningful opportunities available for them when they choose to take up the academic track and pursue a degree in UPLB. Specifically, the sessions will highlight agriculture, forestry, veterinary medicine, statistics, human ecology, and nutrition courses.

The program will also include key trends transforming the workplace and future careers. A career reflection will also encourage students to reflect on who they are and what they want to become. Likewise, we would like to inform them regarding the UPLB admission process, scholarships and financial assistance, and other student support services.



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**Proposed Webinar Outline**

The program will be a one-day event followed by an evaluation. The Center intends to broadcast them live (via Zoom and Facebook Live) and record them simultaneously on **Saturday, October 1, 2022**. The recordings will be available on LRC's Facebook page and YouTube channel. Our expected participants will be students in Grades 11 and 12, but students from other grade levels, including parents, are welcome to attend. Everyone has access to the recorded materials. The webinar matrix is shown below, along with suggested topics, resource people, and the duration of each session.

WEBINAR SERIES	SUGGESTED TOPIC/CONTENT	RESOURCE PERSONS	DURATION
<i>Opening Remarks</i>		<b>Dr. Janette H. Malata-Silva</b> <i>Vice Chancellor for Student Affairs</i>	<b>01 October 2022</b>
<i>Inspirational Message</i>		<b>Dr. Jose V. Camacho</b> <i>Chancellor</i>	<b>8:30 – 9:00 AM</b>
<i>Short Energizer</i>	Mentimeter	<b>Ms. Sheryl Edd P. Hermosa-Ebron, UEAII/Webinar Moderator</b>	
<b>SESSION 1: Career Choice: Passion vs. Reason?</b>	<ul style="list-style-type: none"> <li>• Tips for choosing a college degree, including how to determine which one is right for you</li> <li>• Should one follow their passion or choose a path more likely to result in financial success?</li> <li>• What activities should students participate in to help them align their interests with their dream job/career?</li> <li>• Question &amp; Answer</li> </ul>	<b>Mr. Brian Carlo Hipolito</b> <i>Human Resources Officer – Asian Infrastructure Investment Bank</i>	<b>9:00-9:30 AM</b>



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WEBINAR SERIES	SUGGESTED TOPIC/CONTENT	RESOURCE PERSONS	DURATION
<p><b>SESSION 2.1: The Future of Work: What are the Careers of Tomorrow?</b></p>	<ul style="list-style-type: none"> <li>• What are the key trends in transforming the workplace and careers of the future in the following degree programs?</li> <li>• Highlight the careers or jobs in the future for each degree program that are relevant to help address global issues such as the COVID-19 pandemic</li> <li>• What is the usual range of salaries for professionals who have taken the degree program?</li> <li>• Where do graduates find employment?</li> <li>• CAFS – BS Agriculture</li> <li>• CFNR – BS Forestry</li> <li>• CVM – Doctor of Veterinary Medicine</li> <li>• INSTAT – BS Statistics</li> <li>• CHE – BS Human Ecology</li> <li>• CHE – BS Nutrition</li> </ul>	<p><b>Dr. Veneranda A. Magpantay</b> <i>CAFS College Secretary</i></p> <p><b>Dr. Rosalie C. Mendoza</b> <i>CFNR College Secretary</i></p> <p><b>Dr. Rio John T. Ducusin</b> <i>Professor, CVM, LPLB</i></p>	<p>9:30 – 9:40 AM</p> <p>9:40 – 9:50 AM</p> <p>9:50 – 10:00 AM</p>



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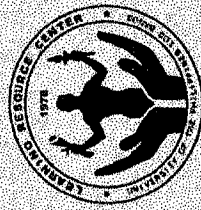


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WEBINAR SERIES	SUGGESTED TOPIC/CONTENT	RESOURCE PERSONS	DURATION
<p><b>BREAKOUT Sessions:</b>  <b>Let's Talk! Ask an Expert</b>  <b>(BREAKOUT ROOMS)</b></p>	<p>There will be six breakout rooms for agriculture, forestry, veterinary medicine, statistics and human ecology. The students have the freedom to choose which breakout room best suits their interests.</p> <p>Resource speakers can share their "WHY" with the students and give advice based on their own college experiences (for example, memorable things that happened to them and how they impacted future decisions in choosing a career path).</p> <p><b>NOTE:</b>                      The session will include Q&amp;A.</p> <p>Idea is that they have already presented their 10 minute talk in the plenary, hence in the breakout they can engage with the audience and deepen their presentation.</p> <p><i>(We can ask them to facilitate the breakout anyway they want: jamboard, kahoot, etc. so long as it will last for 20 minutes only.)</i></p> <p>Students can be advised by renowned experts who graduated from the following courses:</p> <ul style="list-style-type: none"> <li>• BS Agriculture</li> </ul>	<p><b>Dr. Veneranda A. Magpantay</b>                      CAFS College Secretary</p> <p><b>Dr. Rosalie C. Mendoza</b>                      CFNR College Secretary</p> <p><b>Dr. Rio John T. Ducusin</b>                      Professor, CVM, UPLB</p>	<p>10:10 – 10:40 AM</p>



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WEBINAR SERIES	SUGGESTED TOPIC/CONTENT	RESOURCE PERSONS	DURATION
	<ul style="list-style-type: none"> <li>• BS Forestry</li> <li>• Doctor of Veterinary Medicine</li> </ul> <p>Guide Questions for the students:</p> <ul style="list-style-type: none"> <li>- Why did they choose the breakout session?</li> <li>- What career do they have in mind related to the course?</li> </ul> <p>Who or what has the most influence on their decision in choosing a degree program?</p>		10:40 – 10:45 AM
<b>HEALTH BREAK</b>			
<p><b>SESSION 2.2: The Future of Work: What are the Careers of Tomorrow?</b></p>	<ul style="list-style-type: none"> <li>• What are the key trends in transforming the workplace and careers of the future in the following degree programs?</li> <li>• Highlight the careers or jobs in the future for each degree program that are relevant to help address global issues such as the COVID-19 pandemic</li> <li>• What is the usual range of salaries for professionals who have taken the degree program?</li> <li>• Where do graduates find employment?</li> <li>• INSTAT – BS Statistics</li> </ul>	<p><b>Prof. John Lorenzo A. Yambot</b>  <i>INSTAT Professor</i></p> <p><b>Prof. John Ceffrey L. Eligue</b>  <i>EnP, Professor, DCERP, CHE, UPLB</i></p> <p><b>Asst. Prof. Paul Bagabaldo</b>  <i>RnD, IHNF-CHE Faculty member, UPLB</i></p>	<p>10:45 – 10:55 AM</p> <p>10:55 – 11:05 AM</p> <p>11:05 – 11:15 AM</p>



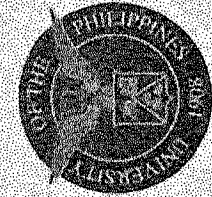
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WEBINAR SERIES	SUGGESTED TOPIC/CONTENT	RESOURCE PERSONS	DURATION
<p><b>BREAKOUT Sessions:</b> <b>Let's Talk: Ask an Expert</b> <b>(BREAKOUT ROOMS)</b></p>	<ul style="list-style-type: none"> <li>• CHE - BS Human Ecology</li> <li>• CHE - BS Nutrition</li> </ul> <p>There will be six breakout rooms for agriculture, forestry, veterinary medicine, statistics and human ecology. The students have the freedom to choose which breakout room best suits their interests.</p> <p>Resource speakers can share their "WHY" with the students and give advice based on their own college experiences (for example, memorable things that happened to them and how they impacted future decisions in choosing a career path).</p> <p>NOTE: The session will include Q&amp;A.</p> <p>Idea is that they have already presented their 10 minute talk in the plenary, hence in the breakout they can engage with the audience and deepen their presentation.</p> <p><i>(We can ask them to facilitate the breakout anyway they want: Jamboard, kahoot, etc. so long as it will last for 20 minutes only.)</i></p>	<p><b>Prof. John Lorenzo A. Yambot</b> INSTAT Professor</p> <p><b>Ms. Almira Lumbres- De Mesa,</b> <i>Environmental Planner, Top 6 in 2022 EnP Licensure Examination</i> DCERP-CHE Faculty Member, UPLB</p> <p><b>Asst. Prof. Paul Bagabaldo</b> RnD, IHNF-CHE Faculty member, UPLB</p>	<p>11:15 – 11:45 AM</p>





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WEBINAR SERIES	SUGGESTED TOPIC/CONTENT	RESOURCE PERSONS	DURATION
	<p>Students can be advised by renowned experts who graduated from the following courses:</p> <ul style="list-style-type: none"> <li>• BS Statistics</li> <li>• BS Human Ecology</li> <li>• BS Nutrition</li> </ul> <p>Guide Questions for the students:</p> <ul style="list-style-type: none"> <li>- Why did they choose the breakout session?</li> <li>- What career do they have in mind related to the course?</li> <li>• Who or what has the most influence on their decision in choosing a degree program?</li> </ul>		
	<ul style="list-style-type: none"> <li>• Plenary Synthesis</li> <li>• Reminders</li> </ul>	<p><b>Ms. Sheryl Edd P. Hermosa-Ebron, UEAI/ Webinar Moderator</b></p>	<p>11:45 – 12:00 NN</p>
<b>LUNCH BREAK</b>			
<i>Short Energizer</i>	<ul style="list-style-type: none"> <li>• Mentimeter</li> </ul>	<p><b>Ms. Sheryl Edd P. Hermosa-Ebron, UEAI/ Webinar Moderator</b></p>	<p>12:00 – 1:00 PM 1:00 – 1:15 PM</p>
<b>Session 3: #UPCutie: How to get into U.P.?</b>	<p><i>UP College Admissions Online Application process</i></p> <ul style="list-style-type: none"> <li>• Learn some tips in filling out the choice of campus</li> <li>• Minimum application requirements</li> </ul>	<p><b>Dr. Francisco N. de los Reyes</b> <i>Director, UP Office of Admissions</i></p>	<p>1:15 – 1:45 PM</p>

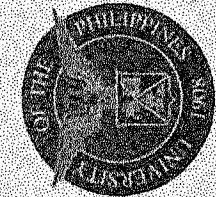


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WEBINAR SERIES	SUGGESTED TOPIC/CONTENT	RESOURCE PERSONS	DURATION
	<ul style="list-style-type: none"> <li>• Cut-off grade (UPG) per campus</li> <li>• Other ways to enter UP</li> <li>• Question and Answer</li> </ul> <p><i>UPLB Admission Process</i></p> <ul style="list-style-type: none"> <li>• UPLB UPG cut-off</li> <li>• Tips in filling out the online forms (e.g. choose UPLB then choose UP Baguio; choose a quota course, then a non-quota course, etc.)</li> <li>• Waitlist Process and Requirements</li> <li>• Transferee Process and Requirements</li> </ul> <p>Question and Answer</p>	<p><b>Prof. Margarita Carmen S. Paterno</b> <i>University Registrar, UP Los Baños</i></p>	<p>1:45 – 2:15 PM</p>
<b>HEALTH BREAK</b>			
<p><b>SESSION 4: Better Together: Where to find financial support for your studies?</b></p>	<ul style="list-style-type: none"> <li>• Feature the programs of the Office of the Scholarship and Grants</li> </ul>	<p><b>Asst. Prof. Jickerson P. Lado</b> <i>Director, Office of Scholarships and Grants</i> <i>Assistant to the Vice Chancellor of Student Affairs</i></p>	<p>2:15 – 2:25 PM 2:25 – 2:55 PM</p>
<p><b>SESSION 5: Career Reflection: Where Are You Headed?</b></p>	<p>The career aspirations of young people matter. A series of longitudinal studies have shown that teenage career aspirations are a good</p>	<p><b>Dr. Monica Walet</b> <i>Registered Psychologist</i> <i>Faculty member, College of Public Affairs and Development, UPLB</i></p>	<p>2:55 – 3:25 PM</p>



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WEBINAR SERIES	SUGGESTED TOPIC/CONTENT	RESOURCE PERSONS	DURATION
	<p>predictor of the jobs that students go on to occupy as adults.</p> <p>Notable studies by Ingrid Schoon and Zena Mello (Ashby &amp; Schoon, 2012) have shown that, even after controlling for social background and exam success, young people with high career aspirations are more likely to enter a professional career in adulthood.</p> <ul style="list-style-type: none"> <li>• How can students examine their skills and interests when choosing a degree program?</li> <li>• What factors should students consider when choosing a degree program?</li> <li>• Guide the students through a reflective exercise, especially those who are undecided yet on what degree program to choose, how they can reflect on who they are and who they want to become</li> <li>• For example, have them write down their skills and interests. Then have them examine the degree program they are considering and see what skills and interests it requires. Ask</li> </ul>		



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WEBINAR SERIES	SUGGESTED TOPIC/CONTENT	RESOURCE PERSONS	DURATION
	<p>them to think about how those skills could be applied in a career of the future, such as one that would focus on solving global problems such as climate change, pandemics and food security.</p> <ul style="list-style-type: none"> <li>• After the exercise, if possible have them choose at least one course from the 6 courses feature</li> </ul>		
<b>SPECIAL MESSAGE</b>	15-minute message of BS forestry first summa cum laude	<b>Mr. Vicmar Jugado</b>	3:25 – 3:45 PM
	<i>Closing Remarks</i>	<b>Prof. John Mervin L. Embate</b> LRC Director	3:45 – 4:00 PM
<b>EVALUATION</b>			4:00 – 4:05 PM

**Proposed Social Media Strategy**

To further promote the RPBB, a social media campaign will run for two weeks entitled: "Why Choose UPLB?" featuring following content:

- Tiktok video of key persons from UPLB answering Why a student should choose UPLB?
- Tiktok video of students (from each college) answering Why UPLB?