TRACING GRADUATES OF RADIOLOGIC TECHNOLOGY THROUGH LINKEDIN PROFILES

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2

Table of Contents

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4

Tracing Graduates of Radiologic Technology Through LinkedIn Profiles

As noted by Heydenrych and Case (2017), tracing graduates using traditional survey method is known for its low response rate. In his study on the graduate destinations of chemical engineering in South Africa, he proposed the use of alternative methodology for similar research. To this date, only two studies have been confirmed to have used LinkedIn as the primary source of data for the employment information of chemical engineering graduates in the University of Cape Town (see Case, et al., 2013 and Heydenrych & Case, 2017). In these studies, authors were able to find the following information through LinkedIn:

1. Two main routes of graduates: (1) postgraduate study and (2) employment

2. The fields of study for those who moved to postgraduate route.

3. The period it takes for graduates to find their first jobs.

4. Sectors where graduates work, and;

5. Types of job

The purpose of this study is to determine the graduation destination of radiologic technology graduates from St. Jude College Dasmarinas, Cavite (SJCDC). The college had been offering a degree program for Bachelor of Science in Radiologic Technology (BSRT) since 2008, but there has been no tracer study conducted to determine the whereabouts of alumni in this program. This study will help provide initial information

about the present status of at least some BSRT alumni since SJCDC started offering the course. In particular, the following research questions are addressed:

1. How many BSRT graduates from SJCDC have matching LinkedIn profiles?

2. How many BSRT graduates passed the board examination for radiologic technologists by the PRC?

3. In what sectors do BSRT graduates from SJCDC work?

4. What is the employment status of BSRT graduates from SJCDC in terms of their:

    a. job title

    b. employer

    c. years of employment

Methodology

This study follows the methodology of Heydenrych and Case (2017) who also used LinkedIn as the primary source of information about the destinations of graduates of chemical engineering in University of Cape Town. In their methodology, the needed information about the destinations of graduates is simply downloaded from the public information in LinkedIn. As such, the researcher tracked the matching LinkedIn profiles of SJCDC graduates in the radiologic technology program. The information is coded according to their job titles, names of employers, years of employment, and years spent in SJCDC among others. In addition, to track the performance of graduates in board examination for radiologic technologist, the Licensure Examination & Registration System (LERIS) of the Professional Regulation Commission (PRC).

Frequency count and percentage were used as statistical treatments for the coded information from the LinkedIn profiles. These statistics were done using Microsoft Excel (MS Excel) 365. The data were tabulated and built-in formulas from MS Excel were used to efficiently perform frequency counting and percentage calculations.

Graduates with Matching LinkedIn Profiles

To determine the potential positive match of LinkedIn profiles and Radiologic Technology graduates in SJCDC, the following criteria were set. First, the LinkedIn profile should consist of the first name and surname of the person indicated in the electronic database of SJCDC. Second, the LinkedIn profile should at least mention the official name of the college in the educational background of the user. As a result, a total of 32 LinkedIn accounts that match the profiles of BSRT graduates from SJCDC were discovered using their first names and/or surnames as keywords in the LinkedIn search bar. This is 29 percent of the targeted sample size which is slightly higher than the response rate from the graduate destination survey conducted by Cape Higher Education Consortium (2013) as cited by Heydenrych and Case (2017) which only has 22.5 percent response rate. However, in comparison to the sample size in the study of Heydenrych and Case (2017) which collected about 70 percent LinkedIn profiles among the graduates in University of Cape Town, the sample in this study is significantly lower.

Years Spent in St. Jude College Dasmarinas, Cavite

The average years spent in SJCDC based on 12 of the 32 LinkedIn profiles is 4.11 years. The earliest reported year started in SJCDC is 2008 whereas the latest is 2019. As for the end year in SJCDC, the earliest is 2012 and the most recent is 2023.

Table 1

Years Spent in SJCDC Arranged Chronologically

Sample No	Start in SJCDC	End in SJCDC
1	2008	2012
2	2008	2012
3	2009	2013
4	NA	2015
5	2011	2015
6	2012	2016
7	2012	2016
8	2012	2016
9	2014	2017
10	2014	2018
11	2015	2018
12	2015	2019
13	2014	2020

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8

14	2016	2020
15	2016	2020
16	2015	2021
17	2018	2022
18	2018	2022
19	2019	2023

Board Examination Performance

The board examination performance of radiologic technology graduates was verified through the Licensure Examination & Registration System (LERIS) of the Professional Regulation Commission (PRC). The verification was done by searching the names of the graduates in the LERIS database for Radiologic Technologist. The results showed that there are 13 graduates who have professional license as Registered Radiologic Technologist. This is 41 percent of the 32 samples in the present study.

Sectors and Employers of Graduates in Radiologic Technology

Of the 33 samples of LinkedIn profiles associated with graduates of radiologic technology in SJCDC, 63 percent or 20 (n=20) are reported to be employed in the health and medicine sector. The basis for determining if the samples will be classified as health and medicine is the names of the employers and the job titles of the LinkedIn users. If the employers are hospitals or clinics, then the profile is tagged as "health and medicine" respectively. Meanwhile, 31 percent or 2 (n=2) samples were coded as "Non-Rad" as they

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9

are employed by a business processing outsourcing company as customer service representative (i.e., Sample 17), and an assistant in a religious organization (i.e., Sample 20).

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Figure 1

Distribution of Employment Sectors
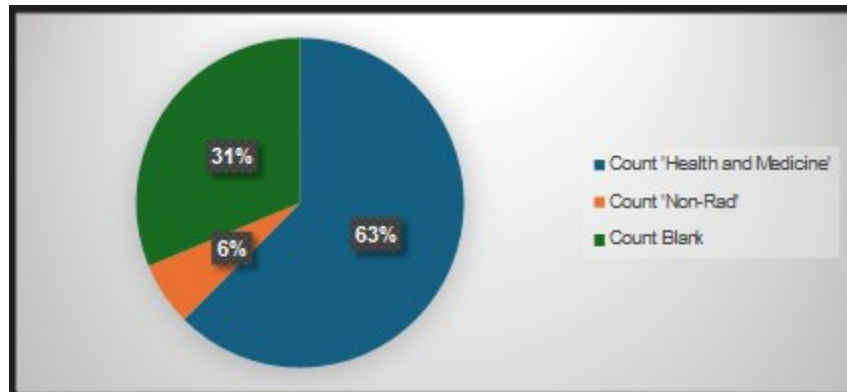
There are 19 health and medicine employers indicated in 20 of the 32 LinkedIn profiles of radiologic and technology graduates in SJCDC. These are also the most recent employers indicated in the profiles of the graduates. They are presented in Table 2.

Table 2

Count of LinkedIn Profile per Employer

Employer	Count of LinkedIn Profile per Employer
Pasig Doctors Medical Center	2
Suny Upstate Medical University Hospital	1
RS Punzalan Multispecialty and Diagnostic Clinic	1
Our Lady of Lourdes Hospital	1
Danat Al Emarat Hospital for Women & Children	1
Shearwater Health	1
Firstcare Medical Services Incorporated	1
Admin Officer	1
Full-time Fakeeh University Hospital	1
Cavite Stone Center, Inc.	1
Paranaque Ultrasound Diagnostic Center	1
GMF Hospital	1
Salvation Army	1
Healthway Cancer Care Hospital	1
Southern Medical Clinic	1
Laguna Doctors Hospital, INC.	1
The Medical City	1
Makati Medical Center	1
Ospital ng Tagaytay	1
(blank)	

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Grand Total	**20**

Years of Employment in the Most Recent Employer

The years of employment were divided according to a five-year interval from 0 to 15 years. Frequency count results show that 25 LinkedIn profiles have no information about the years of employment. A total of 7 profiles (n=7) are employed from 0 to 5 years. While a total of 3 profiles (n=3) indicated that the graduates are employed from 6 to 10 years.

Limitations of the Study

Using LinkedIn to track graduates' destinations of the baccalaureate degree program in radiologic technology in St. Jude College of Dasmarinas, Cavite (SJCDC) presents several limitations. This study is limited by the following:

1. Possibility of dated employment information due to lack of updates from users

2. The necessity of cross-checking the information from other sources (e.g., claims of being a registered radiologic technologist need to be verified manually through the LERIS verification system of the Professional Regulation Commission)

3. Presence of multiple LinkedIn accounts

4. Extraction of profiles of BSRT graduates is done by downloading the information from the electronic database of students in SJCDC. In this system, there are no

tag specific for graduates of the program, thus, the researcher included all BSRT students classified as fourth year which is the last year of the BSRT program in SJCDC.

Conclusion and Recommendations

LinkedIn is a viable alternative source of information about the graduation destinations of BSRT alumni in SJCDC. The same platform can provide essential employment information and educational background and training for its users. In addition, it seems that the education of BSRT alumni in SJCDC seems to prepare them well for employment in the sector of health and medicine.

Recommendations

1. Include present status of students in the electronic database of SJCDC.
2. Train BSRT students to use professional social media such as LinkedIn for employment purposes.
3. Preparedness for board examination needs to be prioritized as an educational objective for BSRT students in SJCDC.
4. Conduct an institution-wide tracer study that uses multiple methodologies.

References:

Case, T. L., Gardiner, A., Rutner, P., & Dyer, J. N. (2013). A LinkedIn analysis of career paths of information systems alumni. *The Journal of the Southern Association for Information Systems*, *1*(1), 1-13.

Heydenrych, H., & Case, J. M. (2017). Researching graduate destinations using LinkedIn: an exploratory analysis of South African chemical engineering graduates. *European Journal of Engineering Education*, *43*(5), 693-705.