

Examining the Management of Human Resources in Campus-Based Student Publication

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Abstract: As campus journalism plays numerous roles and functions within the academic community, it becomes imperative that student publication in any institution of learning selects and retains members who can best represent and protect the interest of the entire student body and the immediate community. Thus, this descriptive survey determined the assessment of 33 student journalists who were members of the editorial board on the human resource management of a campus-based student publication. Utilizing a researcher-made questionnaire in collecting data, and applying appropriate statistical tools, the study revealed that the respondents assessed recruitment and orientation areas of human resources as highly managed by the student publication. These favorable results appeared to indicate the organization's initiative in utilizing a variety of information dissemination strategies in notifying prospective members on the available positions in the editorial board, and instilling the rudiments of campus journalism among members through numerous orientation activities. Meanwhile, selection and development areas of human resources were found to be managed by the organization as it provided objective and comprehensive screening of applicants and stimulating exposure to conferences and competitions among members that were beneficial in honing their journalistic skills. The results of this study call for the development of human resource management program for student publication as part of student services of academic institutions through collaboration of campus paper advisers from different colleges and universities.

Keywords: campus journalism, campus paper advising, human resource management, school-based press, and student publication.

Citation: Richard M. Bañez and Rubilyn M. Latido. 2018. Examining the Management of Human Resources in Campus-Based Student Publication. *International Journal of Recent Innovations in Academic Research*, 2(7): 125-133.

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Introduction

The numerous roles that campus journalism play within an educational institution remain vital in shaping the curricular and administrative practices influencing students' growth and development. As an aid to students, the campus press provides extra-curricular opportunities to hone students' journalistic skills which range from basic field researching to complex news and editorial writing. These journalistic skills often require students to exhibit cooperation, responsibility, and leadership that are essential in becoming productive citizens. As an agent for building community relations and establishing quality assurance, the school press acts as

an organ that informs the community on school-initiated activities or programs that are beneficial to the society. It also serves as an outlet for suggestions made by students as clients on improving the services provided by school (Cruz, 2010). It is within these notions that campus journalism serves as an integral part of a country's educational system from basic to tertiary levels.

In the Philippines, the Republic Act 7079 or the Campus Journalism Act of 1991 mobilizes the establishment of school-based press across academic levels. This legal mandate on campus press encourages the teaching of Journalism and the publication of student paper from elementary to college levels. This mobilization of student publication in educational institutions is found to be beneficial to students. Sapungan and Madrigal-Sapungan (2013) reported that students who were involved in campus paper writing had high performance in English subject and other academic courses. Acheron (2015) and Bañez (2016) affirmed that language-related activities commonly engaged by student journalists can help develop other complex skills important in studying. Cruz (2010) stressed that inclination to news reporting and writing can help improve students' observation and discrimination skills on the relative merit and reliability of available information.

Despite the evident benefits of this mobilization of campus press to student journalists, challenges dealing with management of student publication had been recorded by numerous researchers. Gidget (2015) noted that a number of elementary Journalism trainers admitted their inadequacy on knowledge and skills in journalism due to lack of formal training. Ladia (2015) noticed the minimal awareness of student journalists on the basic component of campus journalism. Uy and Echaure (2017) rationalized the need for continuous financial support by school administration to student publication to produce competitive school paper. These challenges that may serve as hindrances for the student publication to perform its varied functions to the academic community require immediate attention by the school administration and the staff who composed the organization.

Student publication in colleges and universities are expected to be composed of talented students committed to the numerous significant roles it plays. As the publication of campus paper provides opportunities for student journalists to show their necessary talents and skills in mass communication, every educational institution in the country from primary to tertiary levels is highly expected to manage the student publication most importantly its human resources to hone students' potentials and build their confidence to be successful writers and agents of change.

Wendell (2011) emphasized that proper human resource management stimulates members of an organization such as student publication to make their fullest contribution to attain goals and competently perform numerous functions. This management of human resources covers recruitment, selection, development, utilization, compensation, and motivation of human resources that are essential for the development of the organization. This development entails that management of human resources of student publication is necessary to ensure the quality of the services it provides to its clients most especially to students. This can enhance the organization's practices in terms of recruiting, selecting, orienting, and developing the members' talents and skills in campus journalism that are beneficial to the academic community.

The need to determine the assessment of the student journalists who were members of the editorial board on the management of human resources of the campus-based student

publication becomes imperative. This exploration can empower the organization to address problems on recruitment, selection, orientation and development of its members which is important in performing its significant roles to the school and the community. Highly competitive service which is sensitive to the needs of the clients can be expected from the student publication with properly managed human resources.

Objective of the Study

This study described the assessment of student journalists of a campus-based student publication on the management of the human resources of their organization. The student journalists as respondents of the study were members of the editorial board of the official student publication of a state university at Malvar, Batangas, Philippines during the Academic Year 2017-2018. This undertaking examined the assessment of the respondents on recruitment, selection, orientation, and development as part of the organization's management of human resources that served as basis in formulating course of action to enhance the human resource management of the campus-based student publication.

Material and Methods

This descriptive-survey type of research made use of the quantitative data derived from the responses on the administered questionnaire of the 33 student journalists who were members of the editorial board of a campus-based student publication during the conduct of the study. Prior to data collection, a letter requesting permission to administer the copies of the questionnaire among the student journalists as target respondents of the study was sent to the adviser of the student publication. Upon the adviser's approval of the request, individual consent was secured from each student journalist through the provision of the consent form detailing the purpose of the study and the confidentiality of participation and the data to be gathered. Only those student journalists who agreed to participate by signing the consent form were given ample time to accomplish the copies of the questionnaire which were retrieved on the same day. Tabulation and treatment of data using appropriate statistical measures such as mean and standard deviation immediately followed to analyse the gathered data which served as basis in devising a course of action to enhance the management of human resources of student publication.

The administered questionnaire was designed to reveal the student journalists' assessment on the management of human resources of student publication in terms of recruitment, selection, orientation, and development. It also contains 20 item statements in which five items in each mentioned area describe the management of human resources of student publication. The questionnaire underwent content and face validations by experts who are composed of an educator with doctorate degree in English Language Studies, a university junior official who is also a holder of doctorate degree in Educational Management, and two experienced campus paper advisers who are holders of master's degree in their respective specializations. These experts had ensured the congruence of the item statements on the constructs measured in the study and other considerations such as clarity of the item statements, balance, and the like.

Results and Discussion

Student journalists' assessment on the human resource management in terms of recruitment

The success of any organization such as student publication lies on choosing members who have the potentials in carrying out its objectives. The process in which an organization encourages the best applicant for a position is recruitment. Recruitment as part of the human resource management ensures that the would-be members are talented and skillful that can

contribute success to the organization. Table 1 illustrates the assessment of the respondents on the management of human resource of the campus-based student publication in terms of recruitment.

Table 1. Management of human resource in terms of recruitment

Item Statements	Mean	Standard Deviation	Verbal Interpretation
The student publication ... 1. tells possible applicants about various positions in the organization.	3.62	0.49	Strongly Agree
2. informs students about the available positions in the editorial board through posting announcements on bulletin boards and other strategic places in the campus or other information dissemination strategies.	3.52	0.63	Strongly Agree
3. persuades other students to join the organization by citing benefits and privileges of the staff as members of the student publication.	2.79	1.05	Agree
4. scouts for students who had been member of the student publication in the previous years before entering the university.	3.00	0.80	Agree
5. informs different colleges about the available positions in the organization.	2.93	0.88	Agree
Overall	3.20	0.77	Highly Managed

3.51-4.00 Strongly Agree/Highly Managed
 2.51-3.50 Agree/Managed
 1.51-2.50 Slightly Agree/Slightly Managed
 1.00-1.50 Disagree/Not Managed

Table 1 reveals that recruitment was a highly managed area of human resources in student publication (overall mean=3.20). This positive result can be traced from the initiative of the members of the editorial board in informing the possible applicants on the available positions that need to be filled immediately through a number of information dissemination strategies (mean=3.52). The effort of the organization to recruit would-be members who possess strong potentials in campus journalism was evident in their selective recruitment process that was facilitated through scouting prospective members who had been involved and active in student publication before entering the university (mean=3.00). These recruitment-related initiative and effort of the student publication appeared to indicate the organization’s commitment of obtaining quality staff who can help fulfil the numerous functions performed by student publication. This notion is affirmed by DeCenzo and Robbins (2010) by describing that a well-defined recruitment process can help in attracting capable people who can build and sustain committed workforce essential in attaining the goals of the organization.

Student journalists’ assessment on the human resource management in terms of selection

Selection ensures the quality of the members recruited by an organization. An applicant, before being selected will undergo a series of screenings, trainings, workshops and seminars before performing numerous roles in the organization. Table 2 reports the respondents’ assessment on the human resource management in terms of selection.

Table 2. Management of human resource in terms of selection

Item Statements	Mean	Standard Deviation	Verbal Interpretation
The student publication ... 1. uses objective and comprehensive screening in selecting applicants.	3.52	0.69	Strongly Agree
2. considers the academic performance of the applicant before the selection.	2.38	1.05	Slightly Agree
3. prioritizes applicants who have experience in different journalistic competitions.	3.07	0.88	Agree
4. conducts background investigation of the applicants to verify potentials in becoming members of the editorial board.	3.07	0.75	Agree
5. prioritizes applicants who are highly recommended by their instructors and professors.	2.59	1.09	Agree
Overall	2.92	0.89	Managed

3.51-4.00 Strongly Agree/Highly Managed
 2.51-3.50 Agree/Managed
 1.51-2.50 Slightly Agree/Slightly Managed
 1.00-1.50 Disagree/Not Managed

The table suggests that selection was a managed area of human resources in a campus-based student publication (overall mean=2.92). The student publication was found to utilize objective and comprehensive screening in selecting applicants (mean=3.52) which was free from bias by treating them equal regardless of their academic performance (mean=2.38). The conduct of background investigation to verify the potentials of would-be members was considered by the student publication in selecting applicants (mean=3.07) which favoured those who were experienced and competitive in journalistic competitions (mean=3.07). This strategic selection process of the student publication is likely to produce rewarding outcomes for the organization. Djabatay (2012) asserted that better selection strategies on managing human resources can result in an improved organizational outcomes.

Student journalists’ assessment on the human resource management in terms of orientation

Orientation entails the training of skills and the provision of information on the organization before immersing the newly selected members in the workplace to perform their respective responsibilities. Table 3 presents the respondents’ assessment on the human resource management in terms of orientation.

Table 3. Management of human resource in terms of orientation

Item Statements	Mean	Standard Deviation	Verbal Interpretation
The student publication ... 1. discusses and clarifies provisions stipulated in the by-laws of the organization to the members.	3.69	0.60	Strongly Agree
2. clarifies the duties and responsibilities attached to each position in the editorial board.	3.72	0.53	Strongly Agree
3. enumerates and discusses the provisions stated in the Campus Journalism Act of 1991.	3.55	0.57	Strongly Agree
4. acquaints members on laws related to journalism	3.48	0.63	Agree
5. familiarizes the members on how to maintain their status as publication staff and other matters such as promotion and the like.	3.72	0.59	Strongly Agree
Overall	3.63	0.58	Highly Managed

- 3.51-4.00 Strongly Agree/Highly Managed
- 2.51-3.50 Agree/Managed
- 1.51-2.50 Slightly Agree/Slightly Managed
- 1.00-1.50 Disagree/Not Managed

The overall mean of 3.63 demonstrates that orientation was a highly managed area of human resources in student publication. Orientation as a highly managed area of human resources was manifested by the organization’s commitment to instil among its members the rudiments of campus journalism to become productive and active partners of student publication. The orientation on the essential of campus journalism covered the acquaintance on the by-laws of the organization, specification of duties of the members of the editorial board, retention and promotion, and the Campus Journalism Act of 1991 and other journalism-related laws. This carefully-designed orientation program was seen valuable in empowering each member of the organization (Alnaqbi, 2011).

Student journalists’ assessment on the human resource management in terms of development

Development is the process of enhancing the skills of the members based on their specific position in the organization. Table 4 illustrates the respondents’ assessment on the human resource management in terms of development.

Table 4. Management of human resource in terms of development

Item Statements	Mean	Standard Deviation	Verbal Interpretation
The student publication ... 1. provides support to the staff to attend different workshops and seminars for the enhancement of	3.38	0.94	Agree

their journalistic skills.			
2. conducts coaching, mentoring and apprenticeship to further enhance the skills of its members.	3.28	0.92	Agree
3. joins different press conference competitions to expose and showcase the talents of its members.	3.69	0.60	Strongly Agree
4. conducts needs assessment to determine the skills in delivering their duties and responsibilities which may serve as basis for skill enhancement program.	3.48	0.57	Agree
5. holds workshops to the incoming staff members	3.03	1.09	Agree
Overall	3.37	0.82	Managed

- 3.51-4.00 Strongly Agree/Highly Managed
- 2.51-3.50 Agree/Managed
- 1.51-2.50 Slightly Agree/Slightly Managed
- 1.00-1.50 Disagree/Not Managed

The table describes that development was a managed area of human resources in student publication by obtaining an overall mean of 3.37. As part of the development program of the student publication for members of the editorial board, the organization provided opportunity for the editorial staff to showcase and further develop their journalistic skills through exposure to different press conference and competitions.

This exposure provided stimulating environment or avenue for student journalists to personally assess their journalistic skills by engaging in healthy competitions with members of other student publications from different colleges and universities. Student journalists' exposure to conferences and competitions serve as reinforcement to further hone their journalistic capabilities as they become mindful of the trends and best practices which emerged from conferences and competitions.

Uy and Echaure (2017) noted the importance of exposure to press conferences and campus journalism competitions to student journalists. They stressed that this exposure to conferences and competitions which range from local, regional, and national levels can increase the motivation of student journalists in becoming competent in their respective areas of campus journalism.

Course of action to further enhance the human resource management of student publication

Although the areas of human resources examined by the researchers were found to be managed and highly managed by the student publication, improvement of some aspects in each area remains essential in meeting the needs of the members of the editorial board. This improvement in some human resource management practices is believed to increase the productivity, efficiency, and effectiveness of the organization in performing its numerous functions. Table 5 presents the course of action to enhance the management of human resource of student publication. It contains the objective, strategies, persons involved, target date, and the expected outcome.

Table 5. Course of action in enhancing the human resource management of student publication

Objective	Strategies	Persons Involved	Target Date	Expected Outcome
To further enhance the human resource management of student publication	<ul style="list-style-type: none"> ❖ Collaboration among advisers from different colleges and universities in devising quality assurance on the management of human resources of student publication ❖ Conduct of campus-wide workshop on campus journalism for non-members to encourage prospective applicants for various positions in the editorial board 	<ul style="list-style-type: none"> ❖ School Officials ❖ Student Publication Advisers ❖ Members of the Editorial Board ❖ Students 	Start of first Semester, AY 2018 – 2019	Enhanced human resource management of student publication

Conclusion and recommendation

A successful student publication in any institution of learning entails a well-defined and comprehensive program on the management of human resources that covers policies and practices on recruitment, selection, orientation, and development. This rigorous program can consider the proven practices essential in selecting and retaining student journalists as members of the editorial board; hence, commitment, experience, and performance can be given due priority in deciding for the recruitment and selection of applicants for various positions in the editorial board. Meanwhile, well-implemented and monitored orientation and development programs can serve as scaffold and reinforcement in capability building and capacity enhancement of the editorial staff which can help the organization in the realization of its goals and the accomplishment of its numerous functions.

In response to the above-cited results, advisers of different student publications in the region may work together in devising a human resource management program to empower the members of their respective editorial boards. Quality assurance through the establishment of an assessment team to monitor the implementation of the human resource management program for student journalists in different colleges and universities may be initiated as part of student services. Campus paper advisers may consider the course of action devised by the researchers to enrich their human resource management program which is beneficial in promoting sustainability and resiliency of the campus journalism.

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