

## **TESDA'S Management Practices on Communication and Advocacy: Basis for Proposed Unified Policy on Information Dissemination**

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### **Abstract**

This study assessed the communication management practices of the Technical Education and Skills Development Authority (TESDA) as the basis for proposing a unified policy on information dissemination. Specifically, it evaluated communication effectiveness in terms of sender, message, and channel; examined best practices in communication planning, information dissemination, stakeholder engagement, and media relations; and determined the relationship between communication effectiveness and best practices. The study employed a descriptive-correlational design using a researcher-constructed and validated questionnaire administered to 100 information officers from TESDA's regional and provincial offices. Weighted mean, standard deviation, and regression analysis were used in data analysis. Findings revealed that TESDA's communication was generally effective, showing strengths in feedback mechanisms, message clarity, and channel timeliness, but with gaps in systematic evaluation and consistency across offices. Best practices were highly rated in planning, dissemination, and stakeholder engagement, though participatory mechanisms and inclusivity require improvement. Regression analysis confirmed a significant relationship between communication effectiveness and best practices, indicating that higher levels of best practice adoption led to more effective communication outcomes. The study concludes that while TESDA's communication practices are effective, they remain fragmented and unevenly implemented. It recommends the adoption of a unified communication policy anchored on standardized protocols, strengthened planning and evaluation mechanisms, consistent stakeholder engagement, and institutionalized feedback systems to ensure clarity, coherence, and organizational credibility.

*Keywords: Public Administration; communication management and advocacy; descriptive-correlational method; Philippines*