

**STA. ROSA E-JOBCONNECT: A CENTRALIZED
WEB APP ACCESS TO RECRUITMENT AND
EMPLOYMENT SERVICES**

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Introduction

In today's evolving digital world, local government units (LGUs) are now embracing technology as a bridge to close the gap between job seekers and employment opportunities. As unemployment and underemployment have been issues in many urban and suburban communities, efficient employment facilitation systems have become more essential. A smart city is an urbanization region that collects data using several digital and physical devices. The information collected from such devices is used efficiently to manage revenues, resources, and assets etc., while the information obtained from such devices is utilized to boost performance throughout the city. (Alam T., 2021). However, despite the ongoing efforts of the Public Employment Service Office (PESO) across the country, many of their system and processes remain rooted in manual procedures. This limits their goal, accessibility, efficiency, and ability to respond to the evolving needs of both employers and job seekers—especially in a highly urbanized and economically dynamic city like Santa Rosa.

This Sta. Rosa E-JobConnect is a proposed centralized web application platform that is designed to provide seamless access to recruitment and employment services for the different places of Santa Rosa City. This platform aims to empower both job seekers and employers by creating a digital environment where employment opportunities can be easily accessed, shared, and matched based on their qualifications and availability. The E-JobConnect system is envisioned to be an initiative of the City Government of Santa Rosa in collaboration with the Public Employment Service Office (PESO), aiming to align

with the city's ongoing efforts to digitize public services and improve labor market efficiency.

The goal of this project is to align with the city's promotion of inclusive growth through technology and innovation. By exploiting the digital tools, Sta. Rosa E-JobConnect empowers its citizens to participate more actively when it comes to the city's labor market and supports businesses in finding the right talent. In addition, the system will also contribute to the economic development and community empowerment, serving as a model for modernized employment services in other local government units across the country.

Background Of The Study

The Public Employment Service Office (PESO) of Santa Rosa City has long served as the channel between employers and job seekers, offering various programs and services such as job fairs, employment counseling, referrals and livelihood trainings. However, the traditional approach to these services—specifically the face-to-face transactions, paper-based documentation, and limited outreach—has become less effective in the digital era. Especially after the COVID-19 pandemic, the limitations of non-digital employment facilitation became more pronounced, with safety protocols, reduced physical interaction, and mobility restrictions affecting both service delivery and accessibility. (J. Cortez, 2023).

According to R. Palalimpa (2024), the City of Santa Rosa, which is located at the Province of Laguna, is one of the fastest-growing cities in the

CALABARZON region. Known for its thriving manufacturing sector, industrial parks, IT-BPM hubs, and diverse business landscape, Santa Rosa has become a major employment center. Its population has over 400,000 thousand of include workers seeking job opportunities across various industries. While its economic opportunities abound, the lack of effective job matching, recruitment coordination, and employment program monitoring, the existing method of conducting these job fairs, processing job applications, and referring candidates is predominantly in person, slow, and often inaccessible to marginalized and remote groups.

Furthermore, job seekers today are predominantly composed of tech-savvy individuals who heavily rely on online resources for their job search. Employers, on the other hand, are looking for cost-efficient and scalable recruitment platforms that can go beyond outdated bulletin boards or local job postings. This mismatch of needs and delivery mechanisms creates a gap that can only be addressed by integrating digital solutions into the local employment system. According to Albaroudi et. al (2025), their study of comprehensive reviews for using AI as a technique for addressing biases in job hiring, more businesses are using AI for curriculum vitae (CV) screenings. It helps them to improve the efficiency of the recruitment process. The findings underscore the potential of artificial intelligence techniques in promoting fairness and diversity in the hiring process with the application of artificial intelligence techniques.

Statement Of The Problem

Despite the City of Sta. Rosa's ongoing efforts to boost employment, job seekers and employers continue to struggle with accessing and utilizing recruitment services due to the lack of a centralized digital platform.

General Problem:

1. How can the City of Sta. Rosa streamline and centralizes its recruitment and employment services to provide accessible, efficient, and responsive job-matching solutions for both job seekers and employers?

Specific Problems:

1. How does the lack of a centralized digital platform affect the accessibility and efficiency of job searching and employer recruitment in Sta. Rosa?
2. How do manual and paper-based processes contribute to delays, errors, and inefficiencies in job matching and employment service workflows?
3. How does the limited use of digital communication tools impact the engagement of job seekers and employers with government-led job fairs, training, and employment programs?

Scope

The Sta. Rosa E-JobConnect is a centralized web-based application that is developed to improve access for employment and recruitment services within the City of Santa Rosa, Laguna. It includes the primary features of user registration and log-in for both of the job seekers and employers, profile creation, job postings, and job searching capabilities, resume, credential uploads and real-time

notifications. This platform functions as a digital bridge among the city government, job seekers, and employers, promoting a more streamlined, efficient, and transparent hiring process.

The web-based system allows employers to manage their job postings and filter applicants based on criteria such as skills, experience, and location. Job seekers, on the other hand, can browse available job openings, apply directly through the system, and receive constant updates about their application status. Administrative users will have access to dashboards for monitoring activity, generating reports, and ensuring the smooth operation of the platform.

Delimitation

This web-based system is limited to employment opportunities and services that are available within the geographical boundaries of Santa Rosa City. Users outside of the city or employers that are not registered in the city are not the intended participants of the system. While the platform facilitates communication and job application processes, it does not provide direct employment guarantees, conduct background checks, or offer end-to-end recruitment solutions such as applicant training or psychological assessment. In addition to this, the initial release focuses on web access only and does not include mobile app versions or offline features.

Furthermore, another key limitation of the system is dependency on internet connectivity and basic digital literacy among users. Users without internet access or the ability to navigate online platforms may not fully benefit from the services

offered. Additionally, to ensure a responsive, secure, and scalability of system, development tools were used. HTML, CSS, SCSS, and JavaScript were used for building the front-end user interface. PHP is the server-side scripting language to handle logic and data processing, and MySQL is used for managing and storing the user's data, job listings, and application records in a relational database. XAMPP is the local server environment used during the development and testing phases. These are the tools that were chosen for their flexibility, open-source, and wide community support, which makes them ideal for building a cost-effective and sustainable employment portal that is made for the needs of job seekers and employers residing in the City of Santa. Rosa.

Target Users/Beneficiaries

The primary beneficiaries of the Sta. Rosa E-JobConnect web-based system are:

For Job Seekers residing within the city, particularly those who are unemployed, underemployed, or first-time job applicants. These individuals will benefit from the easy access to job listings, digital application submissions, profile creation, resume uploads, and updates on hiring status, all within a centralized platform. By eliminating the need for repeating physical visits to different companies, the system significantly simplifies the job-hunting process.

For Local Employers and Companies, this group of users will be able to post job vacancies, review applicant profiles, and schedule interviews efficiently. This platform will help employers find qualified candidates faster, it reduces

administrative overhead and enhance recruitment efforts by reaching a broader pool of potential applicants through digital means.

The Santa Rosa Public Employment Service Office (PESO) will be a major beneficiary through the system's administrative dashboard. The PESO Officers can manage the user accounts, monitor job trends, issue certificates for first-time job seekers, and generate reports needed for planning and policymaking. This transformation supports more data-driven decisions and improves overall service delivery to the public.

Sustainable Development Goal (SDG)

GOAL 8: Decent Work and Economic Growth

The most accurate Sustainable Development Goal (SDG) for this project is Goal 8: Decent Work and Economic Growth. This goal aims to promote the sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for everyone. The mission of this system directly aligns with this objective, as it enhances the employability of residents and supports the local economy by bridging the gap between employers and job seekers with the use of a centralized, technology-driven platform.

By improving access to job opportunities, Sta. Rosa E-JobConnect promotes the inclusive participation in the labor force, especially for those people who are first-time job seekers, unemployed individuals, and marginalized sectors who may otherwise struggle to find employment through traditional methods. The platform provides a fair and equal opportunity for all qualified applicants by making the

job listings digital, allowing real-time application tracking, and offering support services such as local government employment certifications and updates on training programs. The system's features create a more dynamic and equitable job market that encourages active workforce engagement and economic resilience

Moreover, the system empowers the local businesses by providing them with a reliable and efficient tool to connect with potential employees, reducing recruitment costs and time. It also allows the Public Employment Service Office (PESO) to track employment trends, assess workforce needs, and plan targeted interventions, hence contributing to better economic planning and job creation. By enabling smarter employment services, Sta. Rosa E-Job Connect supports long-term economic growth and productivity, while upholding the rights and needs of workers, making it a practical example of SDG 8 in action at the local government.

GOAL 17: Partnerships for the Goals

In addition to SDG 8, which promotes decent work and economic growth, the Sta Rosa E-JobConnect project also aligns with SDG 17: Partnership for the Goals. This goal emphasizes the importance of strengthening the means of implementation and revitalizing both global and local partnerships to achieve sustainable development. This success relies on heavy collaborations among multiple stakeholders, which include local government units (LGUs), institutions, businesses, and community organizations. Partnerships like this are essential in building a sustainable, inclusive, and effective employment platform.

The web-based system encourages active collaboration between the Public Employment Service Offers (PESO) and local companies by creating a centralized space where both sectors can interact and fulfill their shared goal of workforce development. It also offers opportunities for partnerships with training centers and schools, which can provide upskilling and reskilling programs to job seekers based on the needs identified through the system's data. These partnerships ensure that job seekers are not only connected to available jobs but are also equipped with the right skills and competencies, thereby creating a cycle of continuous development and support.

Moreover, the system serves as a model of digital transformation through partnership, where technology developers, public servants, and private enterprises work together to create solutions that address employment challenges at the local level. This kind of cooperation shows the spirit of SDG 17, which recognizes that sustainable development can only be achieved through strong multi-sectoral collaboration. By fostering these connections and building a unified employment network, Sta. Rosa E-JobConnect contributes to the broader version of sustainable, inclusive, and coordinated local development.

Tools And Technologies Used

The development of Sta. Rosa E-JobConnect utilizes a combination of modern web technologies and open-source tools to ensure functionality, scalability, and user-friendliness. These technologies were carefully selected to meet the needs of both end-users and administrators, while aligning with the project's goals of accessibility and sustainability.

1. **HTML, CSS, SCSS, and JavaScript** – These are the front-end technologies that were used to design and develop the user interface of the platform. HTML structures the web pages, CSS and SCSS provide responsive and visually appealing styles, while JavaScript handles interactivity and enhances the user experience.
2. **PHP** – This server-side scripting language is the one who manages the application's back-end processes, including handling the user's data. Processing form submissions and connecting with the database. It is chosen for its compatibility with web servers and ease of integration with other tools.
3. **MySQL** – The system uses MySQL as its database management system to store and manage the job seekers' profiles, employer information, job postings, application records, and administrative data. This offers reliable data handling, secure and scalable database operations.
4. **XAMPP** – In the development and testing phases, this serves as the local development environment. It provides a bundled package of APACHE, MySQL, PHP, and other necessary tools, making the system easy to simulate server behavior locally before deployment.