

**IMPLEMENTATION, PERCEIVED BENEFITS AND CHALLENGES IN PRIME -  
HRM AMONG ADMINISTRATIVE STAFF IN THE DEPARTMENT OF  
EDUCATION, DIVISION OF CATANDUANES**

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**ABSTRACT**

This study assessed the implementation, perceived benefits, and challenges of the Program to Institutionalize Meritocracy and Excellence in Human Resource Management (PRIME-HRM) among administrative staff in the Department of Education, Division of Catanduanes. Using a descriptive research design, a survey was conducted among 91 administrative staff to evaluate PRIME-HRM across four core pillars: Recruitment, Selection, and Placement; Learning and Development; Performance Management; and Rewards and Recognition. The study also examined differences in perceptions based on respondents' profiles, including age, position, years of service, and relevant training, and utilized the findings to propose a strategic intervention plan for program enhancement. Findings revealed that most respondents were aged 26–35 (42.86%) and held positions as Administrative Officer II (42.86%) and Administrative Assistant II (39.56%). A significant portion had 6–10 years of service (42.86%), and 57.14% attended 1–2 PRIME-HRM-related training sessions. In terms of implementation, respondents strongly agreed on the effectiveness of PRIME-HRM, with Recruitment, Selection, and Placement scoring the highest mean of 3.62, followed by Performance Management (3.38), Learning and Development (3.37), and Rewards and Recognition (3.29). Perceived benefits were also rated highly, particularly in Organizational Performance and Service Delivery (mean = 3.48), Efficiency in HR Processes (3.45), Employee Development and Career Growth (3.42), and Transparency and Accountability (3.38). The study identified key challenges in implementation, including poor communication and budgetary constraints (both mean = 3.26) and limited training opportunities (3.23). Differences in perceptions were significant across profile variables: younger staff (26–35) and higher-ranked officers rated Recruitment higher (means = 3.86–4.00), while older staff (56+) and Officer V scored Learning and Development higher (means = 3.60–3.80), with  $p < 0.05$ . Similar patterns were observed for perceived benefits and challenges, indicating that demographic and professional characteristics influenced experiences and assessments of PRIME-HRM. Based on these findings, a strategic intervention plan was proposed focusing on enhanced policy communication, expanded training opportunities, standardization of HR practices, and strengthened monitoring and recognition mechanisms. The plan includes division-wide orientations, quarterly workshops, and SOP development with measurable targets, aiming to improve program implementation, employee capacity, and organizational performance. Overall, the study highlights the effectiveness of PRIME-HRM while identifying areas for improvement to maximize benefits and address implementation challenges.

**Keywords:** PRIME-HRM, human resource management, administrative staff, program implementation, organizational performance