

**OVPAA Report Form 16.0**  
 End of Term Report (Feb 2011-Feb 2017)  
 OVPAA In-house Programs

1. Office: <b>Office of the Vice President for Academic Affairs</b>				
2. Program: <b>Packaging the University of the Philippines</b>				
3. Official(s) involved/Designation/Period: Gisela P. Concepcion, Ph.D., VPAA Antoinette Hernandez, Ph.D., AVPAA, March 2011-June 2013 Danilo Arao, Ph.D., Assistant Vice President for Public Affairs, February 2011-October 2012 Jose Wendell Capili, Ph.D., AVPAA Jose Neil Garcia, Ph.D., UP Press Director				
4. Staff involved: Jeanette Burlat				
5. Program Development Associate(s):				
Period	Name/s	Designation (Rank)	Affiliation	
6. Special Committee(s): Associate Professor Leonardo Rosete from the College of Fine Arts, UP Diliman as Chair and Dr. Karlo Gicana from the College of Veterinary Medicine as Co-Chair.				
Period	Name/s	Designation (Rank)	Affiliation	
	Leonardo Rosete	Professor/Dean	College of Fine Arts, UP Diliman	
	Karlo Gicana	Director	UP Veterinary Hospital, UP Los Baños	
	Antoinette Hernandez	Professor	College of Arts and Letters, UP Diliman	
	Danilo Arao	Associate Professor	College of Mass Communication, UP Diliman	
	Jose Wendell Capili	Professor	College of Arts and Letters, UP Diliman	
	Neil Bascos	Assistant Professor	College of Science, UP Diliman	

**OVPAA Report Form 16.0**

End of Term Report (Feb 2011-Feb 2017)

## OVPAA In-house Programs

	Grace Yu	Professor	College of Medicine, UP Manila	
	Aleli Domingo	Associate Professor	College of Arts and Sciences, UP Los Baños	
	Jose Neil Garcia	Professor	College of Arts and Letters, UP Diliman	
	Primo Garcia	Associate Professor	Faculty of Management and Development Studies, UP Open University	
	Mila Laurel	Professor	College of Arts and Letters, UP Diliman	
	Jose de Leon	Former webmaster	OVPAA	
	Efren Ricalde	Photographer		

## 7. Office Location:

CIDS, Bahay ng Alumni Basement  
Quezon Hall

## 8. Period Covered by this Report:

2011 to 2012

## 9. Brief background, History (antecedents), ~200 words

In 2011, the Office of the Vice President for Academic Affairs, under the auspices of Vice President Gisela Concepcion, constituted a packaging-cum-promotions committee to conceptualize, plan, execute, and monitor the promotional materials for the entire UP System. The initiative was aimed at helping UP “become the primary choice for tertiary education of high school students and their parents upon graduation; encourage alumni to donate; and inspire the private and public sector to collaborate with UP in terms of research and creative output.” A list of the “champions” in each constituent university (CU) was solicited, as well as information about all of its faculty members. The office also engaged the services of Mr. Efren Ricalde to photograph some activities and facilities in each CU. “Live! Lead! Give!” was adopted as the tagline for the promotional materials, among which was a video primarily targeted at enticing young people to join UP as students (<http://ovpaa.up.edu.ph/up-videos/>).

## 10. About this program: max 200 words

- a. Concept and Rationale: Mission-Vision/Mandate of the Office and how this Program contributes to fulfilling the Mandate of the Office
- b. BOR-approvals, if any (attach copy from UP Gazette as Annex): BOR meeting and date

**OVPAA Report Form 16.0**

End of Term Report (Feb 2011-Feb 2017)

OVPAA In-house Programs

<p>c. Link in the OVPAA website</p> <p>Please see Annex 1</p> <p>Packaging the University of the Philippines, approved at the 1270<sup>th</sup> Meeting of the Board of Regents, 25 July 2011</p>
<p>11. Funding: UP System Allocation, Trust Fund, Savings, Other Sources, etc.</p> <p>Amount: (Period)</p> <p>Unit Amount per Fellow:</p> <p>Batches/Cycles, Total:</p> <p>BOR-approvals, if any: BOR meeting and date</p> <p>Packaging the University of the Philippines, approved at the 1270<sup>th</sup> Meeting of the Board of Regents, 25 July 2011</p>
<p>12. Guidelines/Criteria:</p> <p>Annex 1</p>
<p>13. Forms: Application, Evaluation/Assessment, Monitoring, Accomplishment Reports</p> <p>Annex or Link</p> <p>- Not applicable -</p>
<p>14. Accomplishments 1: Inputs/Uptakes: By Batch/Date/Cycle/CU</p> <p>Applications: #s</p> <p>Approvals: #s</p> <p>Annex or Link (sortable Excel files; see Sample)</p> <p>- Not applicable -</p>
<p>15. Accomplishments 2: Progress/Outputs: List of Approvals per CU, per Discipline/Key Results Area (KRA)</p> <p>Annex or Link (sortable Excel files; see Sample)</p> <p>- Not applicable -</p>
<p>16. Evaluation/Monitoring Feedback</p> <p>- Not applicable -</p>

**OVPAA Report Form 16.0**

End of Term Report (Feb 2011-Feb 2017)

OVPAA In-house Programs

17. Flowchart (Swimlane format): Indicate in a flowchart the step by step process of the program (example: from the receipt of application to the award of grant)  - Not applicable -
18. Charts, if any: Use bar graphs for trends and pie charts for distribution.  - Not applicable -
19. Events hosted, relating to the Program:  - Not applicable -
20. OVPAA Web link: Video that made use of the data collected: <a href="http://ovpaa.up.edu.ph/up-videos/">http://ovpaa.up.edu.ph/up-videos/</a>
21. Pictures with Captions: ~5 high-resolution images Annex 2
22. Pending Matters, Recommendations and Future Directions, Acknowledgements:  - Not applicable -
23. Prepared by: Name: Alice Ross Morta Designation: Date: 3 February 2017

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End of Term Report (Feb 2011-Feb 2017)  
OVPAA In-house Programs  
Annex 1

**Special Projects of the Office of the Vice President for Academic Affairs**  
**Packaging the University of the Philippines**

*Brief Description of the program/project*

The purpose of “Packaging the University of the Philippines” is to develop the essential materials certain to generate interest in UP. The project aims to:

1. reinforce the strengths and highlight the achievements of UP as a national university (in coordination with the Public Affairs Office), enhance linkages and collaborations with other international academic institutions (in coordination with the Public Affairs Office), promote the talent pool of the university graduates to various local and international companies and organizations, create a centralized database for the university scientists and researchers and their field of specialization;
2. entice the best and brightest high school students into taking the UPCAT and enrolling in UP;
3. improve the GE courses, incorporate research and creative work into the GE program; highlight the relevance and practicality of UP training in advancing students’ careers;
4. attract more public and private funds to drum up inter-departmental and cross-disciplinary researches, highlight and market research outputs of the university (laboratory to market programs), and promote the various services of research units of the university to companies and individuals; and
5. create materials such as proposals for submission to large benefactors such as the “Giving Pledge” group (an elite group inviting the wealthiest individuals and families in America to commit to giving the majority of their wealth to philanthropic causes), and to find a way to entice big donors into supporting UP and its programs.

*Justification*

As the national university, UP needs to attract the brightest students in the country. Private schools are starting to gain the lead through media efforts, so UP must not rest on its laurels but endeavor instead to become more visible and accessible to the public. This entails becoming proactive in its student search. It is UP’s duty to look for the finest students in the land who will serve the country in the future.

“Packaging the University of the Philippines” will highlight the accomplishments of UP faculty, research and creative units, students, and alumni as well as the success of UP programs that are certain to encourage and entice potential students. Several colleges in UP Diliman have successfully

## OVPAA Report Form 16.0

End of Term Report (Feb 2011-Feb 2017)

OVPAA In-house Programs

gone on road shows to top high schools and presented their programs, which has resulted to increased enrolment. The project's advertising package will be presented to the different high schools in the country. Its output will enable other units to bring UP to various parts of the country using carefully conceptualized promotional material. An Academic Portal will also be created, where the UP alumni's accomplishments will be uploaded for faster dissemination. Media exposure and personal appearances will also constitute the packaging. This project will not only attract prospective UPCAT applicants, but will also bring UP-based accomplishments to the attention of the University's community. Ultimately, such widespread awareness will result in the influx of funding support from alumni and other external resources.

*Work plan to include activities, deliverables, deadline for deliverables*

The program requires the establishment/ development of the following:

1. academic portal
2. print materials
3. promotional activities e.g. media exposure, road shows, etc.

*Budget (itemized by PS, Operating Expenses, Misc, etc.)*

Personnel Services PhP 500,000

MOOE PhP2,500,000

Total Budget PhP3,000,000

*Project staff with qualifications and information on position in University, if a UP employee.*

The Committee on Packaging academic and other accomplishments, effective communication and marketing UP to the public was constituted in collaboration with Associate Professor Leonardo Rosete from the College of Fine Arts, UP Diliman as Chair and Dr. Karlo Gicana from the College of Veterinary Medicine as Co-Chair. The following are the members of the Committee:

Dr. Antoinette Hernandez, Assistant Vice President for Academic Affairs

Dr. Danilo Arao, Assistant Vice President for Public Affairs

Dr. Jose Wendell Capili, Assistant Vice President for Public Affairs

Dr. Neil Bascos, College of Science, UP Diliman

Dr. Aleli Domingo, College of Arts and Sciences, UP Los Baños

Dr. Miguel Fortes, College of Science, UP Diliman

Dr. Jose Neil Garcia, Director UP Press

Dr. Primo Garcia, FMDS, UPOU

**OVPAA Report Form 16.0**

End of Term Report (Feb 2011-Feb 2017)

OVPAA In-house Programs

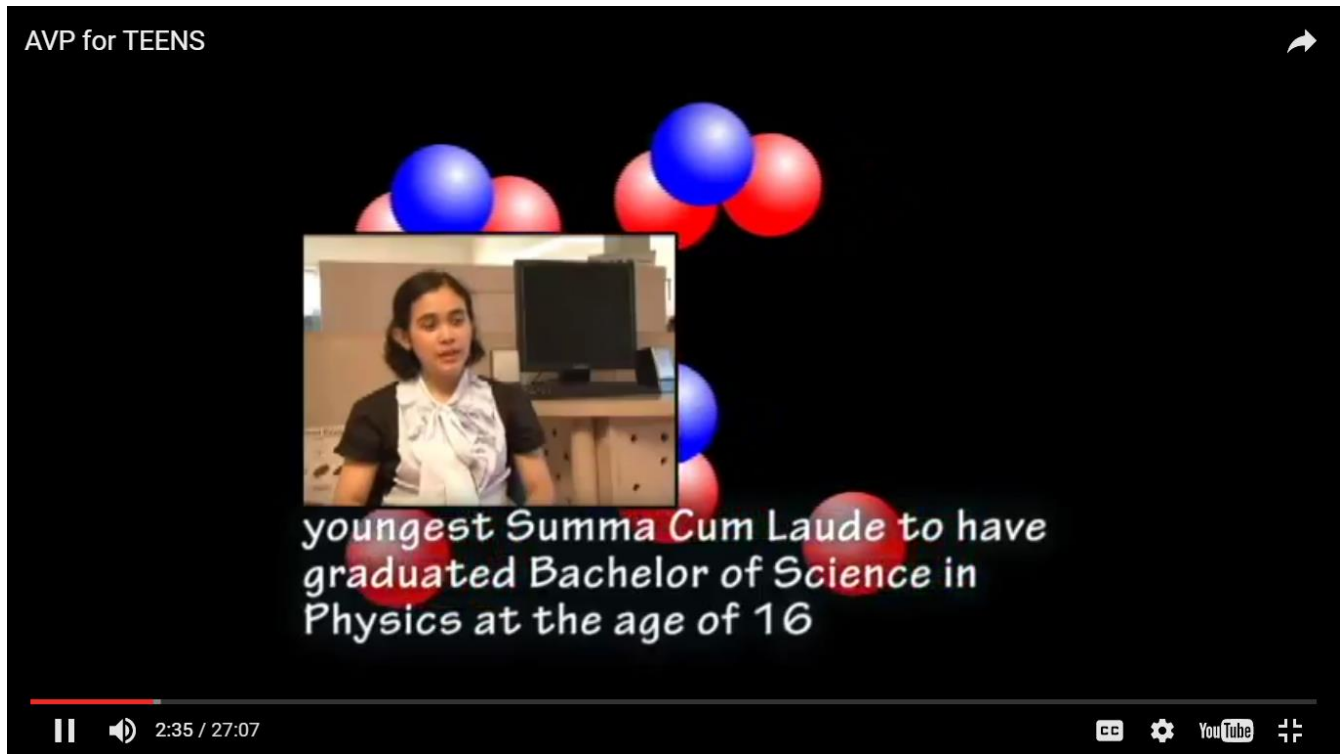
Dr. Mila Laurel, College of Arts and Letters, UP Diliman

Dr. Grace Yu, College of Medicine, UP Manila

Mr. Jose de Leon, Webmaster, OVPAA

Mr. Efren Ricalde

**OVPAA Report Form 16.0**  
End of Term Report (Feb 2011-Feb 2017)  
OVPAA In-house Programs  
Annex 2



Screen cap (1) of "AVP for Teens" available at <http://ovpaa.up.edu.ph/up-videos/>



**OVPAA Report Form 16.0**  
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Screen cap (2) of "AVP for Teens" available at <http://ovpaa.up.edu.ph/up-videos/>