

MEMORANDUM ITC-14-0526-01

26 May 2014


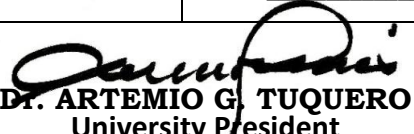
For: **Dr. ARTEMIO G. TUQUERO**
University President

Thru: **Atty. CARLOS M. CARLOS**
University & Board Secretary; and University Legal Counsel

Subject: Regular updating of mobile contacts database of the Official CEP Media

1. Positive development initiatives have since been deployed with strong impact and enhancement on the operations of the University. This includes, among others, the focus on the **Communication Enhancement Program** as a priority development policy framework which offshooted into the institutionalization of the **Official CEP Media**. The media tools include the *official web media* (Official PLM Website, Official Social Media of PLM, Official PLM eMail), *official mobile media* (Official PLM InfoBoard, Official Mobile Media), and the *official creative multimedia* (Official PLM AV System, InfoMercial Digital Videos).
2. Over the recent years, official approvals were issued on strengthening this institutionalized development program, thereby enabling it to become a ubiquitous frontline service of the University with a distinguishable 24x7 continuous service regimen as a direct medium of the University with its various stakeholders all over the globe, and vice-versa. In 2013, PAO No. 2013-12 made the Official CEP Media as the lead implementor of PLM for the Government's Transparency Principle (pursuant to RA 10633, RA 10352, RA 10155 & NBC 542).
3. In 2009, the Official PLM InfoBoard was established with the entire PLM community as the beneficiary. Since then, institutional efforts to **update its contacts database** have ensued, including the approval of the institutional direction to optimize said InfoBoard service. This is pursuant to our continuous campaign to effectuate a well-rounded and enhanced communication program.
4. With the intention to translate said institutionalization into a well-preserved convention, the contacts database of staff, faculty members and scholars had since been **officially approved** to be **updated periodically** to ensure that our content management and messaging are cut across our stakeholders. With the *recent departure of graduates*, the *usual change among the class officers*, the *impending influx of freshmen*, and the *periodic staff turn-over*, it is **imperative to update our contacts database during this period**.
5. Since mobile communication is now an indispensable staple need of everyone, our scholars, employees and other stakeholders can continue benefiting immensely from this direction.
6. Thank you.


GARRY ERWIN N. DE GRACIA

Recommending Approval:	<input checked="" type="checkbox"/> APPROVED <input type="checkbox"/> DISAPPROVED	
	Date: _____	Due to _____
 Atty. CARLOS M. CARLOS University & Board Secretary and University Legal Counsel	 DR. ARTEMIO G. TUQUERO University President	