



Republic of the Philippines
OFFICE OF THE PRESIDENT
COMMISSION ON HIGHER EDUCATION

MEMORANDUM FROM THE OFFICE OF THE CHAIRPERSON

TO : **ALL CHED REGIONAL DIRECTORS**

SUBJECT : **CREATION OF CENTRAL COMMUNICATION NETWORK FOR THE CHED-UNIFAST BENEFICIARIES ONLINE COMMUNITY**

DATE : **17 MAY 2021**

In connection with CHED's year-long campaign and theme for the 27th Founding Anniversary, ***Padyak: Moving Forward, Claiming Victory for Philippine Higher Education***, the Office of the Chairperson of the Unified Student Financial Assistance for Tertiary Education (UniFAST) and CHED is creating a central communication network responsible for the management of online communities for CHED-UniFAST beneficiaries.

Headed by the Office of the Chairperson, the network will consist of all UniFAST coordinators from all regions who have been hired for this purpose through UniFAST funding.

The network will be headed by Ms. Ina Isabella F. Fanio and Ms. Desiree Mae V. Abalos.

The online community intends to serve as a virtual space to bring together all Free Higher Education beneficiaries so they can share their success stories, receive information from the Office of the Chairperson, and send their concerns and grievances so these can be acted upon by CHED and UniFAST staff.

As more and more students are now online, the community of beneficiaries will be founded on social media platforms highly accessible to this target constituency.

All communications coordinators are required to read the attached Terms of Reference (TOR) to guide their activities. All Regional Directors are required to submit a letter of designation containing the following details of the regional communications coordinator by 24 May 2021:

1. Surname, First name, M.I.
2. Item
3. Office email address
4. Cell phone number

This information must be sent electronically through our official email address (chairperson@ched.gov.ph), furnishing Ms. Desiree Mae V. Abalos (dmabalos@ched.gov.ph).

For strict and immediate compliance.

J. PROSPERO E. DE VERA III, DPA
Chairman
Commission on Higher Education



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TERMS OF REFERENCE
(Regional Communications Coordinator)

1. Facilitate the maintenance of regional Facebook (FB) group (online community)
2. Invite all RA 10931 or FHE beneficiaries in their respective regions to join the regional online community through any of the following means:
 - a. Inviting via phone call, SMS, or email;
 - b. Joining existing RA 10931-related FB groups and post invitations;
 - c. Cross-post the invitational publicity material in various online channels;
 - d. Verify if beneficiaries listed through UniFAST have FB accounts and invite those with FB accounts
3. Screen membership requests
4. Verify and invite at least 500 FHE beneficiaries per day
5. Add to the regional FB group at least 200 beneficiaries per day. This entails that:
 - a. 200 new members must have joined the Group on a daily basis
 - b. 200 new members must have joined the central FB group (per region on a daily basis
6. Invite/instruct all regional FB members to join the central FB group
7. Implement standard FB group policies set by the central office team from the Office of the Chairperson
8. Answer/refer regional concerns to appropriate UNIFAST/CHED staff
9. Share online media contents as directed by the central office team from the Office of the Chairperson
10. Submit weekly status reports
11. Report directly to the central office team from the Office of the Chairperson on recommended courses of action with regards to the operation of the FB groups
12. Other duties as may be instructed by the central office team from Office of the Chairperson