



Republic of the Philippines
Unified Student Financial Assistance System for Tertiary Education

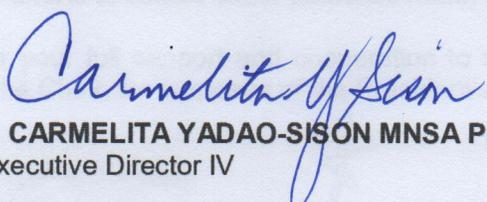
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MEMORANDUM FROM THE OFFICE OF THE EXECUTIVE DIRECTOR

For : **ALL CHED REGIONAL DIRECTORS**

ALL UniFAST REGIONAL COORDINATORS

From : 
ATTY. CARMELITA YADAO-SISON MNSA PhD.
OIC Executive Director IV

Subject : **SUBMISSION OF TERTIARY EDUCATION SUBSIDY BENEFICIARIES PROFILE AND BACKGROUND FOR CHED-UNIFAST 15-SECONDER PROMOTIONAL VIDEO**

Date : 24 June 2019

CHED-UniFAST is producing a 15 to 30-seconder video (**Working Title: Maraming Salamat, Pangulong Duterte para sa Free Higher Education at Tertiary Education Subsidy**) that will feature beneficiaries of the TES Program under Republic Act 10931 to further promote the programs on its second year of implementation and encourage Filipinos to enroll in higher education.

In coordination with the Office of CHED Executive Director, we urgently request submission of a **one-page profile (with photo) and short background of at least one or two pre-selected TES beneficiaries from your region** with outstanding success stories to tell, whether they are still students or have graduated and are already working.

The shortlisted beneficiaries who will be chosen will be asked to come in person to CHED and give a brief statement of thanks or congratulatory remarks to CHED and the administration on camera by Keep Filming, a broadcasting and media production company awarded to do the promotional video. This includes the one-day shoot for the beneficiaries here in Manila with the assistance of the UniFAST Secretariat Advocacy Unit.

Considering that the TES Program will be the main subject of the Advocacy video, may we request assistance of the CHED Regional Directors to shoulder utilizing the Administrative Support Cost for TES of the program, the airfare or transportation, hotel accommodation and meals of the beneficiaries who would be available and agree to be flown in to Manila with his/her respective Regional Coordinator designated to attend the LUCs' Orientation Program on June 27-28, 2019 in Taguig City.

Please submit as soon as possible your nominee/s via Flock or email to unifastsecretariat@ched.gov.ph so we can immediately advise you on the selected beneficiaries and to process their travel and accommodation requirements.



The target date of the release of the final video (produced and approved by the Board) is on **July 15, 2019**.

In partnership with the Movie and Television Review and Classification Board (MTRCB), this video will have a slot to be shown in between screenings of movies in major cinemas nationwide.

Please note that those who will not be selected for the promotional video may still be featured soon in our collaboration with the Philippine Information Agency (PIA) as well as other media partners in our efforts to secure wider audience reach on the programs of RA 10931.

Thank you for your full support and cooperation to the UniFAST Secretariat on this urgent instruction of the Chair, for purposes of the President's State of the Nation Address this July 22, 2019.



cc: **Dr. J. Prospero E. De Vera III**, Chairman, CHED and UniFAST Governing Board
Atty. Cinderella Filipina Benitez-Jaro, CHED OIC Executive Director