

III. MATTERS APPROVED BY THE BOARD (cont'd)

A. GENERAL GOVERNANCE (cont'd)

1. Appointment of University Officials: (cont'd)

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As the remaining items (Item Nos. 2-5) under General Governance had already been thoroughly discussed during the BOR Academic Briefing held on 26 August 2025, Regent Pagdanganan moved for its omnibus approval. Regent Gadong seconded the motion. There being no objections, the following items were approved:

2. Proposal to:

- a. Reorganize and update the mandate of the Office of the Vice President for Public Affairs;**
- b. Reorganize and Rename the UP System Media and Public Relations Office (MPRO) into the UP System Media and Communication Office (MCO); and,**
- c. Transfer the UP System Pahinungod Office from the Office of the President to the Office of the Vice President for Public Affairs**

3. Reorganization and Renaming of the Office of the Vice Chancellor for Research (OVR) to the Office of the Vice Chancellor for Research and Extension (OVCRE), UP Manila

4. Renaming of the “UP Los Baños College of Development Communication Building (CDC)” to the “Nora C. Quebral Hall”

- 4.1 Chair Agrupis inquired whether policies governing the renaming of buildings were in place, and requested a brief background on Professor Emeritus Nora C. Quebral, in whose honor the building was being named.



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3/F Quezon Hall, University of the Philippines, Diliman, Quezon City 1101 Philippines
Direct Line: +63 2 8929 1288 Trunkline: +63 2 8981 8500 local 2507 Email: ovppa@up.edu.ph

Proposal to Reorganize and Update the Mandate of the Office of the Vice President for Public Affairs (OVPPA), Reorganize and Rename the UP System Media and Public Relations Office (MPRO) into the UP System Media and Communication Office (MCO), and Transfer the UP System Pahinungód Office from the Office of the President (OP) to OVPPA

I. Background of the OVPPA

The Office of the Vice President for Public Affairs (OVPPA) was created by the Board of Regents (BOR) on 26 April 1982¹ at its 951st meeting. Its function is to lead the University's efforts in building relationships with alumni, government, the private sector, and the general public.²

For the University of the Philippines (UP) to fulfill its role as a national university and a public service university³, the OVPPA undertakes key functions essential to advancing the University's public mission and institutional commitments. Over the years, the OVPPA has led or supported key University initiatives in public service, media visibility, crisis communication, alumni engagement, and inter-sectoral partnerships.

The BOR has placed various offices under the supervision of the OVPPA to perform its key functions. Currently, these offices include the Media and Public Relations Office (MPRO)⁴, the Office of Alumni Relations (OAR)⁵, and the Padayon UP Public Service Office (PPSO)⁶. The composition of the OVPPA has evolved since its creation, with some offices being transferred to other units or dissolved due to shifts in institutional priorities. Among these is the Ugnayan ng Pahinungód, which was placed under the OVPPA in 1999⁷ and attached to the Office of the President in 2019⁸.

II. Rationale of the OVPPA Reorganization

As the University of the Philippines advances toward its vision of becoming a Transformative University in the Service of the Nation, it is faced with emerging needs and new opportunities. The current organizational structure of the Office of the Vice President for Public Affairs, last approved in 1983, requires updating to ensure it is aligned with the University's strategic direction and fully capable of fulfilling its mandate. This reorganization seeks to provide the Office with the structure necessary to effectively carry out its functions and contribute to the achievement of institutional goals.

¹ 951st Board of Regents Meeting, 1982, UP Gazette, Vol. XIII, No. 4.

² 1134th Board of Regents Meeting, 1999, UP Gazette, Volume XXX, No. 3, Appendix A.

³ RA 9500 The University of the Philippines Charter

⁴ Executive Order No.4: On the Reorganization of the University of the Philippines, 1983

⁵ Executive Order No.4: On the Reorganization of the University of the Philippines, 1983

⁶ UP Gazette, Volume XLIII, No. 7

⁷ 1134th Board of Regents Meeting, 1999, UP Gazette, Volume XXX, No. 3

⁸ Executive Order No. PDLC 19-01





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Specifically, there is a need to unify management of public service monitoring and volunteerism, and institutionalize the public service structural component within the organizational structure of the OVPPA. There is likewise a need to adapt the public affairs offices to the evolving digital media landscape and expand public service initiatives based on the University's flagship programs. Therefore, it is hereby proposed to **reorganize the Office of the Vice President for Public Affairs.**

III. Mandate of the OVPPA

The OVPPA was given the following mandate as approved during the 1134th BOR meeting on 26 August 1999:

1. To develop and maintain relations with government agencies that affect the operations of the university, e.g., CHED, Civil Service Commission, Department of Budget and Management and the Executive Branch, Commission on Audit, and Congress
2. To develop and maintain alumni relations with alumni associations and individual alumni here and abroad
3. To monitor legislative initiatives related to the University in Congress
4. To develop and maintain media relations
5. To manage the publication of the UP Newsletter and other periodicals of the university
6. To develop and maintain relations with the private sector
7. To conduct a regular review and rationalization of policies on extension work e.g., U.P. Pahinungód programs - To develop extension services programs
8. To perform all other functions to be assigned by the President

It is proposed that the functions and responsibilities of the OVPPA be redefined to reflect OVPPA's expanded mandate for public service, and focus on media and communication on digital and traditional platforms, strengthening linkages with the alumni, private sector, and government. The proposed revised mandate is as follows:

1. To develop and maintain relations with various publics, including government agencies, alumni, media, the private sector, and other higher education institutions, among others;
2. To develop programs, and review and rationalize policies on public service (volunteerism, extension, etc.);
3. To manage the official publications of the UP System;

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4. To explore and monitor legislative initiatives related to the University and education concerns;
5. To inform internal stakeholders of university policies and programs; and
6. To perform other functions as may be assigned by the UP President.

These functions and responsibilities aim to strengthen the University's engagement with its various stakeholders and the public, enhance its public service initiatives, and ensure coherent communication across all levels and sectors in the UP System.

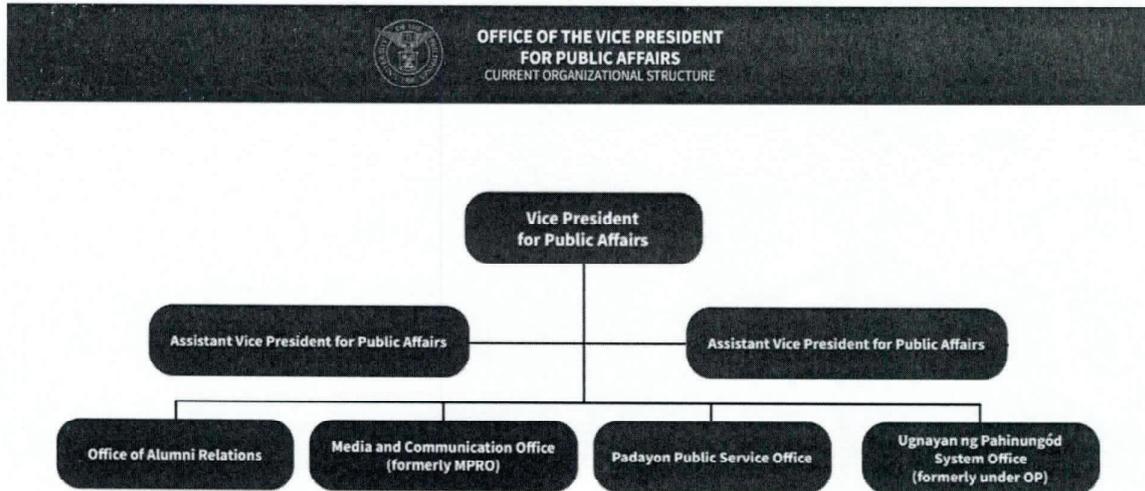
IV. Organizational Structure of the OVPPA

To effectively carry out OVPPA's revised mandate, functions and responsibilities, this proposal includes the following organizational changes:

1. Reorganization of MPRO and renaming it to MCO; and
2. Return of the Ugnayan ng Pahinungod System Office to OVPPA from the Office of the President.

Currently, the Vice President for Public Affairs supervises three offices - OAR, MPRO, and PPSO - and directly manages the OVPPA Main Office team (see Chart 1 - Current Organizational Structure of the OVPPA).

Chart 1 - Current Organizational Structure of the OVPPA



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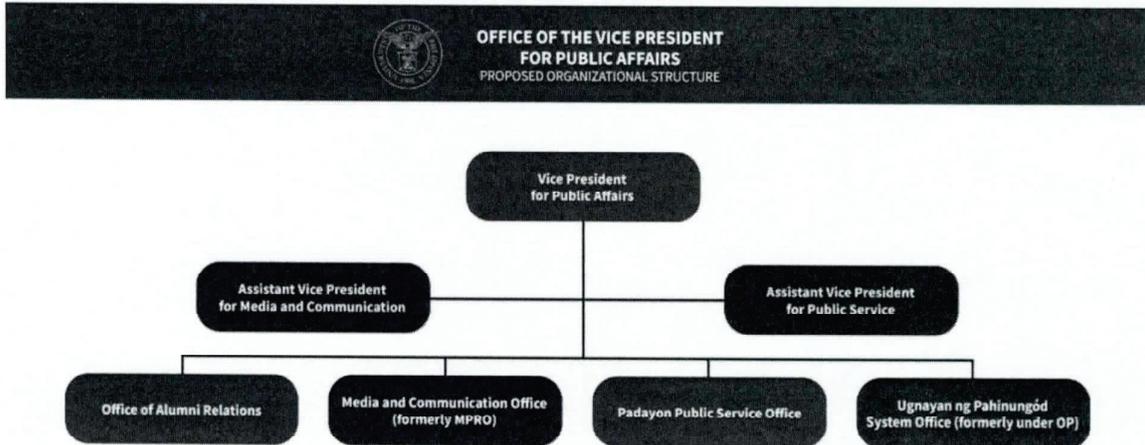


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In the proposed organizational structure, OVPPA will supervise four offices: OAR, MPRO, PPSO and, returning to OVPPA from the Office of the President, the Ugnayan ng Pahinungod System Office.

Chart 2 - Proposed Organizational Structure of the OVPPA



This transfer shall not affect the placement of the Ugnayan ng Pahinungod offices in the constituent universities, which shall remain under the supervision of their respective Chancellors (or College Dean for UP Tacloban).

The OVPPA shall continue to have two Assistant Vice Presidents – one for public service, and another for media and communication.

V. MPRO Restructuring

A. Background and Restructuring Rationale

On 23 March 1983, then University of the Philippines President Edgardo J. Angara initiated a reorganization of the University. Pursuant to Executive Order No. 4, the UP System Information Office (UP SIO) was placed directly under the supervision of the Office of the Vice President for Public Affairs.

A year before its transfer to the OVPPA, EO No. 7 was issued on August 12, 1982 providing for its reorganization and restaffing “so that it can serve as an efficient and adequate vehicle for conveying to the public and that nation vital and wholesome information regarding activities and events in the University, particularly the contribution of its units and personnel in the various fields of learning and human endeavor”⁹.

⁹Section 1, UP Gazette. Vol. XII No. 3, 1982, p. 90

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Under EO No. 7, the powers and functions of the UP-SIO, which was still under the Office of the President, were: “to coordinate information on a University System-wide basis and, to help in systematizing the network and flow of information from the various regional units and colleges to central administration; to disseminate, through publication or press releases, information and other matters vital to the public function of the University; to keep the President of the University System fully informed of events and developments that are likely to affect policies, or the day-to-day functions of the University; to act as liaison, through publications, press conferences, or briefings, with the academic community, as well as the larger national public; and to undertake such other functions as the President may wish it to undertake”¹⁰.

Upon its transfer to the OVPPA in 1983, the UP SIO’s functions were streamlined into two: 1) “disseminate through publications or press releases, information and other matters pertaining to the University;” and 2) through the Vice President for Public Affairs, the UP SIO was required “to keep the president of the University of the Philippines duly informed of events and developments that are likely to affect policies and programs or the day-to-day functions of the University”¹¹.

With the issuance of Executive Order No. FN-00-05 by then UP President Francisco Nemenzo and in line with “the goal of creating an active online UP community,” the management and maintenance of the then newly established University website was transferred to the UP SIO¹².

Pursuant to EO No. FN-00-05, the VP for Public Affairs served as web editor, the UP SIO web team managed the website, the UP Computer Center provided technical support, and the following offices contributed content: the UP Press for publications, RESDIC- SCOPE for extension service and research, OVPD for modernization fund campaign, OAR for alumni and friends, PCCA for arts and culture, Pahinungod for outreach programs, and UPCC, for webmail, discussions, and search engine¹³.

Pursuant to EO. No. 4 which placed the UP SIO, Alumni Relations, University Book Center, and Liaison staff under the OVPPA in 1983¹⁴, as well as the transfer of the website management to the OVPPA in 2000¹⁵, the UP SIO’s functions were expanded to include assisting the VP for Public Affairs in Congress liaison work as well as in alumni and media relations work.

By this time in 2000, the UP SIO was already performing four tasks: administrative, data bank, editorial, and audio-visual services. The data bank services managed both UP’s website and UP SIO’s database while the audio-visual services focused on providing photo shoot services and events coverage, along with the editorial services. In the same year, the audio-visual services team was renamed “visual communication”.

Aligned with the University’s “goal of creating an active online UP community,” the UP SIO, joined social media with the creation of its Facebook, Twitter (now X), YouTube, Instagram, and

¹⁰Section 1, UP Gazette, Vol. XII No. 3, 1982, p. 90

¹¹Section 36, Functions of the Information Office, UP Gazette, January-March, 1983, p.5

¹²EO No. FN-00-05: Management of the New U.P. Website and Assignment of Offices in Charge of the Maintenance of the Website, UP Gazette, July-September 2000, p. 1

¹³ EO No. FN-00-05: Management of the New U.P. Website and Assignment of Offices in Charge of the Maintenance of the Website, UP Gazette, July-September 2000, p. 1

¹⁴Section 35. Offices Under the Supervision of the Vice President for Public Affairs, UP Gazette, January-March, 1983, p.5

¹⁵EO No. FN-00-05, 18 September 2000, UP Gazette, July-September 2000, p. 1

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3/F Quezon Hall, University of the Philippines, Diliman, Quezon City 1101 Philippines
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later LinkedIn accounts. The web services then included social media services. In 2024 it also renamed its data bank services to research and linkages.

Today, the UP SIO, which has been renamed Media and Public Relations Office (MPRO), has successfully expanded into a fully integrated media and communication office that not only produces news and features about the university and its programs, but also manages its own digital media outlets, which include an online news site within up.edu.ph and social media accounts that also enabled the office to publish not only news contents but also public affairs-related contents.

While MPRO remains UP's main information management arm focused on strategic communication and issue management, its functions now include both strategic internal and external communication.

The contents it currently produces strategically cater to the information needs of the UP community which includes students, faculty, staff, and alumni as well as to the needs of other publics which include, but not limited to, the education sector, industries, the government, and the general public.

This expansion to include external communication that caters to the information needs of other publics, including the general public, is aligned with the University's mandate as a public service university.

MPRO is also currently transitioning its database management function, under the research and linkages services, to a knowledge management and quality management program, which is envisioned to enhance productivity, foster innovation, and support timely decision-making. This move supports UP's vision of fostering a culture of continuous learning, innovation, and improvement.

B. MPRO Renaming Background and Rationale

During the 1326th meeting of the UP Board of Regents (BOR) on 05 April 2017, the UP System Information Office or UP SIO, earlier placed directly under the Office of the Vice President for Public Affairs, was officially renamed as UP Media and Public Relations Office (UP MPRO).

This change aimed to more accurately represent the functions of UP MPRO and to minimize any potential confusion regarding the information roles of both the Office of the Vice President for Development and the Office of the Vice President for Public Affairs, in cognizance that the term "information" had evolved from connoting "news" to emphasizing "data," which had become more closely associated with information technology and management information systems¹⁶.

At that time, the OVPD was overseeing the Information Technology Development Center, and the University had appointed a Chief Information Officer for this purpose. The name "Media and Public Relations" was considered to succinctly and accurately capture the responsibilities carried out by the former SIO. Hence, the name-change, which did not include a proposal for reorganization of the office, was approved by the BOR¹⁷.

¹⁶Official communication, Dalisay, Jose Jr., 2017

¹⁷1326th BOR meeting, April 5, 2017, UP Gazette, Volume XLVIII, No. 3, p. 1





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Today's contemporary media landscape, shaped by significant advancements in information and communication technology worldwide, has undergone substantial transformation. Media organizations have evolved, communication channels have become increasingly accessible, and the responsibilities of communicators have been redefined.

The name "Media and Public Relations Office" no longer accurately reflects the scope and responsibilities of the office. Although it encompasses both media relations and engagement with internal and external stakeholders, the office's present activities and services extend significantly beyond traditional relations management.

C. Proposed renaming of MPRO to MCO

To more accurately represent the comprehensive scope of the UP System's communication initiatives and ensure that all facets of media and communication are appropriately considered, **the Office of the Vice President for Public Affairs proposes that MPRO be renamed to the University of the Philippines System Media and Communication Office (UPS-MCO).**

The new name reflects the office's current role as both a digital media outlet and a strategic communicator that caters to the information needs of the UP community and the general public. The term "Media and Communication" underscores the interplay between content creation and dissemination processes. As a media outlet, the office oversees multiple platforms and tools for information distribution; as a communicator, it is responsible for generating content and effectively delivering it to intended audiences.

Media and Communication is broader in scope and reflects the diverse nature of modern communication strategies, which encompass a wider range of activities and services and include other forms of communication, such as social media and internal communication. It is also more inclusive and holistic as it can include various forms of interaction, such as interpersonal, organizational, and mass communication.

The compound concept, media and communication, more effectively reflects current practices that integrate new media platforms, such as social media, which are essential for engaging modern audiences. The term "public relations" is also frequently associated with the management of relationships and public image. In contrast, "media and communication" offers a more accurate and comprehensive representation of the office's present scope of responsibilities.

The compound term, media and communication, reflects a clear alignment between the University's academic programs and its service offerings. It should be noted that on January 30, 2025, the Board of Regents, at its 1396th meeting, approved the renaming of the **UP Diliman College of Mass Communication to the College of Media and Communication**. Also, on April 22, 2025, the Board of Regents at its 1399th meeting granted approval for the renaming of the **UP Los Banos Office of Public Relations to the UP Los Banos Media and Communication Office**.

D. Proposed New Functions and Responsibilities of UPS-MCO

From the old mandates of the Information System Office (ISO) which were to:





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“disseminate through publications or press releases, information and other matters pertaining to the University” and 2) through the Vice President for Public Affairs, the UP SIO was required “to keep the president of the University of the Philippines duly informed of events and developments that are likely to affect policies and programs or the day-to-day functions of the University (Section 36, Functions of the Information Office, UP Gazette, January-March, 1983, p.5).

the UPS-MCO, under the Office of the Vice President for Public Affairs, shall now have the following mandate:

to be responsible for the development, production, and dissemination of news and information relevant to the University of the Philippines community or stakeholders as well as to the University’s various publics.

It shall:

1. Inform the members of the UP community regarding various policies, programs, initiatives, and accomplishments;
2. Communicate to its internal publics (the UP community) and external publics (the education sector, industries, the government, and the general public) UP’s contributions to nation-building;
3. Undertake strategic communication efforts to effectively convey UP’s identity as the national university that leads in teaching, research, and innovation anchored on its core values of honor, excellence, and public service; and
4. Collaborate with the University’s stakeholders to support the functions and mandate of the OVPPA

In fulfilling these responsibilities, the UPS-MCO shall perform the following functions:

1. Administrative

- a. Manage records and documentation, procurement and supplies, human resources, financial processes, and general office operations, and
- b. Support the organization’s overall goals and productivity.

2. Knowledge and Quality Management

- a. Manage the media assets of the University of the Philippines System, including news reports, news features, photographs, and videos; overseeing their capture, storage, retrieval, creation, and distribution.





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- b. Implement a knowledge management strategy to capture, preserve, and utilize institutional assets;
- c. Improve processes and services for quality management; and
- d. Prepare knowledge and quality management accomplishments reports.

3. Content Creation

Produce news and feature stories and commentaries, photographs, and videos, and other information, education, and communication (IEC) resources that support UP System's information dissemination and strategic communication functions.

4. UP Brands and Engagements

- a. Communicate UP's identity as the national university that leads in mentoring, teaching, research, innovation, and public service through targeted, cohesive, and strategic messaging which include, but not limited to, preparation of speeches, messages, and reports of the President and the University;
- b. Coordinate with the media and communication offices of UP's constituent universities in implementing UP's branding policy and UPS-MCO's systemwide communication initiatives and projects;
- c. Collaborate with various UP stakeholders to strengthen relationships that generate value for the UP community, the nation, and the global community; and
- d. Prepare UP Brands and Engagements accomplishments reports.

5. Media Management

- a. Execute digital media strategies that foster community engagement that is aligned with the University's mission, values, and communication objectives;
- b. Collaborate with content creators to ensure coordinated messaging that accurately represents UP's institutional priorities and academic culture;
- c. Review and ensure compliance with the University's social media and website governance policies; and
- d. Conduct analytics and prepare reports on digital platform performance.





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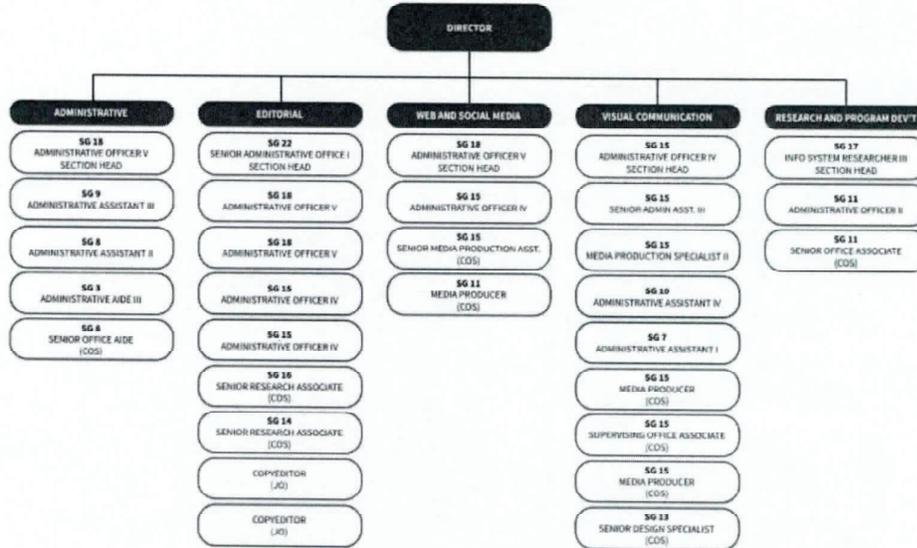
E. MPRO's Current Organization Structure

MPRO's current organizational structure comprises five primary functions: administrative, editorial, web and social media management, visual communication, and research and program development.

This traditional organizational structure mirrors the historical model of news media companies, which maintained distinct departments for editorial staff, photographers and videographers, and layout artists.

In contemporary practice, however, these boundaries have become increasingly indistinct, as writers, photographers, videographers, and information designers collaborate as content creators to produce high-quality multimedia contents.

Chart 3



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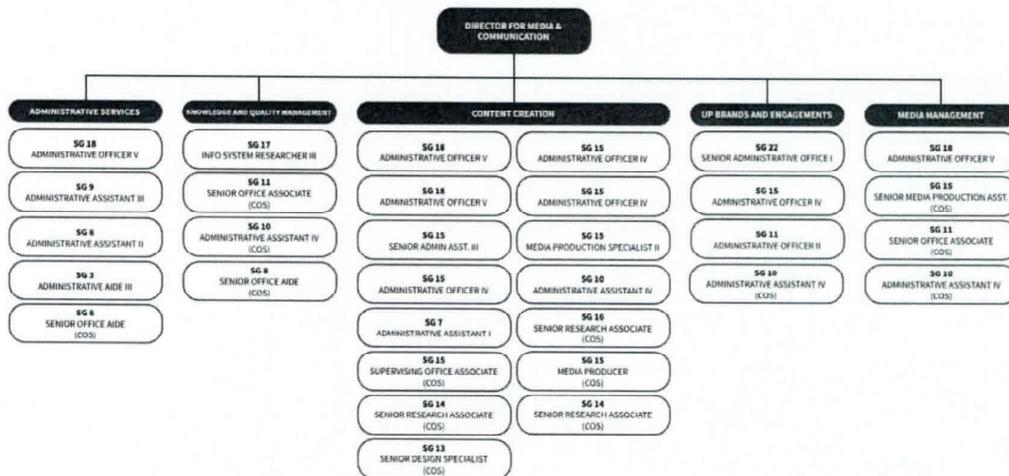
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F. Proposed Organization Structure for UPS-MCO

The proposed new structure for UPS-MCO will also perform five services, namely, administrative, knowledge and quality management, content creation, UP brands and engagements, and media management (see Chart 4 below):

Chart 4

MEDIA AND COMMUNICATION OFFICE 2025 ORGANIZATIONAL STRUCTURE



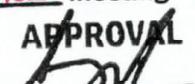
In the proposed structure:

- Administrative Services will be retained;
- Research and Program Development will be renamed to Knowledge and Quality Management;
- Web and Social Media will be renamed to Media Management, with an expanded scope of services;
- Editorial and Visual Communication services will be merged and renamed as Content Creation; and
- A new service, UP Brands and Engagements, will be created.

Over the years, from its establishment as UP's Information System Office and its renaming to the Media and Public Relations Office, UPS-MCO has slowly evolved, and today has successfully expanded into a fully integrated media and communication office that not only manages UP's media and communication services but also manages an expanding database of media resources.

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3/F Quezon Hall, University of the Philippines, Diliman, Quezon City 1101 Philippines
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OVPPA proposes to change UPS-MCO's research and program development services, which currently manages its media assets database, to knowledge management and quality assurance services. This change is envisioned to enhance productivity, foster innovation, and support timely decision-making. This move is aligned with UP's vision of fostering a culture of continuous learning, innovation, and improvement.

The merger of editorial and visual communication services is designed to promote collaboration among content creators—writers, photographers, videographers, and information designers—working together on strategically planned and approved content initiatives.

With the renaming of SIO to MPRO in 2017, its services were consequently expanded to include strategic communication, issue management, and stakeholder engagements. The UP Brands and Engagements services, will be established to focus on these responsibilities.

The new organization structure will foster collaboration among the five services of UPS - MCO. This collaborative approach is expected to drive operational efficiency and deliver high-quality services; strengthen the organization's digital presence through an integrated digital communication strategy; reinforce UP's identity as the country's national university that leads in teaching, research, and public services through a unified messaging; improve both internal and external communications; and increase stakeholder engagements.

V. Public Service Offices

In line with the OVPPA's core functions, which encompass public service in forms responsive to the timely needs of Philippine society, the University administration and its constituent units carry out public service-oriented initiatives through the following offices:

Administration/ Constituent University	Public Service Units/Offices	Lead Office	Unit Head
System	Padayon UP Public Service Office	Office of the Vice President for Public Affairs	Assoc. Prof. Marc Immanuel G. Isip
	Ugnayan ng Pahinungód	Office of the President	Assoc. Prof. Ervina A. Espina
UP Diliman	Office of the Vice Chancellor for Research and Development	Office of the Chancellor	Carl Michael F. Odulio
	UPD Ugnayan ng Pahinungód/Oblation Corps	Office of the Chancellor	Jowima Ang-Reyes, Ph.D., RSW
	Office of Extension Coordination	Office of the Vice	Eden May Dela Peña,

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	(OEC)	Chancellor for Research and Development	Ph.D.
UP Los Baños	Office of the Vice Chancellor for Research and Extension (OVCRE)	Office of the Chancellor	Nathaniel C. Bantayan, PhD
	UPLB Ugnayan ng Pahinungód	Office of the Chancellor	Jose Limbay Lahi O. Espaldon
	BIDANI Network Program	Institute of Human Nutrition and Food, College of Human Ecology (IHNF-CHE)	Clarissa B. Juanico, RND, PHD
UP Manila	Office of the Vice Chancellor for Research (OVCR)	Office of the Chancellor	Leslie Michelle M. Dalmacio
	UPM Ugnayan ng Pahinungód	Office of the Vice Chancellor for Administration and Finance	Dr. April B. Llaneta
UP Open University	Assistant to the Vice Chancellor for Academic Affairs (Research and Publication)	Office of the Vice Chancellor for Academic Affairs	Dr. Myra D. Oruga
	UPOU Ugnayan ng Pahinungód	Office of the Chancellor	Mr. Larry Natividad Cruz
UP Baguio	UPB Ugnayan ng Pahinungód	Office of the Chancellor	Mr. Joao Paulo Reginaldo
	Program for Indigenous Cultures	Office of the Vice Chancellor for Academic Affairs	Erika Diwata M. Jacinto
	Committee on Culture and the Arts	Office of the Vice Chancellor for Academic Affairs	Lioba Asia E. Piluden
UP Cebu	Ugnayan ng Pahinungód/Oblation Corps	Office of the Vice Chancellor for Academic Affairs	Prof. Aurelio P. Vilbar, PhD

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OFFICE OF THE VICE PRESIDENT FOR PUBLIC AFFAIRS
UNIVERSITY OF THE PHILIPPINES

3/F Quezon Hall, University of the Philippines, Diliman, Quezon City 1101 Philippines
Direct Line: +63 2 8929 1288 Trunkline: +63 2 8981 8500 local 2507 Email: ovppa@up.edu.ph

	Office of Continuing Education Padayon	Office of the Vice Chancellor for Academic Affairs	Prof. Aurelio P. Vilbar, PhD
UP Visayas	UPV Ugnayan ng Pahinungód	Office of the Chancellor	Prof. Jerry Ian L. Leonida
	Office of Continuing Education and Pahinungod	Office of the Vice Chancellor for Research and Extension	Prof. Frediezel G. De Leon
	Community Outreach Program/BIDANI	College of Arts and Sciences	-
UP Tacloban	UPTac Ugnayan ng Pahinungód	Office of the Dean	Asst. Prof. Ervina A. Espina
	Leyte Samar Heritage Center (LSHC)	Office of the Dean	Asst. Prof. Antonino S. de Veyra
UP Mindanao	UPMin Ugnayan ng Pahinungód	Office of the Chancellor	Michael A. Gatela
	Office of Extension and Community Service	Office of the Vice Chancellor for Academic Affairs	Ar./EnP. Minerva Cabrera-Rosel

These offices, in their various compositions across the UP System, work toward the fulfillment of UP's flagship programs on public service—particularly the expansion of Public Service Offices to ensure the effective and quality delivery of services, with relevant partner institutions, for and to the University's stakeholders.

The proposed transfer of the Ugnayan ng Pahinungód from the Office of the President to OVPPA is necessary to ensure a strategically cohesive approach to public service across the System. This move is projected to better align and integrate system-wide public service programs, projects, and activities between the Ugnayan ng Pahinungód and the OVPPA, fostering meaningful and impactful synergy in championing the social good.

The reactivation of the UP System Public Service Council¹⁸ will also support a well-coordinated monitoring and reporting of our public service initiatives. The council shall be composed of the chairs of the CU Committee on Public Service, the AVP for Public Service, System Pahinungod Director, and Padayon Director.

¹⁸Administrative Order 15-19, 2015

Action of the Board of Regents
at its 1402ND Meeting on 28 AUG 2025

APPROVAL

[Signature]
ROBERTO M. J. LARA
Secretary of the University
and of the Board of Regents