

**CHED MEMORANDUM ORDER**

No. 25,  
Series of 2012

**Subject: Criteria and Implementing Guidelines for the Identification, Support and Development of Centers of Excellence (COEs) and Centers of Development (CODs) for Literature Program**

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In accordance with the pertinent provisions of Republic Act No. 7722, otherwise known as the "Higher Education Act of 1994", the CHED's policies and standards on the Centers of Excellence project, by virtue of the 395<sup>th</sup> Commission *en banc* Resolution No. 170-2012 dated July 16, 2012 and for the purpose of establishing Centers of Excellence and Centers of Development (COEs and CODs) that will develop a world-class program in Literature, the following criteria and implementing guidelines for the identification, support and development of COEs and CODs for the Literature program, are hereby adopted and promulgated by the Commission, thus:

**I. Rationale and Background**

The implementation of the COE and COD project is pursuant to Section 8 (f) of Republic Act No. 7722, which provides that CHED shall "*identify, support and develop potential centers of excellence in program areas needed for the development of world-class scholarship, nation building and national development*". Thus, it became the policy of the Commission to promote quality and excellence in higher education by identifying, supporting, and developing COEs and CODs for specific programs in higher education institutions (HEIs).

The project aims to improve the quality of higher education degree programs in the country. In particular, the identified COEs and CODs will strengthen undergraduate/graduate education, creative work, and research in literature and related fields. Moreover, they will assist other schools in their localities in achieving the same.

The Literature program is necessary to the development of world-class scholarship and nation-building, one that produces competent, creative and critical graduates.

## II. Center of Excellence and Center of Development

**Center of Excellence (COE)** refers to a Literature program under a college or department within a higher education institution, which continuously demonstrates excellent performance in the areas of instruction, research and publication, extension and linkages and institutional qualifications. To be a Center of Excellence, the Literature program must earn a total score of at least 90 points using the criteria for COE in the four (4) major categories (Instructional Quality, Research and Publications, Extension and Linkages, and Institutional Qualifications).

**Center of Development (COD)** refers to a Literature program under a college or department within a higher education institution, which demonstrates the potential to become a Center of Excellence. To be a Center of Development, the Literature program must earn a total score of at least 90 points using the criteria for COD in the four (4) major categories.

The status of being a Center of Excellence or a Center of Development applies exclusively to the Literature degree program.

## III. Criteria

The Centers of Excellence and Centers of Development for the Literature program shall be selected in accordance with the following criteria:

CRITERIA	WEIGHT
<b><i>I. INSTRUCTIONAL QUALITY (45.00 POINTS)</i></b>	
A. PROGRAM ADMINISTRATION	3
B. FACULTY	10
1. Qualification	5
2. Performance	5
C. CURRICULUM	10
D. LABORATORY AND EQUIPMENT	5
E. LIBRARY and ICT CAPABILITIES	8
F. INSTRUCTIONAL FACILITIES AND STUDENT SUPPORT	5
G. GRADUATE PROFILE	4
<b><i>TOTAL</i></b>	<b><i>45.00</i></b>
<b><i>II. RESEARCH/CREATIVE WORK AND PUBLICATIONS (30.00POINTS)</i></b>	
A. FACULTY DEVELOPMENT AND RESEARCH ADMINISTRATION	<b><i>10</i></b>
B. BUDGET FOR RESEARCH/FACILITIES	<b><i>5</i></b>
C. REFEREED PUBLICATION	<b><i>10</i></b>
D. SCHOLARLY JOURNAL	<b><i>5</i></b>
<b><i>TOTAL</i></b>	<b><i>30.00</i></b>



<b>CRITERIA</b>	<b>WEIGHT</b>
<b>II. EXTENSION AND LINKAGES (20.00 POINTS)</b>	
A. INSTITUTIONAL COLLABORATION (e.g. academic consortia, joint conferences, research or workshop)	15
B. COMMUNITY AND EXTENSION SERVICES (e.g. community-based training, poetry reading, seminars, workshops)	5
<b>TOTAL</b>	<b>20.00</b>
<b>III. INSTITUTIONAL QUALIFICATIONS (5.00 POINTS)</b>	
A. VISION/MISSION	2
B. NATIONAL/INTERNATIONAL REPUTATION	3
<b>TOTAL</b>	<b>5.00</b>
<b>GRAND TOTAL</b>	<b>100.00</b>

The details of the criteria and other guidelines are contained in "Annex" hereof.

#### **IV. Process of Selection and Identification**

The Commission shall identify COE and COD for the Literature program upon the recommendation of the Technical Panel for Humanities Education (TPHUE) based on the foregoing criteria. HEIs that offer a Literature program and wish to become a COE or COD must submit an application together with the pertinent documents through the CHED Regional Offices (CHEDROs) **not later than August 15, 2012**. Applications submitted beyond the prescribed date shall not be considered.

##### **A. Application Phase**

1. Application for COE/COD in Literature shall be considered open upon issuance of the Criteria and Implementing Guidelines for the Identification, Support and Development of Centers of Excellence (COEs) and Centers of Development (CODs) for Literature Program.
2. CHED will conduct an orientation on the Criteria and Implementing Guidelines for the Identification, Support and Development of Centers of Excellence (COEs) and Centers of Development (CODs) for Literature Program and issue a Memorandum, with an attached application form indicating that applications are now accepted.
3. Interested HEIs shall submit to the CHED Regional Office (CHEDRO) concerned a letter of intent together with the pertinent documents for the last **three (3) years** supporting the application. The supporting documents must comply with the selection criteria.
4. HEIs must specify in a letter of intent whether they are applying for a COE or COD.



5. The CHEDRO then assesses the completeness and correctness of the application portfolios. Only complete and correct portfolios will be forwarded to the Office of Programs and Standards for evaluation. *Incomplete and/or incorrect applications shall be returned to the applicant HEIs.*
6. The following shall form part of the application and shall be submitted by the applicant HEIs to the CHEDRO:
  - a. *Letter of application addressed to the Commission through the CHEDRO Director;*
  - b. *Accomplished application form;*
  - c. *Required supporting documents as indicated in "Annex" hereof.*
7. The CHEDRO shall forward all applications with complete and correct documents to the OPS within 15 days after the deadline for the filing of application as specified herein.
8. The Secretariat of the Technical Panel for Humanities Education (TPHUE) shall consolidate and verify all applications forwarded by the CHEDRO and submit the same to the Technical Committee for Literature for evaluation and short-listing.

## **B. Initial Paper Evaluation**

The Technical Committee for Literature shall conduct the initial paper evaluation of all COE/COD applications. Once all applications have been completely evaluated, the Technical Committee shall prepare and submit the short-list to the OPS of the potential COEs/CODs, together with the proposed schedules of ocular inspection.

## **C. Ocular Inspection**

The OPS shall create inspection teams composed of at least two (2) members of the Technical Committee for Literature, OPS Director-in-charge and two (2) members of the TPHUE Secretariat. The teams will evaluate/validate the documents submitted by the applicant HEIs.

## **D. Identification**

1. The Technical Committee for Literature shall submit the result of evaluation to the Commission through the OPS within thirty (30) days after the completion of ocular inspection of all applicant HEIs.
2. The Technical Committee for Literature shall recommend an HEI to be a COE or COD for Literature if it attains an over-all rating of 90 points and above using the respective criteria for evaluation.



3. The Technical Committee for Literature reserves the right not to recommend any Department / Program if the quality of the contenders does not meet the standards as articulated in the criteria.
4. Upon approval by the Commission, the list of identified COEs and CODs for Literature shall be released through the issuance of a CMO.

## **V. Grants and Benefits**

As COEs and CODs, the department or program is entitled to the following grants and benefits:

1. Priority in the selection of CHED institutional partners with regard to CHED developmental projects;
2. Entitlement to other subsidies and awards such as:
  - a. faculty scholarships for graduate studies in literature and related areas;
  - b. priority for CHED research grants;
  - c. consideration for conversion to University Status; identification as autonomous or deregulated status
3. *Financial assistance* –

COEs and CODs may **avail financial assistance/support** from CHED for evaluation by the Technical Committee for Literature.

## **VI. Roles and Responsibilities of Identified COEs and CODs**

Identified COEs and CODs for the Literature program shall have the following roles and responsibilities:

### ***For Identified COEs:***

1. Act as role models / leaders in Literature program;
2. Produce creative work, publication and research on emerging trends in Literature;
3. Enhance faculty development;
4. Upgrade undergraduate and graduate programs in Literature;
5. Upgrade facilities and library holdings; and
6. Undertake extension and linkages with agencies, organizations, and institutions through consortia and other modes of collaboration for excellence in Literature.



***For Identified CODs:***

1. Accelerate the development of the Literature program;
2. Initiate faculty development and upgrade facilities and library holdings;
3. Produce creative work and research on emerging trends in the field of Literature; and
4. Undertake extension and linkages with COEs in Literature and other agencies, organizations and institutions through consortia and other modes of collaborations for development in Literature.

**VII. Duration of the Status as COEs and CODs**

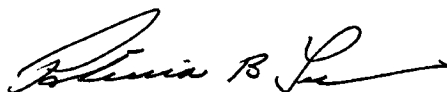
The designation as COEs and CODs for Literature shall be until December 31, 2014. If at any point based on the monitoring by CHED, the COE/COD is found not fulfilling its functions/responsibilities and/or not maintaining compliance with the criteria as COE and COD, the designation shall be revoked.

**VIII. EFFECTIVITY:**

All CHED issuances or part thereof inconsistent with the provision in this CMO shall be deemed modified or repealed.

This order shall take effect immediately.

Quezon City, Philippines July 26, 2012.



**DR. PATRICIA B. LICUANAN**  
Chairperson

"Annex"

**TECHNICAL PANEL FOR HUMANITIES  
Technical Committee for Literature**

**CRITERIA for the SELECTION of CENTERS of EXCELLENCE (COEs)  
and CENTERS OF DEVELOPMENT (CODs) in LITERATURE**

A. Qualitative Criteria

Criteria	Operational Indicators of COE	Operational Indicators of COD
<b>I. Instructional Quality (45 points)</b>		
<b>A. Program Administration</b>		
1. Program Administrator	<ul style="list-style-type: none"> <li>⇒ Full-time</li> <li>⇒ Holder of a doctoral degree in Literature or related fields</li> <li>⇒ Teaching experience of at least five (5) years and administrative experience of at least three (3) years</li> </ul>	<ul style="list-style-type: none"> <li>⇒ Full-time</li> <li>⇒ Holder of a doctoral degree in Literature or related fields</li> <li>⇒ Teaching experience of at least three years (3) and administrative experience of at least one (1) year</li> </ul>
2. Administrative Staff	<ul style="list-style-type: none"> <li>⇒ Full-time</li> <li>⇒ Holder of at least a bachelor's degree in Literature or related fields</li> </ul>	<ul style="list-style-type: none"> <li>⇒ Full-time</li> <li>⇒ Holder of at least bachelor's degree in literature or related fields</li> </ul>
<b>B. Faculty</b>		
1. Qualifications	<ul style="list-style-type: none"> <li>⇒ For graduate program/s, at least six (6) full-time faculty members should have Ph.D. degree in Literature or related fields</li> <li>⇒ For undergraduate programs, all faculty members should have Master's degree</li> </ul>	<ul style="list-style-type: none"> <li>⇒ For HEIs that offer MA program/s in Literature, at least three (3) full-time faculty members should have Ph.D. degree in Literature or related fields</li> <li>⇒ For undergraduate programs, all faculty members should have Master's degree</li> </ul>



Criteria	Operational Indicators of COE	Operational Indicators of COD
2. Performance	⇒ At least 70% of faculty members have a student evaluation of Very Satisfactory	⇒ At least 60% of faculty members have a student evaluation of Very Satisfactory
<b>C. Curriculum</b>	⇒ At least 70% of faculty members have a peer evaluation of Satisfactory	⇒ At least 60% of faculty members have a peer evaluation of Satisfactory
	⇒ Substantive coverage of the discipline as agreed upon by the members of the Technical Committee for Literature	⇒ Updated/current coverage and relevance of the curriculum
	⇒ Relevance of the curriculum	
	⇒ Updated/current coverage	
<b>D. Laboratory &amp; Equipment</b>	⇒ Availability of Multimedia equipment/facilities	⇒ Availability of audio visual facilities
<b>E. Library &amp; ICT</b>	⇒ Library with a collection of essential texts and references as specified in each of the syllabi of the courses and access/subscription to the most recent editions of international and local journals inclusive of refereed on-line journal	⇒ Library that meets the minimum requirements for the discipline (per CHED Memorandum Order No. 44, s. 1997) and have access/subscriptions to the most recent editions of international and local journals inclusive of refereed on-line journals
	⇒ Access to internet/wi-fi facilities	⇒ Access to internet/wi-fi facilities
	⇒ Produce textbooks/instructional materials, in print or in multimedia.	⇒ Produce textbooks/instructional materials, in print or in multimedia.
<b>F. Instructional Facilities and Student Support</b>	⇒ Must have multimedia classrooms	⇒ Must have multimedia classrooms
	⇒ Must have student literary publications and student	⇒ Must have student literary publications and student





	literary organizations	organizations
<b>Criteria</b>	<b>Operational Indicators of COE</b>	<b>Operational Indicators of COD</b>
<b>H. Graduate Profile</b>	<ul style="list-style-type: none"> <li>➤ Exemplary achievements/performance of graduates primarily, in Literature and secondarily, in the allied fields (i.e., in publication, the academe, law, media and writing)</li> </ul>	<ul style="list-style-type: none"> <li>⇒ Achievements/performance of graduates in Literature and allied fields.</li> </ul>
<b>II. Research/Creative Work and Publications (30 points)</b>		
<b>A. Faculty Development And Research Administration</b>	<ul style="list-style-type: none"> <li>⇒ Must have an institutional research/creative writing center or its equivalent which supports literary studies, creative writing, etc.</li> <li>⇒ The research/creative writing center or its equivalent must have a competent research director and other personnel.</li> </ul>	<ul style="list-style-type: none"> <li>⇒ Must have at least a research/creative writing committee or its equivalent on literary studies, creative writing, etc.</li> <li>⇒ The research/creative writing committee or its equivalent must have a competent research coordinator.</li> </ul>
<b>B. Budget for Research/Facilities</b>	<ul style="list-style-type: none"> <li>⇒ Must have an annual budget that supports research and creative work de-loading schemes, grants, and incentives</li> </ul>	<ul style="list-style-type: none"> <li>⇒ Must have an annual budget that supports research and creative work de-loading schemes, grants, and incentives</li> </ul>
<b>C. Refereed Publication</b>	<ul style="list-style-type: none"> <li>⇒ The research output should be properly documented and disseminated.</li> <li>⇒ All graduate school faculty must have published books, or research monographs, or academic articles in reputable / refereed journals in the last ten (10) years</li> <li>⇒ All graduate school faculty must have presented</li> </ul>	<ul style="list-style-type: none"> <li>⇒ The research output should be properly documented and disseminated.</li> <li>⇒ Half of the graduate school faculty must have published books, research monographs or academic articles in reputable / refereed journals in the last ten (10) years</li> <li>⇒ All of the graduate school faculty must have</li> </ul>



	papers in international/local conferences	presented papers in conferences/seminars
<b>Criteria</b>	<b>Operational Indicators of COE</b>	<b>Operational Indicators of COD</b>
D. Scholarly Journal	⇒ Discipline-based refereed journal publications with a board of editors from notable experts	⇒ Discipline-based refereed journal publications with a board of editors from specialists in the field
<b>III. Extension and Linkages (20 points)</b>		
A. Institutional Collaboration	⇒ The college should maintain linkages with national and international schools through faculty/student exchange programs, consortia, and other collaborative activities.	⇒ The college should maintain linkages with local/national schools through faculty/student exchange programs, consortia, and other collaborative activities.
B. Community and Extension Services	⇒ The college/department should have an established community service program geared towards the promotion and development of the literary arts, criticism, and research.	⇒ The college/department should have an established community service program geared towards promotion and development of the literary arts, criticism, and research.
<b>IV. Institutional Qualifications (5 points)</b>		
A. Vision /Mission	⇒ The academic program should have established itself as a leader in a specific area of specialization as stated in its vision/mission.	⇒ The academic program should have established itself as a leader in a specific area of specialization as stated in its vision/mission.
B. National and International Reputation		



## B. Quantitative Criteria

CRITERIA		RATING		
<b>I. INSTRUCTIONAL QUALITY</b>				<b>45</b>
A. Program Administration			3	
B. Faculty			10	
b.1 Performance		5		
b.2 Qualifications		5		
C. Curriculum			10	
D. Laboratory and Equipment			5	
E. Library and ICT Capabilities			8	
F. Instructional Facilities and Student Support			5	
G. Graduate Profile			4	
<b>II. RESEARCH AND PUBLICATIONS</b>				<b>30</b>
A. Faculty Development and Research Administration			10	
B. Budget for Research/Facilities			5	
C. Refereed Publication			10	
D. Scholarly Journal			5	
<b>III. EXTENSION AND LINKAGES</b>				<b>20</b>
A. Institutional Collaboration			15	
B. Community and Extension Services			5	
<b>IV. INSTITUTIONAL QUALIFICATIONS</b>				<b>5</b>
A. Vision/Mission			2	
B. National/International Reputation			3	
<b>TOTAL</b>				<b>100</b>



**APPLICATION FORM/CHECKLIST FOR COE/COD FOR LITERATURE**

<b>Name of Institution</b>	:	_____	
<b>Address</b>	:	_____	
<b>Program</b>	:	_____	
<b>Application</b>	:	COE <input type="checkbox"/>	COD <input type="checkbox"/>
<b>I. Instructional Quality</b>			
<b><u>Administration</u></b>			
Name of Program Administrator (e.g. Dean/Director/Chair, etc.): _____			
Qualifications: _____			
Name of Administrative Staff (e.g. Program Coordinator or Head): _____			
Qualifications: _____			
<b><u>Faculty Profile</u></b>			
Total Number of Faculty	:	_____	
Total Number of Faculty (Full-time)	:	_____	
Number of Faculty with Master's Degree	:	_____	
Number of Faculty with Doctoral Degree	:	_____	
Number of Faculty (Ph.D. candidate)	:	_____	
Percentage of Very Satisfactory Rating from Student Evaluation: _____			
Percentage of Satisfactory Rating from Peer Evaluation: _____			
<i>(Peer includes overall Faculty)</i>			
<b><u>Curriculum</u></b>	No. of Units	Concentration/Tracking, if any:	_____
General Education	_____	_____	
Major Courses	_____	_____	
Elective Courses	_____	_____	
Others	_____	_____	
<b>TOTAL</b>	_____	_____	
<b><u>Laboratory &amp; Equipment</u></b>			
Availability of multimedia equipment/facilities (Y/N):		<input type="checkbox"/>	
Availability of audio/visual facilities (Y/N):		<input type="checkbox"/>	
<i>(Please attach supporting documents/list of available facilities)</i>			
<b><u>Library &amp; ICT</u></b>			
Wireless Connectivity (Y/N):		<input type="checkbox"/>	
Internet Access for Faculty and Students (Y/N):		<input type="checkbox"/>	
Subscribes to National e-Government Library Program (Y/N):		<input type="checkbox"/>	
Number of Library Holdings:		_____	
<i>(Please attach supporting documents)</i>			
Number of International Journal/Periodical Subscriptions:		_____	
Number of Local Journal/Periodical Subscriptions:		_____	
Produce textbooks/ instructional materials, in print or in multimedia (Y/N):		_____	
<i>(Please attach supporting documents)</i>			

**Instructional Facilities and Student Support System**

Number of Multimedia classrooms: \_\_\_\_\_

Student literary publications and student literary organizations (Y/N)

Names of Literary Publications: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Names of Student Organizations: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Graduate Profile**

Number of Graduates Employed with exemplary achievements/performance:

Names	Award Giving Institution	Year

*(Add separate sheet if necessary)*

**II. Research/Creative Work and Publication**

Institutional Research/Creative Writing Center (Y/N)

Name of Research/Creative Director: \_\_\_\_\_

Qualifications: \_\_\_\_\_

Annual Budget for Research/Facilities (Y/N)

Amount: \_\_\_\_\_

Number of published books, or research monographs,  
or academic articles in reputable / refereed journals  
in the last ten (10) years of graduate school faculty: \_\_\_\_\_

Number of graduate school faculty who have presented  
papers in international/local conferences in the last three (3) years: \_\_\_\_\_

Scholarly Journal \_\_\_\_\_

ISI Indexed (Y/N):

Others: \_\_\_\_\_

Name of Editor: \_\_\_\_\_

Qualifications: \_\_\_\_\_

**III. Extension and Linkages**

Existence of visiting faculty/student exchange program (Y/N):

*(Supporting Documents needed)*

Number of Collaboration in Scholarly and Creative Works for the Last 3 Years

Project Description and Output: \_\_\_\_\_  
\_\_\_\_\_

*(Attach additional sheet if necessary)*

**International :**

Name of Project and International Institution in Collaboration with: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Local :**

Name of Project and Local Institution in Collaboration with: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*(Attach supporting documents e.g. MOAs, MOUs, etc.)*

Number of Institutional Extension Projects: \_\_\_\_\_  
Name of Extension Projects: \_\_\_\_\_  
\_\_\_\_\_

Project Description and Output: \_\_\_\_\_  
\_\_\_\_\_

*(Attach additional sheet if necessary)*

Community Services/Projects (Y/N):   
Project Description: \_\_\_\_\_  
\_\_\_\_\_

*(Attach additional sheet if necessary)*

**IV. Institutional Qualifications (please check)**

Mission :   
Vision :

*(Attach official documents)*

Other data pertinent to National/International reputation:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

All information attached hereto are authentic and official.

\_\_\_\_\_  
Name and Signature

\_\_\_\_\_  
Position