



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



MEMORANDUM FROM THE OFFICE OF THE EXECUTIVE DIRECTOR

No. 144 series of 2021

FOR : CHED REGIONAL OFFICE DIRECTORS / OFFICERS-IN-CHARGE

SUBJECT : MECHANICS FOR THE 2021 STUDENT FINANCIAL ASSISTANCE PROGRAMS (StuFAPs): MY SUCCESS STORY VIDEO CONTEST

DATE : May 18, 2021


In celebration of the 1st National Higher Education Day and CHED 27th Founding Anniversary with the theme PADYAK! Moving Forward, Claiming Victory for Philippine Higher Education (Pamantasan: Pandayan Tungo sa Kaunlaran), the Commission on Higher Education has launched the 2021 Student Financial Assistance Program (StuFAPs): My Success Story Video Contest.

Graduates of the CHED StuFAPs Merit Scholars from 1998 to 2015 are encouraged to join the contest. The contest aims to showcase the remarkable story of success of the scholar in his/her chosen field that has made significant contribution to his/her family and community/society. Attached is the copy of the mechanics and guidelines for the contest (annex).

Deadline of submission of entries to the CHED Regional Offices will be on **June 30, 2021**. The presentation of winning entries and awarding of winners at the Regional Level will be in July 2021 and National Level in **August 2021** during the **ASEAN Celebration**.

For further information, queries and concerns may be directed to CHED-OSDS through email address osds-lsad@ched.gov.ph.

Wide dissemination of this memorandum is desired.


ATTY. LILY FREIDA C. MACABANGUN-MILLA, CESO IV
Officer-in-Charge, Office of the Executive Director IV



2021 CHED SCHOLAR AWARD: MY SUCCESS STORY

Rationale of the Activity:

For 27 years, the Commission on Higher Education has awarded thousands of poor and deserving students enrolled in duly authorized Higher Education Institutions in identified priority courses of the Commission through the CHED Student Financial Assistance Programs, as its strategy to reduce poverty and produce locally responsive, innovative and globally competitive graduates. With this, the Commission aims to demonstrate the impact of the STUFAPs program and recognize the remarkable story of success of the graduates who have been beneficiaries of the said program in their chosen field.

Mechanics:

This is open to all graduates in the country **from 1998 to 2015** who have been a CHED STUFAPs Merit Scholar. Employees of CHED including their relatives up to the third degree of affinity or consanguinity are NOT qualified to join the contest.

The goal is to showcase the remarkable story of success of the scholar in his/her chosen field that made significant contribution to his/her family and community/society. Launching of the Scholar Award will be during the 1st Higher Education Day Celebration on May 18, 2021.

There will be two (2) competition levels - Regional and National Levels. The Regional Level will have 3 winners (1st, 2nd and 3rd place), wherein the 1st place will be competing with the other regions for the National Level.

The following are the mechanics:

REGIONAL LEVEL:

Qualifying/Eligibility Round:

1. Interested scholars shall prepare a 3-5-minute video presentation showcasing their remarkable story of success and register with the following information through the online entry form link below:
 - Complete Name (as reflected in the Notice of Award)
 - Award number/Scholar's ID
 - Name of HEI and Course completed with the STUFAPs grant
 - Academic Year covered by the grant
 - Year graduated

They will also submit their Curriculum Vitae and proof of achievements. Deadline of submission of entries to the CHED Regional Office: **June 30, 2021 at 11:59 pm (PST)**.

Online Entry form link: [http://bit.ly/SuccessStory OnlineEntryForm](http://bit.ly/SuccessStoryOnlineEntryForm)

2. CHEDRO shall validate the name of the scholar from the database. Only those who are valid scholars shall be accepted.



3. Each entry must use appropriate sound and background
 - A. No profanity
 - B. No inappropriate language
 - C. No unnecessary gestures
 - D. Wear decent clothes
 - E. No Intellectual Property Rights infringement
 - F. With Disclaimer and consent

4. Video Content may have the following:
 - a. Introduction - Experience as a scholar
 - b. Achievements/accomplishments
 - c. Significant impact of success to family/community/society
 - d. Message to CHED and to other scholars/Closing

Contest Proper:

1. There will be a preliminary round. The Regional Judges will choose the **top 5 entries** which will be uploaded in the Official FB page of the CHEDRO for the 25% Social Media criteria. Criteria for Judging will be as follows:
 - Video Presentation – 75%
 - Content and Concept - 35%
(Baseline story of success; clear storyline)
 - Delivery/Presentation - 20%
(Technical and visual quality. Resolution, animation, graphic arrangement)
 - Social Impact - 45%
(How events unfold leading to the success of the scholar that made significant impact in his/her family and community/society)
 - Social Media Likes – 25% (equivalent points per rank based on the number of likes)

TOTAL: 100%

Composition of the Panel of Judges for the Regional Level:

1 CHEDRO representative

1 RQAT from Multimedia, Social Work or Communication/Journalism

1 prominent regional personality in the any of the fields: Multimedia, Social Work or Communication/Journalism

2. CHEDRO shall upload on their Official FB account, the top 5 entries for viewing **from July 5 to 11, 2021**. The scholar may share the video post. Each entry shall have the following hashtag: #MyCHEDSTUFAPsSuccessStory2021; #ProudCHEDIskolar

3. There will be 3 winners for the Regional Level. Prizes will be as follows:
 - First – P20,000 with Plaque
 - Second – P15,000 with Plaque



Third – P10,000 with Plaque

The plaques will be signed by the Regional Directors.

4. **Awarding of winners at the Regional Level will be in July 2021.**
5. Dissemination of information will be primarily through social media, issuance of memorandum to HEIs, DOLE, PIA but may also be through local TV/radio stations of HEIs (e.g. Net25, UPTV, DZUP 1602AM, Ateneo's Radyo Katipunan - 87.9FM, Radyo Marikina-1674AM, etc.), other radio/TV stations and news print, other related agencies, organizations, etc. CHEDROs must secure a masterlist of all local radio stations and websites where the announcements may be posted/disseminated;
6. Publication materials will be provided together with AVP for the launching of the activity.
7. All entries shall be placed in a portal in the website and section on the social media accounts of the CHED Central and Regional Offices for uploading, whether the same wins or not, for the appreciation of the stakeholders.

NATIONAL LEVEL:

1. The 1st place winner in the Regional Level will be the entry of the Regional Office to the National Level. All entries will be submitted to CHED-OSDS for judging.
2. Deadline of submission of entries will be on **July 30, 2021 at 11:59 pm. Late entries will not be accepted.**
3. Criteria for judging:
 - Content and Concept - 35%
(Baseline story of success; clear storyline)
 - Delivery/Presentation - 20%
(Technical and visual quality. Resolution, animation, graphic arrangement)
 - Social Impact - 45%
(How events unfold leading to the success of the scholar that made significant impact in his/her family and community/society)

Total of: 100%

Composition of the Panel of the Judges for the National Level:

1 CHED representative

1 Technical Panel/Committee member from Multimedia, Social Work or Communication/Journalism

1 prominent national personality in the any of the fields: Multimedia, Social Work or Communication/Journalism



4. Based on the criteria, top 5 entries will be selected for ranking based on Chair's preference.

There will be 5 winners in the National Level. Prizes will be as follows:

- 1st – 50,000 with plaque
- 2nd – 40,000 with plaque
- 3rd – 30,000 with plaque
- 4th – 20,000 with plaque
- 5th – 10,000 with plaque

5. Awarding of winners at the National Level will be in **August 2021** during the ASEAN Celebration
6. The expenses to be incurred for the contest shall be charged against the OSDS budget under the FY 2020 Continuing Funds.

Terms of Reference:

CHED Regional Offices:

1. Dissemination of Memo in the region including but not limited to coordination with Regional DOLE, PIA and other relevant agencies. Dissemination of information will be **primarily through social media**, issuance of memoranda to HEIs, DOLE, PIA but may also be through local TV/radio stations of HEIs (e.g. Net25, UPTV, DZUP 1602AM, Ateneo's Radyo Katipunan - 87.9FM, Radyo Marikina-1674AM, etc.), news print, etc.
2. Securing a masterlist of all local radio stations and websites where the announcements may be posted/disseminated;
3. Posting of announcements and publication materials in all platforms of the Regional Office;
4. Collection of entries for the regional level;
5. Preliminary evaluation/validation of entries based on set criteria in the qualifying round; ensure that the participants are graduates of a particular school. The Certificate of Graduation or Special Order issued to the students may be checked;
6. Selection of the Panel of Judges at the Regional Level;
7. Judging at the Regional Level;
8. Purchasing and awarding of prizes at the regional level (cash prize and plaque);
9. Selection of top 3 winners at the regional level;
10. Submission of regional entry to OSDS (copy furnish CHED-NCR) for the national level;
11. Wordings/Message/Design of the plaque for the regional level awardees;
12. Provision of a portal in the website and section on the social media accounts of the CHED Regional Offices where all entries may be uploaded, whether the same wins or not, for the appreciation of the stakeholders.

CHED OSDS:

1. Creation of Core Team;
2. Development of publication materials, announcements and AVP (together with



- CHEDRO1 and CHED-NCR);
3. Drafting of Memo for the activity;
 4. Dissemination of Memo to the regional offices and follow-ups of submission of regional entries;
 5. Posting of announcements in all platforms of CHED Central Office;
 6. Judging on the National Level;
 7. Selection of Panel of Judges at the National Level;
 8. Purchasing and awarding of prizes at the National Level (cash prize and plaque);
 9. Drafting of wordings/message/design of the plaque for the national level awardees;
 10. Presentation of the top 5 finalist to Chair for ranking;
 11. Coordination with CHED IAS for the preparation of the National Awarding Ceremony;
 12. Coordination with CHED OPRKM for the provision of a portal in the website and section on the social media accounts of the CHED Central Office where all entries may be uploaded, whether the same wins or not, for the appreciation of the stakeholders.

CHED-NCR:

1. Coordination with CHED OSDS on the preparations for the National event;
2. Coordination with the CHED Regional Offices on the preparations for the Regional Event;
3. Preparation of WFP for the overall activity and submission to CHED AFMS for processing;
4. Follow-ups with the CHED Regional Offices on the submission of entries;
5. Preparation/Drafting of the storyboard for the AVP;
6. Production/Development of AVP, social media posters and other publication materials.

CHEDRO 1

1. Preparation of social media posters, AVP for the launching and other publication materials.

