



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



MEMORANDUM FROM THE OFFICE OF THE CHAIRPERSON

TO : HEADS/PRESIDENTS OF PUBLIC AND PRIVATE HIGHER EDUCATION INSTITUTIONS

SUBJECT : SOCIAL MEDIA ADVOCACY FOR THE NATIONAL HIGHER EDUCATION DAY AND CHED 27TH FOUNDING ANNIVERSARY ON 17-21 MAY 2021

DATE : 07 MAY 2021

As part of the celebration of the passage into law of Republic Act (RA) No. 11522 or "**An Act Declaring May 18 of Every Year as the National Higher Education Day,**" which commemorates the founding of the CHED and the 27th anniversary this year, we invite everyone to use the customized *National Higher Education Day and 27th CHED Anniversary frame* for their respective profile picture and/or cover photo on their respective social media platforms and website portals.

We also encourage your employees, students, graduates and stakeholders to post photos showing them holding a card/poster of their undergraduate/graduate degree, the school they graduated from and where they are currently working or connected with (please see attached). Beneficiaries of scholarship grants or financial assistance may also state these details in the card/poster. It is also encouraged for those who are beneficiaries of scholarship or financial assistance from CHED to add in their caption their achievement and/or milestones in their education and career in order to further promote and encourage our fellow stakeholders to also avail of the same.

This activity is a part of our advocacy for the National Higher Education day which aims to encourage and inspire the public to continue their journey towards higher education.

Posting may start today until the end of the Higher Education Week on 21 May 2021 and should include the suggested caption and use the official hashtags below:

The Commission on Higher Education (CHED) celebrates the declaration of the 1st National Higher Education Day on May 18, 2021 and commemorates its 27th founding anniversary since its creation in 1994 with the theme:

PADYAK!

Moving Forward, Claiming Victory for Philippine Higher Education
Pamantasan: Pandayan Tungo sa Kaunlaran

#CHED #1stNationalHigherEducationDay #27thCHEDAnniversary

Let us work together to make a memorable, exciting, and meaningful "National Higher Education Day" vis-à-vis CHED's 27th Founding Anniversary celebration!

Everyone is enjoined to participate and disseminate the same.



J. PROSPERO E. DE VERA III, DPA
Chairman

