



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

RELEASED
JUL 19 2021
CHEDRO III

CHEDRO-III MEMORANDUM
No. 98, series of 2021

For : ALL PRESIDENTS/HEADS OF HIGHER EDUCATION INSTITUTIONS IN REGION III
Attention : KEY OFFICIALS FOR ASEAN/INTERNATIONALIZATION AND STUDENT AFFAIRS
Subject : REGION III HIGHER EDUCATION INSTITUTIONS (HEIs) COMPETITIONS FOR THE ASEAN CELEBRATION 2021
Date : 16 JULY 2021

This 2021, the Commission on Higher Education Region III will be celebrating the ASEAN Month in line with the theme "PADYAK! Moving Forward, Claiming Victory for Philippine Higher Education (PHE) in the ASEAN Community".

The celebration will feature regional competitions that aim to:


- Promote and sustain ASEAN awareness;
- Explore and contribute to initiatives that foster the ASEAN Spirit and Identity;
- Provide opportunities to celebrate the ASEAN Community and strengthen community-building.

Relative to this, all HEIs are invited to celebrate with the entire higher education sector by actively participating in the following regional competitions:

| Competition | Mechanics | Deadline of Submission of Entries |
|-----------------------------------|--|-----------------------------------|
| Mural Painting Competition | Item A of the attached Region III HEI Competitions for the ASEAN Celebration 2021 Rules and Mechanics | 04 August 2021, 12:00 Midnight |
| Mx. ASEAN 2021 | Item B of the attached Region III HEI Competitions for the ASEAN Celebration 2021 Rules and Mechanics A search for the very first Mx. ASEAN. There will be a Pre-Selection of Top 10 candidates from 7 provinces of the Region III, who will represent the ASEAN member countries during the CHEDRO-III ASEAN Culminating activity. | 29 July 2021 |

Should there be any queries, your designated staff may coordinate directly with Ms. Anna Rodessa C. Calma, Education Supervisor II, at telephone number (045) 402-6659 or email at arcastro@ched.gov.ph

For the HEIs' usual support and participation, please.


MARIA TERESITA MACANAS SEMANA, PhD, CESO IV
Officer-in-Charge, Office of the Director IV

Region III HEIs Competitions for the ASEAN Celebration 2021

Rules and Mechanics

A. ASEAN Mural Contest

1. The competition is open to all HEIs in Region III.
2. Artwork should be in line with the National Theme "PADYAK! Moving Forward, Claiming Victory for Philippine Higher Education (PHE) in the ASEAN Community" and the Regional Theme: "Padyak goes to Internationalization Through ASEAN"

Criteria

| | |
|---------------|-------------|
| • Originality | 20% |
| • Creativity | 20% |
| • Relevance | 30% |
| • Impact | 20% |
| • FB Likes | 10% |
| Total | 100% |

3. Artwork Dimensions: one prominent wall (at least 4 meters in width and at least 1.5 meters in height) strategically located in the HEI that can be seen easily by the HEI community to promote the ASEAN Celebration.
4. Participating HEIs are requested to register through link: <https://forms.gle/ugCz89L9oPLWpWE68> and attach a picture of their artwork (1) **on or before 04 August 2021, 12:00 Midnight**; (2) five (5) random pictures while team is on the work; and a bond paper (size A4) description of the Mural Concept with title. All the preselected entries will be posted in the CHEDRO3 FB Page on 6 August 2021, 5:00PM to 10 August 2021, 5:00PM for the online voting through number of likes.
5. One (1) winner will receive P10,000.00.
6. The winner will be announced during the Region III Higher Education ASEAN Culminating Activity *on 11 August 2021, details to follow.*

B. Mx ASEAN 2021

General Guidelines:

1. The competition is open to all 1st Year to 3rd Year Tertiary students of HEIs in Region III.
2. Must be a *bonafide* student as of the 2nd Semester, AY 2020-2021.
3. Students, regardless of gender identity may join the competition.
4. The winning candidate will be awarded the title Mx ASEAN 2021 of Region III and must be willing –
 - a. to serve as an Ambassador/Ambassadress in promoting not only the internationalization and ASEAN principles but also the Higher Education Initiatives in Region III whenever necessary or requested by CHEDRO-III; and
 - b. to pass the title to the next Mx ASEAN 2022.

5. HEIs should send only one (1) representative.
6. The HEI must designate a point person to assist the candidate and do the coordination with CHEDRO-III.

Pre-Selection

1. HEI representative must register online through <https://forms.gle/dE89ap5qbGWWihvz7> and attach a 2-minute video containing the following **on or before 29 July 2021, 12:00 Midnight**:
 2. 20-second full-body modeling video shot; and
 3. 100-second close-up shot for the self-introduction using these guide questions:
 - a. Full Name, age, HEI, Program, Year level;
 - b. As a student, how can you contribute to raise ASEAN Awareness?
 - c. How can you bring ASEAN closer to your fellow students?
4. Attire: White T-shirt and Maong Pants/Shorts
5. Hair and Make-up: Light
6. Top 10 candidates (1 representative per ASEAN country) who will advance to the Finals, will be preselected based on the video submitted using the criteria below:

| | |
|------------------|-------------|
| • Delivery | 30% |
| • Projection | 20% |
| • Overall Impact | 50% |
| Total | 100% |
7. The Top 10 pre-selected candidates will be notified through email addressed through their HEIs on or before **30 July 2021**. The rules and mechanics for the Finals and the assigned ASEAN Member Country will be included in the letter.
8. The Mx ASEAN 2021 will be announced during the Region III Higher Education ASEAN Culminating Activity *on 11 August 2021, details to follow.*