



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

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CHEDRO III

**CHEDRO-III MEMORANDUM**

No. 127, series of 2021

For : ALL PRESIDENTS/HEADS OF HIGHER EDUCATION INSTITUTIONS IN REGION III

Attention : VICE PRESIDENTS / DIRECTORS / FOCAL PERSONS FOR INTERNATIONALIZATION

Subject : PARTICIPATION TO THE WORKSHOP ON THE CRAFTING OF STRATEGIC COMMUNICATION PLAN ON INTERNATIONALIZATION

Date : 15 September 2021

The Padyak Goes Internationalization Through ASEAN (PaGITAn) project of Commission on Higher Education Region (CHEDRO-III), launched in July 2021, aims to address the key result areas as stated in the Philippine Higher Education Internationalization Roadmap (PHEIR). The target outputs for the PaGITAn project are the following: (1) identification of Global Brand for the Higher Education Institutions (HEIs) in Region III (2) development of Strategic Communication Plan, Internationalization and Globalization Plan and Capacity Building Plan, both institutional and regional (3) provision of capacity-building trainings and (4) facilitation of networking/partnership activities related to internationalization. The PaGITAn project will involve the conduct of webinars, virtual training and workshops, need assessment and surveys starting September until November 2021 to be facilitated by the three (3) winners of the PaGITAN competition.

The first training under the PaGITAn project is the Workshop on the Crafting of Strategic Communication Plan on Internationalization. Organized by the Bulacan State University, the objective of this activity is to capacitate higher education institutions (HEIs) Focal Persons on the creation of their respective HEI's Institutional Strategic Communication Plan on Internationalization.

In this connection, the CHEDRO-III requests all public and private HEIs in Region III to send two (2) representatives in the said workshop to be held on **20 September 2021 (Monday), from 1:00PM to 5:00PM**, attached is the copy of the program for your reference. The following are the registration link and zoom details for the training:

Registration Link : <https://forms.gle/aBMQ51LwLBCqeRZy6>

Zoom Meeting ID : 825 3716 9063

Zoom Passcode: 436606

The HEIs' representatives are strongly encouraged to actively engage in this training to assist them in crafting their own Institutional Strategic Communication Plan on Internationalization which will be included in the CHEDRO-III monitoring. Further, the HEIs inputs during the events will be used by BuSU in crafting the Regional Strategic Communication Plan on Internationalization of Higher Education Sector in Region III.

*"Sama-sama at talong-talong sa panahon ng pandemya. Walang iwanan sa mas lalong mataas na edukasyon sa Rehiyon III"*

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