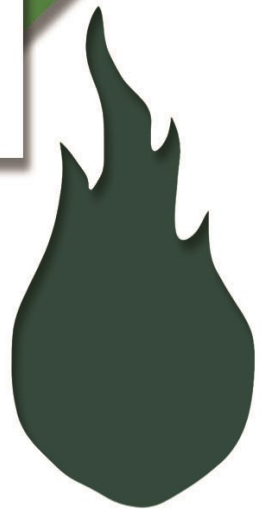


Management Information System

Ulat FourKnows



*Extension Program
2019-2022*





Republic of the Philippines

Mountain Province State Polytechnic College

Bontoc, Mountain Province

RESEARCH DEVELOPMENT AND EXTENSION SECTOR

November 12, 2019

ELMER D. PAKIPAC

Director, Extension Unit

Mountain Province State Polytechnic College

Bontoc, Mountain Province

RECEIVED

MPSPC-RECORDS OFFICE

BY: _____

DATE: 13 NOV 2019

Sir:

This is to respectfully transmitting to your office the Management System Extension Program for 2019-2022: **"Project Ulat-JourKnows)"** for your perusal and approval.

Thank you very much.

Respectfully yours,


MARCIAL III P. PINEDA

Media Management Coordinator

I. CONTEXT OF EXTENSION

Republic Act No. 7079, otherwise known as the Campus Journalism Act of 1991, was enacted on July 5, 1991 to supposedly uphold and protect the freedom of the press at the campus level and to promote the development and growth of campus journalism, as stated in its declaration of policies. Despite the fact that this has long been put into law, there are still some educational institutions that do not follow. There are several schools – quite a number of them, actually – that do not have school publications or school papers. While they may have their own reasons, these institutions should remember that their priority is the welfare and education of the students.

For almost three years, Mountain Province State Polytechnic College is assisting various elementary and secondary schools in Mountain Province during trainings and packaging of their own school paper. Some of the tertiary institutions in Cordillera also asked for assistance in their student publication including Ifugao State University and King's College of the Philippines. With the various extension services offered by MPSPC, influx number of student journalists won in Division Schools Press Conference, Regional Schools Press Conference, and even National Schools Press Conference. Thus, the Project Ulat-JourKnows will provide a great impact in the promotion of MPSPC to its clients.

MPSPC through Management Information System Unit – Media Management Services Extension Program, known as Project Ulat-JourKnows revolves within the three major reasons why campus journalism is important:

First, campus journalism promotes information-knowledge sharing. Information sharing and knowledge sharing represent similar communicative activities when looked at from the viewpoints of transmission and communities.

Information sharing and knowledge sharing are closely related concepts that are often used interchangeably. The former view emphasizes one-way communication from sender to recipients, and the sharing activity appears as transfer, diffusion or provision of information or knowledge. Thus, campus journalism enters from the ritual point of view. The sharing activity has been conceptualized in terms of exchange depicting two-way communication between interacting participants and the speakers. The activities of knowledge sharing have mainly been examined in school paper management work-related contexts, while information sharing has also been investigated in editorial colloquium contexts. Overall, though Project Ulat-JourKnows, the clients are expected to exercise the information-knowledge sharing through their printed news publications after the training-seminar.

Second, Youth Awareness Program as a collection of unique activities, workshops, assemblies, and programs designed to raise awareness through active learning and the creative integration of campus journalism activities.

In recognizing the importance of being proactive in addressing the issues that students, schools and communities are continually confronted with, Project Ulat-JourKnows interactive and engaging Youth Awareness Activities empower students with the life skills to address the most prominent, age-appropriate challenges they will face through their healthy growth and development through campus journalism.

Third, social advocacy as a concept of empowering the Editorial Board and Staff of the publication to support its information dissemination strategy by sharing content and connecting with a larger audience through print and online media. The Editorial Board and Staff ensures that they have a foundation of knowledge about campus and the message and objectives they are advocating.

In line with the goal of the College to maintain its Extension Programs, Project Ulat-JourKnows meant to help student journalists and teacher advisers improve their technical skills in campus journalism – News Writing, Sports Writing, Science and Technology Writing or Development Communication Writing, Editorial Writing, Opinion Writing, Literary Writing, Photojournalism, Editorial Cartooning, Comics Strip Drawing, Literary Graphics and Page Layout and Design.

A. Goals and Objectives

The Project Ulat-JourKnows further equips the campus journalists and teacher advisers with the much needed skills in the field of campus journalism to have their respective school paper for their stakeholders, institution and the community.

The following are the specific objectives of the program:

- 1. update the participants with effective school paper management and editorial techniques;
- 2. enhance the journalistic skills of campus journalists and teacher advisers in News Writing, Sports Writing, Science and Technology Writing or Development Communication Writing, Editorial Writing, Opinion Writing, Literary Writing, Photojournalism, Editorial Cartooning, Comics Strip Drawing, Literary Graphics and Page Layout and Design; and,
- 3. assess the training needs supported by an output of the said training-seminar until the clients will have their own school paper.

B. Extension Framework

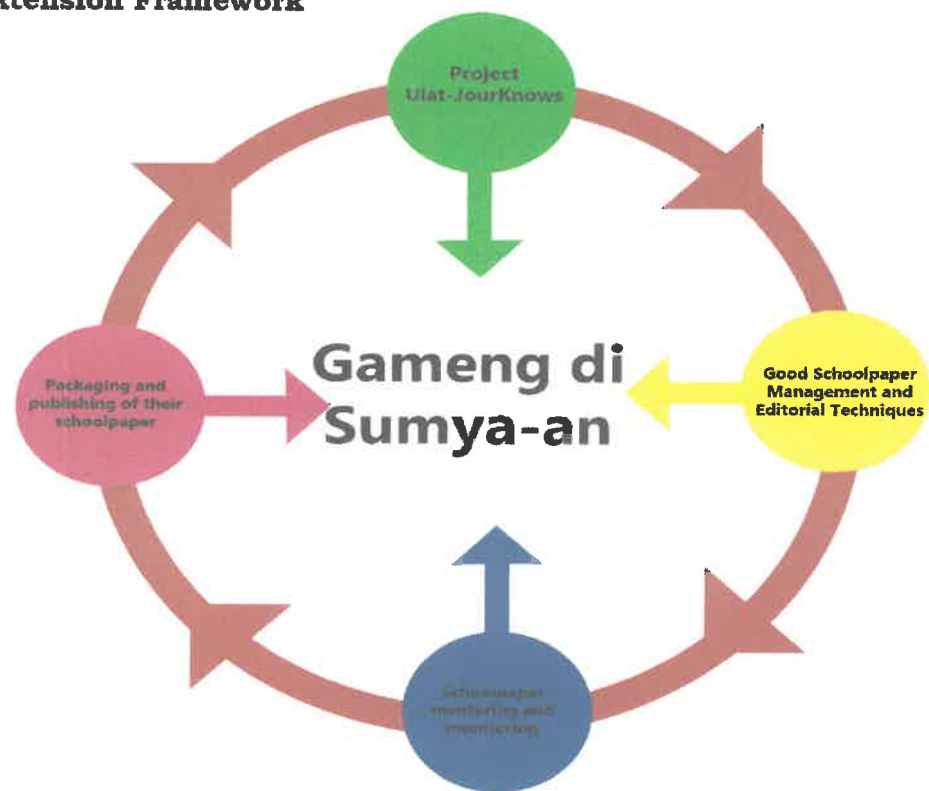


Figure 1. The extension framework of the Project Ulat-JourKnows

The Project Ulat-JourKnows framework is grounded on the college thrust summarized in the acronym HERITAGE (Hearty approach to management and governance and transformational leadership; Enriched academic programs; Relevant student services, development and welfare; International and local linkages; Technology, facilities and assets enhancement; Aggressive staff development and welfare; Gainful resources generation and enterprise development; and, Excellent researches and relevant extension programs). As a source of information-knowledge sharing, youth awareness and social advocacy thru campus journalism, the Project Ulat-JourKnows targets to share the Good School paper Management and Editorial Techniques as the input. From the said input, the school paper mentoring and monitoring serve as an avenue for the student journalists and teacher advisers hone their respective journalistic skills in News Writing, Sports Writing, Science and Technology Writing or Development Communication Writing, Editorial Writing, Opinion Writing, Literary Writing, Photojournalism, Editorial Cartooning, Comics Strip Drawing, Literary Graphics and Page Layout and Design. With the advancement technology, all components in the framework are geared towards improved and enhanced way of packaging with the use of Adobe software until the publishing of their school paper.

C. Strategies

To effectively extend the knowledge and skills to the extension community, the following strategies will be adopted:

1. **Training.** Series of seminar, workshop and trainings are the actual medium for the transfer of knowledge and skills.
2. **Adopt a School.** A school will be adopted to allocate Focus Group Facilitating as well as effective transfer of knowledge and skills from the extensionists to extension school.
3. **Convergence.** Collaboration with various skilled college units and other agencies which can help directly deliver services will ensure effective implementation of the activities.
4. **Mentoring and monitoring.**
5. **Packaging**

II. PROGRAM DESCRIPTION

Among all the activities of the Project Ulat-JourKnows, it is guided with its three major gears: social responsibility project towards promoting information-knowledge sharing, youth awareness and social advocacy through campus journalism.

The following are the various campus journalism genre which are directly and indirectly important in ever pages of the clients' school paper:

- Campus Paper Management
- Editorial Board and Staff Techniques
- News Writing
- Sports Writing
- Science and Technology Writing or Development Communication Writing
- Editorial Writing
- Opinion Writing
- Literary Writing
- Photojournalism
- Editorial Cartooning
- Comics Strip Drawing
- Literary Graphics
- Page Layout and Design

The timeline of two to three days are expected to effectively transfer and share all the necessary knowledge and skills to the student journalists and teacher advisers.

In the monitoring and mentoring, it may be in scheduled, weekly or monthly basis depending on the following factors:

1. Availability of clients and/or extensionists
2. Completeness of the articles, photos, graphics, and other output that are required to their school paper.

The Critiquing and editing of the form and content of the articles are highly encouraged as long as the thought or view of the writer or artist is the same.

After three month from the date of training, the school paper of the client-school is expected to be layout and published for the timeliness of the content for the purpose of its stakeholders.

III. IMPLEMENTATION PROCESS

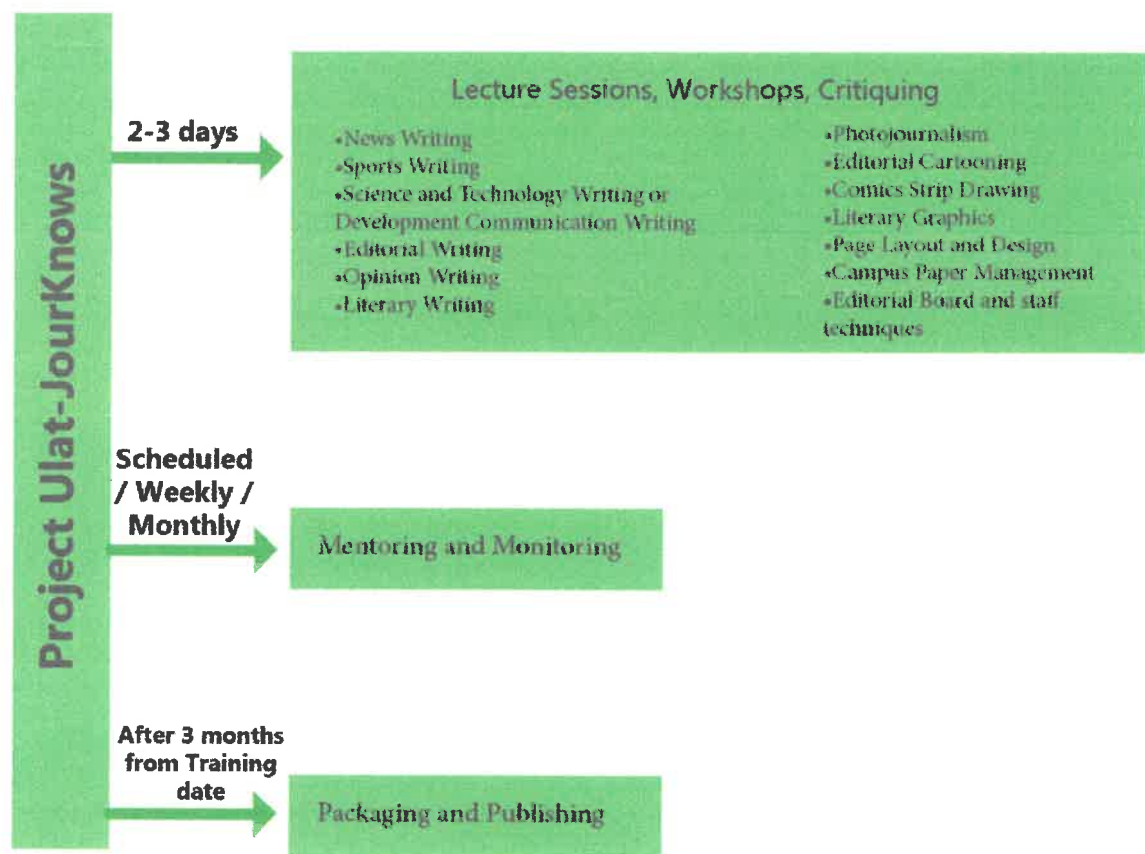


Figure 2. Structure of Implementation Process

The implementation process is in line with the Management Information System Unit – Media Management Services’ mandate to create roust communication forums and facilitate interaction between MPSPC and community. The said mandate structures the Project Ulat-JourKnows. The program aims to be answer to clients’ needs in seminar, trainings, workshops and other requests. With the assistance of the Extension Unit and External Partners such as Local Government Units, private individuals and others, the program is expected to be successful.

The client’s needs which are not in reflected under the programs may directly go to the Extension Unit where they can feedback to the MIS Unit – Media Management Services through the programs so that it would be externalized to the clients.

1. Conduct of Training Needs Assessment to target clients

The Management Information System Unit – Media Management Services conducts a Training Needs Assessment to the identified extension communities for the identification and prioritization of their needs.

2. Training Needs Assessment and Manifestation of Commitment

Training Needs Assessment Validation follows after the assessment. The results will be presented to them and the extension community will validate and prioritize the series of activities that will be conducted.

3. Preparation and Packaging of Extension Activities

Training designs will be crafted and submitted for approval. The stakeholders themselves may give suggestions in the activities that will be carried out.

4. Capability Building of Management Information System Unit – Media Management Services Extensionists

The Management Information System Unit - Media Management Services staff shall be capacitated through series of workshops, trainings and seminars conducted by the college or other institutions.

5. Development of Technology

Technologies to be extended to the community will be developed as this is part of the extension services. The Management Information System Unit – Media Management Services staff will be involved in the preparation. The technologies will be in print or non-print form.

6. Linkages and Partnership

The Management Information System Unit – Media Management Services will collaborate with the various units of the college, as well as with other concerned agencies to address the needs of the stakeholders.

8. Implementation of Activities

The activities will be implemented thereafter the designs have been approved.

Training, seminars and workshops will be the principal types of activities to be conducted.

9. Monitoring and Evaluation

Evaluation will be done after the conduct of the activities. Monitoring will be done throughout the activity up the end of the academic year to assess utilization of skills and knowledge.

10. Impact Assessment

An impact assessment student will be conducted to establish the impact made by the trainings, seminars and workshops doled out to the extension stakeholders.


IV. MONITORING AND EVALUATION


Table 1. Project Ulat-JourKnows Extension Program Monitoring and Evaluation Tool Checklist

Program Components	Activities	Extension Service Delivery	Pre-work Administrative Forms	Implementation Results Monitoring Tools	Outcome Evaluation Tools
Training	Campus Journalism: <ul style="list-style-type: none"> News Writing Sports Writing Science and Technology Writing or Development Communication Writing Editorial Writing Opinion Writing Literary Writing Photojournalism Editorial Cartooning Comics Strip Drawing Literary Graphics Page Layout and Design 	Adopt-a-school	<ul style="list-style-type: none"> Memorandum of Agreement Training Needs Assessment Training Needs Analysis Training Design 	<ul style="list-style-type: none"> Registration Sheet Attendance Sheet Attendance Form Profile Sheet of Speaker Capture Tool Summative Evaluation Tool Terminal Report 	Lecture Sessions Workshops Critiquing
Mentoring	<ul style="list-style-type: none"> Editing of articles Conventional and Digital Page Layout and Design Packaging 		<ul style="list-style-type: none"> Mentoring Plan Completion Form 	<ul style="list-style-type: none"> Registration Sheet Attendance Sheet Terminal Report 	Sustainability Plan= Workshop Session Field Monitoring and Evaluation Form

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