



CAGAYAN STATE UNIVERSITY - CARIG CAMPUS
COLLEGE OF HUMANITIES AND SOCIAL SCIENCES

AACCUP LEVEL IV ACCREDITATION

**BACHELOR OF ARTS IN
COMMUNICATION**

NARRATIVE PROFILE

**AREA III:
EXTENSION &
COMMUNITY
SERVICE**

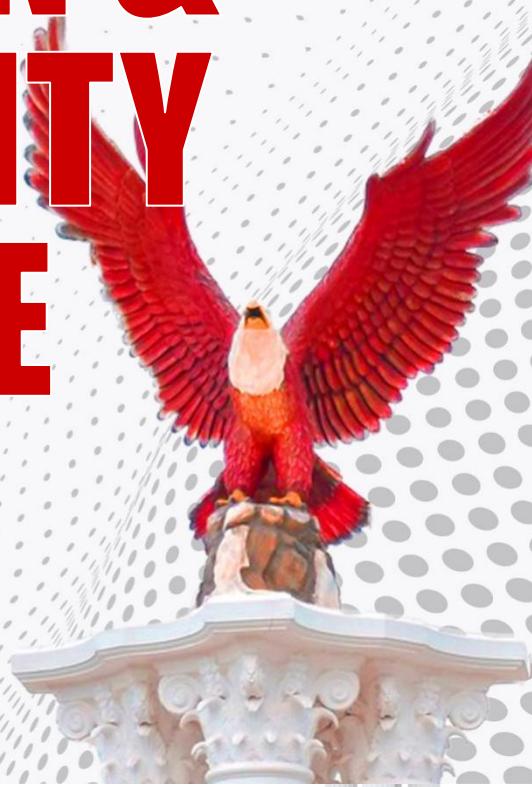




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Introduction

Cagayan State University (CSU) recognizes the vital role of extension and community service in fulfilling its mission to contribute to community development. The institution, with its holistic approach, emphasizes fourfold functions: instruction, research, extension, and production, making it a cornerstone of its commitment to quality education, research, and community engagement.

CSU's College of Humanities and Social Sciences (CHSS), previously part of the College of Arts and Sciences, serves as a key player in extending the university's mission to its neighboring communities. The College houses a diverse range of active programs, supported by a dedicated Research, Development, and Extension (RDE) office. CHSS is deeply committed to multi-disciplinary, holistic, and participatory planning, implementation, monitoring, and evaluation of its extension programs and projects.

In line with the university's Research, Development, and Extension thematic areas, CHSS aligns its RDE agenda with critical issues such as food security, climate change, environmental resource management, human health and nutrition, disaster risk reduction and management, sustainable renewable energy sources, emerging technologies, and social sciences. The College's efforts are further integrated with the university's RDE banner programs and centers, which are concentrated on agriculture, environment, socio-economics, governance, and alternative learning modalities and technologies.

CSU's extension and community service activities are firmly anchored in the legal framework provided by the Philippine Constitution, Republic Act No. 8435 (Agriculture and Fisheries Modernization Act of 1997), and other relevant legislation. This framework underscores the university's commitment to knowledge and technology transfer in harmony with its academic programs.

Through education, training, advisory services, demonstration projects, and information technology services, CSU's Extension Services play a vital role in improving the lives of community members, particularly those from economically and socially disadvantaged sectors. This commitment remains steadfast even in the face of the COVID-19 pandemic, where CSU continues to make a significant impact on its communities.

As part of the CSU system, CHSS aligns its functions with the university's mission to enhance regional development. The College is focused on strengthening internal capabilities for instruction, fostering external linkages, disseminating research findings and relevant technologies, and engaging in institutional networking for knowledge exchange at regional and local levels.

In the years ahead, CHSS remains dedicated to rural development and is deeply committed to addressing the needs of both rural and urban sectors. The





College transfers practical knowledge and productive technologies for rural development through research projects, information dissemination, and training programs. CHSS will continue to engage with the communities through activities like training, seminars, and resource-sharing in Tuguegarao City and other towns of Cagayan.

This narrative profile underscores Cagayan State University's unwavering commitment to academic excellence, regional development, and community welfare through its BA Communication Program's Extension and Community Service. The institution's dedication to community engagement and improvement remains a cornerstone of its mission.

RESEARCH, DEVELOPMENT AND EXTENSION AGENDA

The CSU RDE Framework: The Research for Development (R4D)

The CSU Research for Development (R4D) Framework is rooted in the integration of instruction, research, development, and extension activities. It's powered by the technology development process, encompassing stages from Technology Generation (TG) to Technology Commercialization (TC). The creators of technology within the CSU ecosystem include researchers, faculty, students, administrators, and research collaborators. Stages such as Technology Verification (TV), Technology Adaptation (TA), Technology Dissemination (TD), and Technology Piloting (TP) primarily involve research cooperators at the grassroots level. Knowledge for

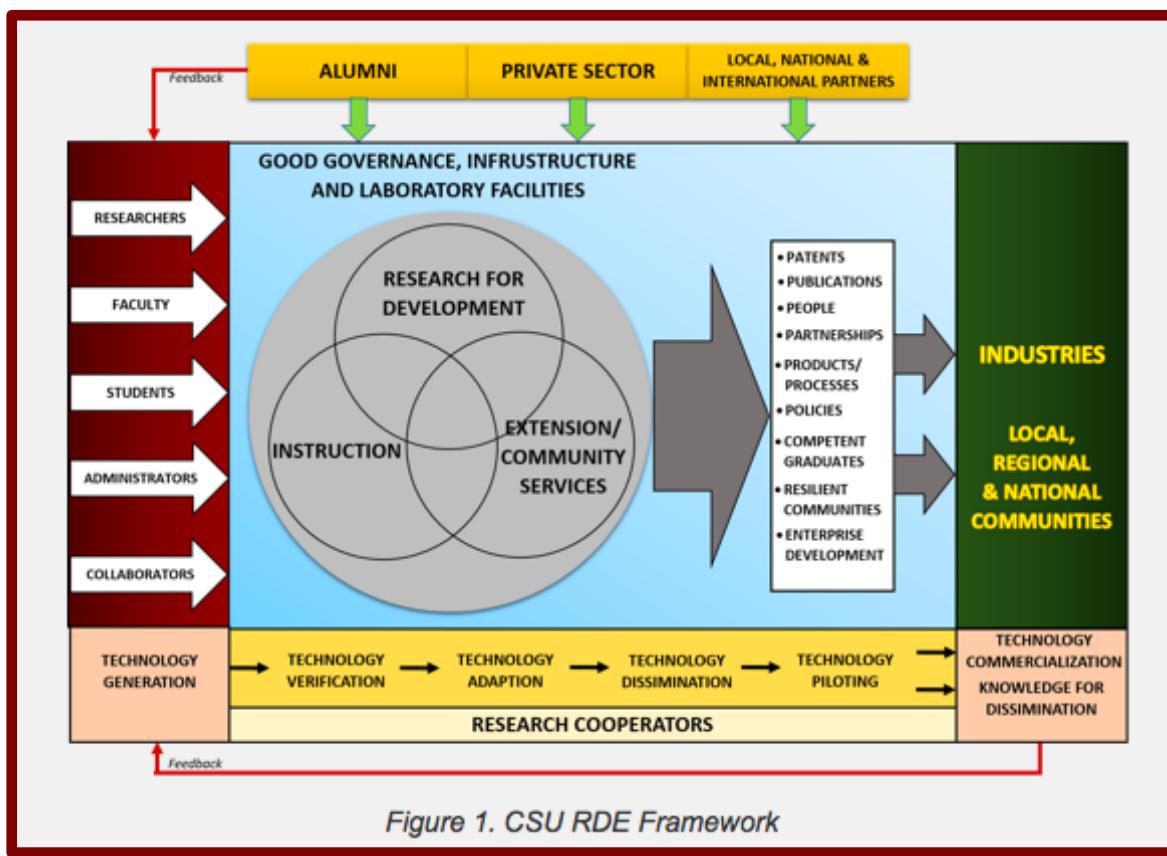


Figure 1. CSU RDE Framework





Dissemination (KD) and Technology Commercialization (TC) extend to local, regional, and national levels, involving industries and communities as adopters.

The University's three-pronged mission—Instruction, Research, and Extension—is facilitated by state-of-the-art infrastructure and laboratory facilities, all managed under the umbrella of good governance. The goal is to produce competent graduates, empower resilient communities, and deliver results reflected in the "6Ps" (People, Planet, Prosperity, Peace, Partnership, and Participation), as well as foster enterprise development as a natural outcome of its production efforts.

To amplify its capability in technology development, CSU seeks financial and technical support from a wide spectrum of stakeholders, including alumni, the private sector, and local and international partners. Emphasis is also placed on receiving feedback to continually improve and advance technology innovation projects within the university.

As CSU evolves to bolster its capacity in RDE, embracing a new R4D paradigm is imperative. This paradigm places a strong emphasis on Sustainable Development Goals (SDGs) that expand development outcomes beyond food supply to include poverty reduction, human nutrition, environmental protection, and other related concerns. Similarly, the "AmBisyon Natin 2040" serves as the guiding star for the nation's development plans, envisioning a secure and comfortable life for all Filipinos. Consequently, CSU's RDE efforts must be intricately tied to the country's vision and Cagayan's development goals to gain the utmost relevance and create a substantial impact.

The emergence of global markets and transformative technologies, especially in Information and Communication Technology (ICT) and biotechnology, has ushered in a paradigm shift in RDE. As a result, public institutions like State Universities and Colleges (SUCs) have recalibrated their priorities, focusing on the welfare of the underprivileged and marginalized sectors in society. New capabilities, organizational structures, and institutional processes have emerged, highlighting the growing importance of partnerships. Thus, the networking process, forming strategic alliances, and coalition building have become pivotal elements in this evolving landscape.

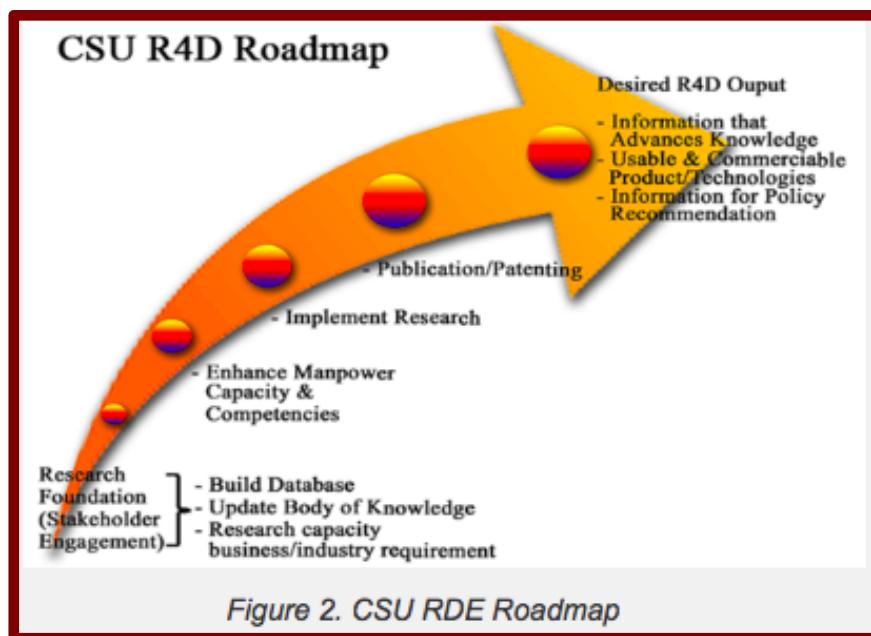
In this context, R4D at CSU executes RDE programs and projects with three central tenets: developmental relevance, linkage to end-users, and an array of approaches and strategies to ensure the integration of RDE outcomes into development processes.

CSU is encouraged to shift from the conventional Research and Development (R&D) approach to a more dynamic Research for Development (R4D) paradigm. In the R4D model, research outcomes are directly linked to development goals, such as poverty reduction, environmental protection, and empowerment, with stakeholders engaged in priority RDE agendas. RDE initiatives should also be demand-driven, rooted in an inclusive, people-oriented development (IPOD) approach, and framed as Research for Development (R4D).





To ensure the relevance of its research, CSU should efficiently produce expected research outputs in a focused and coordinated manner. These outputs encompass a) information that advances knowledge, b) usable and marketable technologies, and c) policy recommendations, with the majority of outputs centered on usable technologies. A visual representation of CSU's R4D Roadmap charts the course from Research Foundation to the realization of desired outputs.



The CSU RDE Office spearheads vital research and extension endeavors while nurturing robust partnerships and collaborations. Acknowledging that innovation and learning demand financial support, the office actively generates resources through optimal asset utilization and enhanced obligation rates. Its unwavering commitment to process refinement and stakeholder empowerment consistently offers valuable opportunities to enhance client engagement and satisfaction, ultimately contributing to an improved quality of life for community members.

RDE Thrust and Priorities

With the foregoing context, CSU's RDE aligns with strategic partners at the local, regional, national, and international levels in pursuit of the following themes:

RDE Thematic Areas

- ***Food Security, Self-sufficiency and Safety*** - This thematic area will respond to the country's quest for sustainable food security, self-sufficiency and safety. Cagayan being a major food producer and considering the country's vulnerability to natural calamities and disasters, it is important for people to be assured of available, adequate, affordable and safe food on their table.





2. ➤ **Climate Change** - The Philippines is experiencing warming temperatures brought about by climate change, most especially in the northern and southern regions. These regions (Northern Luzon and Mindanao) have also warmed the most and have dried the most. As climate change significantly affects agriculture and the environment, the National Climate Change Action Plan dealing with mitigation, adaptation, technology exchange and resource sharing will guide CSU's RDE work on this theme. Considering that climate change will impact the present and future scenarios, a strategic and holistic RDE approach will be pursued.
3. ➤ **Environmental Resource Management** - RDE on environmental resource management will ensure that ecosystem services are protected and maintained for equitable use and also maintain ecosystem integrity for future generations.
4. ➤ **Human Health and Nutrition** - Sound health is fundamental to human life, meeting basic needs and contributing to a productive life. In developing countries like the Philippines, hunger and health risks are aggravated by extreme poverty. Disease and malnutrition are mostly attributable to unsafe water, poor sanitation and hygiene. Many communicable diseases are emerging, so the country has to be prepared with appropriate medication, vaccines and diagnostic kits that are available and affordable to the poor.
5. ➤ **Disaster Risk Reduction and Management** - This theme will find out ways and means by which communities and local governments can identify, assess and reduce the risks of natural disasters. RDE along this area will help communities reduce socio-economic vulnerabilities to disasters as well as dealing with the environmental and other hazards that trigger them. The shift from prevention and mitigation to preparedness mode in disaster risk management requires a lot of research not only in policy formulation, community development and public awareness but also in hard science (e.g., forecasting, structural engineering).
6. ➤ **Sustainable Renewable Energy Sources** - Increasing the percentage of indigenous renewable energy source into the national energy mix will not only result in dollar saving and protection of the environment but more importantly, ensuring energy security. The search, development and exploitation of renewable energy sources will involve a multidisciplinary approach.
7. ➤ **Emerging Technologies** - Emerging technologies are technical innovations on progressive developments within a field for competitive advantage, representing previously distinct fields that are moving towards convergence. These are indispensable in propelling the country to





sustainable agro-industrial development. Currently emerging technologies include biotechnology, information technology, nanotechnology, robotics and artificial intelligence.

8. ➤ **Social Sciences** - Being concerned with society and human nature, the social sciences cut across disciplines and have a pivotal role in societal growth and development. In the context of CSU's RDE programs, the social sciences will cover socio-economics, entrepreneurship, higher education and law and governance.

CSU Carig Campus RDE Goals and Objectives

Goal: CSU Carig Campus aspires to establish itself as a nationally recognized hub for Research for Development (R4D) centers, research laboratories, and service facilities. The primary objective is to drive innovation and development in the fields of high-value food production, energy sources, technical innovations, engineered products, alternative medicines, laboratory services, environmental sustainability, and the enhancement of socio-economic and governance solutions.

Objectives:

1. Develop innovative food products and establish a robust value chain for existing ones to ensure regional and national food security.
2. Design, innovate, and fabricate industrial equipment and engineered products with a focus on commercialization, contributing to technological advancement and economic growth.
3. Collaborate with the Regional Industrial Research and Development Service Centre to create cost-efficient packaging materials for both food and non-food products, ensuring sustainability and competitiveness in the market.
4. Introduce innovative electronic vehicles designed for energy conservation and environmental preservation, contributing to a cleaner and more sustainable future.
5. Develop natural herb remedies with fewer side effects, greater body tolerance, and lower costs compared to synthetic drugs produced by pharmaceutical companies, promoting affordable healthcare options.
6. Establish the campus as a leading laboratory service provider for biotechnology and animal health research, catering to the university and other research communities in Region 02, fostering scientific advancement and animal well-being.
7. Explore research opportunities in various domains, including industry, energy, emerging technologies, environment, health, biotechnology, governance, and socio-economics, and actively engage in the research and development process in these areas.
8. Collaborate with stakeholders to drive growth and development in sectors such as metals, blacksmithing, food production, and other industries, creating





mutually beneficial relationships and supporting regional economic advancement.

9. Develop and publish Information, Education, and Communication (IEC) materials to disseminate knowledge and promote awareness of the campus's research and development initiatives. These materials will enhance public understanding of the university's contributions to societal progress.

College of Humanities and Social Sciences Goals, Objectives and its Extension Agenda

Mandated to perform a four-fold function that includes instruction, research, extension, and production, CHaSS faculty members, staff, and students gear towards becoming a one united CHaSS family.

CHaSS was formerly part of the College of Arts and Sciences (CAS). The College of Arts and Sciences split into two colleges in February 2023. The Humanities Department and Social Sciences Department of CAS formed the now CHaSS, and the Department of Natural Sciences and Mathematics is now a separate college called the College of Natural Sciences and Mathematics (CNSM).

CHaSS has 8 programs, namely BA Communication, BS Development Communication, BA English Language Studies, BS Industrial and Commercial Communication, BS Psychology, BA Economics, BA Political Science, and Bachelor in Human Services.

The College of Humanities and Social Science aims at producing graduates who are globally competitive, multiculturally responsive, research-driven, and ethically upright professionals.

Extension Goals and Objectives of CHaSS

To improve the quality of life of the rural poor is part of the long-range goal of the College of Humanities and Social Sciences Extension Program. More specifically, the objectives are:

- a. To strengthen and expand the internal capability of the College in undertaking effective Extension Services;
- b. To synthesize and promote the utilization of applicable and suitable technologies for improving productivity and increasing income of target clienteles;
- c. To promote and strengthen inter-institutional capabilities for intensifying and broadening people's participation in development;
- d. To promote and strengthen inter-institutional linkage for affecting distributive social and economic development services;





- e. To produce communication materials and disseminate information through various forms of media technology as support to the extension programs of the college; and
- f. To conduct communication-based interventions and campaigns to develop awareness, change behaviors, and improve practices of clienteles on issues affecting them towards the fulfillment of human potentials.

CHaSS RDE Agenda

The college's RDE agenda 2023-2028 is anchored on the National Research and Extension Agenda and Programs, research and extension-related issuances of the Commission on Higher Education, the Cagayan State University RDE banner programs, and other research and extension-mandated institutions.



Figure 3. The RDE Framework of the College of Humanities and Social Sciences (2023)





1. **Empowerment, Education, and Governance.** The agenda will prioritize research that contributes to the enhancement of pedagogies of the educational system, development, implementation, and validation of instructional materials.
2. **Socio-Economic Advancement.** This agenda will prioritize research that directly impacts the well-being of individuals and adopted communities of the college. Advancing socioeconomic conditions can lead to improved living standards, reduced inequalities, and enhanced quality of life.
3. **Language, Art, History, and Culture.** This agenda is geared towards the preservation of our provincial and regional cultural heritage for socio-economic progress. It shall also include studies on the description and documentation of Philippine languages spoken in the region, development of dictionaries for cultural metaphors and innovation of Filipino music, theatre, dance, and literature.
4. **Environment, Climate Change and Disaster Risk Mitigation.** This agenda fosters a multidisciplinary approach to producing new knowledge in addressing environmental problems and concerns caused by changing climate through strengthened mitigation and adaptation strategies. The programs in the college shall concentrate on enhancing the province's disaster risk management through research focusing on disaster prevention and mitigation, preparedness, recovery, and rehabilitation.
5. **Emerging Digital Technology.** The research and extension agenda endeavors to explore how consumers utilize existing and emerging digital communication technologies and its impact on society.

Table 1. RDE Agenda of the College of Humanities and Social Sciences (2023)

RDE Thematic Areas	RDE Banner Programs	5-point CHSS Research Agenda	Possible Researches	Extension Projects and Programs	Lead Program
Social Sciences	Governance	Empowerment, Education and Governance	Policy Formulation Studies Audience and Media Research	Adopt-a-school/barangay program: Transformative and Psycho-Educational Program <i>Providing capability building on media, basic and functional literacies (MIL/Digital Information Literacy Training; Financial</i>	AB Political Science AB Economics BS Psychology BS Human Services





			<p>Conflict Resolution Studies</p> <p>Peace, Justice, Human Rights Studies</p> <p>Mental Health and Stress Management</p> <p>Human Behavior in Organization</p> <p>Language Education, Policy and Pedagogy</p> <p>Materials Development and Evaluation</p> <p>Tracer Studies</p> <p>Alternative Learning and Teaching Modalities in the Digital Era</p> <p>Communication Competency Assessments (Foreign Language, Contact Center)</p>	<p>Literacy; functional literacy)</p> <p><i>Providing Tutorial and remedial services</i> (Language Tutorial services; Computer Tutorial Services for OSY)</p> <p><i>Providing leadership, governance-related, and GAD seminars/trainings</i> (Seminars on human rights, social justice, governance, peace and order, GAD)</p> <p><i>Providing Psycho-educational support and interventions</i> (Life coaching, personality development, promotion of mental health wellbeing)</p> <p>Technical Advisory Services for partner organizations</p> <p>Package technology and information for dissemination and utilization in appropriate language, forms and channels.</p>	<p>AB Communication BSICC</p> <p>BS Dev Comm AB Political Science</p> <p>AB Political Science BA Comm/BSD C</p> <p>BS Psychology BS Human Services</p> <p>AB ELS All programs</p> <p>All programs</p> <p>AB ELS AB Communication BS Dev Comm</p>
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			Studies on Marginalized Sections GAD in Language and Communication Studies		
	Socio Economics and Governance	Socio Economic Advancement	<p>Supply Chain Studies Needs Analysis and Impact Assessment</p> <p>Migration and Development Studies Segmentation of Consumers</p> <p>Micro, Small and Medium Enterprises Studies Financial Literacy Studies</p>	<p>Adopt-a-school/barangay program: Socio-economic Upliftment (Kaagapay sa Kabuhayan)</p> <p>Small-scale business and Entrepreneurship Assistance (Business sustainability of MSMEs, Livelihood projects)</p> <p>Technical Communication Skills Development/Human Resource Training and pre-employment training programs (Contact Center Training)</p> <p>Technical Advisory Services for partner organizations</p> <p>Package technology and information for dissemination and utilization in appropriate language, forms and channels.</p>	<p>AB Economics All Programs</p> <p>BS Psychology B Human Services AB Political Science</p> <p>BSICC AB Economics AB Communication BS Dev Comm</p> <p>All programs</p> <p>All programs</p>





Climate Change and Disaster Risk Reduction and Management	Environment, Climate Change and Disaster Risk Reduction	Environment, Climate Change and Disaster Risk Mitigation	Disaster Management and Resiliency Studies	Technical Advisory Services for partner organizations Extension campaign on Environmental Protection	AB Communication BS Dev Comm BS Psychology B Human Serv AB Political Science
	Social Sciences	Language, Art, History and Culture	Language Documentation and Description Documentation of Cultural Practices and Tradition in the region Cultural and Political Issues Indigenous Knowledge Management Studies Historical Researches Cultural Mapping	Media productions, performances, IEC production & campaigns, and community exhibits (Sine Agila Film Festival; Website development) Training and education (Film Showing; Barangay Art Forum; Tour at the Panaddaman Museum for School Children) Technical Advisory Services for partner organizations Package technology and information for dissemination and utilization in appropriate language, forms and channels.	AB ELS, BAComm, BSDC AB Political Science All Programs All Programs All Programs





Emerging Technology	Emerging Technologies	Emerging Digital Technology	Utilization and Impact of Digital Communication Technologies and Policy Formulation Design, Development and Evaluation of Multimedia Contents	Technical Advisory Services for partner organizations	BA Communication All Programs AB ELS AB Communication BS Dev Comm BSICC

The BA Communication Program's Extension and Community Service Initiatives

Description of the Program:

The BA Communication Program, formerly AB Mass Communication, is a four-year degree course administered under the College of Humanities and Sciences of Cagayan State University Carig Campus. The program has a generalist curriculum that covers Journalism, Broadcasting, Development Communication, Creative Production and Performing Arts, Integrated Marketing, the New Media, Communication Planning and Management, including Participatory Communication and Disaster, Risk and Humanitarian Communication.

Objectives of the Program:

- a. Equip students with the knowledge and skills in the theory and practice of communication applicable in various professions and contexts.
- b. Develop communication professionals and prime-movers, leaders, managers, practitioners, and journalists who are ethical and exhibit the CSU core values of competence, social responsibility, and unifying presence.
- c. Develop communication graduates who will uphold the role of communication in sustaining positive relationships, building connections, facilitating public participation, mediating human conflicts, and organizing for social change and citizen involvement.
- d. Produce innovative researches and creative outputs that are critical, ethical, and socially relevant.





- e. Develop, coordinate, collaborate and conduct responsive academic community extension services to promote media and information literacy, advance cultural heritage preservation, support environmental protection, and safeguard media and press freedom through advocacy programs and communication campaigns.
- f. Provide avenues that discuss issues, trends, and solutions to existing and emerging challenges of the communication and media landscape of the nation.
- g. Enable the students to pursue graduate studies in communication to continue theorizing the concepts and practice of communication in various contexts.

BA Communication Program Outcomes:

By the time of graduation, the students of the BA Communication program shall have the ability to:

- Apply the principles, theories, structures and functions of communication in a globally diverse and competitive society;
- Define and access information needs, assess and organize information and knowledge, produce, share and utilize information and knowledge;
- Effectively communicate in different formats and platforms (print, broadcast, and online)
- Produce research-based communication and/or media plan;
- Conduct communication and media research and evaluation;
- Creatively develop and produce research-based communication materials in different formats and platforms;
- Demonstrate entrepreneurial skills in the communication profession.
- Demonstrate leadership and management skills in the practice of mass media and communication profession;
- Participate in various competitions and cultural exchanges such as film festivals, radio productions, video productions, research colloquia, communication campaigns, theater arts production, and other allied fields in communication locally, nationally, and globally.
- Adhere to ethical standards and professionalism in the practice of communication at all times;
- Pursue graduate education for personal development and for the advancement of the communication field;
- Become a communication advocate to promote community development, media and information literacy, heritage preservation, environmental protection, gender and equality, and media and press freedom through advocacy programs, communication campaigns, and extension projects.

BA Communication Program's Extension Projects

The BA Communication Program at Cagayan State University Carig Campus is dedicated to fostering positive change and community development through its





Extension and Community Service Projects. These initiatives, aligned with the university and college's Extension Agenda, are categorized into two main streams: Funded Extension Projects and Information and Communication Advocacy/Outreach.

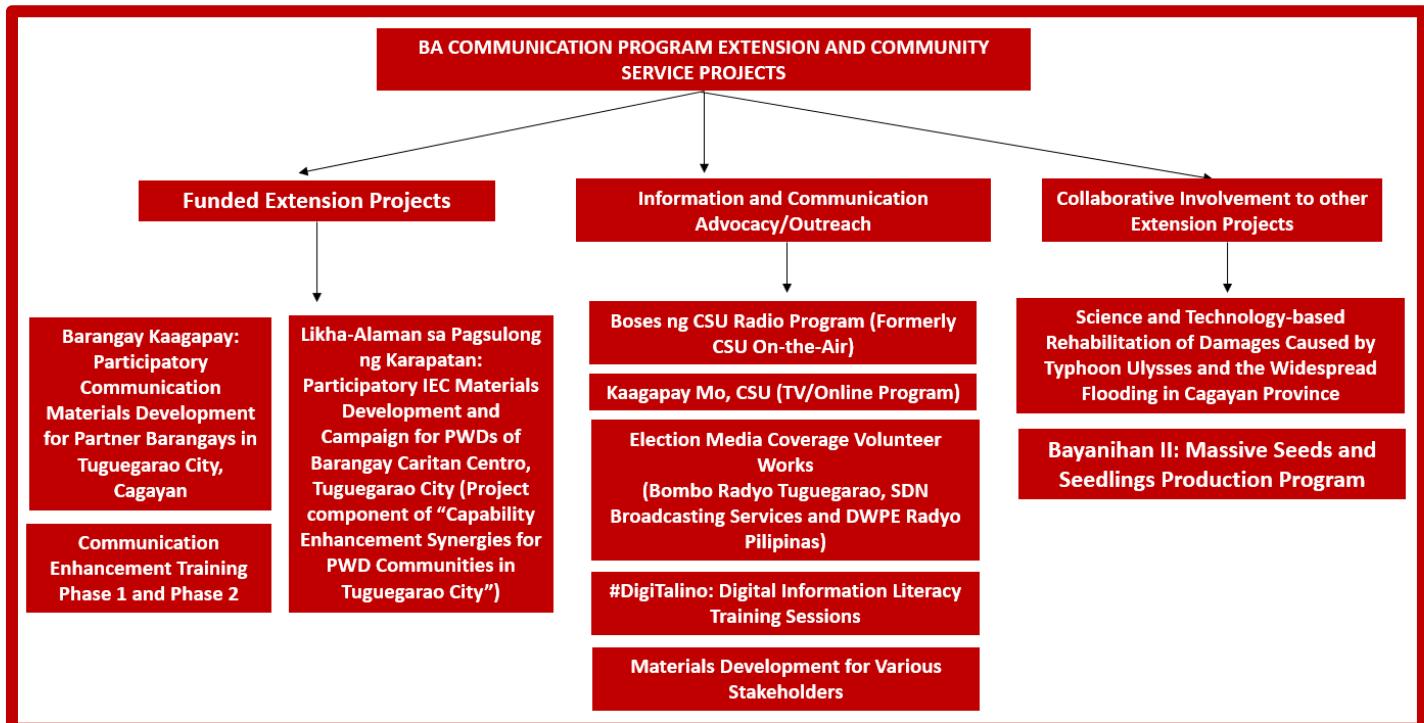


Figure. 4. Matrix of Extension and Community Services of the BA Communication Program (2018-present)

A. Funded Extension Projects

The Funded Extension Projects of the BA Communication Program exemplify a synergistic approach to community development in resonance with the broader research and development framework established by Cagayan State University (CSU). Aligned with the CSU Research, Development, and Extension (RDE) Agenda, along with national and regional development plans, these initiatives strategically contribute to the university's pursuit of excellence in knowledge generation and dissemination. Specifically linked to the CSU RDE Thematic Areas and CSU Carig RDE Banner Programs, these projects within the College of Humanities and Social Sciences (CHaSS) Extension Agenda embody the 5-point RDE Agenda of CHaSS.

1. *Barangay Kaagapay: Participatory Communication Materials Development for Partner Barangays in Tuguegarao City, Cagayan*

This initiative strives to empower local communities by fostering collaborative efforts in developing communication materials tailored to address their specific needs and challenges. The primary objective is to engage residents in the creative process, producing informative and culturally relevant materials that not only disseminate information but also foster community participation and awareness. This project seamlessly aligns with the CSU RDE Agenda, emphasizing community engagement and empowerment. Furthermore, it resonates with the CSU RDE Thematic Areas,





particularly highlighting community development and participatory communication. Within CHaSS, it contributes to the 5-point RDE Agenda, placing a distinct emphasis on community participation in development.

Rapid Communication and Information Needs Assessment

1



Training on Participatory Communication Materials Development

2



Photo Documentation



Development of Communication Materials & Pretesting

3



Photo Documentation





4 Social and Resource Mobilization

5 Communication Campaign through IEC and other Media platforms

2. Communication Enhancement Training

The objective of this project is to improve communication skills within the community, thereby enhancing mutual understanding and engagement. Activities involve conducting workshops, seminars, and training sessions focused on enhancing the communication capabilities of community members, including journalism training for elementary and high school students. This initiative aligns seamlessly with the CSU RDE Thematic Areas related to human resource development and capacity building. It supports CHaSS's commitment to education and skills enhancement, contributing significantly to the 5-point RDE Agenda.





COMMUNICATION ENHANCEMENT TRAINING (CET) EXTENSION PROGRAM



3. *Likha-Alaman sa Pagsulong ng Karapatan: Participatory IEC Materials Development and Campaign for PWDs of Barangay Caritan Centro, Tuguegarao City (Project component of “Capability Enhancement Synergies for PWD Communities in Tuguegarao City”)*

This project aims to advocate for the rights and well-being of Persons with Disabilities (PWDs) through the creation of participatory Information, Education, and Communication (IEC) materials. Activities involve collaboratively developing materials with the PWD community, aiming to raise awareness about the rights and needs of PWDs and promote inclusivity. Aligned with the CSU RDE Agenda, this initiative addresses social inclusion and equality, reflecting CSU's commitment to inclusivity. It





contributes to the broader CHaSS 5-point RDE Agenda, emphasizing communication-based interventions for societal development and advocacy.



Likha-Alaman Project Team conducts a participatory communication needs assessment to the PWDs of Caritan Centro, Tuguegarao City. The project is a component of the Capability Enhancement Synergies for PWD communities in Tug. City



B. Information and Communication Advocacy/Outreach

The Information and Communication Advocacy/Outreach initiatives of the BA Communication Program strategically integrate media and communication for community advancement. In coherence with the CSU RDE Agenda, CSU RDE Thematic Areas, CSU Carig RDE Banner Programs, and CHaSS's 5-point RDE Agenda, these outreach activities foster an informed, engaged, and empowered community:





1. *Boses ng CSU Radio Program (Formerly CSU On-the-Air)*

With the aim of providing a platform for community voices, this initiative facilitates discussions on relevant local issues. The objective is met through hosting radio programs featuring community members, experts, and leaders. This ensures diverse perspectives are heard, fostering a sense of community engagement. Directly contributing to the CSU RDE Agenda, this project aligns with knowledge dissemination goals. Within CHaSS, it resonates with the emphasis on communication for community development outlined in its 5-point RDE Agenda.



The **Boses ng CSU** (formerly “CSU on-the-air” has been a long-running radio program of the BA Comm which serves as Information outreach and broadcast laboratory of the students. This is aired at DWPE Radyo Pilipinas.





FEATURED NEWS AND STORIES THROUGH BOSES NG CSU

FEATURED NEWS/ STORIES	TYPE	BROADCAST DATE	PERSONS INVOLVED	LINK
Tatlong Estudyante ng CSU Lallo, Byaheng Europa para sa International Leadership Training	News	December 01, 2022	Nathaniel Angelo Corpuz, Charine Nasis, and Alvin Gonzales	https://fb.watch/obS_77L2C6/?mibextid=RtaFA8
DOST binisita ang CSU Carig	News	December 01, 2022	Team ng Regional Director ng DOST Region II , DOST Regional Secretary Dr. Renato Solidum Jr., CEO Arthur Ibañez	https://fb.watch/obS_77L2C6/?mibextid=RtaFA8
Nakiisa ang Carigans Scholars sa DOST Regional Science Technology Week	News	December 01, 2022	35 Scholars ng CSU Carig	https://fb.watch/obS_77L2C6/?mibextid=RtaFA8
Tinanggap ng CSU ang donasyon na lupa na galing sa LGU Buguey	News	December 01, 2022	CSU President, Urdujah Alvarado, Mayor Licerio	https://fb.watch/obS_77L2C6/?mibextid=RtaFA8
Student Council and Wide Fun Run, Pinangunahan ng CSU Andrews	News	December 01, 2022	1,000 CSUans	https://fb.watch/obS_77L2C6/?mibextid=RtaFA8
CSU Gonzaga nagsagawa ng run for a cause	News	December 01, 2022	Law Enforcement Agencies, Students of CSU Gonzaga	https://fb.watch/obS_77L2C6/?mibextid=RtaFA8
Senator Francis Tolentino, namahagi ng mga Disaster Equipment	News	December 01, 2022	Senator Francis Tolentino	https://fb.watch/obS_77L2C6/?mibextid=RtaFA8
Sinimulan ng Provincial Social Welfare and Development Office ang pagsasanay sa Filipino Sign Language	News	December 01, 2022	PWD leader, PWD focal person, PNP, at ilang empleyado ng pamahalaang panlalawigan ng Cagayan	https://fb.watch/obS_77L2C6/?mibextid=RtaFA8





CSU student noon, Teacher na ngayon	Story	December 01, 2022	Teacher Mark Anthony	https://fb.watch/opS_77L2C6/?mibextid=RtaFA8
Ikinasa ng CHED ang memorandum na nag-aalis ng full online classes	News	December 02, 2022	CHED Chairperson, Prospero De Vera III,	https://fb.watch/obSXnswok6/?mibextid=RtaFA8
Digital Literacy Workshop ng Lingap Devcomm, isinagawa	News	December 02, 2022	Program Chair, Jan Justine Rodriguez, Students of College of Humanities and Social Sciences	https://fb.watch/obSXnswok6/?mibextid=RtaFA8
Estudyantengnagi tinda ng gulay, viral ngayon	News	December 02, 2022	Jacinto Allam	https://fb.watch/obSXnswok6/?mibextid=RtaFA8
Sumunod sa minimum health standard para maiwasan ang covid cases	News	December 02, 2022	Provincial Health Officer, Dr. Carlos Cortina III	https://fb.watch/obSXnswok6/?mibextid=RtaFA8
Traffic Management Group, inirekomenda ang coding sa private vehicles	News	December 02, 2022	Head Management, Arthur Blakera, Mayor Maila Ting-Que	https://fb.watch/obSXnswok6/?mibextid=RtaFA8
Isang artista, dumalo sa Robinson's Tuguegarao	News	December 02, 2022	Maja Salvador	https://fb.watch/obSXnswok6/?mibextid=RtaFA8
CSU, may Violence Against Women Desk Na	News	December 02, 2022	Students of CSU Carig	https://fb.watch/obSXnswok6/?mibextid=RtaFA8
Estudyante noon, Media Practitioner na ngayon	Story	December 02, 2022	Queenie Cortez	https://fb.watch/obSXnswok6/?mibextid=RtaFA8
Mga On-the-job training students ng College of Hospitality Management, nakatakdang lumipad sa unang araw ng disyembre	News	December 08, 2022		https://fb.watch/obT3xrm5Tb/?mibextid=RtaFA8
Kinilala ang BIOMORGAN ng CSU Carig bilang	News	December 08, 2022	Biomorgan President Janine Espirito	https://fb.watch/obT3xrm5Tb/?mibextid=RtaFA8





Outstanding UNESCO Club				
Red Eagle performing artists, nagpakitang gilas!	News	December 08, 2022	Shiela Rose Calimag, 57 members of REPA	https://fb.watch/opT3xrm5Tb/?mibextid=RtaFA8
Gaganapin sa susunod na buwan ang grand alumni home coming sa CSU	News	December 08, 2022	Graduates of CSU Andrews	https://fb.watch/opT3xrm5Tb/?mibextid=RtaFA8
CSU Carig, muling nagsagawa ng #Digitalino Workshop	News	December 08, 2022	Program Chair Jan Justin Rodriguez, Dean Jomel Manuel, Prof. Lyza Rodriguez, Prof. Patrianne Padua and students of CHASS	https://fb.watch/opT3xrm5Tb/?mibextid=RtaFA8
Academic Olympics, idaraos sa CSU Piat	News	December 08, 2022	Students of different colleges	https://fb.watch/opT3xrm5Tb/?mibextid=RtaFA8
Nadagdagan na ang Quarantine Facilities sa CVMC	News	December 08, 2022	Cong. Joseph Lara, Dr. Zara Lara at Dr. Cherry Lou Antonio	https://fb.watch/opT3xrm5Tb/?mibextid=RtaFA8
Masscomm student noon, Information Officer na ngayon	Feature	December 08, 2022	Ralfee Concepcion	https://fb.watch/opT3xrm5Tb/?mibextid=RtaFA8
Ininspeksyon ang e-trike prototype na proyekto ng CSU	News	December 09, 2022	President Ferdinand Marcos	https://fb.watch/opT3xrm5Tb/?mibextid=RtaFA8
Sakit na Amoebiasis, binabantayan	News	December 09, 2022	Dr. Carlos Cortina III	https://fb.watch/opT3xrm5Tb/?mibextid=RtaFA8
Unang Offshore academic convocation ng CSU, isinagawa sa Maryland, USA	News	December 09, 2022	CSU President Urdujah Alvarado, Vice President for Academic Affairs, Mariden V. Cauilan, Campus Executive Officer Theresa Dimalanta and CSU- Andrews Campus Graduate School Dean Julius T. Capili	https://fb.watch/opT3xrm5Tb/?mibextid=RtaFA8
Extension project ng CSU Gonzaga, pinarangalan	News	December 09, 2022	-	https://fb.watch/opT3xrm5Tb/?mibextid=RtaFA8





VAW-Desk ng CSU Carig, inilunsad na	News	December 09, 2022	Engr. Roger Rumpon, Ilang empleyado, faculty and staff ng unibersidad.	https://fb.watch/opT3xrm5Tb/?mibextid=RtaFA8
Distribusyon ng AICS sa mga mamamayan ng Cagayan	News	December 09, 2022	Senator Imee Romualdez, Chief Executive Officers, 2000 Beneficiaries, Gov. Manuel Mamba, Isabela Governor Rodito Albano, Buguey Mayor Licerio Antiporda, Allacapan Mayor Harry Florida, 3 rd District BM De Asis, 1 st District BM Garicia, DSWD employees	https://fb.watch/opT3xrm5Tb/?mibextid=RtaFA8
Inilunsad ng PNP Tuguegarao City ang project "BIDA"	News	December 09, 2022	PNP, Gov. Manuel Mamba	https://fb.watch/opT3xrm5Tb/?mibextid=RtaFA8
First timer sa pageant, itinanghal bilang Mr. CSU	News	December 09, 2022	Kyle Ruzzel Suyu	https://fb.watch/opT3xrm5Tb/?mibextid=RtaFA8
LDR ni Miss R.	Feature	December 09, 2022	Miss R at Alden	https://fb.watch/opT3xrm5Tb/?mibextid=RtaFA8
Apat na Campus ng CSU, ISO certified na	News	December 15, 2022	-	https://fb.watch/opSU38mwmX/?mibextid=RtaFA8
Kauna-unahang off-shore academic isinagawa sa america	News	December 15, 2022	Anim na CSU graduates	https://fb.watch/opSU38mwmX/?mibextid=RtaFA8
87 board takers ng CSU, pasado sa civil engineering exam	News	December 15, 2022	87 board takers, Pres. Urdujah Alvarado, Dean Dr. Pebra	https://fb.watch/opSU38mwmX/?mibextid=RtaFA8
Tatlong Atleta na CSUans nag-uwi ng medalya	News	December 15, 2022	Ace Derrick Cruz, Maria Cristine Agabao, at Maria Christine Nicole Agabao	https://fb.watch/opSU38mwmX/?mibextid=RtaFA8
E-trike ng CSU Carig, siniyasat	News	December 15, 2022	Pres. Bongpong Marcos	https://fb.watch/opSU38mwmX/?mibextid=RtaFA8
Estudyante ng CSU nagkamit ng tagumpay	News	December 15, 2022	Ms. Taloza	https://fb.watch/opSU38mwmX/?mibextid=RtaFA8
Student Lider noon, Loding teacher na ngayon	Story	December 15, 2022	Mr. Jake Angelo	https://fb.watch/opSU38mwmX/?mibextid=RtaFA8





Lallo Campus, nanguna sa passing rate	News	December 22, 2022	-	https://fb.watch/0pSR5m71Bl/?mibextid=RtaFA8
CSU balik scientist, pinarangalan bilang Gabay Awardee	News	December 22, 2022	Dr. Muñoz	https://fb.watch/0pSR5m71Bl/?mibextid=RtaFA8
Anim na organisasyon ng CSU, UNESCO accredited na	News	December 22, 2022	-	https://fb.watch/0pSR5m71Bl/?mibextid=RtaFA8
Nagkaroon ng Personal na Interview ang mga student journalists	News	December 22, 2022	Pres. Urdujah Alvarado, 12 Student journalists	https://fb.watch/0pSR5m71Bl/?mibextid=RtaFA8
Tatlong Agripreneurs nanguna sa National Level ng Farmers Challenge	News	December 22, 2022	Foster Caluag, William Tabdol, Senator Imee Marcos	https://fb.watch/0pSR5m71Bl/?mibextid=RtaFA8
BFP, Nagbigay Paalala sa mga Pinagbabawal na Paputok	News	December 22, 2022	Atty, Jeronimo De Guzman Jr. BFP Region II, DOH Regional Director Amelita Pangilinan	https://fb.watch/0pSR5m71Bl/?mibextid=RtaFA8
Isinagawa ang kauna-unahang film festival sa Tuguegarao	News	December 22, 2022	Mayor Maila Ting-Que, Vloggers, Residents of Tuguegarao City, Angelo, Earl John, Daren, Jm, Paolo, Sean, Nathalie	https://fb.watch/0pSR5m71Bl/?mibextid=RtaFA8
CSU Alumna, Designer na Ngayon	Story	December 22, 2022	Ms. Roxie	https://fb.watch/0pSR5m71Bl/?mibextid=RtaFA8
Paskuhan 2023, idinaos sa CSU Carig	News	December 23, 2022	Students, CEO Arthur Ibañez	https://fb.watch/0pSNZFe1Yv/?mibextid=RtaFA8
RHU lallo, nagpaalala sa HIV	News	December 23, 2022	First Year Students, CEO Antonio Cabalbag	https://fb.watch/0pSNZFe1Yv/?mibextid=RtaFA8
DevCom Awareness and Team Building Activity	News	December 23, 2022	Students of CSU Carig, Prof. John Ponsaran	https://fb.watch/0pSNZFe1Yv/?mibextid=RtaFA8
Nakapagtala ng mataas na porsyento ang	News	December 23, 2022	Board takers	https://fb.watch/0pSNZFe1Yv/?mibextid=RtaFA8





CSU sa ginanap na LET				
CSU athletes nabigyan ng parangal	News	December 23, 2022	5 CSU athletes of Arnis	https://fb.watch/OpSNZFe1Yv/?mibextid=RtaFA8
Tubong Cagayan, nasungkit ang ginto at bronze na medalya sa taekwondo	News	December 23, 2022	Allen Josh Dayag at Jowen Uquiga	https://fb.watch/OpSNZFe1Yv/?mibextid=RtaFA8
CSU student noon, Artist na ngayon	Story	December 23, 2022	Cole	https://fb.watch/OpSNZFe1Yv/?mibextid=RtaFA8
Mga Opisyales ng SLU-Baguio bumisita sa CSU	News	January 12, 2023	SLU Vice President for Administration Dr. Felerina Ellamil, Directors, Head Officers, Deans, and University President Dr. Urdujah Alvarado	https://fb.watch/pSJljRHin/?mibextid=RtaFA8
COEA nagsagawa ng technical conference sa CSU Carig	News	January 12, 2023	University President Dr. Urdujah Alvarado, Engr. Godofredo Avena, Dr. Schin Shetty, Engr. Marissa Bean at Dr. Audy Quebral	https://fb.watch/pSJljRHin/?mibextid=RtaFA8
Faculty Member ng CSU, tumanggap ng parangal	News	January 12, 2023	Dr. Ma. Angelita Rabanal	https://fb.watch/pSJljRHin/?mibextid=RtaFA8
Regional Directors ng NEDA, TESDA, at PDEA bumisita sa CSU	News	January 12, 2023	Director Dionisio Ledres, Director Joel Plaza, University President Dr. Urdujah Alvarado, CEO Arthur Ibañez, Officials of CSU Carig	https://fb.watch/pSJljRHin/?mibextid=RtaFA8
JOB Vacancies sa CSU Lasam, inanunsyo	News	January 12, 2023	CEO Dr. Professor Florante Victor Balatico	https://fb.watch/pSJljRHin/?mibextid=RtaFA8
PVET nagbigay paalala sa sakit na Antrax	News	January 12, 2023	Provincial Veterinarian Dr. Noli Buen, Biology student Rose Cabildo, at Engineering student Leon Quinagoran	https://fb.watch/pSJljRHin/?mibextid=RtaFA8
City Mayor, sinuportahan ang ground breaking ceremony ng DRRM office	News	January 12, 2023	Mayor Maila Ting-Que,	https://fb.watch/pSJljRHin/?mibextid=RtaFA8





CSU student noon, Engineer na ngayon	Story	January 12, 2023	Engr. Mark John Quinagoran	https://fb.watch/0pSJljRHin/?mibextid=RtaFA8
Application para sa CSU college admission test ng mga graduating Senior High School students nagsimula na	News	January 13, 2023	Graduating students of SHS	https://fb.watch/0pSGE4Ei2M/?mibextid=RtaFA8
Job vacancies sa CSU Carig	News	January 13, 2023	-	https://fb.watch/0pSGE4Ei2M/?mibextid=RtaFA8
Presyo ng Langis Bumaba na	News	January 13, 2023	Julianito Legaspi, criminology student JM Cumigad, College of Law	https://fb.watch/0pSGE4Ei2M/?mibextid=RtaFA8
CHED nagbabala sa mga kumakalat nitong unofficial accounts	News	January 13, 2023	-	https://fb.watch/0pSGE4Ei2M/?mibextid=RtaFA8
Studyante noon, Teacher na ngayon	Story	January 13, 2023	Teacher Rose Ann Emblas	https://fb.watch/0pSGE4Ei2M/?mibextid=RtaFA8
Thanksgiving program para kay Congressman Lara	News	January 27, 2023	Cong. Jojo Lara, Dr. Zarah Lara, Key officials, College Deans, at mga estudyante ng unibersidad	https://fb.watch/0pSC9YGdLa/?mibextid=RtaFA8
Passing Rate ng mga CSU Campuses sa December 2022 Criminologist Licensure Examination	News	January 27, 2023	Dean Maita Guadumor, CSU students board takers	https://fb.watch/0pSC9YGdLa/?mibextid=RtaFA8
Nagsagawa ng Eco-Walk ang CSU-Actions Officers at mga AB-Communication Students	News	January 27, 2023	CSU-Actions President Mary Joy Javier, Officers at mga estudyante	https://fb.watch/0pSC9YGdLa/?mibextid=RtaFA8
Isinagawa ang mini-skills and academic olympics	News	January 27, 2023	Jofancia Alupani	https://fb.watch/0pSC9YGdLa/?mibextid=RtaFA8





Gold medalist ang isang estudyante sa CSU Carig	News	January 27, 2023	Jay Ar Irang	https://fb.watch/0pSC9YGdLa/?mibextid=RtaFA8
Free coffee ng CSU Andrews	News	January 27, 2023	Estudyante ng CSU-Andrews	https://fb.watch/0pSC9YGdLa/?mibextid=RtaFA8
Inihanda ang Lobby ng Tuguegarao City Hall para sa mga walk-in applicants ng Civil Service Examination	News	January 27, 2023	Mayor Maila Ting-Que	https://fb.watch/0pSC9YGdLa/?mibextid=RtaFA8
CSU student noon, Professor na ngayon	Story	January 27, 2023	Prof. Angel Cuarteros	https://fb.watch/0pSC9YGdLa/?mibextid=RtaFA8
Dinaluhan ng CSU ang unang national peace convention	News	February 02, 2023	University President Dr. Urdujah Alvarado, Campus Executive Officers, OSDW Directors, at Campus Student Council	https://fb.watch/0pSz7DikzL/?mibextid=RtaFA8
Team Hakot Awards sa ginanap na National CPE Challenge	News	February 02, 2023	Karl Stephen Evallo Dante Louse Sapalo Kzandrei Camilo Robert Kylene Ayon-Ayon Joshua Migurl Toribio Isabelle Iglesia John Mark Aggabao Isagani Celeste Brix Geron Ruzzel Miyembro Jefferson Tulauan Mark Verdadero	https://fb.watch/0pSz7DikzL/?mibextid=RtaFA8
CSU nagsagawa ng top management strategic planning sa Ilocos Sur	News	February 02, 2023	Vice President, Campus Executive Officers, at Deans ng Unibersidad	https://fb.watch/0pSz7DikzL/?mibextid=RtaFA8
Miss CSU 2022, sasabak sa Queen Isabela	News	February 02, 2023	Ms. Jaycel Lumauig	https://fb.watch/0pSz7DikzL/?mibextid=RtaFA8
Dumalo sa IST ang CSU-Lallo OSDW Coordinator at Campus Student Council	News	February 02, 2023	Dr. Maria Donna Macadangdang, Jacob Ortega at Jofancia Alupani	https://fb.watch/0pSz7DikzL/?mibextid=RtaFA8





Estudyante noon, Part-time Instructor na ngayon	Story	February 02, 2023	Sir Jayson Guzman	https://fb.watch/opSz7DikzL/?mibextid=RtaFA8
Research Colloquium isinagawa sa CSU Appari	News	February 03, 2023	Dr. Nargolic Utanes, (Propesor ng Advanced Research), Dr. Mark John Tamanu (Dean ng Graduate School ng CSU), Dr. Rolly Acidera at Dr. Kathryn Mata	https://fb.watch/opSx4CP8ze/?mibextid=RtaFA8
Pinalawig ng LGU Tuguegarao ang deadline ng pagpaparehistro ng negosyo	News	February 03, 2023	City Mayor Maila Ting- Que LGU Tuguegarao Business Permit and Licensing OIC Joel Bariuan	https://fb.watch/opSx4CP8ze/?mibextid=RtaFA8

2. *Kaagapay Mo, CSU (TV Program)*

The objective of this TV program is to visually showcase community stories, initiatives, and success stories, promoting unity and pride. Through producing television programs that highlight the achievements, challenges, and aspirations of the community, it creates a visual narrative that resonates with the audience. Aligned with CSU's goal of fostering community pride and unity, it contributes to CHaSS's 5-point RDE Agenda by utilizing media for community development and cultural preservation.

Please click the links below to watch the episodes:

<https://fb.watch/opMWW3BWQ1/?mibextid=Nif5oz>

<https://fb.watch/opMZAAGUn8/?mibextid=Nif5oz>

<https://fb.watch/opM -yAxeO/?mibextid=Nif5oz>

<https://fb.watch/opMYpGIFvP/?mibextid=Nif5oz>

<https://fb.watch/opNbmsjShl/?mibextid=Nif5oz>

<https://fb.watch/opNcE5vwCn/?mibextid=Nif5oz>

<https://fb.watch/opNdkO8kQ0/?mibextid=Nif5oz>

<https://fb.watch/opNe7KCyJj/?mibextid=Nif5oz>





FEATURED	TYPE	BROADCAST DATE	PERSONS INVOLVED
BIDA: CAS Building Renovation	News	January 2018	Marnie Richelle Capanan and Paul Soriano (Architect In-Charged of the Building), CAS Students
CSU's Prepares for Regional SCUAA 2018	News	January 2018	Campus Sports Coordinator
Seminars for Graduating Students of CICS	News	January 2018	CICS Students, Campus' Guidance and Counselor
STAR KA DITO! (CHK Dance Troupe)	Story	January 2018	CHK Dance Troupe
Sari-Saring Kwentong Kaagapay (Ukay Vendor)	Story	January 2018	Marites A. Bibayo
SCUAA Regional Meet 2018 Special Coverage	News	February 2018	CSU Men's Volleyball Team
SCUAA Regional Meet 2018 Special Coverage	News	February 2018	CSU Men's and Women's Beach Volleyball Team
Fellowship Night Regional 2018	News	February 2018	University's Officials, Coaches, Delegates, CHK students
SCUAA Regional Meet 2018 Special Coverage	News	February 2018	CSU Men's Basketball Team
SCUAA Regional Meet 2018 Special Coverage	News	February 2018	CSU's Sepak Takraw Team
Campus' Baratilyo, bukas na sa CSU Carig	News	February 2018	Students, Sir Andy Catulin
CSU's Veterinary Medicine Day	News	March 2018	Students and Faculty Members of VetMed
Search for Best Student Government and Minor Organization	News	March 2018	Students and Faculty Members
Women's Month Celebration 2018	News	March 2018	CSU Carig's Students, Professors, and Officials
STAR KA DITO! (Spoken Poetry Champion)	Story	March 2018	Joy Albino
Sari-Saring Kwentong Kaagapay (Fire Protection Month)	Story	March 2018	Residents of Tuguegarao
Campus Wide Curriculum Revision	News	April 2018	Campus' Professors
Search for Best Student Organization and Minor Organization	News	April 2018	Students' Organizations
Firedrill Seminar	News	April 2018	CAS Professors, Students, and BFP
Digital Media Summit	News	April 2018	3RD year and 4TH Year CICS and College of





			Engineering Students, Information Technology and Entrepreneurs
Star Ka Dito! (CHK Musician)	Story	April 2018	Marcelo Carillo
Sari-Saring Kwentong Kaagapay (Barangay Kaagapay Extension Project)	Story	April 2018	Project Leader Sir Jan Justin Rodriguez and Co-Project Leader Ma'am Patrianne Padua; Hon. Margarita Macatuggal-Micua; Hon. Perpetua Narag
Campus' Bloodletting Olympics	News	May 2019	CVMC Blood bank, Biomorgan, Everynation campus, PCCI Cagayan, Pugad Lawin, CSU ROTC Unit, etc.
CIT University Dean received Best Research Paper Award	News	May 2019	Dean Evan Flores
Uniwide Infolympics (CSU Carig as champion)	News	May 2019	CICS Students
Gender Sensitivity Program at CSU Carig	News	May 2019	Carig Students Campus Government, Students, Faculty staffs, University President Dr. Urdujah Alvarado
Talakayan sa CSU	Story	May 2019	Host ma'am Yrmeliza Rodriguez, Dr. Andy Catulin
Star ka Dito! Song performance	Story	May 2019	Vanessa Andang
CSU Lal-lo as “Coffee Center and Agri- Tourism of the North”	News	November 2020	CSU Lal-lo CEO, Cagayan Valley Regional Tourism Council members
CSU Gonzaga partnered with DENR, DA, TESDA in building 3 Greenhouses	News	November 2020	CEO of Gonzaga Campus , DENR, DA, and TESDA
Professor at CSU Aparri as one of the Regional Awardee	News	November 2020	Campus Coordinator for Research in Aparri Campus, Dr. Molina
Prof. Jane Umengan, elected as Faculty Regent	News	November 2020	Prof. Jane Umengan
RDE Unit at CSU Piat, conducted a training for farmers in Tuao Cagayan	News	November 2020	Extension coordinator of CSU Piat, Farmers of Tuao, College of Agriculture from CSU Piat
Farmer-engineer, bida sa Value Adding Program of CSU Lasam	News	November 2020	Mang Terry (cacao grower)





CSU – Sanchez Mira received Free Wifi from DICT	News	November 2020	CSU- Sanchez Mira , DICT Team
Bidang CSU'an: Featuring Dr. Andy Catulin	Story	November 2020	Dr. Andy Catulin
TOP 16 in CSU Medicine Student 2020 – Board Exam in India	News	January 2020	Leian Acera
CSU Gonzaga , to open Farm and eco-tourism Park	News	January 2020	CSU Gonzaga
Officials of CSU Sanchez Mira joined webinar RA 9262	News	January 2020	Officials of CSU Sanchez Mira
Campus Student Council of CSU Aparri conducted Netiquette Information Drive	News	January 2020	Campus Student Council of CSU Appari
CSU Solana officially Inaugurated	News	September 2022	CEO of Solana and officials, CSU Carig's and Andrews Officials, Congressman Lara and his wife Dr. Lara
New Building at Aparri Campus, Inaugurated	News	September 2022	Sen. Win Gatchalian, University President Dr. Urdujah Alvarado and Officials
CSU Lasam Booster shot	News	September 2022	CSU Lasam Campus Student Council Municipal Health Office of Lasam
CSU Gonzaga Leadership Camp	News	September 2022	CSU Gonzaga officials and students , Johnloyd Cabias
Bloodletting Olympics	News	September 2022	Students, Professors
CSU Piat Integrated Farm	News	September 2022	CSU Piat's Officials , Integrated farm coordinator Prof. Jamaica Santiago
CSU Lal-lo Fragrant Grass	News	September 2022	CSU Lal-lo Campus
I-flex ang CSU'an (Gandang CSU'an)	Story	September 2022	Patrice Pedralvez
I-flex ang CSU'an (International na Galing)	Story	September 2022	Gerjani Yaohan Federico
I-flex ang CSU'an(Bida sa Talino)	Story	September 2022	Jofanicia Alupani
Relief operation – Bagyong Paeng	News	October- November 2022	Student leaders of CSU

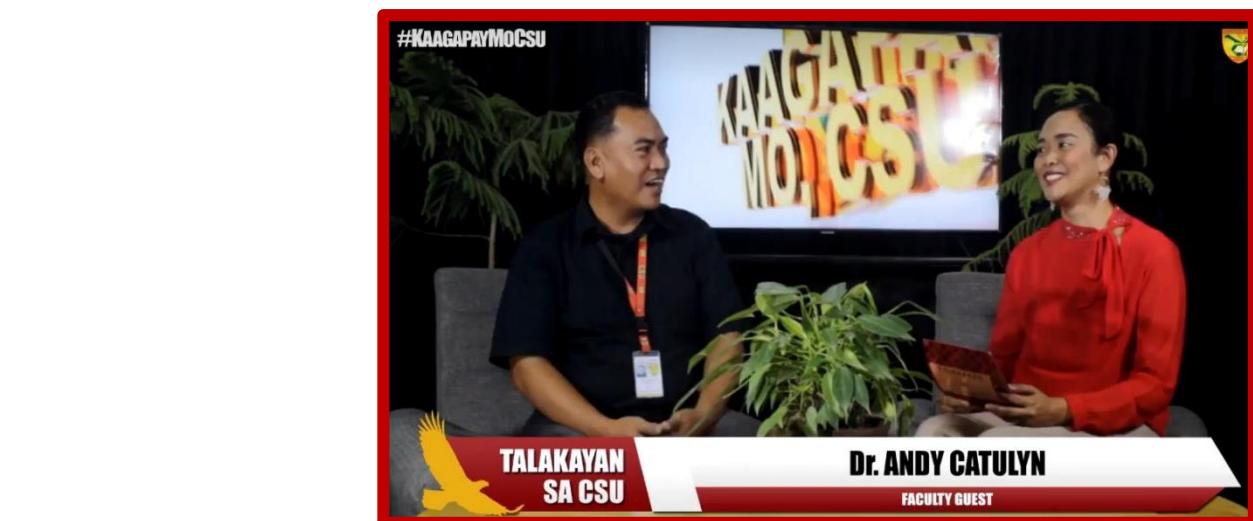




Top Passers	News	October-November 2022	Freziel Natividad, Shalimar Anacio
Top Law School	News	October-November 2022	CSU
CSU Aparri Buguey – Extension	News	October-November 2022	CSU Officials, University President, LGU Buguey
CSU Lasam TVET	News	October-November 2022	TVET Coordinator Prof. Ronald Constantino, CEO Lasam Dr. Balatico, University President
Tree Planting Activity – CSU Solana	News	October-November 2022	CEO of CSU campuses, officials, Mayor of Solana , CSU Solana student Leaders
CSU SM Intramurals 2022	News	October-November 2022	CSU SM Students , Officials, and Professors
I-flex ang CSU'an (Mommy Designer)	Story	October-November 2022	Rosa Zemai " Roxy" Camba
I-flex ang CSU'an(Small but Terrible	Story	October-November 2022	Rachalle Galamay

Faculty and Students of BA Communication are the producers of Kaagapay Mo, CSU, a tv and online program wherein different news and stories from the University and community are being featured.





3. Media Coverage (Election Coverage)

This initiative ensures fair and comprehensive coverage of local events, particularly elections, with the aim of promoting informed decision-making. By providing unbiased and thorough coverage of local elections, it facilitates community access to information crucial for making informed choices. Contributes to the CSU RDE Agenda by promoting informed decision-making through media and aligns with CHaSS's 5-point RDE Agenda, emphasizing the role of media in governance and community awareness.

Click the link to watch the BSKE 2023 Media Coverage here:

<https://www.facebook.com/starstudiodigitalnetworkofficial/videos/242377595500266/?app=fbl>

<https://www.facebook.com/starstudiodigitalnetworkofficial/videos/3432130523764402/?app=fbl>

<https://www.facebook.com/starstudiodigitalnetworkofficial/videos/3432130523764402/?app=fbl>





<https://www.facebook.com/starstudiodigitalnetworkofficial/videos/1387282181906565/?app=fbl>

<https://www.facebook.com/starstudiodigitalnetworkofficial/videos/222242080874777/?app=fbl>

<https://www.facebook.com/starstudiodigitalnetworkofficial/videos/6674717849270805/?app=fbl>

<https://www.facebook.com/starstudiodigitalnetworkofficial/videos/242377595500266/?app=fbl>



BA Communication students volunteer as reporters of SDN and Radyo Pilipinas Tuguegarao for the BSKE Election last October 30, 2023





4. Materials Development/Information Packaging

The objective here is to package information in accessible formats for effective dissemination within the community. Activities involve creating materials, brochures, and pamphlets that simplify complex information, making it easily understandable and accessible to community members. This initiative addresses the need for information dissemination and accessibility, contributing to the CSU RDE Agenda. Moreover, it aligns with CHaSS's 5-point RDE Agenda, emphasizing communication for community awareness and understanding.



The DILG Region 2 tapped the BA Communication program to develop the DILG Triumph 2.0 Coffe Table Book

Meeting with the DILG Officials

DILG COFFETABLE BOOK draft 3.pdf

Department of Interior and Local Government- Region 02

Rehiyon Dos'

commitment to good governance amidst pandemic:
stories of hope, resilience, and recovery

Participants in the video conference:

- DILG R2-ELISBETH MARALIT
- CHaSS-JanJustin Rodriguez
- Yrmeliza Tyza Rodriguez, CAGAYAN S.
- CSU Patrianne Padua
- Jesree Pattagan
- AGNES A DE LEON
- maxie umoso
- Micah-Gel Kadano





5. Digital Information Literacy (#DigiTalino)

This initiative aims to empower community members with digital literacy skills to navigate and critically engage with digital information. Through offering training sessions on digital literacy, community members are equipped with the knowledge and skills needed to navigate the digital landscape responsibly. Aligned with the evolving needs of the community in the digital age, this initiative supports the CSU RDE Agenda. Additionally, it contributes to CHaSS's 5-point RDE Agenda by promoting digital literacy for community empowerment.

These initiatives collectively embody the BA Communication Program's commitment to the holistic development of communities, aligning with the strategic RDE frameworks established by CSU and CHaSS. Through these Extension and Community Service Projects, the program actively contributes to the socio-economic advancement and empowerment of the communities it serves.



#DigiTalino Training Session for CAS students held at the CICS Conference Hall on November 21, 2022





#DigiTalino Training Session for young girls and women held at the Sangguniang Panglungsod Hall, Tuguegarao City on March 2023 in celebration of Women's Month. The activity was requested by Hon. Imogen Claire M. Callangan, City Councilor.



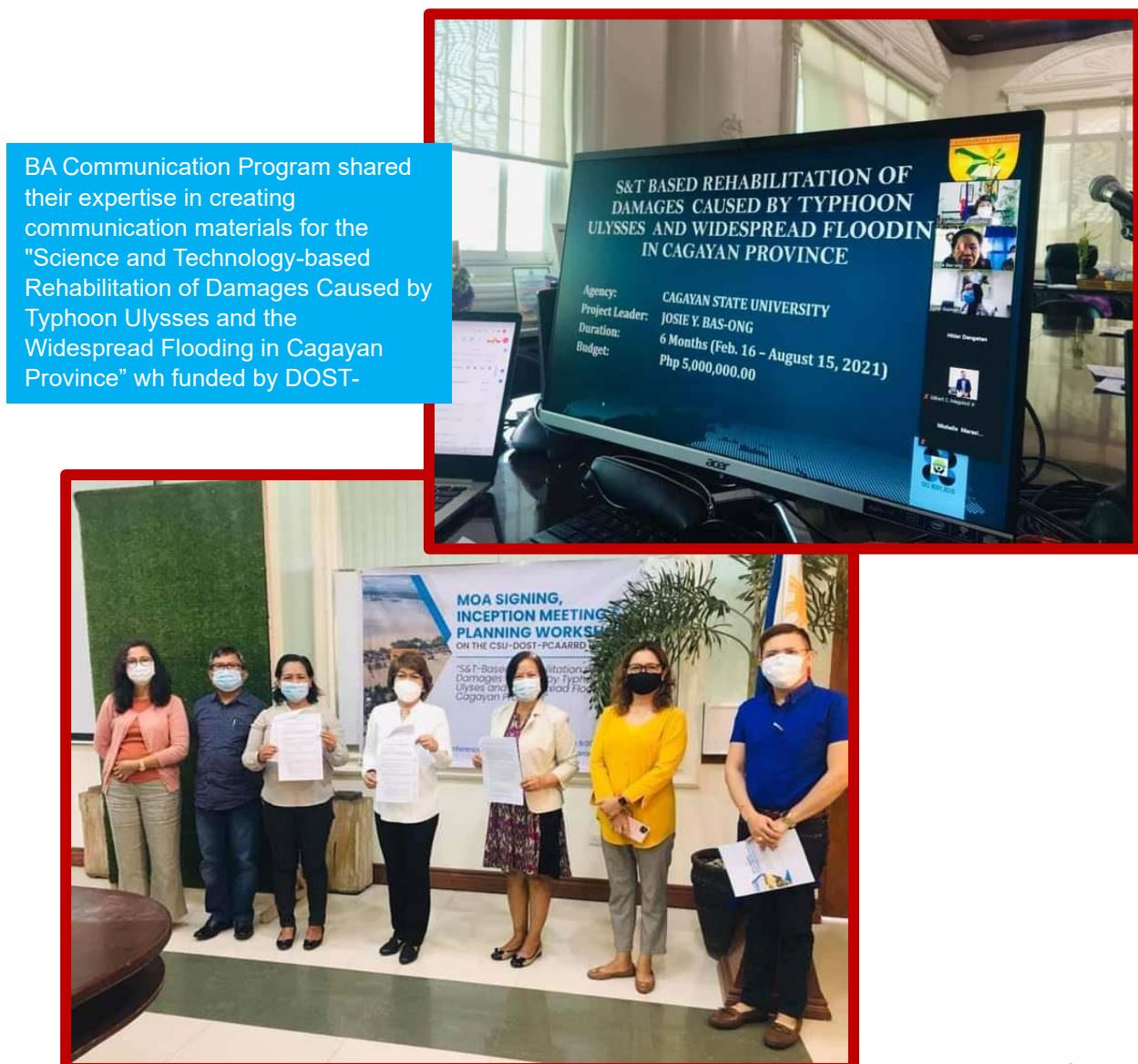
#DigiTalino Training Session for BS Psychology students of CSU Carig held at the Red Eagle's Gymnasium on





C. Collaboration with Externally Funded Extension Projects

The third aspect of BA Comm's extension and community services includes involvement in other Externally Funded University Extension Initiatives. These are extension projects funded by external agencies, wherein faculty members from the BA Comm program were tapped to participate in these significant projects as facilitators, communication materials designers, or communication specialists. Two notable extension projects where faculty members are involved are: "Science and Technology-based Rehabilitation of Damages Caused by Typhoon Ulysses and the Widespread Flooding in Cagayan Province" funded by DOST-PCAARRD. The other project is "Bayanihan II: Massive Seeds and Seedlings Production Program", funded by the Department of Agriculture. Although these projects did not directly originate from the BA Communication program, experts from the program were tapped as communication specialists for the development of IEC materials, documentation videos, and other materials crucial for the transfer of knowledge to the communities.





BAYANIHAN II

Massive Seeds & Seedlings Production Program in Cagayan Province

Department of Agriculture - High Value Crops Development Program & Cagayan State University, Joint Project

**Department of Agriculture
Bureau of Agricultural Research**
RDMIC Bldg, Elliptical Rd cor Visayas Ave, Diliman, Quezon City – 1104
Landlines: +632 461 2900; 461 2800 • Fax: +632 927 5691
Email: rd@bar.gov.ph • Website: <http://www.bar.gov.ph>

Project Title	BAYANIHAN II: Massive Seeds and Seedlings Production Program in Cagayan Province
Proponent(s)	JOSIE Y. BAS-ONG – Project Leader
Project Documenter:	MS. PATRIANNE M. PADUA
Campus Project Implementers:	DR. MICHAEL UY (Piat Campus) DR. MARIBEL FERNANDEZ (Lal-lo Campus) MS. JONA ASUNCION (Gonzaga Campus) MS. KRISTINE-REY TUMABAO (Sanchez Mira Campus)
Project Assistants:	ENGR. RACHELLE JOY A. CONSIGNA ENGR. KAREN JOY A. ABALOS
Implementing Agency	Cagayan State University Local Government Units, DOST-FIC 02
Project Duration	January 4 – June 30, 2021 (6 months)
Project Location	Municipality of Lal-lo, Piat, Sanchez Mira, Gonzaga, Pamplona, Sto. Niño, and Tuao
Project Funding	Total Approved Budget Php 2,000,000.00 Total Amount Released Php 2,000,000.00



BA Communication program were tapped as communication specialists for the development of IEC materials, documentation videos

Click here to see the Certificate of Copyright and Special Orders:

<https://drive.google.com/drive/folders/1zRVjODRHwNcLG8rbA0yBTGjgGhXeYI3W?usp=sharing>





Complementation of Extension Projects to International, National, Regional, Provincial and Local Development Agenda

Table 3. Consonance of BA Communication Program's Extension projects to various development agenda

BA Communication Extension Projects	Ambisyon 2040	Cagayan Development Plan (CAGANDA 2025)	CSU RDE Agenda	CSU Carig Banner Programs	CHaSS RDE Agenda (5-point agenda)
Barangay Kaagapay	Malasakit Building a High Trust Society (Trusting the Government): <ul style="list-style-type: none"> ✓ Ensure responsive, people-centered, and clean governance ✓ Pursue swift, fair, and humane administration of justice ✓ Promote Philippine culture and values towards bayanihan 	No Barangay, No Town Left Behind; Spiritual and Moral Recovery and Transformation; Consolidated and Holistic Environmental Protection Rehabilitation and Conservation Approach for a Climate Change Ready, Resilient, and Adaptive Province of Cagayan	Food Security, Self-sufficiency and Safety; Climate Change; Environmental Resource Management; Human Health and Nutrition; Disaster Risk Reduction and Management; Emerging Technologies; Social Sciences	Explore research opportunities in various domains, including industry, energy, emerging technologies, environment, health, biotechnology, governance, and socio-economics, and actively engage in the research and development process in these areas.	Empowerment, Education, and Governance; Socio-Economic Advancement; <i>Environment, Climate Change and Disaster Risk Mitigation;</i> Emerging Digital Technology
	Pagbabago Transforming towards Equity and Resiliency: <ul style="list-style-type: none"> ✓ Ensure economic and social opportunities for all ✓ Expand access to economic opportunities including 			Develop and publish Information, Education, and Communication (IEC) materials to disseminate knowledge and promote awareness of the campus's research and development initiatives.	





	<p>digital economy</p> <ul style="list-style-type: none">✓ Transform human capital development towards a greater agility✓ Reduce vulnerability and build safe and secured communities				
	<p>Patuloy na Pag-unlad Increasing Growth Potential:</p> <ul style="list-style-type: none">✓ Scale-up technology adoption✓ Stimulate creativity and innovation				
Communication Enhancement Training	<p>Patuloy na Pag-unlad Increasing Growth Potential:</p> <ul style="list-style-type: none">✓ Scale-up technology adoptionStimulate creativity and innovation; <p>Pagbabago Transforming towards Equity and Resiliency:</p> <ul style="list-style-type: none">✓ Transform human capital	<p>Spiritual and Moral Recovery and Transformation;</p>	<p>Disaster Risk Reduction and Management;</p> <p>Emerging Technologies;</p> <p>Social Sciences</p>	<p>Explore research opportunities in various domains, including industry, energy, emerging technologies, environment, health, biotechnology, governance, and socio-economics, and actively engage in the research and development</p>	<p>Empowerment, Education, and Governance;</p> <p>Socio-Economic Advancement;</p> <p><i>Environment, Climate Change and Disaster Risk Mitigation;</i></p> <p>Emerging Digital Technology</p>





	<p>development towards a greater agility</p> <ul style="list-style-type: none">✓ Reduce vulnerability and build safe and secured communities; <p>Malasakit Building a High Trust Society (Trusting the Government):</p> <ul style="list-style-type: none">✓ Ensure responsive, people-centered, and clean governance✓ Promote Philippine culture and values towards bayanihan			process in these areas.	
Likha-Alaman sa Pagsulong ng Karapatan: Participatory IEC Materials Development and Campaign for PWDs of Barangay Caritan Centro, Tuguegarao City	<p>Malasakit Building a High Trust Society (Trusting the Government):</p> <ul style="list-style-type: none">✓ Ensure responsive, people-centered, and clean governance✓ Pursue swift, fair, and humane administration of justice✓ Promote Philippine culture and	<p>No Barangay, No Town Left Behind;</p> <p>Spiritual and Moral Recovery and Transformation;</p> <p>Consolidated and Holistic Environmental Protection Rehabilitation and Conservation Approach for a Climate Change Ready, Resilient, and</p>	<p>Food Security, Self-sufficiency and Safety;</p> <p>Climate Change;</p> <p>Environmental Resource Management;</p> <p>Human Health and Nutrition;</p> <p>Disaster Risk Reduction and Management;</p>	<p>Explore research opportunities in various domains, including industry, energy, emerging technologies, environment, health, biotechnology, governance, and socio-economics, and actively engage in the research and development</p>	<p>Empowerment, Education, and Governance;</p> <p>Socio-Economic Advancement;</p> <p>Emerging Digital Technology</p>





	<p>values towards bayanihan</p> <p>Pagbabago Transforming towards Equity and Resiliency:</p> <ul style="list-style-type: none">✓ Ensure economic and social opportunities for all✓ Expand access to economic opportunities including digital economy✓ Transform human capital development towards a greater agility✓ Reduce vulnerability and build safe and secured communities <p>Patuloy na Pag-unlad Increasing Growth Potential:</p> <ul style="list-style-type: none">✓ Scale-up technology adoption✓ Stimulate creativity and innovation	Adaptive Province of Cagayan	Emerging Technologies; Social Sciences	process in these areas.	
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Competent Human Resources of BA Communication Program for Extension and Community Service

Human resources form the greatest resource of any organization. An organization like CSU and programs like BA Communication cannot run without human resources. In this context, the BA Communication program has limited manpower but is highly capable of implementing extension programs and projects of the University. The program has a total of six (6) faculty members who are actively involved in extension and community services of whom 2 (33.33%) are doctorate holders, 2 (33.33%) are candidates for doctorate degrees; and 2 (33.33%) who earned their Masterate degrees.

Table 4. Faculty Members of the BA Communication Program and their Qualification

Name of Faculty Member	Highest Educational Attainment		
	Doctorate	Masterate	Bachelor
Jan Justin C. Rodriguez	Doctor of Communication (2023) University of the Philippines-Open University	Master of Science in Development Communication (2016) University of the Philippines – Los Banos	BA Mass Communication (2009) University of Perpetual help System DALTA
Patrianne M. Padua	Doctor of Communication (On-going) University of the Philippines-Open University	Master of Arts in Education – English University of St. Louis Baguio	BA Communication University of St. Louis Baguio
Yrmeliza Villegas-Rodriguez	Doctor of Communication (2023) University of the Philippines-Open University	Master of Public Affairs (2010) University of the Philippines – Los Banos	BA Mass Communication San Pablo Colleges, Laguna
Ana Marie C. Cauilan	Doctor of Philosophy in Language Education (On-going) Cagayan State University	Master of Arts in Education – English University of St. Louis Baguio	BA English/BA Communication University of St. Louis Baguio
Teresa C. Campos		Master of Development Communication (2012)	BA Mass Communication Cagayan State University Carig





		University of the Philippines-Open University	
Aldrin John Abad		Master in Information Technology (2021) Cagayan State University Carig	BS Information Technology Cagayan State University Carig

**List of Training and Seminars Attended in Connection with Extension Services
(Scope, name, Title, Sponsoring Agency, Platform/Venue, Inclusive Dates)**

Scope/Level	Name	Title of Seminar	Sponsoring Agency/Organization	Venue/Platform	Date
National	Jan Justin C. Rodriguez	Seminar-Workshop on conducting extension in the digital era	PhilEASNet	Zoom/FB Livestream	07-9/16-2022
National		ASEAN Digital Literacy Info Session	ASEAN Foundation	Zoom/ FB Livestream	05-07-2022
National		Information and Media Literacy Summit 2022		Zoom/ FB Livestream	05-27-2022
National		Challenges to the Safety of Women Journalists	International Association for Women in Radio and Television	Zoom/ FB Livestream	03-03-2022
National		Introduction to Digital Journalism	Reuters; Meta Journalism Project	On-line	01-04/02-12-2023
National		The AI Revolution in Media and Communication: Content Creation, News Production and Social Media	Philippines Communication Society	Via Zoom	03-29-2023
National		The Constitutive Metamodel of Communication Theory	University of the Philippines	Zoom	07-07-2021
National		A dialogue on Commonalities	Asian Media Information &	Via Zoom	01-26-2023





		Diversities, and Complexities of Asian and Western Communication Theories	Communication Center		
National	Patrianne M. Padua	A dialogue on Commonalities Diversities, and Complexities of Asian and Western Communication Theories	Asian Media Information & Communication Center	Via Zoom	01-26-2023
Local	Patrianne M. Padua	DSWD Consultative Meeting with Civil Society	DSWD	Taj Hotel, Tuguegarao City	02-23-2023
National	Yrmeliza Villegas-Rodriguez	A dialogue on Commonalities Diversities, and Complexities of Asian and Western Communication Theories	Asian Media Information & Communication Center	Via Zoom	01-26-2023
National	Yrmeliza Villegas-Rodriguez	Digital #Innovation and Technology for Gender Equality 2023	International Association of Women for Radio and Television	Via Zoom	03-31-2023





CERTIFICATE

OF COMPLETION
MODULES 1-5



THIS CERTIFIES THAT

Jan Justin Rodriguez

Has Completed The Online Training:
Introduction to Digital Journalism



Sponsored by:
Meta Journalism Project

Asian Media Information
and Communication Centre
CERTIFICATE OF PARTICIPATION

This certificate is presented to

JAN JUSTIN C. RODRIGUEZ

for participating at the AMIC Webinar on
**A Dialogue on Commonalities, Diversities, and Complexities
of Asian and Western Communication Theories**
held virtually on 26 January 2023.

CRISPIN MASLOG PhD
Chairperson



CERTIFICATE OF ATTENDANCE

This certifies that

Jan Justin Rodriguez

has attended

The AI Revolution in Media and Communication:
Content Creation, News Production and Social Media

AI, naku! Understanding the Impact of Artificial Intelligence on
Media and Communication Education

organized by the Philippines Communication Society
and held online via Zoom on the 29th of March 2023

DANTE M. VELASCO, PhD
Chairman, PCS AI Webinar Series

ELENA E. PERNIA, PhD
President, Philippines
Communication Society



CERTIFICATE OF PARTICIPATION

This certificate is proudly presented to

JAN JUSTIN RODRIGUEZ

for his active and invaluable participation during the **"ASEAN Digital
Literacy Programme Info Session"**.

Given this 7th day of May 2022, in Manila, Philippines.

GABRIEL BILLONES JR.
Co-Founder and Chief Organizer
Break the Fake Movement

CRESCENTO NOVANTI
Program Manager
ASEAN Digital Literacy Program



InformNation:
Information and Media Literacy
Summit 2022



This Certificate of Participation is presented to

Jan Justin Rodriguez

for attending the virtual learning session **InformNation: Information and
Media Literacy Summit 2022**.

Given this 27th day of May 2022, online.

Ms. Christine Abrigo
Director, DLSU Libraries
American Corner Manila

Ms. Roxana Marie Flores
Associate American Corner Librarian

Mr. Jose Barreto
President
The Organization for American Studies
De La Salle University





Professional Membership in Organizations Related to RDE

Name	Organization	Position	Date of Membership	Involvement
Jan Justin C. Rodriguez	Philippine Extension and Advisory Services Network	Regular member	2020	Attendance to Seminars
Jan Justin C. Rodriguez	National Research Council of the Philippines	Associate Member	2022	Attendance to Seminars, Meetings, Conferences
Jan Justin C. Rodriguez	Association of Development Communication Educators and Practitioners in the Philippines, Inc.	Regular Member	2022	Attendance to Seminars, Meetings, Conferences
Jan Justin C. Rodriguez; Yrmeliza V. Rodriguez; Patrianne M. Padua	Philippine Association of Communication Educators	Regular Member	2019	Attendance to Seminars, Meetings, Conferences
Jan Justin C. Rodriguez; Yrmeliza V. Rodriguez; Patrianne M. Padua	Philippines Communication Society	Regular Member	2020	Attendance to Seminars, Meetings, Conferences

Budget

The CSU Administration through the budget office provides budget annually for the Extension Projects of the different colleges, departments, and programs. These budget are used to procure supplies and materials needed for the extension implementation.





CAGAYAN STATE UNIVERSITY
Carig Campus, Carig, Tuguegarao City, Cagayan

**BUDGETARY ALLOCATION AND ACTUAL EXPENDITURES
UNIVERSITY FUNDED EXTENSION PROJECTS
SPECIAL TRUST FUND 164
CY 2022 AND CY 2023**

PROJECT TITLE	ALLOTMENT	ACTUAL EXPENDITURES	BALANCE
CY 2022			
DSWD BAYANIHAN FOR SOCIAL TRANSFORMATION	40,000.00		40,000.00
COMMUNICATION ENHANCEMENT TRAINING	17,350.00		17,350.00
CAPABILITY ENHANCEMENT SYNERIES FOR PWD COMMUNITIES IN TUGUEGARAO CITY	16,000.00		16,000.00
CY 2023			
PROJECT 10: CAPABILITY ENHANCEMENT SYNERIES FOR PWD COMMUNITIES IN TUGUEGARAO CITY	46,000.00		46,000.00
			-
			-

GRAND TOTAL : 119,350.00 - 119,350.00

Prepared By:
for Nellyph
CELAFLOR BABARAN
Campus Budget Officer



CAGAYAN STATE UNIVERSITY
Carig Campus, Carig, Tuguegarao City, Cagayan

**BUDGETARY ALLOCATION AND ACTUAL EXPENDITURES
UNIVERSITY FUNDED EXTENSION PROJECTS
SPECIAL TRUST FUND 164
CY 2023**

PROJECT TITLE	ALLOTMENT	ACTUAL EXPENDITURES	BALANCE
CY 2023			
BARANGAY KAAGAPAY: PARTICIPATORY COMMUNICATION MATERIALS DEVELOPMENT FOR THE PARTNER BARANGAYS IN TUGUEGARAO CITY CAGAYAN	30,000.00		30,000.00
			-
			-

GRAND TOTAL : 30,000.00 - 30,000.00

Prepared By:
for Nellyph
CELAFLOR BABARAN
Campus Budget Officer





Forged Partnership/Linkage in Extension

The forged partnership and linkage of the Extension projects initiated by the BA Communication program marked a significant collaborative effort aimed at extending the benefits of communication initiatives to various communities.

Agency/Institution/ Address	Scope/Level	Nature of Assistance	Extension and Community Service Project
Barangay Namabbalan Sur, Tuguegarao City	Local	Internally Funded Project	Barangay Kaagapay
Barangay Carig Sur, Tuguegarao City	Local	Internally Funded Project	Barangay Kaagapay
Gammad National High School, Iguig, Cagayan	Local	Internally Funded Project	Communication Enhancement Training
Capitan Elementary School, San Esteban, Iguig, Cagayan	Local	Internally Funded Project	Communication Enhancement Training
Jobs Daughter Tuguegarao	Local	Resource Mobilization	Likha-Alaman Project (under the Capability Enhancement Synergies for PWD Communities in Tuguegarao City)
Order of the Amaranth	Local	Resource Mobilization	Likha-Alaman Project (under the Capability Enhancement Synergies for PWD Communities in Tuguegarao City)

Note: See copy of MOAs in the Terminal Reports. Click here:

Barangay Kaagapay:

<https://drive.google.com/drive/folders/1ZZij1qVWeCSck6DkCoyL5nAvqL7hw97J?usp=sharing>

CET 1:

https://docs.google.com/document/d/1VtlpwF3HK7WIMIwt_h0tg0Ti-ultWXfI/edit?usp=sharing&ouid=101741286559606803166&rtpof=true&sd=true

CET 2:

https://docs.google.com/document/d/1sDU-SFB5t5iCY2gfVC2_W0Hqbfbsw89/edit?usp=sharing&ouid=101741286559606803166&rtpof=true&sd=true





Involvement of Faculty, Students, and Stakeholders in Extension

Name	Nature of Assistance/Participation	Extension Project
Faculty Members		
Jan Justin C. Rodriguez	Proponent, implementer, trainer, facilitator	Barangay Kaagapay
Yrmeliza Villegas-Rodriguez	implementer, trainer, facilitator	Barangay Kaagapay
Patrianne M. Padua	implementer, trainer, facilitator	Barangay Kaagapay
Ana Marie C. Cauilan	Facilitator	Outreach
Jomel B. Manuel	Proponent, implementer, trainer, facilitator	CET
Teresa C. Campos	Resource speaker	Barangay Kaagapay
Aldrin John S. Abad	Documenter	Science and Technology-based Rehabilitation of Damages caused by Typhoon Ulysses and the Widespread Flooding in Cagayan; Bayanihan II: Massive of Seeds and Seedlings Production Program
Students		
MARK JADE ETSA	Volunteers; Documentation; Journalist; Student Mentors	Barangay Kaagapay
RONALD BADIANG	Volunteers; Documentation; Journalist; Student Mentors	Barangay Kaagapay
JESSICA BUTAY	Volunteers; Documentation; Journalist; Student Mentors	Barangay Kaagapay
DAN ALDRICH ANGELES	Volunteers; Documentation; Journalist; Student Mentors	Barangay Kaagapay
JONATHAN LAVADIA	Volunteers; Documentation; Journalist; Student Mentors	Barangay Kaagapay
JOSHUA SIBAYAN	Volunteers; Documentation; Journalist; Student Mentors	Barangay Kaagapay
CHRISTOPHER BRINGAS	Volunteers; Documentation; Journalist; Student Mentors	Barangay Kaagapay
FATIMA APOLONIO	Volunteers; Documentation; Journalist; Student Mentors	Barangay Kaagapay
ROWENA CACCAM	Volunteers; Documentation; Journalist; Student Mentors	Barangay Kaagapay
ERICA ECITA	Volunteers; Documentation; Journalist; Student Mentors	Barangay Kaagapay
LYKA OPEÑA	Volunteers; Documentation; Journalist; Student Mentors	Barangay Kaagapay
KELLY CASTILLO	Volunteers; Documentation; Journalist; Student Mentors	Barangay Kaagapay





LOVELY FIEROR	Volunteers; Documentation; Journalist; Student Mentors	Barangay Kaagapay
MARIO PANCHА	Volunteers; Documentation; Journalist; Student Mentors	Barangay Kaagapay
LORIELYN RENDON	Volunteers; Documentation; Journalist; Student Mentors	Barangay Kaagapay
FERLYN ANGEL MARTIN	Volunteers; Documentation; Journalist; Student Mentors	Barangay Kaagapay
COLYN BAYANG	Volunteers; Documentation; Journalist; Student Mentors	Barangay Kaagapay
LAARNI CASIANO	Volunteers; Documentation; Journalist; Student Mentors	Barangay Kaagapay
ABIGAIL MALANA	Volunteers; Documentation; Journalist; Student Mentors	Barangay Kaagapay
JENNIFER MALANA	Volunteers; Documentation; Journalist; Student Mentors	Barangay Kaagapay
JOANNA EDUARDO	Volunteers; Documentation; Journalist; Student Mentors	Barangay Kaagapay
JOHN VINCENT VIALU	Volunteers; Documentation; Journalist; Student Mentors	Barangay Kaagapay
TERESE DEMAIN	Volunteers; Documentation; Journalist; Student Mentors	Barangay Kaagapay
ALICIA ROSE MARAYAG	Volunteers; Documentation; Journalist; Student Mentors	Barangay Kaagapay
MARY JOY JAVIER	Volunteers; Documentation; Student Mentors	Communication Enhancement Training
RACHELLE GALAMAY	Volunteers; Documentation; Student Mentors	Communication Enhancement Training
JACKILOU TUMALIUAN	Volunteers; Documentation; Student Mentors	Communication Enhancement Training
DOMINICA PAGUIGAN	Volunteers; Documentation; Student Mentors	Communication Enhancement Training
AZA-ZEL ERRO	Volunteers; Documentation; Student Mentors	Communication Enhancement Training
MICHAEL JOWEN COLLADO	Volunteers; Documentation	Likha-alaman
AARON VILLACENTINO	Volunteers; Documentation	Likha-alaman
Alumni and other Stakeholders		
Teresa C. Campos		Barangay Kaagapay
DENR Region 2	IEC Materials donated	Barangay Kaagapay
Department of Agriculture RF02	IEC Materials donated	Barangay Kaagapay
DSWD Region 2	IEC Materials donated	Barangay Kaagapay
DWPE Radyo Pilipinas Tuguegarao	Free Radio Airtime for the Radyo Kaagapay	Barangay Kaagapay





Commission on Population and Development Region 2	IEC Materials donated	Barangay Kaagapay
Department of Trade Industry Region 2	IEC Materials donated	Barangay Kaagapay
Department of Health Region 2	IEC Materials donated	Barangay Kaagapay
Philippine Information Agency Region 2	IEC Materials donated	Barangay Kaagapay



BA Communication program faculty members, students and stakeholders work collaboratively in planning, implementing, monitoring and evaluating extension and community service initiatives.





Completed, Ongoing, and Proposed Extension Projects

Title	Completed		Ongoing	New Proposal
Barangay Kaagapay Participatory Communication materials Development for Partner Barangays in Tuguegarao City, Cagayan	/ Completed in 2020			
Communication Enhancement Training			/	
Likha-Alaman sa Pagsulong ng Karapatan: Participatory IEC Materials Development and Campaign for PWDs of Barangay Caritan Centro, Tuguegarao City			/	
#DigiTalinong Cagayano: Empowering Netizens for the Digital Future				/ (2023)





IMPACT EVALUATION OF EXTENSION PROJECTS

The Barangay Kaagapay Extension Project, an initiative of the BA Communication Program at Cagayan State University, has reached completion, marking a significant milestone in its journey towards community development through participatory communication. This section delves into the comprehensive impact assessment of the project, shedding light on its outcomes and contributions to the target communities. Notably, the project underwent two assessments, each designed to scrutinize different dimensions of its effectiveness.

The first assessment, conducted in 2021 by the project implementers, aimed to scrutinize the project's outcomes. Titled "Empowering Community Development through Participatory Communication: Lessons from the Outcomes of Barangay Kaagapay Extension Project in Brgy. Namabbalan Sur, Tuguegarao City, Philippines," this evaluation was published in the International Journal of Academic Multidisciplinary Research (IJAMR), ISSN: 2643-9670, Vol. 7 Issue 6, June - 2023, Pages: 37-48. The findings from this assessment provide insights into the initial impacts of the project.

In addition, a subsequent evaluation was carried out by the Department of Communication within the College of Development Communication at Isabela State University Cabagan Campus in October to November 2023. This evaluation aims to offer a more in-depth analysis of the project's sustained impact, drawing on lessons learned and considering the evolving dynamics within the target communities. The forthcoming sections will delve into the findings from these assessments, providing a nuanced understanding of the tangible and intangible effects of the Barangay Kaagapay Extension Project.





A. Outcomes Evaluation of the Barangay Kaagapay Extension Project

This section provides a comprehensive analysis of the outcomes evaluation conducted for the Barangay Kaagapay Extension Project. The study aimed to assess the project's effectiveness in improving community access to effective communication materials through participatory communication strategies. The findings shed light on participants' perceptions, knowledge acquisition, level of adoption, improved access to communication materials, and the challenges and opportunities encountered during the project's implementation.

Participants of the Study. The study engaged 45 participants, including community journalists, Barangay Officials, and Barangay cluster representatives. The diverse composition of respondents ensured a holistic understanding of the project's impact across various community sectors.

Findings

Alignment of PRCA Results and Communication Strategy. Participants perceived the relevance of Participatory Rural Communication Appraisal (PRCA) in identifying communication strategies and creating creative briefs for the Barangay Kaagapay Extension Project. This alignment reflects the effectiveness of the chosen methodology in addressing community-specific communication needs.

Knowledge, Skills, and Attitudes Acquired from Training. The participants displayed a positive perception of their skill acquisition in communication materials development and related areas. The training provided by the project significantly contributed to enhancing their capabilities, fostering increased confidence and active participation in barangay affairs.

Level of Adoption of Acquired Knowledge. The acquired knowledge, skills, and attitudes were strongly adopted by the participants, indicating a successful transfer of learning into practical applications. This suggests a sustainable impact on their practices related to the development of effective participatory communication materials.

Improved Access to Communication Materials. The Barangay Kaagapay Extension Project positively impacted the access and use of communication materials among Brgy. Namabbalan Sur community members. The project's multi-pronged approach, including Bahay Kaalaman and Radio Kaagapay, contributed to the increased availability of informative materials within the community.

Challenges and Opportunities. The study identified the pandemic as a major challenge, leading to disruptions in project activities and limited opportunities for implementation, monitoring, and evaluation. Recommendations were made to address these challenges, emphasizing continuous assistance, stakeholder participation, and youth engagement for project success.

Furthermore, the outcomes evaluation offered valuable insights into the efficacy of participatory communication strategies in community development projects. It





emphasizes the necessity of involving community members in the communication process, fostering empowerment and active participation. The recommendations provided aim to enhance future projects, emphasizing continuous assistance, stakeholder participation, youth engagement, alternative communication methods, and robust monitoring and evaluation.

Barangay Kaagapay Extension Project stands as a noteworthy model for community development initiatives employing participatory communication approaches. By leveraging the knowledge, skills, and attitudes of community members and improving their access to communication materials, the project exemplifies an effective means of engaging and empowering communities toward sustainable development. These insights contribute to the evolving discourse on participatory communication and offer guidance for future community development endeavors.

Recommendations

- Provide ongoing support through regular training sessions, workshops, and capacity-building programs to enhance community members' knowledge and skills in participatory communication.
- Encourage active collaboration among various stakeholders, fostering a comprehensive and inclusive approach in planning, implementing, and evaluating community development projects.
- Recognize and involve the youth actively in projects, leveraging their fresh perspectives, innovative ideas, and technological expertise to contribute to project success.
- Explore and utilize alternative communication methods, such as digital platforms, to facilitate information exchange, collaboration, and community engagement, especially in challenging circumstances.
- Strengthen monitoring and evaluation processes to assess the impact and effectiveness of community development projects, allowing for timely adjustments and interventions.
- Conduct an impact assessment by an independent external evaluator to evaluate the effectiveness and efficiency of the Barangay Kaagapay project, ensuring unbiased results.
- Conduct a study focusing on the level of involvement, commitment, and sustainability of the training conducted in the barangay to identify additional necessary projects or interventions.
- Emphasize the integral link between extension and communication, recognizing communication as an integrative and constitutive process of extension, crucial in the development of human potentials.
- Integrate the ComDev (participatory communication) Approach into other extension projects to ensure people's empowerment and effective communication in development initiatives.
- Replicate the successful Barangay Kaagapay Extension project in other barangays of Tuguegarao City, using the experiences and lessons learned from Namabbalan Sur as a valuable model for community development.





Read the article here: <http://ijeais.org/wp-content/uploads/2023/6/IJAMR230604.pdf>

Certificate of Publication



ISSN: 2643-9670

International Journal of Academic Multidisciplinary Research (IJAMR)
*This is to certify that our Editorial, Advisory, and Review Board Accepted Research Paper of
Dr/Mr/Ms : Jan Justin C. Rodriguez?, Yrmeliza Villegas-Rodriguez, and
Patrianne M. Padua*
*Topic:-Empowering Community Development through Participatory Communication: Lessons from the Outcomes of
Barangay Kaagapay Extension Project in Brgy. Namabbalan Sur, Tuguegarao City, Philippines*

Published in Vol. 7 Issue: 6 June 2023

The Research Paper is Original and Innovative. It is Peer-Reviewed.



Washington DC, USA
<http://www.ijeais.org/ijamr>
ijamrchiefeditor@gmail.com


David Miller
IJAMR Editor-in-Chief





B. IMPACT ASSESSMENT OF BARANGAY KAAGAPAY EXTENSION PROJECT

Effective communication is the lifeblood of any community, especially at the barangay level, where it plays a pivotal role in ensuring constituents' understanding of local messages and advocacies. Recognizing this, the "Barangay Kaagapay: Participatory Communication Materials Development for Partner Barangays in Tuguegarao City" extension project was launched by the Communication Program at Cagayan State University Carig Campus. This initiative aimed to empower communities through the development of participatory communication materials and foster effective communication strategies. In a strategic move, an external impact assessment was proposed to evaluate the project's outcomes and contributions, integral to the BA Communication program's application for AACUP Accreditation.

The external institution selected for this assessment was ISU Cabagan Campus, renowned for its expertise and resources in Development Communication (DevCom), offering both BS and MS DevCom programs. This choice ensured a comprehensive evaluation of the project's nature and significance.

The project, inspired by the Communication for Development Approach, focused on enabling stakeholders to become effective developers of their own communication materials. It aspired to establish communication media, facilitate the proper usage and distribution of materials, and create funds through sponsorships and advertising from barangay newsletters. Employing various extension approaches, including Capacity Building, Workshops, Consultations, Social and Resource Mobilization, and Communication Campaigns, the project aimed to address community concerns comprehensively.

However, the timeline of the project was extended due to unforeseen events such as the COVID-19 pandemic, adding a layer of complexity to its implementation.

Objectives of the Impact Assessment

The impact assessment aimed to:

- Determine the extent of the project's contribution to the social (empowerment), cultural, and environmental status of the community.
- Profile the selected extension beneficiaries.
- Assess the impact of the project on beneficiaries in terms of knowledge, attitude, and skills acquired.
- Identify and analyze challenges encountered by program recipients during the implementation.

Research Methodology

Descriptive research design, using the survey technique, guided the conduct of the impact assessment project. According to Creswell (2014), this design involves procedures in which investigators administer a survey to a sample or to the entire population of people to describe the attitudes, opinions, behaviors, or characteristics of the population. Cohen (2000) also explains that descriptive research is concerned





with how what is or what exists related to some preceding event that has influenced or affected a present condition or event. This research design is most appropriate for this impact assessment study as it delved into “what exists” or what the benefits or impacts the BK project had brought to the Namabbalan Sur community. Mixed-method approach was used in gathering data to ensure reliable and valid results. Key informant interviews were also conducted as a form of triangulation to the responses elicited from their responses in the survey questionnaire.

Results and Discussion

The impact assessment results indicated that the Barangay Kaagapay Extension Program effectively engaged the community in collective problem identification and solution, fostering empowerment through participatory development communication. Noteworthy accomplishments included benchmark activities, training sessions, material development, and social/community mobilization. The project received awards for its outstanding work, validating its positive impact.

Participation. Active involvement in the Barangay Kaagapay Extension Program was evident, with 50% claiming to be very much involved and the remaining 50% considering themselves a little bit involved. Participants strongly agreed that the project significantly contributed to identifying and understanding local concerns, indicating its effectiveness in pinpointing community issues. Recognition of the importance of identifying primary stakeholders for extension activities showcased participants' understanding of key contributors to project success.

The collaborative nature of the project, with community members providing information and students from CSU contributing to content creation, underscored the participatory approach, bridging the gap between community and educational institutions.

Perceptions. Participants widely agreed that the project facilitated the identification of media access within the community, preferences, and communication styles of community members. The success in communication planning and strategizing for empowerment, cultural preservation, and environmental concerns highlighted the project's multifaceted impact.

Acquired Knowledge, Skills, and Attitudes. Survey results reflected participants' positive perceptions of the knowledge, skills, and attitudes acquired through training. The acquisition of knowledge in creating Information, Education, and Communication (IEC) materials, along with practical skills in gathering and writing community news, demonstrated the success of the training sessions. The training's emphasis on the importance of communication for development and the effectiveness of various methods for creating and disseminating IEC materials received strong agreement.

Practices. Participants reported positive changes in their practices, with a majority affirming their ability to contribute as writers, layout artists, volunteers, or sponsors in IEC material creation. Confidence in adhering to correct steps in IEC material creation and using Bahay Kaalaman as a resource indicated increased





awareness and utilization of available information. Participants' active engagement in reading IEC materials and the "Ngaral nab Baryo" newsletter showcased heightened community interest in locally relevant information.

Critical thinking skills were evident in participants' ability to evaluate information from different media, particularly Facebook, highlighting their capacity to discern reliable information for community consumption. The commitment to continue writing, creating, publishing, and distributing materials demonstrated participants' determination to contribute to barangay development.

Evaluation Based on DAC Criteria:

1. Efficiency - The project's minimal financial allocation produced substantial outcomes, including the production of newsletters, promotional materials, and murals, demonstrating efficiency in resource utilization.
2. Effectiveness - The project's objectives were achieved to a great extent, with observable positive impacts on participants and the community.
3. Relevance - The project's relevance to the community's needs for knowledge and skills acquisition in IEC materials development was evident, addressing expressed needs effectively.
4. Sustainability - Participants expressed concerns about sustaining the project independently, indicating a need for ongoing support. Further evaluation and strategies for sustainability are recommended.
5. Replicability - The project's feasibility for replication in similar barangays with comparable profiles is undeniable, showcasing its potential for broader impact.

In conclusion, the impact assessment suggested that the Barangay Kaagapay Extension project's training successfully imparted knowledge, skills, and attitudes related to participatory communication. The participants expressed high levels of satisfaction, positive attitudes, and a strong sense of empowerment resulting from their involvement in the project. The positive impact on participants' capabilities, increased confidence, and active participation in community-based communication efforts highlighted the success of the project.

The commitment of participants to continued engagement and contributions indicated a positive trajectory for the sustained impact of the Barangay Kaagapay Extension Project. Ongoing support and continuous training were recommended to further enhance participants' capabilities and contribute to the overall progress of the project. The potential replication of the project in other barangays was endorsed, underlining the valuable insights and lessons learned that could contribute to broader community development within the region. The impact assessment provided a robust foundation for the project's continued evolution and offered insights for future participatory communication initiatives.

Photo documentation of the Impact Assessment (Data gathering)









