

I. Title of Advocacy

EmpowerED: Inspiring Tomorrow's Innovators through Experience

II. Organization Name and Category (Academic-Aligned/Interest-Based)

College of Engineering and Technology Students Organization (CETSO) – an Academic-Aligned Organization leading a collaborative initiative together with its child organizations:

- Guild of Electronics Engineering Students (GEES)
- Alliance of Computer Engineering Students (ACES)
- Library Information Science Organization (LISCO)
- Information Technology Society (ITS)

Together, these organizations unite under one advocacy to introduce their shared vision, academic strengths, and opportunities to the student community.

III. Overview of the Advocacy

EmpowerED: Inspiring Tomorrow's Innovators through Experience is a campaign focused on bridging the gap between curiosity and technological literacy. While many students encounter technology daily, not all understand its potential or how to use it meaningfully. This advocacy aims to provide students with hands-on experiences that build technology literacy as a foundation for innovation, problem-solving, and collaboration. By showcasing CETSO and its child organizations through interactive activities, guided challenges, and creative engagement, EmpowerED empowers students to explore, learn, and innovate while fostering confidence and teamwork in a supportive academic environment.

IV. Connection to SDGs

SDG 4: Quality Education

- Promotes accessible and quality technology literacy and skill-building experiences for all students.

SDG 8: Decent Work and Economic Growth

- Encourages students to develop practical skills and teamwork for future professional and entrepreneurial opportunities.

SDG 17: Partnerships for the Goals

- Highlights collaboration among CETSO and its child organizations to maximize impact through shared strengths and teamwork.

V. Objectives

1. Introduce students to CETSO and its child organizations, highlighting their academic programs and opportunities.
2. Build technology literacy through guided, hands-on activities that provide a foundational understanding of technology concepts.
3. Engage students in mini challenges and collaborative tasks that enhance teamwork, creativity, and problem-solving skills.
4. Encourage students to participate actively and consider membership in CETSO and its organizations to foster growth and community.
5. Showcase how inter-organization collaboration drives personal, academic, and professional development.

VI. Target Beneficiaries or Community

- Students curious about technology but lacking prior exposure or knowledge.
- Individuals seeking a starting point in learning and applying basic tech skills.
- Students interested in innovation, collaboration, and hands-on learning opportunities.
- CETSO and its child organizations, benefiting from increased engagement and strengthened cross-organization initiatives.

VII. Planned Activities

- Interactive Booth – A collaborative booth representing CETSO and its child organizations (GEES, ACES, LISCO, ITS), showcasing programs, and opportunities.
- Mini Challenges & Quick Quests:
 - Code Sprint – A beginner-friendly coding challenge where students write a few lines of code to solve a simple task.
 - Circuit Sprint – Assemble a basic circuit using kits provided.
 - Data Hunt – A quick research task using library tech tools.
- Innovation Wall – A space for students to share ideas, connect with peers, and explore potential collaborative projects.
- Information Video – A short, engaging video presenting CETSO and its child organizations, explaining their roles, programs, and how students can get involved.
- Membership Sign-Up Hub – Quick registration stations using QR codes for students interested in joining CETSO or its child organizations.
- Social Media Engagement – Live updates, photos, and posts to increase visibility and encourage participation using the campaign hashtag.

VIII. Timeline

1 Week Before the Event:

- Prepare and set up the interactive booth and video presentation.
- Coordinate with child organizations (GEES, ACES, LISCO, ITS) to finalize activities and content.
- Promote the campaign through social media, posters, and campus teasers.

Event Day:

- Launch the interactive booth and play the information video.
- Facilitate mini challenges, and the innovation wall.
- Document the event and share live updates on social media using the campaign hashtag.

1–2 Days After the Event:

- Share recap videos, photos, and highlights on social media.
- Collect participant feedback to evaluate engagement and impact.
- Follow up with students interested in joining CETSO and its child organizations.

IX. Budget Proposal (up to ₱10,000 only)

Item	Description	Estimated Cost (₱)
Booth Setup & Decorations	Materials for interactive booth, banners, signage, and props	₱4,500
Mini Challenge Materials	Coding challenges, electronics kits, digital research activities, etc.	₱2,000

Prizes	Rewards for winners of tech challenges and interactive activities	₱1,500
Additional Tech Supplies	Extra materials needed for smooth execution of interactive activities (e.g., small props, markers, extension cords)	₱1,500
TOTAL:		₱9,500

X. Expected Outcomes and Success Indicators

The advocacy is expected to increase student awareness and interest in CETSO and its child organizations by providing an interactive, technology-focused booth experience. It aims to create meaningful engagement through hands-on technology literacy activities, beginner-friendly coding challenges, a Circuit Sprint, and innovation tasks that showcase the unique strengths of each organization.

Success will be measured through the following indicators:

- A noticeable increase in inquiries and sign-ups for CETSO and its child organizations during and after the event.
- High participation rates in the booth's interactive activities, including mini coding challenges, quick research quests, the Circuit Sprint, and team innovation tasks.
- Positive feedback gathered from students, faculty, and staff regarding the advocacy's relevance, creativity, and educational impact.
- Strengthened collaboration between the four child organizations, shown through seamless execution, shared mentorship, and active joint participation in the advocacy.

XI. Campaign Slogan and/or Hashtag

EmpowerED Together: Learn, Create, Innovate

#EmpowerED2025