

## **AREA I**

### **Vision, Mission, Goals and Objectives**

- A. Statement of Vision, Mission, Goals and Objectives**
- B. Dissemination and Acceptability**

## AREA I- VISION, MISSION, GOALS AND OBJECTIVES

### PARAMETER A - STATEMENT OF VISION, MISSION, GOALS AND OBJECTIVES

#### I. SYSTEM-INPUTS AND PROCESSES

##### 1. VISION of the University of Southern Mindanao

Quality and relevant education for its clientele to be globally-competitive, culture-sensitive and morally-responsive human resources for sustainable development.

##### 2. Mission of the University of Southern Mindanao

Help accelerate the socio-economic development; promote harmony among diverse communities and improve quality of life through instruction, research, extension, and resource generation in Southern Philippines.

##### 3. Goals of the College of Arts and Social Sciences

The College of Arts and Social Sciences aims to:

1. accelerate the advancement of knowledge to favor the promotion of mental health, improvement of care, and enhancement of quality of life;
2. provide leadership in the promotion of peace, development and justice thru instruction, research, extension and resource generation;
3. develop communicative competence and embody nationalism in multilingual and multicultural settings; and
4. produce globally competitive graduates who uphold excellence, moral integrity and compassion to contribute in nation building.

#### 2. Core Values

**G-** Goodness

**R-** Responsiveness

**E-** Excellence

**A-** Assertion of Right and

**T-** Truth

#### 3. USM Quality Policy Statement

The University of Southern Mindanao, as a premier state university, is committed to provide quality instruction, research, development, extension services and resource generation that exceed stakeholders' expectations through the management of continual improvement efforts on the following initiatives:

1. Establish Key Result Areas and performance indicators across all mandated functions;
2. Implement quality educational programs;
3. Guarantee competent educational service providers;

4. Spearhead need-based research outputs for commercialization, publication and patenting, and develop technologies for food security, climate change mitigation and improvement of quality life;
5. Facilitate transfer of technologies generated from research to the community for sustainable development;
6. Strengthen relationship with stakeholders;
7. Sustain good governance and culture sensitivity; and,
8. Comply to costumer, regulatory, and statutory requirements.

#### **4. Objectives of the Program**

- a. Perform responsibility in a designated position related to fitness and recreation leader/consultant; sports and fitness and wellness facilities managers; sports, fitness, and recreational events manager; sports tourism officers; fitness, sports and recreational entrepreneurs.
- b. Expert in coaching and management skills related to fitness, exercise, and sports sciences.
- c. Engage in wellness leadership, sports clinic, management, officiating, and coaching as entrepreneurial activities.
- d. Create linkages, building and cultivating relationship with colleagues, stakeholders, other professional and learning communities, advocating for fitness, exercise, sports, and professional excellence as well as leaders in the service of the community.
- e. Meet professional standards and competencies required by the organization.

#### **5. Procedures in the formulation, monitoring and review of the objectives of the program**

- a. Faculty and staff meetings are conducted to brainstorm and review the existing objectives of the program.
- b. Students' opinions, remarks and suggestions are taken into consideration through interviews, classroom discussion and meetings.
- c. Copy of the proposed objectives together with a letter is sent to alumni, parents, some government and non-government agencies and other stakeholders in order for them to provide feedback, suggestions, supplements, etc. These feedbacks and comments are incorporated in the revision of the objectives.
- d. Monitoring is done through classroom observation, interview with students, faculty, alumni, parents and some stakeholders as to their knowledge and extent of acceptability of the objectives.

## II. IMPLEMENTATION

- **Stakeholder’s participation in the formulation/monitoring/review of the objectives of the program.**

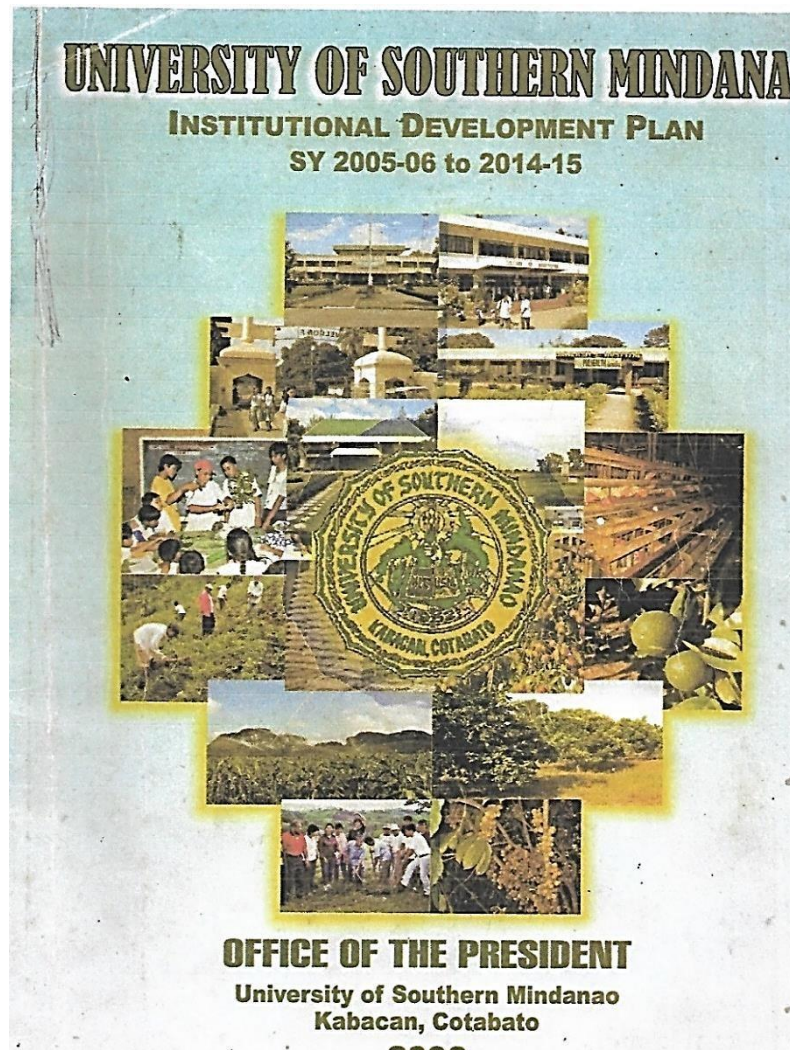
<b>Stakeholders</b>	<b>Nature of Participation</b>	<b>Medium</b>
a. Board of Regents	Deliberation and Approval	BOR Meeting (BOR Res. No. 3505, s. 2005)
b. Administration	Formulation and review of VMGO	Institutional Planning
c. Faculty		Faculty Meetings
d. Non-teaching Personnel		Staff Meetings
e. Students		Student meetings/ Classroom discussions
g. Alumni	Review and give feedbacks on VMGO	Meetings and survey feedbacks with parents; Alumni Homecoming
h. Cooperating Agencies		
i. Industry Sector		
j. Other concerned groups		

## III. OUTCOMES

**Present the BOR/BOT Resolution Approving the VMGO; include BOR/BOT Resolution Amendments (if there is any)**

The University’s vision and mission was created based on the BOR resolution no. 35 s. 2005. There are no amendments as of now on the VMGO.

**COPY OF THE INSTITUTIONAL PLAN WHERE THE USM'S VISION, MISSION, GOALS AND OBJECTIVES ARE PLANNED AND FIRST PUBLISHED.**



## Foreword

Since its establishment as the Mindanao Institute of Technology in 1954, the University of Southern Mindanao (USM) has religiously assumed its role as an exponent of quality and relevant education in Southern Philippines and in particular, has been pursuing its mandate to help accelerate the development of its service area and fulfill the vision of then President Ramon Magsaysay to realize Mindanao Island's potential as the "Land of Promise".

Recent development, however, have caused the University's management to pause and reflect on its overall strategic direction. First is the implementation of normative financing which is projected to reduce the subsidy from the National Government which would force the country's State Universities and Colleges (SUCs) to generate their own funds for maintenance and other operating expenses and for capital outlay in an environment of increasing costs. This will require SUCs to consider financial viability as one of their major concerns and eventually operate more and more like private corporations. Second is the increasing need to provide relevant educational programs which provide manpower not only for the domestic but also for the international market as well. Third is the greater demand for better information management capabilities and decision-making support systems in order to cope with the rapid advances in information and communications technology and all its implications. Lastly, and in response to the poverty alleviation programs of the government, SUCs are being challenged to produce graduates who are better able to adapt to the demands of the job market and better still, who are resourceful enough to create jobs for themselves. The world is becoming more complicated for SUCs in the Philippines thereby requiring new educational management systems in order for them to develop and prosper.

This Institutional Development Plan (IDP) covering the school years 2005-06 to 2014-15 is USM's response to the developments just mentioned. It includes the revised vision and mission statements, as well as goals, strategies and action plans designed to realize the plan. The drafting of the IDP took nearly two years which consisted of consultations with USM constituencies (i.e. students employees, alumni and others) as well as with its top management (i.e. Administrative Council), knowledgeable personalities (i.e. noted educators Dr. Fortunato A. Battad and Dr. Ricardo T. Gloria), and a forum of top officials of higher education institutions in the country where the Vice-President for Administration and Finance, Dr. Palasig U. Ampang presented this plan.

Using the 5-Year Development Plan for the University of Southern Mindanao (2001-2005) drafted during the incumbency of Dr. Eduardo B. Tambak as Director of the Planning and Development Office (PDO) as a basis, a modified plan was prepared upon instruction by President Virgilio G. Oliva when Prof. Herminigildo M. Gutierrez assumed the same office in place of Dr. Tambak who was designated Dean of the Institute of Development Economics and Management. A major input to the modified plan was a seminar-workshop organized by the PDO and Dr. Nicolas R. Bautista, the Director for Instruction, conducted at USM on February 18-20, 2003 entitled "USM-SPEED (Strategic Planning to Enhance Educational Development) Institutional Planning Seminar-Workshop". The activity was participated in by middle (i.e. College Secretaries and Department Heads) and top-level management personnel (i.e. Vice-Presidents, Deans and Directors) of the University.

The modified plan however, needed approval of the Board of Regents (BOR). For this reason, Dr. Ampang, in consultation with Dr. Oliva, spearheaded a series of activities which culminated in the drafting of the final version of the plan and its subsequent approval by the BOR. The series of activities spearheaded by the Vice-President for Administration and Finance were:

- a. Prepared the groundwork and facilitated the conduct of a Seminar-Workshop on Strategic Planning held on November 16-18, 2004, at Kisolad, Sta. Maria, Davao del Sur, which was participated in by key officials of the University in cooperation with the Office of Planning and Development;
- b. Worked closely with the Office of Planning and Development in the preparation of the first draft of the Plan after the seminar-workshop;

- c. Presented the first draft of the Plan for critiquing to members of the Academic Council and representatives from the Student Body Organization on two occasions in 2005;
- d. Presented the Plan before a forum of key Officials of the Commission on Higher Education and De La Salle University at the Orchids Garden Hotel, Manila on September 3, 2005;
- e. Defended the Plan on two occasions before the BOR with its final approval after the second presentation; and
- f. Facilitated the printing of the final draft of the Plan.

This final draft, approved by the USM Board of Regents on October 22, 2005 on the strength of Resolutor No. 3505, is therefore a manifestation of the collective desire of USM constituencies and interested sectors to chart an improved course for the University which will better enable it to maintain a status as one of the top institutions of higher learning not only in Mindanao but in the whole country as well in accordance with its vision of

**“Quality and relevant education for its clientele to be globally competitive culture-sensitive and morally-responsive human resource for sustainable development.**

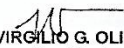
And with its core values of

**G-God-Centered, R-Responsive, E-Excellent, A and T – Assertive for Truth**

or

**G R E A T U S M**

Finally, I would like to congratulate everyone involved in the drafting of this Plan, in particular the University's Vice-Presidents for providing vital material and moral support for this endeavour, the members of the Academic Council for their generous and invaluable inputs, and other individuals whose names are too many to be mentioned here but whose contributions led to the formation of the plan and its final configuration.

  
**VIRGILIO G. OLIVA**  
 President

## THE USM INSTITUTIONAL DEVELOPMENT PLAN FOR SY 2005-06 TO 2014-16

### A. Vision and Mission

The late Hadja Bai Fatima Matabay Plang, the founder of the Mindanao Institute of Technology (MIT), envisioned:

*An institute in the heartland of Mindanao which would meet the demand for technical know-how in the fields of science, agriculture and industry in the region.*

The proposed vision of USM is stated as follows:

*Quality and relevant education for its clientele to be globally competitive, culture-sensitive and morally-responsive human resources for sustainable development.*

To fulfill this vision, the following mission is being proposed:

*Accelerate the socio-economic development, promote harmony among diverse communities, and improve the quality of life through instruction, research, extension and production in Southern Philippines.*

### B. Declaration of General Objectives

The Code of the University of Southern Mindanao states the following general objectives of the university which will also be followed in this Development Plan, as follows<sup>15</sup>:

1. To provide programs of instruction and professional training primarily in the fields of science and technology, especially in agriculture and industrial fields in order to produce graduates who are both locally and globally competitive and marketable;
2. To promote advanced studies, research and extension services and progressive leadership in all fields of agriculture, including agri-business, food and nutrition, fishery, forestry, animal and veterinary sciences, engineering, industrial education, and other areas of disciplines needed for the development of Mindanao;
3. To develop courses at the graduate level along its fields of specialization to respond to the needs of development workers in the region;
4. To provide non-formal education and undertake vigorous extension and research programs in food production, nutrition, health, and sports development; and,
5. To offer scholarship and/or part-time job opportunities to deserving students from low-income families.

### C. Core Values

1. God-centered, or the adherence of university constituents to any religion which fosters love of God and fellowmen, teaches followers to be good citizens, and denounces violence or any method of coercion in the attainment of objectives;
2. Responsive, or the capacity to adjust and respond positively to any environment that an individual may find himself in, particularly diverse cultural environments encountered locally and in foreign countries;
3. Excellence, or the desire to fully develop one's potential, and
4. Assertion for Truth, which is the pursuit of truth as a means for enlightenment and as a personal guide for living.

<sup>15</sup> USM. 1998. *The USM Newsletter*. November 14, 1998.

**Describe the results of the interview with the administrators, faculty, staff and students.**

The administrators, faculty, staff and students actively participated in the dissemination of the VMGO. As per study conducted on the Knowledge and Acceptability of the Institution's VMGO and as well as the college and the program's objectives among the different stakeholders, majority of those who were interviewed find the VMGO acceptable. However, some of the stakeholders especially the students cannot fully recite or comprehend the VMGO. Majority of these respondents suggested for a conduct on orientation seminar on VMGO.

#### **IV. BEST PRACTICES**

**Cite as many best practices as you can on Parameter A such as governance based on the principles of participation and transparency leading to the accomplishment of the VMGO.**

The Vision, Mission, Goals and Objectives are well-crafted and underwent necessary and proper procedures. The Vision and Mission of the University have also been translated in different languages specifically Cebuano, Maguindanaon, and Filipino.

Accordingly, the University adheres to the mandate that all agencies must maintain a transparency seal in their websites to accomplish what the institution envisions. In addition to the University's website, the agency also has created a Facebook page, Twitter and Instagram, and strengthened the University Public Relations and Information Office (UPRIO). This provides greater access of the stakeholders to information about the university. This also meant that the stakeholders have now more freedom to participate to accomplish the University's various activities in general and in the accomplishment of the institution's VMGO in particular.

#### **CEBUANO TRANSLATION**

##### ***Panglantaw***

*De Kalidad ug angay nga edukasyon alangan sa mga Katawhang gialanganan nga mamahimo silang takus, matinahuron sa nagkadayunang Kultura ug maligdong nga mamumuo alang sa malungtarong Kalambuan.*

Translated by  
(SGD) PROF. HAREM ROCA  
College of Agriculture, USM

Validated by  
(SGD) SHANDRA C. GONSANG, PhD.  
Dalubhasa sa Wikang Filipino

#### **MAGUINDANAON TRANSLATION**

##### ***Bisyon***

*Nadadayt endo mapulo a klase a elmo para kano mga manusiya, ka endo makasagubay sa lusod a donya, katuntayan no mga pagange I adat betad nu umani isa a tribo sya sa inged a Mindanao, endo katawannu umanusya I maito ba I adat tilan endo makapaluli sa lalayon na kagkapy.*

Translated by  
(SGD) DR. SHANDRA C. GONSANG

Reviewed by  
(SGD) DR. PALASIG U. AMPANG

(SGD) PROF. ABDULKADIR

BADRODIN

**FILIPINO TRANSLATION**

***Bisyon***


*De-kalidad, angkop at napapanahong edukasyon para sa mga kliyente nito upang matamo ang kagalingang andaigdig, ang pagkakaroon ng kamalayan at paggalang sa kultura ng iba at may tunay na pagpapahalaga sa yamang tao para sa makabuluhan at pangmatagalang kaunlaran.*

Isinalin sa Filipino ni  
(SGD) RUTH C. SABINAY, Ed.D.

Binalideyt ni  
(SGD) SHANDRA C. GONSANG, Ph.D  
Dalubhasa sa Panitikang Filipino

## COPY OF THE MINUTES OF THE MEETING DURING THE UNIVERSITY ADMINISTRATIVE COUNCIL MEETING

*NICOLAS A. TURANOS*  
11-19-14

  
Republic of the Philippines  
UNIVERSITY OF SOUTHERN MINDANAO  
Kabacan, Cotabato

**UNIVERSITY ADMINISTRATIVE COUNCIL MEETING**  
(Regular)

Date: November 19, 2014  
Venue: Board Room  
Administration Building  
USM Main Campus

**PROPOSED AGENDA**

1. Faculty Loading
2. Power Saving Measures
3. Security Measures
4. Vernacular Versions of the USM Vision & Mission Statement  
(Accreditation Requirement)
5. APP Supplement: S & T Equipment
6. MOA with other government and non-government agencies/  
organizations
7. MOA for the Construction of the USM Alumni Building and  
USMECCO Building within the USM Campus
8. Special Budget / Program of Receipts & Expenditures (PRE) for CY  
2015 under Fund 164 & Fund 161
9. Targets for CY 2015 (Extracted from the BOR-approved Strategic  
Plan for 2-13-2017)
10. Fund Augmentation in the amount of Php 1 Million Pesos for the  
Construction of the University Guidance Center
11. Other Matters

\* Confirmation of the Designation of Dr. Pengkong  
as Director of the Hospital/Health Services

Prepared by:  
*Manuel*  
**LEONORA P. MANERO, Ed.D.**  
University & Board Secretary

- 2-
- The possibility of allocating budget (to be sliced) from the laboratory funds to augment expenses for power consumption was also presented/discussed
  - Some heads of units did/made some justifications to the increased power consumption
  - Suggestions for the use of aircons
    - a. 10:00 - 11:45 am
    - b. 11:00<sup>am</sup> - 4:00 pm
    - c. 10:00 am - 4:00 pm
    - d. 9:00 am - 3:00 pm
    - e. 1:00 - 5:00 pm
    - f. 11:00 am - 3:00 pm
    - g. 5 hrs. - Convenience of units - approved!
  - The President directed the heads of units to submit their schedules in the 5-hour utilization of aircons and such schedules must be posted at the frontage of the buildings for monitoring purposes.
  - \* Security Measures
    - Students/victims of the bombing incident (Nov. 16) were cited
    - The president solicited suggestions as to how we can possibly avoid/prevent similar cases/incidents again.
    - VP Ampang took over the management of the discussion.

- VP Ampang opened up the idea of going back to 5-day class schedule instead of the 4-day class schedule
- Other suggestions were also presented as to the possibility of "flexy time" class schedule.
- Another suggestion is to reschedule 5-7pm classes during Friday or Sunday subject to finalization of class schedule to be done by the management
- VP Pomares suggested for the mechanism of issuing visitor's I.D. at the USM gates (including that of USMARC)
- Dean Nelson Belgita suggested for the implementation of the strict wearing of uniform.
- Dean Belgita further suggested for the "changing of male student uniform" to polo shirt (shirt w/ collar with USM seal).
- VPAA directed the CSA to coordinate w/ the DOLH (landlords & land ladies) to implement curfew hours earlier.
- \* Unaccluar Versions of the USM Vision and Mission
  - needed for the AACUP accreditation
  - Cebuano and Filipino versions of the USM Vision and Mission were presented and some suggestions were made to further subject such to a committee for further refinement.

- \* PP Supplement S & T Equipment
  - for the concerned/requesting units
- \* MOA with other gov't and non-gov't agencies/orgs.
- \* Special Budget/Program of Receipts & Expenditures
- \* Target for CY 2015
- \* Fund Augmentation in the amount of ₱ 1M for the Construction of the University Guidance Center
  - UGC to allocate the needed budget to augment the building construction.
- \* Other Matters
  - + student uniform (w/ I.D.)
  - + dignified look (no earrings for males and 2"x3" haircut)
  - + Student concerns
    - <sup>USM</sup> Students collecting money from other student
    - VPAA to call the attention of the parents of the concerned students.

End: 1:00 p.m.

## B. DISSEMINATION AND ACCEPTABILITY

### I. SYSTEM-INPUTS AND PROCESSES

#### Forms and Media used in disseminating the VMGOs

Form/Medium	Type of Audience	Clientele	No. of Clienteles
<b>A. Fora</b>			
a. Convocation programs or activities in the university	✓ Administration, Faculty and Students, Alumni	Various	13,000+
b. Faculty Assembly	✓ Faculty	Various	600+
c. Faculty and staff meetings	✓ Faculty and non-teaching personnel	Various	250+
<b>B. Print Media</b>			
a. Billboards	✓ Administration, faculty and staff, students, local resident	Various	25,000+
b. Student Publication	✓ Faculty, students, parents	Various	22,000+
c. Bulletin Information	✓ Faculty, students, parents	Various	12,000+
d. Student Handbook	✓ Students	Various	12,000+
e. Syllabi/Course Outline	✓ Students	Various	12,000+
f. Flyers/Leaflets	✓ Faculty, students, parents ✓ Faculty, students, alumni, stakeholders, community	Various	12,000+
<b>C. Radio Broadcast</b>	✓ Faculty ✓ Students ✓ Parents ✓ Community	Various	500+ 12,000+ 10,000+ 500,000+
<b>D. Convocations</b>	<input type="checkbox"/> Students, Faculty and Staff	Various	13,000+
<b>E. Foundation Anniversary</b>	<input type="checkbox"/> Students, Faculty, Staff, guests and visitors	Various	10,000+
<b>F. Posters in Adopted Barangays</b>	<input type="checkbox"/> Extension clientele, community people	Various	1,000+
<b>G. Internet/LED Display</b>	<input type="checkbox"/> All internet users, community	Various	10,000+

- **Captioned photographs of posted VMGO inside and outside the university premises**

DIFFERENT LOCATIONS OF VMGO IN THE UNIVERSITY



USM VISION LOCATED IN THE USM GATE



USM MISSION LOCATED IN THE USM GATE



USM CORE VALUES LOCATED IN THE USM GATE



USM VMGO LOCATED IN THE ADMINISTRATION BUILDING



USM MANDATED FUNCTIONS LOCATED IN THE USM ADMINISTRATION BUILDING



**USM VMGO AND CORE VALUES POSTED INSIDE THE COLLEGE BUILDING**



# USM VISION, MISSION, AND CORE VALUES AND COLLEGE GOALS AND OBJECTIVES POSTED IN CLASSROOMS







UNIVERSITY OF SOUTHERN MINDANAO					
Course Number	BSESS 111 FSM	Course Title	Anatomy of Human Movement and Performance	Rev. No.	4
				Page	20 of 14

**INSTITUTIONAL POLICIES**

Vision	Quality and relevant education for its clientele to be globally competitive, culture sensitive and morally responsive human resources for sustainable development.
Mission	Help accelerate socio-economic development promote harmony among the diverse cultures and improve quality of life through instruction, research, extension and resource generation in Southern Philippines.
Core Values	G-Goodness, R-Responsiveness, E-Excellence, A-Assertion of Right and T-Truth
USM Quality Policy Statement	The University of Southern Mindanao, as a premier university, is committed to provide quality instruction, research development and extension services and resource generation that exceed stakeholders' expectations through the management of continual improvement efforts on the following initiatives. <ol style="list-style-type: none"><li>1. Establish key result areas and performance indicators across all mandated functions;</li><li>2. Implement quality educational programs;</li><li>3. Guarantee competent educational service providers;</li><li>4. Spearhead need-based research outputs for commercialization, publication, patenting, and develop technologies for food security, climate change mitigation and improvement in the quality of life;</li><li>5. Facilitate transfer of technologies generated from research to the community for sustainable development;</li><li>6. Strengthen relationship with stakeholders;</li><li>7. Sustain good governance and culture, sensitivity; and</li><li>8. Comply with customer, regulatory and statutory requirements.</li></ol>
Goals of the College	To maximize holistic development of a person with emphasis on physical wellness to become healthy and productive individuals.
Department Objectives	<ol style="list-style-type: none"><li>1. Plan and implement:<ol style="list-style-type: none"><li>a. Professional programs for physical educators, sports coaches, recreation leaders and dancers;</li><li>b. An integrated physical, sports and recreation programs; and</li><li>c. Sports development programs of the university.</li></ol></li><li>2. Promote and preserve the Philippine Indigenous games, sports, music and dances;</li><li>3. Conduct research in physical education, sports, recreation, cultural dances and music; and provide technical expertise to educational institutions, sports and</li></ol>

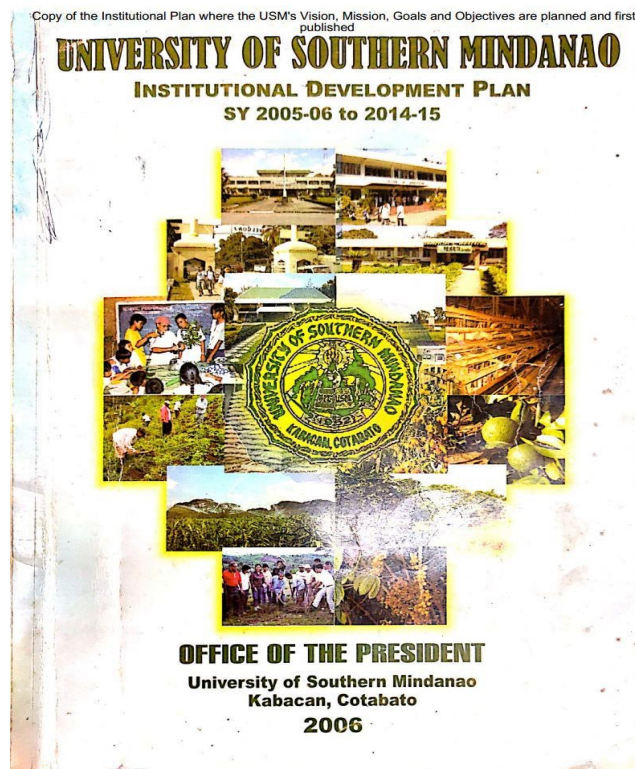


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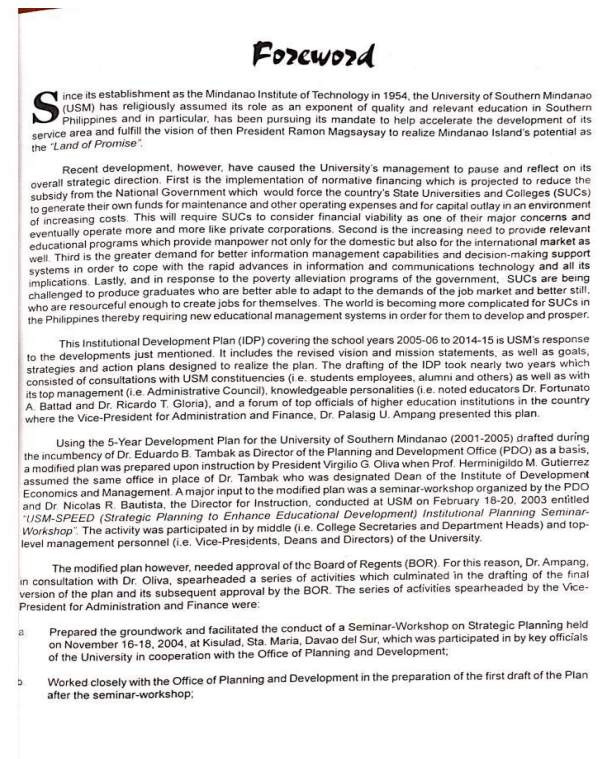
USM-EDU-P05-Rev.4, 2020.02.18

- Documentarary evidences on the participation of administrators, faculty, staff, students and stakeholders in the formulation and review of the VMGO.

**COPY OF THE INSTITUTIONAL PLAN WHERE THE USM'S VISION, MISSION, GOALS AND OBJECTIVES ARE PLANNED AND FIRST PUBLISHED**



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**VIRGLIO G. OLIVA**  
President

## THE USM INSTITUTIONAL DEVELOPMENT PLAN FOR SY 2005-06 TO 2014-16

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### B. Declaration of General Objectives

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<sup>19</sup>USM, 1998. *The USM Newsletter*, November 14, 1998.

UPRIO file



**USM RDEP Monitor**

University of Southern Mindanao, Kabacan, Cotabato  
ISSN 0115-3773, NG Tangonan, Editor; MR Tan, Managing Editor; CR Jeruta, Editorial Assistant  
http://www.usm.edu.ph/rdpo  
Vol. 24 • No. 4 • December 2004

Certified True Copy

*Juliet G. Camaddo*  
MA. JULIET G. CAMADDO  
Board Secretary I  
USM, Kabacan, Cotabato

### Strategic planning at Kisulad (WOW-KISS)

Myrna R. Tan



Dr. Fortunato A. Battad

The University of Southern Mindanao, Kabacan, Cotabato through the leadership of President Virgilio G. Oliva with the support and coordination of the Planning and Development Office headed by Engr. Herminigildo M. Gutierrez conducted a four-day Strategic Planning Workshop at Puting Balas Resort, Sta. Maria, Davao Del Sur last November 15-18, 2004.

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Dr. Ricardo T. Gloria

Dr. Fortunato A. Battad, President Emeritus, CLSU, addressed the administrative council on "Institution Building and Governance of SUCs" and "Recent Developments of Agriculture" and Dr. Ricardo T. Gloria, who is Senior Adviser to the Department of Agriculture Secretary for Southern Philippines who lectured on the Current Trends in Education, Agriculture, Science and Technology in Mindanao."

Dr. Palasig U. Ampang gave the opening statements on "Policy and Direction Towards Globalization" and Pres. Virgilio G. Oliva gave the "Statement of Thrusts, Policies, & Directions" while Engr. Herminigildo M. Gutierrez presented the rationale

page 2



Dr. Battad (left photo, center) and Dr. Gloria (right photo, left) received their plaques of appreciation as resource persons during the Strategic Planning Workshop last Nov. 15-18, 2004. VP Palasig U. Ampang and Engr. Herminigildo M. Gutierrez witnessed the awarding.

### EA Alcalá, VP for R & E

Myrna R. Tan

Known as "Mr. Rubber Man" and "Mr. Agriculture" the new Vice President for Research and Extension of the University of Southern Mindanao, Dr. Eugenio A. Alcalá or "Gene" is a man of action. He was designated by the USM President Virgilio G. Oliva last October 16, 2004 until September 22, 2006, a two-year term.

At 60, a busy man with many things to do for the University especially in Research and Extension. A man who's not tired of scouting funds for the research, development and extension



EA Alcalá

page 14

### DV Oria is 2005 PARRFI professorial chair holder

The Philippine Agriculture and Resources Research Foundation, Inc (PARRFI) Board of Trustees has selected Dr. Demetrio V. Oria of the Department of Horticulture, College of Agriculture as the 2005 Professorial Chair awardee. September 16, 2004 to 2005. As a PARRFI awardee he shall consolidate his completed and related researches to come up with a scholarly paper set forth in the terms and conditions by PARRFI.



DV Oria

page 9

### PSAS honors CC Pomares

For the second time Dr. Cayetano C. Pomares, Professor III, now with the College of Agriculture, received a prestigious award from the Philippine Society of Animal Science (PSAS) last October 22, 2004 as the 2004 Nestle Outstanding Professional in Animal Science Extension at the Makati Shangri-La, Makati City. The occasion was during the PSAS 41<sup>st</sup> Scientific Seminar and Annual Convention and 7<sup>th</sup> World Buffalo Congress. Hon. Senator Ramon Magsaysay Jr. was the guest speaker. The event was attended by animal scientists, academicians, veterinarians, and people working in related professions around the world. They talked



CC Pomares

page 7

## Vision-Mission Revisited

and briefing of the workshop activities and the Performance of USM Interim Development Plan. Ms. Jul-Aida U. Enock, planning officer (USM) reported on the Medium Term Regional Development Plan 2004-2010.

There were 59 participants from the USM Administrative Council, deans, directors, and support staff. There were 12 deans present: Drs. Florencia G. Tabora - Graduate College; Conrado C. Evangelista - CA; Edna M. Jover-former dean, CA; Anita B. Tacardon - CAS; Antonio N. Tacardon - CED; Rommel G. Tangonan - CENCOM; Prof. Josephine G. Tangonan - CHEFS; Drs. Emerlie O. Sinolindog - CVM; Manuel G. Sabutan - IASA; Eduardo B. Tambak - IDEM; Carmat K. Amilbahar - IMEAS; Rogelio S. Tabora - USM-KCC. Likewise, 19 directors and heads of units attended: Mr. Rasul M. Buisan - Admin; Drs. Cristobal R. Lopez - HRMO; Abraham G. Castillo - AIPS; Profs. Hermingildo M. Gutierrez - PDO; Flora M. Garcia - USCAO; Dr. Ariston D. Calvo - PPS; Ms. Dominga Thelma C. Bautista - FMS; Dr. Betty G. Quiapo - Hospital; Dr. Nicolas A. Turnos - OSA; Prof. Marcelo N. Yagong - ISPEAR; Drs. Samson L. Molao - Registrar; Luz A. Taposok - Extension; Elijido R. Bautista - Instruction; Grace Lopez - Research; Herise C. Nicor - USMARC; Reynaldo S. Callano - PICRI; Ma. Minda A. Yap and Prof. Benjamin Nayal from USM-KCC; Dr. Wilfredo L. Doong - CIT.

The technical secretariat were: Jul-Aida U. Enock, Myrna R. Tan, Danilo Sison, Marlowe Loreto with the administrative secretariat: Ariel V. Garcia, Cristina C. Salem, Helen B. Edaño, Joel G. Sigua, Jovelyn F. Gesulga, and Esmie Casim. In charge of food preparation were: Fely Surinaga and Quenie Mapanao.

Primarily the workshop aimed to draft a 10-year Institutional Development Plan for USM. Specifically, the plan included: Re-examination of current vision and mission statements and their revisions if necessary; SWOT Analysis; Selection of goals or objectives; Identification of strategies; Development of implementation plan to facilitate the achievement of objectives. Short-term (1-2 years) and long-term (5-10 years) plans were developed.

Highlights of the workshop were the revisions of the University's Vision and Mission, formulation of the Core Values as the USM's Credo, and the proposed table of organization of the university (for presentation and approval of the board).



Engr. Gutierrez (left photo) presented the rationale of the workshop in his/her the Performance of USM Interim Development Plan and Ms. Jul-Aida U. E. (right) - planning officer (USM) reported on the Medium Term Regional Development Plan 2004-2010.



Workshop: Group I Instruction, led by Dr. ER Bautista (right).



Workshop: Group II composed of Research and Extension, led by Dr. HC



Workshop: Group III composed of administration and production, led by VP PUA

## I. Strategic Planning at Kisulad (WOW-KISS)

The University of Southern Mindanao, Kabacan, Cotabato through the leadership of President Virgilio G. Oliva with the support and coordination of the Planning and Development Office headed by Engr. Hermingildo M. Gutierrez, conducted a four-day Strategic Planning Workshop held at Puting Balas Resort, Sta. Maria, Davao Del Sur last November 15-18, 2004.

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Dr. Fortunato A. Battad, President Emeritus, CLSU addressed the administrative council on the Institution Building and Governance of SUCs and Recent Developments of Agriculture and Dr. Ricardo T. Gloria, himself who is Senior Adviser to the Department of Agriculture Secretary for Southern Philippines; he lectured on the Current Trends in Education, Agriculture, Science and Technology in Mindanao.

Dr. Palasing U. Ampang gave the opening statements on Policy and Direction Towards Globalization and Pres. Virgilio G. Oliva gave the Statement of Theses, Policies, & Directions while Engr. Hermingildo M. Gutierrez presented the rationale and briefing of the workshop activities and the Performance of USM Interim Development Plan. Ms. Jul-Aida U. Enock, planning officer (USM) reported on the Medium Term Regional Development Plan 2004-2010.

There were 59 participants from the USM Administrative Council and 12 deans present: Drs. Florencia G. Tabora - Graduate College; Conrado C. Evangelista - CA; Edna M. Jover - Former Dean, CA; Anita B. Tacardon - CAS; Antonio N. Tacardon - CED; Rommel G. Tangonan - CENCOM; Prof. Josephine G. Tangonan - CHEFS; Drs. Emerlie O. Sinolindog - CVM; Manuel G. Sabutan - IASA; Eduardo B. Tambak - IDEM; Carmat K. Amilbahar - IMEAS; Rogelio S. Tabora - USM-KCC. Likewise, 20 directors and heads of units attended: Mr. Rasul M. Buisan - Admin; Drs. Cristobal R. Lopez - HRMO; Abraham G. Castillo - AIPS; Profs. Hermingildo M. Gutierrez - PDO; Flora M. Garcia - USCAO; Dr. Ariston D. Calvo - PPS; Ms. Dominga Thelma C. Bautista - FMS; Dr. Betty G. Quiapo - Hospital; Dr. Nicolas A. Turnos - OSA; Prof. Marcelo N. Yagong - ISPEAR; Drs. Samson L. Molao - Registrar; Luz A. Taposok - Extension; Elijido R. Bautista - Instruction; Dr. Grace Lopez - Research; Herise C. Nicor - USMARC; Reynaldo S. Callano - PICRI; Ma. Minda A. Yap and Prof. Benjamin Nayal from USM-KCC;



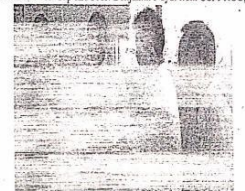
Dr. Fortunato A. Battad



Dr. Ricardo T. Gloria



Dr. Battad (left photo, center) and Dr. Gloria (right photo, left) receive their plaques of appreciation as resource persons during the Strategic Planning Workshop last Nov. 15-18, 2004. VP Palasing U. Ampang and Engr. Hermingildo M. Gutierrez witnessed the awarding.



Dr. Wilfredo Doong - CIT.

The technical secretariat were: Jul-Aida U. Enock, Myrna R. Tan, Danilo Sison, Marlowe Lloreto with the administrative secretariat: Ariel Garcia, Cristina Salem, Helen B. Edaño, Joel Sigua, Jovelyn Gesulga, and Esmie Casim. Incharge of food preparation were: Feyl Suriaga and Quenie Mapanao.

Primarily the workshop aimed to draft a 10-year Institutional Development Plan for USM. Specifically, the plan included: Re-examination of current vision and mission statements and their revisions if necessary; SWOT Analysis; Selection of goals or objectives; Identification of strategies; Development of implementation plan to facilitate the achievement of objectives. Short-term (1-2 years) and long-term (5-10 years) plans were developed.

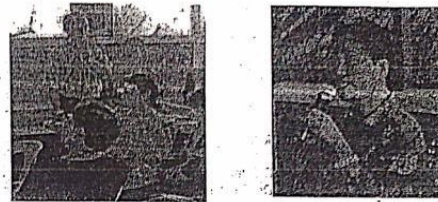
Highlights of the workshop was the revision of the University's Vision and Mission, formulation of the Core Values as the USM's Credo, and the proposed table of organization of the university (for presentation and approval of the board), to wit:

**VISION:** Quality and relevant education for its clientele to be globally competitive, culture-sensitive and morally-responsive human resources for sustainable development.

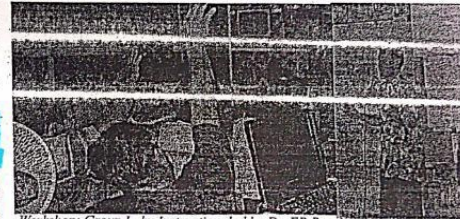
**MISSION:** To accelerate the socio-economic development, promote harmony among diverse communities in Southern Philippines, and improve the quality of life through instruction, research, extension, and production.

**CORE VALUES**

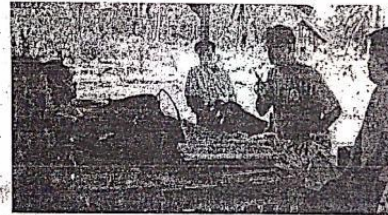
- G - God-centered
- R - Responsive
- E - Excellent
- A - Assertion for
- T - Truth



Engr. Gutierrez (left photo) presented the rationale of the workshop activities as Performance of USM/Interim Development Plan and Ms. Jul-Aida U. Enock (right), planning officer (USM) reported on the Medium-Term Regional Development Plan 2010.



Workshop: Group I by Instruction, led by Dr. ER Bautista (right).



Workshop: Group II composed of Research and Extension.



Workshop: Group III composed of administration and production, led by VP PU Amp.

**STRATEGIC PLANNING WORKSHOP**

Putting Balas Resort, Sta. Maria, Davao Del Sur last November 15-18, 2004

**ATTENDANCE**

Participants to the Planning Workshop

- University President: Dr. Virgilio G. Oliva
- University Vice Presidents: Dr. Palasig U. Ampang, Dr. Eugenio A. Alcalá
- Deans (13):
  - Dr. Florecita G. Tabora - Graduate College
  - Dr. Conrado C. Evangelista - College of Agriculture
  - Edna M. Joyar - Former Dean, CA
  - Anita B. Tacardon - College of Arts & Sciences
  - Dr. Antonio N. Tacardon - College of Education
  - Dr. Rommel G. Tangohan - College of Eng'g. & Comp
  - Dr. Josephine G. Tangonan - College of Human Ecology & Food Sciences
  - Dr. Emerlita O. Sinolindang - College of Veterinary Med
  - Dr. Manuel G. Sabitan - Institute of Animal Sciences and Aquaculture
  - Dr. Eduardo B. Tambak - Institute of Dev't, Economics and Management
  - Dr. Carmat K. Amitbahar - Institute of Middle East and Asian Studies
  - Dr. Rogelio S. Tabora - USM Kidapawan City
- Directors/Head of Units: (22)
  - Dr. Raul M. Buisan - Administrative Services and Acting Board Secretary
  - Dr. Cristobal R. Lopez - Human Resources Mgt.
  - Dr. Abraham G. Castillo - Agro-Industrial Prod'n
  - Dr. Hermingildo M. Gutierrez - Planning & Dev't. Office
  - Dr. Flora M. Garcia - University Socio-Cultural Affairs Office
  - Dr. Ariston D. Galvo - Physical Plant Services
  - Dr. Dominga Thelma C. Bautista - Financial Mgt. Services
  - Betty G. Quiapo - Health and Hospital Services
  - Nicolas A. Turnos - Student Affairs Services
  - Dr. Marcejo N. Yagong - Institute of Sports, Physical Education and Recreation
  - Samson Molao - University Registrar
  - Dr. Luz A. Taposok - Extension
  - Dr. Elpidio R. Bautista - Instruction
  - Dr. Grace Lopez - Research
  - Dr. Hersie O. Nicor - USMARC
  - Dr. Reynaldo S. Callano - PICRI
  - Dr. Minda A. Yap - USM-KCC
  - Dr. Benjamin Nayal - USM-KCC
  - Dr. Wilfredo Doong - CIT

- Not Present: Dr. Rosa Fe D. Honrado - Public Relations and Information Office
- Dr. Sharon I. Meriales - Former Dean, IASA
- Dr. Rufino S. Garzon - CARRDEC
- Dr. Edwin G. Honrado - PhilRice-IRR1

**RESOURCE PERSONS (2)**

- Dr. Fortunato A. Battad - Institution Building and Governance of SUCs and Recent Development of Agriculture
- Dr. Ricardo T. Glorido - Current Trends in Education, Agriculture, Science and Technology in Mindanao.



The technical secretariat: Jul-Aida U. Enock, Myrna R. Tan, Danilo Sison, Marlowe Lloreto, Feyl Suriaga, Quenie Mapanao, drivers

Administrative Secretariat: Ariel Garcia, Cristina Salem, Joel Sigua, Jovelyn Gesulga, Esmie Casim, Ms. Feyl Suriaga, Helen B. Edaño





**OFFICE OF THE PRESIDENT**

November 09, 2004

**MEMORANDUM TO: ALL PARTICIPANTS OF THE STRATEGIC PLANNING WORKSHOP**

- |                                      |                               |                               |
|--------------------------------------|-------------------------------|-------------------------------|
| <b>Administrative Council</b>        | _____ Dr. Rosa Fe D. Hondrade | _____ Dr. Edna M. Jover*      |
| _____ Dr. Palasig U. Ampang          | _____ Dr. Rogelio S. Tabora*  | _____ Dr. Sharon I. Meriales* |
| _____ Dr. Eugenio A. Alcala          | _____ Prof. Flora M. Garcia   | _____ USM-KCC                 |
| _____ Mrs. Dominga Thelma Bautista   | _____ Dr. Aniston D. Cejyu    | _____ Dr. Ma. Miranda A. Top  |
| _____ Dr. Conrado C. Evangelista     | _____ Dr. Betty G. Quiapo     | _____ Prof. Benjamin Nayal    |
| _____ Dr. Anita B. Tacardon          | _____ Dr. Nicolas A. Turnos   | _____ Dr. Wilfredo Doong      |
| _____ Dr. Antonio N. Tacardon        | _____ Prof. Marcelo N. Yagong | _____ SUPPORT STAFF           |
| _____ Dr. Rommel G. Tangonan         | _____ Dr. Elpidio R. Bautista | _____ Mr. Marlowe Loreto      |
| _____ Prof. Josephine G. Tangonan    | _____ Dr. Samson Molao        | _____ Ms. Jul-Aida U. Enoch   |
| _____ Dr. Emerlie O. Sinolinding     | _____ Dr. Grace G. Lopez      | _____ Ms. Myrna R. Tan        |
| _____ Dr. Manuel G. Sabutan          | _____ Dr. Hersie C. Nicor     | _____ Mr. Ariel V. Garcia     |
| _____ Dr. Eduardo B. Tambak          | _____ Dr. Reynaldo S. Callano | _____ Ms. Cristina C. Salem   |
| _____ Dr. Carmal K. Amilbahar        | _____ Dr. Rufino S. Garzon    | _____ Mr. Joel Sigua          |
| _____ Mr. Rasul M. Buisan            | _____ Dr. Edwin G. Hondrade   | _____ Ms. Jovelyn F. Gesulga  |
| _____ Dr. Cristobal R. Lopez         | _____ Dr. Florecita G. Tabora | _____ Mr. Danilo Sison        |
| _____ Dr. Abraham G. Castillo        | _____ Dr. Luz. A. Taposok     | _____ Ms. Esmie Casim         |
| _____ Prof. Heminigildo M. Gutierrez |                               | _____ Ms. Fely Suriaga        |

\*Former Deans included to assist their recent replacements

**SUBJECT: ATTENDANCE AND PARTICIPATION IN STRATEGIC PLANNING WORKSHOP ON NOVEMBER 15-19, 2004 AT THE KISULAD PUTING BALAS RESORT, STA. MARIA, DAVAO DEL SUR**

- The Strategic Planning Workshop will be held at the Kisulad Puting Balas Beach Resort, Sta. Maria, Davao del Sur on November 15-19, 2004. The transportation to and from the venue will be provided by the administration. The departure will be on November 15, 2004 at exactly 1:30 in the afternoon and the assembly area will be at the USM Administration Lobby;
- Participants are required to bring their units' 10 Year Development Plan as inputs to the workshop;
- Since the venue is along the beach, participants should wear their appropriate attire, bring their toiletries, and malong or extra blanket; and
- Be guided accordingly.

**VIRGILIO G. OLIVA**  
 President

Copy furnished:

- VP Palasig U. Ampang
- VP Kalinggatan B. Abdulsani

"Pursuing the Vision of Quality and Relevant Education in Mindanao Through Quality and Relevant Education."

Scanned with CamScanner

**III. OBJECTIVE OF THE WORKSHOP**

To draft a 10-year Institutional Development Plan for USM. Specifically, the plan shall include:

- Re-examination of current vision and mission statements and their revision if necessary.
- SWOT Analysis
- Selection of goals or objectives
- Identification of strategies
- Development of implementation plan to facilitate the achievement of objectives. Short-term (1-2 years) and long-term (5-10 years) plans will be developed on the following:
  - Instruction - revised curricula, integration of various fields such as ICT and values, faculty requirement and loadings, hiring policies (re: in-breeding), etc...
  - Research and Extension - research and extension thrusts, strengthening and expanding linkages, better integration with instruction and production functions of the university, etc...
  - Production - strengthening existing businesses, new businesses, improvement of accounting system, organizational structure, etc...
  - Administration - support services and facilities, hospital, physical plant, registrar, budget and accounting, human resource management (re: faculty and staff development plan, promotion system), information system, etc...
  - Design of control or feedback system to monitor the University's performance while the plan is being implemented.

Output:

A 10-year Institutional Development Plan for USM with the following components:

- Executive summary
- Environmental Scanning
- Opportunity and Issue Analysis
- Vision, Mission and Objectives
- Strategies
- Action Programs for Both Short and Long Terms
- Projected Financial Statements
- Controls

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**STRATEGIC PLANNING WORKSHOP**  
 November 15, 2009  
 Puting Baitas Resort, Sta. Maria, Davao del Sur

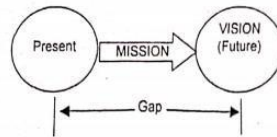
**ATTENDANCE SHEET**

NAME	DESIGNATION	SIGNATURE
1. Dr. Virgilio G. Oliva	President	
2. Dr. Palasig U. Ampang	Vice President	
3. Dr. Eugenio A. Alcalá	Vice President	
<b>DEANS (13)</b>		
4. Dr. Rogelio S. Tabora	Incoming Dean, USM-KCC	
5. Dr. Florecita G. Tabora	Dean, Grad. College	
6. Dr. Edna M. Jover	Former Dean, CA	
7. Dr. Conrado C. Evangelista	Dean, CA	
8. Dr. Anita B. Tacardon	Dean, CAS	
9. Dr. Antonio N. Tacardon	Dean, CEd	
10. Dr. Rommel G. Tangonan	Dean, CENCOM	
11. Prof. Josephine G. Tangonan	Dean, CHEFS	
12. Dr. Emerlie O. Sinolinding	Dean, CVM	
13. Dr. Sharon I. Meriales	Former Dean, IASA	
14. Dr. Manuel C. Sabutan	Dean, IASA	
15. Dr. Eduardo B. Tambak	Dean, IDEM	
16. Dr. Carmat K. Amilbahar	Dean, IMEAS	
DR. PRISCILLA P. COSTES	CEO	
<b>Directors/Heads of Units (20)</b>		
17. Mr. Rasul M. Buisan	Director, Admin Services & Acting Bd. Secretary	
18. Dr. Cristobal R. Lopez	Director, HRM	
19. Dr. Abraham G. Castillo	Director, AIPS	
20. Prof. Herminigildo M. Gutierrez	Director, Plng. & Dev't.	
21. Dr. Recc Fe D. Mondrade	Director, PRIO	
22. Prof. Flora M. Garcia	Director, USCAO	
23. Dr. Ariston D. Calvo	Director, PPS	
24. Ms. Dominga Thelma C. Bautista	Director, FMS	
25. Dr. Betty G. Quiapo	Director, Health & Hospital Services	
26. Dr. Nicolas A. Turnos	Director, OSA\$	
27. Prof. Marcelo N. Yagong	Director, ISPEAR	
28. Dr. Elpidio R. Bautista	Outcoming University Registrar	
29. Dr. Samson Molao	Incoming University Registrar	
30. Dr. Luz A. Taposok	Director, Extension	

31. Dr. Nicolas R. Baulista	Director, Instruction	
32. Dr. Grace G. Lopez	Director, Research	
33. Dr. Hersie C. Nicor	Director, USMARC	
34. Dr. Reynaldo S. Callano	Director, PICRI	
35. Dr. Rufino S. Garzon	Director, CARDEC	
36. Dr. Edwin G. Hondrade	Director, PhilRice-IRRI	
<b>USM-KCC/CTI (4)</b>		
37. Dr. Ma. Minda A. Yap		
38. Prof. Benjamin Nayal		
39. Dr. Wilfredo Doong		
40. Mr. Marlowe Lloreto		
<b>RESOURCE PERSONS (4)</b>		
41. Dr. Fortunato A. Battad		
42. Dr. Ricardo T. Gloria		
43. Dir. Ma. Lourdes D. Lim		
<b>Technical Secretariat (2)</b>		
44. Jul-Aida U. Enoch		
45. Myrna R. Tan		
<b>Administrative Secretariat (6)</b>		
46. Ariel Garcia		
47. Cristina Salem		
48. Helen B. Edaño		
49. Jovelyn Gesulga		
50. Danilo Sison		
51. Esmie Casim		
52. Joel Sigua		
<b>CEC Staff</b>		
54. Foly Suriaga		
55.		
<b>Drivers</b>		
52.		
53.		
54.		
55.		



## STRATEGIC PLANNING'S VISION MISSION



### VISION STATEMENT

The vision statement answers the question: "What do we want to be?" It is the ideal state that the organization aims to achieve and being ideal, should not necessarily be completely attainable.

An organization should develop a compelling vision of the future. A vision which the employees will enthusiastically embrace - because it is worthy and because it challenges them to grow.

A good vision should fulfill the following criteria:

1. ambitious and barrier-breaking
2. reflect the values that an organization holds
3. be inspirational and uplifting
4. be clear and concise
5. address responsibility to key constituencies
6. measurable and time-bound (optional)

Sample visions: "A model institute in local governance advocating excellence, dedication to service and dynamic people's participation in a sustainable manner through synergistic partnership of the DILG, LGU and NDMU."

"The University of Southern Mindanao envisions quality and relevant education for its clientele to provide globally-competitive, culture-sensitive and morally-responsive human resources for development."

"A world-class institute of higher learning renowned for its excellence in science and technology and for its commitment to the holistic development of the individual and society."

### MISSION STATEMENT

An organization exists to accomplish something in the larger environment. Its specific mission or purpose is usually clear at the beginning. Over time, its mission may become unclear as the organization grows; or it may remain clear but some employees may lose interest in it, or the mission may be clear but lose its relevance to the new

Identification of the organization's vision and mission is the first step of any strategic planning process. The organization's vision sets out the "ideal" state that the organization aims to achieve; the mission identifies the means through which this state can be achieved. Both are defined within the framework of the organization's philosophy, and are used as a context for development and evaluation of intended and emergent strategies. **One can not overemphasize the importance of a clear vision and mission; none of the subsequent steps will matter if the organization is not certain where it is headed.**

## VMGO REVISION CONSULTATION WITH STAKEHOLDERS

Republic of the Philippines  
UNIVERSITY OF SOUTHERN MINDANAO  
Kabacan, Cotabato

### Report


#### Presentation on the Proposed New USM VMGO

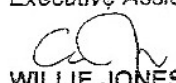
- I. Participants/Stakeholders: Presidents/Representatives of the Federation of the Senior Citizens Association of the Philippines (FSCAP), SB Member, LGU –Kabacan Employees, DepEd Teachers, IP Youth Leader, MPCORE(NGO), UMWOK, YAP, BHW, RIC, & Day Care Worker
- II. Date: October 26, 2015
- III. Venue: Senior Citizens Building, Kabacan, Cotabato
- IV. Presenters: Yvonne V. Saliling  
*Executive Assistant III, OP*  
  
Engr. Willie Jones B. Saliling  
Focal Person, UDDM
- V. Suggestions, Comments, Observations & Clarifications/Queries by the Participants:
1. What is really meant by a research university? Its characteristics?
  2. Just upon looking at it, the focus now is the research, how about its other functions? Is it really the main function of USM?  
Yes, USM can be competitive in research, but we still have other functions.
  3. In the objectives, EDUCATION is not articulated. Please include also 'education'.
  4. Is the vision not a duplicate or similar to other universities? Have you tried to see other schools, is this not the same with others' VMGO?
  5. Is there a specific curriculum on research?

6. The challenge now is to elevate the level of approach and mechanism in teaching that will gear towards the achievement of the proposed VMGO.
7. The role of USM towards the communities. What will be its impact with the new vision?
8. Students should be involved not just to memorize and teachers not just to feed.
9. All teachers now are mandated to formulate action research, how can USM be able to help the DepEd teachers?

- We tried to answer their queries and explained to them. We gave them an assurance that their concerns/questions raised were noted which will be submitted /referred to the concerned council.

Prepared & Submitted by:

  
YVONNE V. SALILING  
*Executive Assistant III, OP*

  
WILLIE JONES B. SALILING  
*Focal Person, UDDRM*

Republic of the Philippines  
UNIVERSITY OF SOUTHERN MINDANAO  
Kabacan, Cotabato

**Presentation on the Proposed VMGO of USM to Stakeholders**

October 26, 2015  
Senior Citizens' Bldg., Kabacan, Cotabato

**VISION**

Current: Quality and relevant education for its clientele to be globally competitive, culture sensitive, & morally responsive human resources for sustainable development

New: A leading research university in the ASEAN region.

**MISSION**

Current: Help accelerate socio-economic development, promote harmony among diverse communities and improve quality of life through instruction, research, extension and resource generation in Southern Philippines.

New: Produce competitive and culture-sensitive human capital and help improve quality of life through instruction, research, extension and sustainable resource generation.

**GOAL**

Current: Pursue excellence in instruction, research, extension and resource generation for global competitiveness.

**OBJECTIVES**

Current:

- To provide programs of instruction and professional training in the fields of science and technology, agriculture and industrial arts.
- To promote advanced studies, research, and extension services and programs that cater to all fields of agriculture, forestry, animal and marine, fisheries, mining and waterways, electrical engineering, industrial education, and other related fields in the socio-economic development of Mindanao.
- To offer courses at the graduate level commensurate to the complex needs of development-oriented agencies in the region.
- To provide non-formal education & in-house technical education programs in food processing, nutrition, trades & subsistence, engineering, health & sports development, & to offer scholarships and/or part-time job opportunities to the economically deprived but deserving students.

New:

- To provide programs of instruction and professional training in the fields of agriculture, arts and sciences, business, engineering, & technology at par with standards of other ASEAN universities.
- To promote research, development & extension programs needed in the socio-economic growth of the country.
- To produce competitive products for sustainable resource generation.

Thank you very much for listening!

Republic of the Philippines  
UNIVERSITY OF SOUTHERN MINDANAO  
Kabacan, Cotabato

CERTIFIED TRUE COPY

**Presentation of the Proposed VMGO of USM to the Stakeholders**

October 26, 2015  
Senior Citizens' Building, Kabacan, Cotabato

RASUM BUISAN  
Chief Administrative Officer  
University of Southern Mindanao  
Kabacan, North Cotabato

Name	Position/Organization	Signature	Contact Number
1. Daniel G. Saure Jr.	Pres. FSCAP	<i>[Signature]</i>	09129758826
2. Aysha Guilan	CO Member	<i>[Signature]</i>	09088103005
3. Susan C. Macaligt	NSWD - LGU Staff	<i>[Signature]</i>	0919710840
4. JERALD M. HERNANDEZ	TEACHER-DEPED	<i>[Signature]</i>	09291368150
5. Thelma G. Tawken	Teacher-DepEd	<i>[Signature]</i>	09059382427
6. MILAGROS T. MONIVA	Principal-1	<i>[Signature]</i>	09487367987
7. LEO M. Gayao	IP Youth Leader	<i>[Signature]</i>	09462171471
8. MICHAEL L. AGUDO	DEPED TEACHER-I	<i>[Signature]</i>	09104806857
9. A-ESTA A. AMPATUN	Home PCORE	<i>[Signature]</i>	09123973739
10. ARBAYA M. SALI	UMWOK PRESIDENT	<i>[Signature]</i>	09995492821 09368855307
11. ANTONIUS WATIE WJ	CO - PRESIDENT	<i>[Signature]</i>	0906036470
12. Virginia M. Defin	Vice. pres. BHW	<i>[Signature]</i>	09485438253
13. Felicitas M. Dula	BHW & RIC Fed Pres.	<i>[Signature]</i>	09237190853
14. MARCOS C. TORRES	DAY CARE WORKER	<i>[Signature]</i>	09100928862
15. ZAINAB A. AMPATUN	MOLO PCORE	<i>[Signature]</i>	09366001734
16. Aruth M. Rahni	BHW/UMWOK	<i>[Signature]</i>	89203946939
17. Sarah Jane C. Gremel	LSU / STAFF	<i>[Signature]</i>	09988691365
18. Hijarah W. Didatar	LGU Staff	<i>[Signature]</i>	0946330840
19. APRIL JOY B. GUIAMBANGAN	LGU STAFF	<i>[Signature]</i>	09368858274

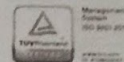
**EXCERPT FROM THE MEETING OF THE COLLEGE OF ARTS AND SCIENCES FACULTY DURING THE FORMULATION AND REVISION OF VMGO**







UNIVERSITY OF SOUTHERN MINDANAO  
Kabacan, Cotabato  
Philippines



**ATTENDANCE SHEET**

Date:	April 3, 2023, 9:00am
Venue:	Commercial Building
Unit:	
Training/Meeting:	Finalization of USM Academic Blueprint
Participants:	
Coordinator:	VPAA
Resource Speaker/s:	

No.	Name	Office	Email Address/Contact No.	Signature
1.	GIN JACARDIN	Ret, Assn		
2.	Jacinta T. Puy	PRIMA UCM		
3.	Laurence Anthony U. Dulak	UCAC		
4.	ROLANDO J. GARAYUE	CUV		
5.	Ma. Teodora Cabalan	OPVARS		
6.	Ronald Pascual	CSM		
7.	JOSEPHINE R. ALGALIN	CA		
8.	JURBATMUD C. IMAN	CA		
9.	LT MAR B. CABORNIDA	CHERS		
10.	ELSA A. GONZAGA	DIOKUM		
11.	ADURAKAT A. MURRAY	PICRI		
12.	Ricli C. Mendoza	DELL-CASS		
13.	PAUP DEBIE ABISAM	CSM		
14.	MARQUEL G. DASTADA	CEIT		
15.	YVONNE V. SALLINE	CHSS		
16.	JONALD AMENDEL	USMFA I		
17.	DINEN P. DANILA	USM-USG		
18.	Christine Jane Umjal	Devcom Intern		
19.	Rehene P. de Juan Jr	DevCom Intern		
20.	Jul-jabali Saibani Kalipapa	MYRO/USMMUSA		
21.	DORVILLE M. TILCO	ALUMNI		
22.	Nelia O. DU	AMO		
23.	WILLIE JOSEPH B. STAMM			
24.				

USM-SYS-F21-Rev. 2.2020.02.19

## II. IMPLEMENTATION

- Cite VMGO dissemination activities, and provide captions to all pictorials if necessary



The screenshot displays the website for the University of Southern Mindanao (USM). The browser address bar shows the URL: <https://www.usm.edu.ph/about-usm/visionmissionnanobjectives>. The website header features the USM logo on the left and the text "UNIVERSITY OF SOUTHERN MINDANAO" and "Kabacan, Cotabato, Philippines" on the right. A navigation menu includes links for Home, About USM, Academics, Student, Research & Extension, Offices & Resources, and Good Governance. The "About USM" section is active, showing a sidebar with links to Profile, Basic Info, USM Seal, Organizational Structure, The Founder, USM Hymn, Vision, Mission & Objectives, Presidents & OICs, Board of Regents, Key Officials, Satellite Campuses, Campus Maps, Directory, and Contact Us. The main content area is titled "Vision, Mission & Mandate" and contains the following text:

**VISION**  
Quality and relevant education for its clientele to be globally competitive, culture-sensitive and morally responsive human resources for sustainable development.

**MISSION**  
Help accelerate socio-economic development, promote harmony among diverse communities and improve quality of life through instruction, research, extension and resource generation in Southern Philippines.

**CORE VALUES**  
Goodness  
Responsiveness  
Excellence  
Assertion of RIGHT and Truth

VMGO POSTED IN USM WEBSITE

(<https://www.usm.edu.ph/about-usm/mandates-vision-mission/>)



# Mandates, Vision & Mission

[Home](#) > [About USM](#) > [Mandates, Vision & Mission](#)



## Organizational Outcomes



1. Relevant and quality tertiary education ensured to achieve inclusive growth and access of poor but deserving student to quality tertiary education increased.
2. Higher education research improved to promote economic productivity and innovation.
3. Community Engagement Increase.



Quality and relevant education for its clientele to be globally competitive, culture-sensitive and morally responsive human resources for sustainable development.



## Mission

Help accelerate socio-economic development, promote harmony among diverse communities and improve quality of life through instruction, research, extension and resource generation in Southern Philippines.

## Core Values

---

Goodness  
Responsiveness  
Excellence  
Assertion of RIGHT and  
Truth



## Objectives

1. To provide programs of instruction and professional trainings primarily in the fields of science and technology, especially in agriculture and industrial fields.
2. To promote advanced studies, research, and extension services and progressive leadership in all fields of agriculture, including agribusiness, foods and nutrition, fishery, forestry, animal and veterinary sciences, engineering, industrial education, and other courses needed in the socio-economic development of Mindanao.
3. To develop courses at the graduate level responsive to the manpower needs of development-oriented agencies in the region.
4. To provide non-formal education and undertake various extension programs in food production, nutrition, trades and industries, engineering, health and sports development, and to offer scholarships and/or part time job opportunities to the socio-economically deprived but deserving students.



## Four-Fold Functions



### Instruction

Instruction is offered for tertiary and advanced education levels which offer a variety of courses and fields of specialization.



### Research

Research activities are mostly carried out by its research arms: the University of Southern Mindanao Agricultural Research Center (USMARC), a national research center for corn, sorghum and fruit crops; the Philippine Industrial Crop Research Institute (PICRI), a national research institute for rubber, fiber crops, coffee, spices, cacao, and other industrial crops. Attached to PICRI is the Philippine Rubber Testing Center (PRTC), a testing center for dried natural rubber. USM also hosts two organized bodies which do research and development activities: the Cotabato Agricultural and Resources Research and Development Consortium (CARRDEC), a research consortium of various agencies in Central Mindanao and the Philippine Carabao Center (PCC), a member of the national PCC network.



### Resource Generation

The University's resource generation program generates a sizeable income to augment the operating fund of the University and to serve as laboratory for horticulture, animal science, agronomy, and agribusiness majors.



### Extension

Extension takes the form of training on various subject areas for different groups mostly of farmers, technical assistance to various sectors, social laboratory projects, demonstration farms, consultancy services and public education through personal contacts and the mass media: radio, print, and media.

## Vision

Quality and relevant education for its clientele to be globally competitive, culture-sensitive and morally responsive human resources for sustainable development.

## Mission

Help accelerate socio-economic development, promote harmony among diverse communities and improve quality of life through instruction, research, extension and resource generation in Southern Philippines.

## Our Address

Bai Matabay Plang Avenue  
Poblacion, Kabacan  
Cotabato 9407  
Philippines

## Visitor Counter

Today's Visitors:  
3  
Last 7 Days Views:  
165  
Total Visitors:  
2,809,337

## Data Protection

About  
Security Breach Incident  
Students, Alumni &  
Prospective Students  
Employees  
Visitors  
Website Users

*"Your Partner in Academic Excellence and Leadership Development."*

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AN AFFILIATE OF 

UNIVERSITY OF SOUTHERN MINDANAO  
**DXVL-FM KOOL 94.9 MHz**  
Left Wing, Ground Floor, CAS Bldg.  
Kabacan, Cotabato  
Tel. No.: (064) 572-2867  
E-mail Add: dxvikoofm@gmail.com

## CERTIFICATION

*To Whom It May Concern:*

*This is to certify that the **MISSION and VISION** along with the **Quality Policy Statement** of the University of Southern Mindanao is regularly aired over **DXVL-FM**. The radio station as its information channel takes part in the wide dissemination of information promoting the University.*

*This certification is issued for the College of Business Development Economics and Management for whatever purpose it may serve them.*

  
**ALLAN G. DALO**  
Manager, DXVL

**EFFECTIVE AREAS OF COVERAGE:**

Kabacan, Matalam, Kidapawan City, Pres. Roxas, Antipas, Makilala, Mlang, Tulunan, Datu Paglas, Buluan, Tacurong City, Lambayong, Isulan, Datu Montawal, Pikit, Carmen, Aleosan, Midsayap, Libungan, Pigcawayan, Alamada, Banisilan, Damulog

VMGO DISSEMINATION VIA USM RADIO STATION DXVL FM

**HRMDO** *Quality*

## HRMDO orients new faculty members

The Human Resource Management and Development Office (HRMDO) conducted an orientation to the new faculty members, both permanent and contract of service status, on September 9, 2016 at the USM Skyroom. The orientation started with an opening program which highlighted the message of the USM president, Dr. Francisco Gil N. Garcia.

The orientation proper discussed the following topics: Job Description and Functions, Faculty Performance Evaluation, DTR and Payroll Deductions, Taxation and Academic Load and Code of Ethics for Teachers. The new teachers were also introduced to the library services, T.O.S. making, Grading System and Teaching Strategies.

A total of 63 new faculty members from CAS, ISPEAR, CED, CENCOM, CBDEM, CHS, USM-MCC and Senior High School Department attended the said orientation. Another orientation shall be scheduled later to discuss more like: USM Academic Policies, Mission, Core Values and the Approved Dress Code. *Jgesulga*




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UNIVERSITY OF SOUTHERN MINDANAO  
Kebanan, Cotabato

**HUMAN RESOURCE MANAGEMENT AND DEVELOPMENT OFFICE**

### ORIENTATION SEMINAR FOR COS FACULTY MEMBERS

June 5-6, 2015  
7:30 A.M.  
Administration Skyroom

(This server as an invitation)

June 5, 2015

Session 7  
8:00-9:00  
**USM Vision, Mission, Core Values and Power Dressing**  
DR. LEONORA P. MANERO  
Board Secretary V

Session 8  
9:00-10:00  
**T.O.S. Making**  
DR. MARIO M. BELLO, JR.  
Associate Professor I

Closing Program

10:00-11:00 Awarding of Certificates

Encom MR. JALVIN JAMES C. GASPAN  
CED-ULU Faculty

**VMGO IS ALSO DISSEMINATED DURING ORIENTATION SEMINAR FOR NEW FACULTY MEMBERS**

**QUALITY POLICY STATEMENT (QPS)**

The University of Southern Mindanao, as a premier university, is committed to provide quality and resource generation that exceed continual improvement efforts on the following:

ross all mandated functions;

ation, publication, patenting, and develop and improvement in the quality of life; to the community for sustainable development;

its

RCIA, RPAE, PHD Mindanao

6, 2015, series of 2016; 17 revision 01; TOP POSTING.

**USM NOW OFFERS SENIOR HIGH SCHOOL!**

**SHS TRACKS & STRANDS**

- Academic**
  - Science, Technology, Engineering and Mathematics Strand
  - Accountancy, Business and Management Strand
  - Humanities and Social Sciences Strand
- Technical Vocational Livelihood**
  - Home Economics
  - Agri-Fisheries
  - Information and Communication Technology
  - Industrial Arts
- Sports**

**Limited Slots Only**

**USM MONITOR EDITORIAL BOARD**

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 Managing Editor: Mr. Myrta R. Jara  
 Advisors: Mr. Francisco S. Salting, Dr. Leonora P. Manera, Dr. Polycarpo G. N. Garcia

**CONTRIBUTORS**

Jacinda Tolentino, Bernadette Rojo, Triana Mae Balap, Gerwin Arcadia, Joan Sadorat, John Mark Danlag, Ineh Rajanto, Karizza Jane Regener, Rainyn Mantawil, Solomon Presto, Robert Gomez, George Neral, JP Fortnez, Marilyn Palmagan, Viken Maglino, Arabella Suberanon, Fajali Samarin, Orlina Ajero, Venelle Flores, Janice Bangoy, Isahiah M. Almad, Al Jordan P. Sarcaiga, Irwell Siquele, Imelda Sibao, Arel Arrogante, Susan S. Martinez, Revilina Rapsua, Cheryl Dulay, Lahmodin M. Uelabagan

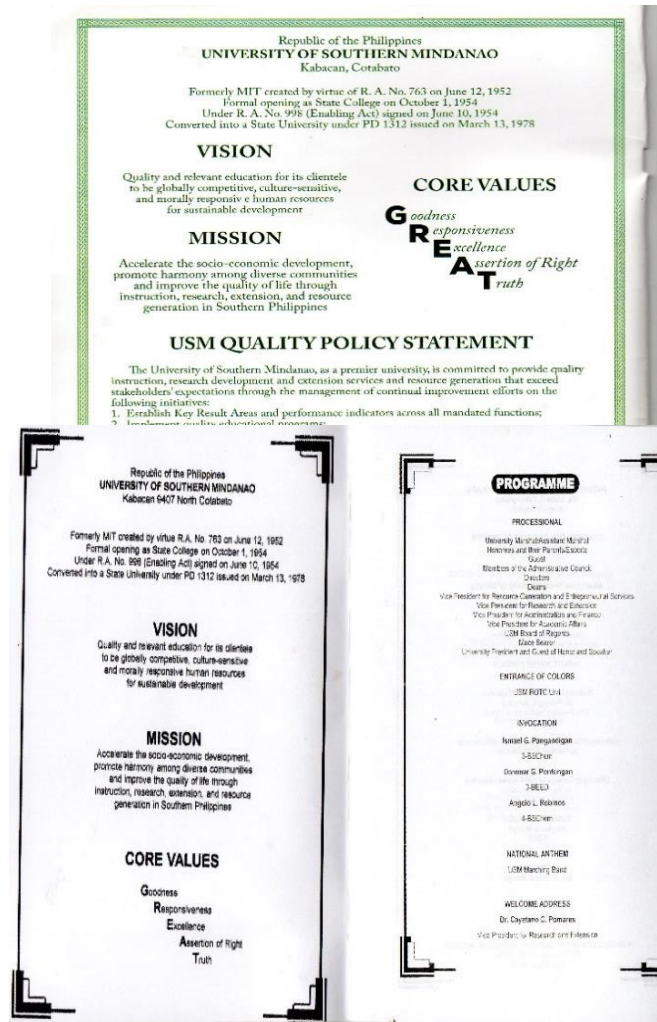
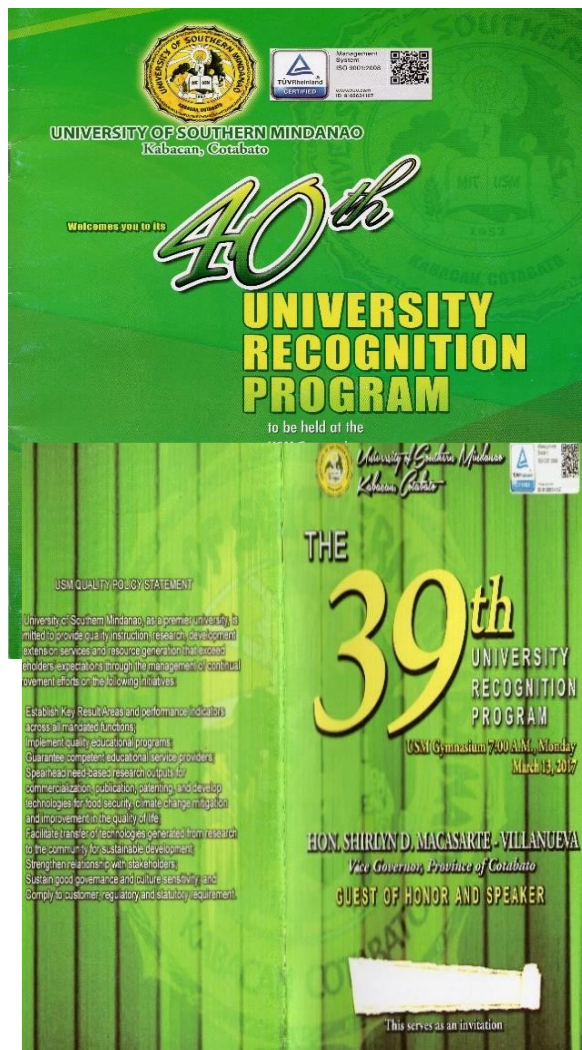
**SOUTHERN MINDANAO**

Core Values

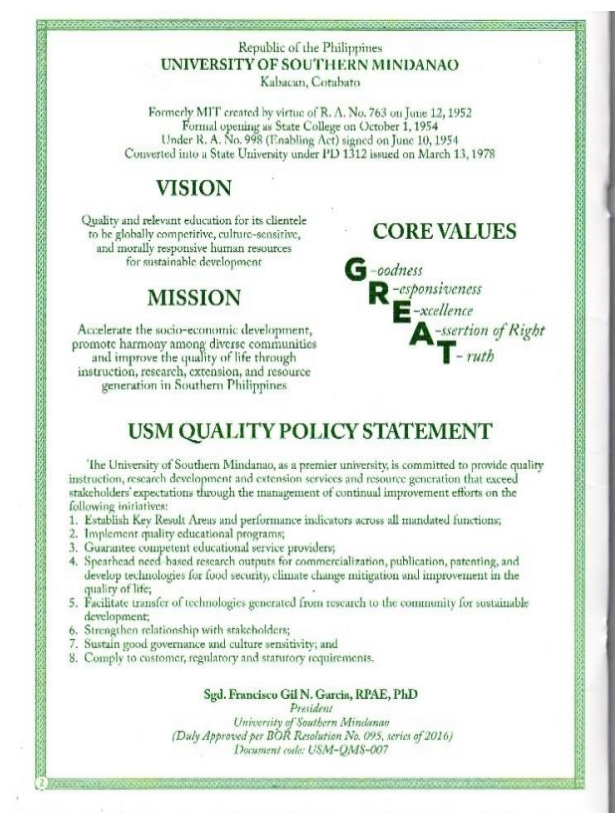
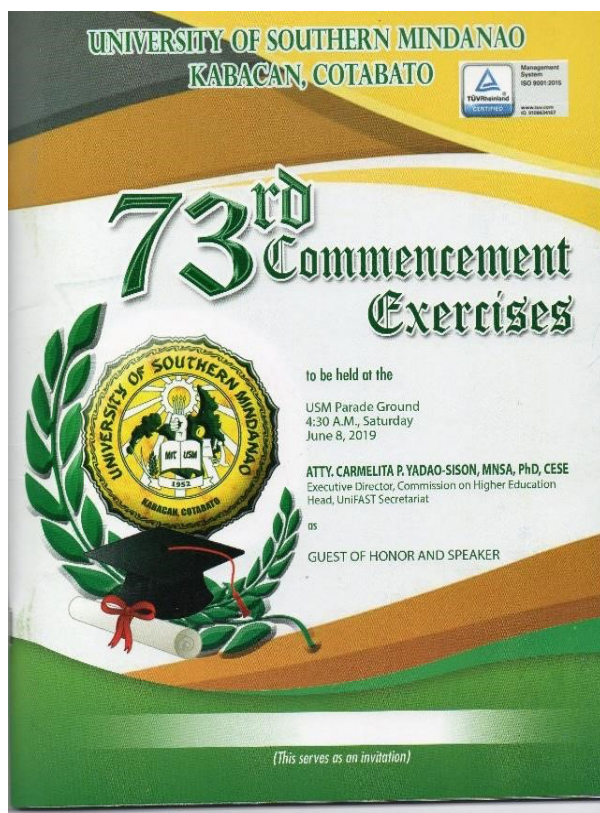
- Goodness
- Responsiveness
- Excellence
- Assertion of right and Truth

**USM MONITOR**

**USM PUBLICATION AS MEDIUM OF VMGO DISSEMINATION**



**VMGO DISSEMINATION THROUGH UNIVERSITY RECOGNITION PROGRAMS**



**VMGO DISSEMINATION VIA UNIVERSITY COMMENCEMENT EXERCISES PROGRAMS**

**Bachelor of Science in Exercise and Sports Science | Area I: Vision, Mission, Goals and Objectives**

- **Describe how members of the Institution (administrators, faculty, staff, students and stakeholders in the formulation and review of the VMGO.**

Procedures in the formulation, monitoring, dissemination and review of the VMGO.

The following processes are involved in the dissemination of the VMGOs and in the determination of its acceptability:

- a. The Vision and Mission of the University of Southern Mindanao and the goals and objectives of the Graduate School are printed in bulletins, billboards and LED which are displayed in strategic places in the campus and within the Graduate School building.
- b. The Vision and Mission of the University of Southern Mindanao were explained to the students and faculty during university-wide activities like the University Orientation Program at the beginning of the semester while the goals and objectives of the USM Graduate School were explained to the students and faculty during Graduate School Orientation programs.
- c. CMOs are also explained to the students by the teachers at the beginning of the classes for the semester of which VMGO is a part.
- d. Letters of information and flyers are distributed to other stakeholders in the community such as the local government units, some non-government offices, the alumni and parents.
- e. Meetings with the department chairs, faculty and students were held to solicit comments and suggestions from them.
- f. Questionnaires are distributed to students, faculty, parents, alumni and other stakeholders in the community to determine their knowledge and level of acceptability of the university's VMGOS, the college and the department.

### III. OUTCOMES

Major results of the research study conducted about the “Knowledge on the USM VMGO among the USM students, USM employees and USM alumni in 2017 are highlighted as follows:

Key Variables	Students	USM employees	USM Alumni
number of respondents	342 USM students	92 USM employees (teaching and non-teaching, COS and Job orders)	100
Level of Knowledge	29.23% have very high knowledge on VMGO;	About 44.6% have very high knowledge on VMGO.	Majority (75%) have high knowledge on VMGO.
Sources of Information	Most (33.33%) got their information from the USM code.	Majority (73.91%) got their information from posters.	Majority (50%) got their information from orientation.
Feedback/ Recommendation	-Conduct of seminars on VMGO to students with low knowledge on the VMGO.	-Conduct of orientation on USM personnel. - Conduct of evaluation on VMGO among USM employees.	-Conduct of orientation by the Alumni president to alumni during gatherings such as alumni homecoming among others.

In addition, knowledge on the College goals were also assessed. Results are summarized as follows:

#### Systematic Dissemination and Stakeholder Awareness

The University and the College of Human Kinetics (CHK) have implemented a robust and multifaceted dissemination strategy to ensure that the Vision, Mission, Goals, and Objectives (VMGO) are deeply instilled in the academic community. Comprehensive assessment results indicated that the CHK faculty demonstrate a very high level of awareness and acceptance of the University’s Vision and Mission, as well as the College VMGO, particularly when compared to other stakeholder groups such as students, parents, alumni, and industry linkages. While faculty alignment is exceptionally strong, these findings have highlighted the need for intensified efforts to broaden the dissemination reach among external stakeholders.

To address this, the University and the College have utilized several physical and digital channels for information sharing:

- **Document Distribution:** Physical copies of the USM Vision and Mission, alongside the CHK Goals and Objectives, are systematically distributed to students, faculty, parents, alumni, and community partners.
- **Administrative Briefings:** During official faculty and staff meetings, the Dean and the College Secretary provide in-depth explanations of the University's strategic direction and the College's specific goals to ensure internal alignment.
- **Visual Displays:** The VMGO statements are prominently printed on bulletin boards and posted in every classroom. Furthermore, the USM Vision and Mission are highly visible to the public, being imprinted on both sides of the USM Main Gate.
- **Media Outreach:** To maximize regional coverage, the college-affiliated radio station regularly broadcasts the VMGO statements, ensuring that the institutional identity and objectives reach a wider audience across its coverage area.

Through these integrated efforts, the College of Human Kinetics continues to foster a high degree of institutional awareness, ensuring that all stakeholders—internal and external—understand and support the university's mission of socio-economic development and high-quality education.

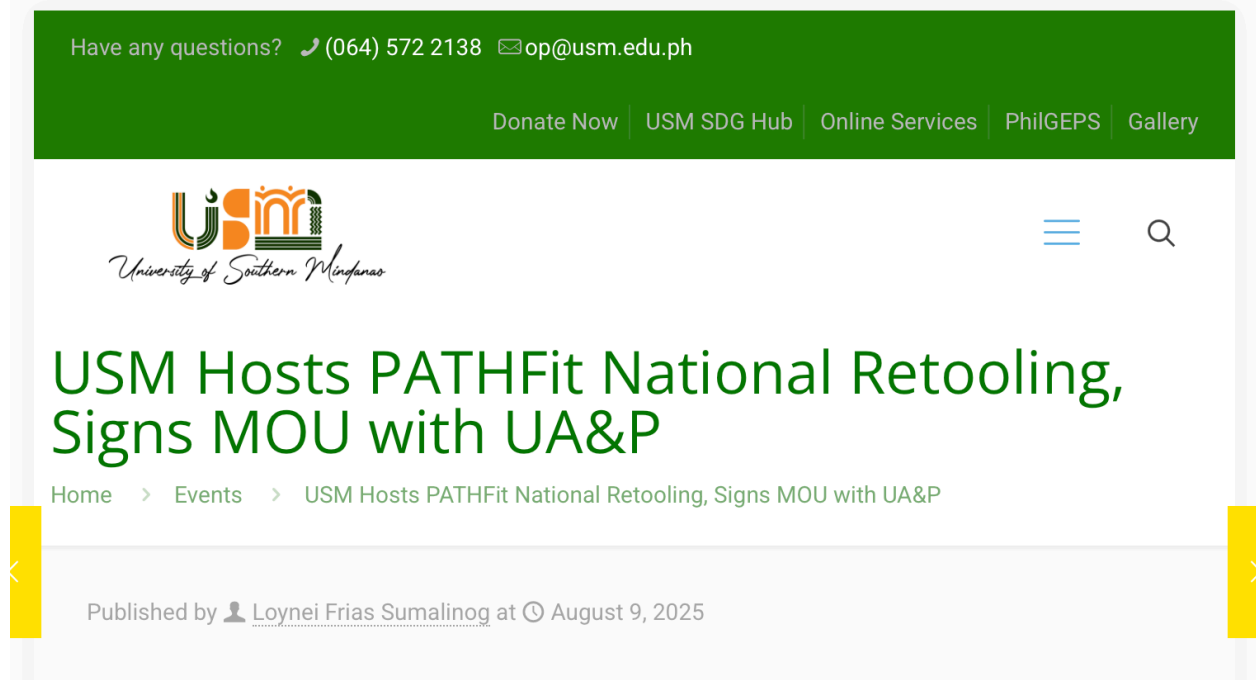
Describe the implementation of the VMGO and its congruence with educational policies and activities

The University's Vision and Mission serve as the fundamental framework for the formulation of the College of Human Kinetics goals and the specific objectives of the Bachelor of Science in Exercise and Sports Science (BSESS) program. Every aspect of the program—including the curriculum, co-curricular activities, and community services—is strategically designed to ensure the realization of the VMGO.

The College of Human Kinetics ensures strict congruency between student activities and program objectives, particularly during high-impact learning experiences such as Practicum and On-the-Job Training (OJT). This alignment is emphasized early in the academic journey, beginning with comprehensive student orientations at the start of each semester, where the relationship between their technical training and the university's mission is clearly defined.

Instances or evidence that show that the program goals and objectives are achieved

Turning VMGO's into reality with varied activities conducted by the college, samples are presented below









The College of Human Kinetics (CHK), formerly known as the Institute of Sports, Physical Education, and Recreation at the University of Southern Mindanao (USM), hosted its first major event the National PATHfit Retooling for Physical Education (PE) Teachers on August 5–7, 2025.

The retooling helps PE teachers fully understand the PATH-Fit curriculum, including its goals, content, and how to assess students. It also trains them in modern teaching methods and new ways to assess students that fit the PATH-Fit program. Lastly, it provides a space for PE teachers to share ideas, work together, and keep learning about the PATH-Fit curriculum.

On its first day, Dr. Jonald L. Pimentel, the USM President, signed a memorandum of understanding with the University of Asia and the Pacific (UA&P) through Coach Christian S. Dominguez, the Chairperson PE Department of UA&P, and Coach Paolo Luis J. Romero.

The main points of the proposed MOU are to share experts for lectures, seminars, talks, and cultural events; to work together on conferences, workshops, publications, and seminar; to collaborate to create academic programs and learning materials; and do joint research and development on shared interests.

In his message, Dr. Pimentel conveyed his hope for CHK to build more collaboration, enhance its facilities, engage in internationalization, and outlined his plans for the college.

*“Let’s make Mindanao and even the Philippines a healthy nation thru PATHFit and thru Physical Education,”* the President reminded.

Coach Dominguez of UA&P said that the activity provided a meaningful and unforgettable experience.

*“We hope that we have cleared all the confusions and some issues of the PATHFit in the past 3 years... and gave you some guidance... We wish that it will be properly implemented: its activities, exercises, and the training system. Our main wish is to be of help,”* the coach remarked.

Prof. Michelle Faith B. Mandahay from Holy Cross College of Calinan Inc. expressed her appreciation for the hospitality of the USM- CHK family from its people, the food, and the venue.

*“How my co-participants shared about their techniques in managing their classes, and I learned a lot from them,”* she emphasized.

Guided by its theme: “Innovating PE for Holistic Development: Embracing PATHFit for Excellence and Collaboration,” the activity gathered various PE professionals from Higher Education Institutions in the country.

<https://www.usm.edu.ph/usm-hosts-pathfit-national-retooling-signs-mou-with-uap/>

University of Southern Mindanao

## Fhonnalyn Eyong Selected for International Lucy Tierk Shoham Scholarship

Home > News > Fhonnalyn Eyong Selected for International Lucy Tierk Shoham Scholarship

Published by [Loynei Frias Sumalinog](#) at © October 21, 2025

112

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*Congratulations,*  
**Fhonnalyn Eyong**  
a student from the Department of Exercise and Sports Science at the University of Southern Mindanao's College of Human Kinetics, was announced as a **2025 recipient of the prestigious Lucy Tierk Shoham Memorial Scholarship** on October 19, 2025.

[www.usm.edu.ph](http://www.usm.edu.ph) [/theUSMOfficial](https://www.facebook.com/theUSMOfficial) [USMRTV](https://www.youtube.com/channel/UCMRTV)

Fhonnalyn Eyong, a student from the Department of Exercise and Sports Science at the University of Southern Mindanao's College of Human Kinetics, was announced as a 2025 recipient of the prestigious Lucy Tierk Shoham Memorial Scholarship on October 19, 2025.

The scholarship is generously funded by Mrs. Randi E. McKenzie, Emeritus Assistant Dean for Student Affairs at San Diego State University, and Dr. Thomas McKenzie, Professor Emeritus at SDSU and Lifetime Honorary President of International Organization for Health, Sports, and Kinesiology (IOHSK), in memory of Lucy Shoham, mother of Mrs. McKenzie. Lucy Shoham passed away in 2022 at the age of 100.

The Lucy Tierk Shoham Memorial Scholarships honor exceptional higher education students from low- to middle-income countries who demonstrate academic excellence and a strong commitment to advancing IOHSK's mission in health, sports, and kinesiology.

Eyong, as a hardworking student and parent, she seeks the scholarship to overcome financial challenges and focus fully on her academic goals.

<https://www.usm.edu.ph/fhonnalyn-eyong-selected-for-international-lucy-tierk-shoham-scholarship/>

The screenshot shows a news article on the University of Southern Mindanao (USM) website. The article is titled "USM Professor Serves as Philippine Ambassador of IOHSK" and is written by Charlotte Andrea Tutor, published on September 8, 2025. The main image features Ruben L. Tagare, PhD, in a blue graduation gown, with the text "Congratulations! Ruben L. Tagare, PhD Philippine Ambassador, International Organization for Health, Sports, and Kinesiology (IOHSK)". To the left of the image are social media sharing buttons: Facebook (253 shares), Twitter (0 tweets), and Pinterest (0 pins). The USM logo is visible in the top left corner of the page.

## Faculty and Students Engagements excels: Proof of delivering and attaining the University VMGO's



### USM PE professor ranks 5th among Top 10 Philippine PE Scientists

Home > News > USM PE professor ranks 5th among Top 10 Philippine PE Scientists

Published by [Carl Waron Baldesimo](#) at August 21, 2024

The image shows a congratulatory banner for Ruben L. Tagare Jr., MAEd, ranked 5th among the Top 10 Philippine PE Scientists. The banner features a portrait of the professor on the left and text on the right: "CONGRATULATIONS! Ruben L. Tagare Jr., MAEd Rank 5". Below this, it says "Top 10 Philippines Scientists Education / Physical Education and Sport Science Rankings in Philippines 2024". Logos for USM and AD Scientific Index are visible. Social media icons for Facebook, Twitter, and YouTube are at the bottom.



### USM BPEd Students to Represent USM at International Conference in Seoul, Korea

Home > Internationalization > USM BPEd Students to Represent USM at International Conference in Seoul, Korea

Published by [Loynei Frias Sumalinog](#) at December 1, 2025

The image shows a congratulatory banner for two BPEd students, Nicole Ocoy and Edjay Canonigo, who are recipients of a Travel and Research Grant for the 9th IOHSK International Conference in Seoul, South Korea. The banner features portraits of the two students and text: "Congratulations! Nicole Ocoy Bachelor of Physical Education Edjay Canonigo Bachelor of Physical Education Recipients, Travel and Research Grant 9th IOHSK International Conference Seoul, South Korea". Logos for USM and IOHSK are visible. Social media icons for Facebook, Twitter, and YouTube are at the bottom.

Acceptability of the VMGO was assessed among stakeholders using survey questionnaires.

COPIES OF THE ACCOMPLISHED VMGO ACCEPTABILITY SURVEY QUESTIONNAIRE

University of Southern Mindanao  
Kabacan, Cotabato

P4  
Alvin - 14

August 15, 2016

Dear Sir/Madam:

Greetings from USM.

We would like to know your level of knowledge, understanding, and acceptability of the University's Vision, Mission, Goals, and Objectives, (VMGO) respectively.

Please give your honest assessment so that necessary actions may be taken to correct or address concerns re the University's VMGO.

Thank you very much.

Researchers

**Part I. FOR PARTNER AGENCY**

Respondent's Name: HAZEL LOVE LAPAGARAN-MAMON Age: 30  
 Sex: FEMALE Civil Status: MARRIED  
 Name of Agency: LGU-MARPET Work Status: PERMANENT  
 Address of Agency: Poblacion, Marpet, Iotabato Position: PUBLIC SERVICES OFFICER I  
 Contact Number: 09488884798 Nature of Agency: Business ( )  
 BS. DEVELOPMENT COMMUNICATION, NGO ( ) GO (✓)  
 Major in COMMUNITY BROADCASTING - 2006-2007 SUC ( ) Private HEI ( )  
 Others: \_\_\_\_\_

**Part II.**

**A. Level of Awareness of the Vision-Mission of USM**  
 Please rate the extent to which you are aware of the following statements:  
 4 - Highly Aware 3 Moderately Aware 2 Aware 1 Slightly Unaware 0 Unaware

	0	1	2	3	4
1 USM envisions to provide quality and relevant education.					✓
2 USM develops its graduates to be globally competitive.					✓
3 USM promotes harmony among diverse communities.					✓
4 USM enhances quality of life.					✓
5 USM's mandate includes Instruction, Research, Extension, and Resource Generation.					✓

**B. Level of Acceptability of the Vision-Mission of USM**  
 Please rate the extent to which you accept the following statements:  
 0 Unacceptable 1 Slightly Unacceptable 2 Acceptable 3 Moderately Acceptable 4 Highly Acceptable

	0	1	2	3	4
1 USM provides quality and relevant education.					✓
2 USM graduates are globally competitive.					✓
3 USM promotes harmony among diverse communities					✓
4 USM has enhanced quality of life of its clientele					✓
5 USM's mandate includes Instruction, Research, Extension, and Resource					✓

**C. Level of Understanding of the Vision-Mission of USM**  
 Please rate the extent to which you understand the following statements:  
 0 Not Understand 1 Slightly Understand 2 Understand  
 3 Moderately Understand 4 Highly Understand

	0	1	2	3	4
1 USM envisions to provide quality and relevant education.					✓
2 USM develops its graduates to be globally competitive.					✓
3 USM promotes harmony among diverse cultures.					✓
4 USM enhances quality of life.					✓
5 USM's mandate includes Instruction, Research, Extension, and Resource Generation.					✓

**Part III. Media/Strategies used in the dissemination of VGMO by the University and Colleges.**  
 0 - never 1 - seldom 2 - sometimes 3 - often 4 - always

Media	0	1	2	3	4
1 Flyers					✓
2 Radio Plugs/Programs					✓
3 Classroom Lectures					✓
4 Bulletins					✓
5 Posters					✓
6 Bill Boards					✓
7 University Newsletters					✓
8 College Newsletters					✓
9 Student Manuals					✓
10 Course Syllabi					✓
11 University Programs					✓
12 Student Orientation					✓
13 USM Web page					✓
Others, please specify:					

**Part IV. What makes you or your agency proud to be a partner of the University of Southern Mindanao?**

I am a proud product of USM and I am so grateful that the institution chose Magpet as recipient/beneficiary of their extension programs. As a DENCOM GRANTEE I am well-oriented in extension programs and know fully well the advantages of the program to the chosen communities. New technologies breakthrough are what I am expecting to flow from the extension activities on how Magpet can best develop agricultural and other products for global market.

**Part V. What concepts/ideals would you suggest to be included in the current Vision-Mission-Goals and Objectives of USM?**

None at all

**Part VI. How did or could you or your agency help in the attainment of the VMGO of USM?**

I can help by offering my time and expertise in the conduct of all their extension programs they in Magpet. We will gladly assist in their

(31) Fac ✓

**Part I. FACULTY & STAFF**

Respondent's Name: *Sedra A. Murray*  
 Sex: *F*  
 College/Unit: *CAS, Biology Dept.*  
 Number of Years at USM: *25*  
 Contact Number: *0918528378*  
 Age: *48*  
 Civil Status: *Married*  
 Work Status: *Permanent*  
 Position: *ABSO. PROF.* ✓  
 Email Address: *murray.sedra@gmail.com*

**Part II.**

**A. Level of Awareness of the Vision-Mission of USM**

Please rate the extent to which you are aware of the following statements:  
 4 - Highly Aware 3 Moderately Aware 2 Aware 1 Slightly Unaware 0 Unaware

	0	1	2	3	4
1. USM envisions to provide quality and relevant education.					✓
2. USM develops its graduates to be globally competitive.					✓
3. USM promotes harmony among diverse communities.					✓
4. USM enhances quality of life.					✓
5. USM's mandate includes Instruction, Research, Extension, and Resource Generation.					✓

**B. Level of Acceptability of the Vision-Mission of USM**

Please rate the extent to which you accept the following statements:  
 0 Unacceptable 1 Slightly Unacceptable 2 Acceptable 3 Moderately Acceptable 4 Highly Acceptable

	0	1	2	3	4
1. USM provides quality and relevant education.					✓
2. USM graduates are globally competitive.					✓
3. USM promotes harmony among diverse communities					✓
4. USM has enhanced quality of life of its clientele					✓
5. USM's mandate includes Instruction, Research, Extension, and Resource Generation.					✓

**C. Level of Understanding of the Vision-Mission of USM**

Please rate the extent to which you understand the following statements:  
 0 Not Understand 1 Slightly Understand 2 Understand  
 3 Moderately Understand 4 Highly Understand

	0	1	2	3	4
1. USM envisions to provide quality and relevant education.					✓
2. USM develops its graduates to be globally competitive.					✓
3. USM promotes harmony among diverse cultures.					✓
4. USM enhances quality of life.					✓
5. USM's mandate includes Instruction, Research, Extension, and Resource Generation.					✓

**Part III. Media/Strategies used in the dissemination of the VGMO by the University and College.**

0 - never 1 - seldom 2 - sometimes 3 - often 4 - always

Media	0	1	2	3	4
1. Flyers					
2. Radio Plugs/Programs				✓	
3. Classroom Lectures				✓	
4. Buletins					✓
5. Posters				✓	
6. Bill Boards				✓	
7. University Newsletters					✓
8. College Newsletters					✓
9. Student Manuals					✓
10. Course Syllabi					✓
11. University Programs					✓
12. Student Orientation					✓
13. USM Web page					✓
Others, please specify:					✓

**Part IV. What makes you proud to be a part of the University of Southern Mindanao?**

*USM provides development of its students in a realistic approach w/ only show's front but developed myself professionally & have helped selected communities improve their quality of life.*

**Part V. What key concepts/ideals would you like to to be included in the current Vision-Mission-Goals and Objectives of USM?**

*RSKP INTEGRATION*

**Part VI. How could you help in the attainment of the V-M-G-O of USM?**

*at the start of the lecture V-M-G-O should be orally recited by students & I will explain each paragraph clearly.*

Thank you very much.



#### **4. BEST PRACTICES**

The Vision, Mission, Goals and Objectives are well-crafted and underwent necessary and proper procedures. The Vision and Mission of the University have also been translated in different languages specifically Cebuano, Maguindanaon, and Filipino.

Accordingly, the University adheres to the mandate that all agencies must maintain a transparency seal in their websites to accomplish what the institution envisions. In addition to the University's website, the agency also has created a Facebook page, Twitter and Instagram, and strengthened the University Public Relations and Information Office (UPRIO). This provides greater access of the stakeholders to information about the university. This also meant that the stakeholders have now more freedom to participate to accomplish the University's various activities in general and in the accomplishment of the institution's VMGO in particular.

The College of Human Kinetics remains steadfast in its commitment to operationalizing the University's VMGO, transforming institutional ideals into tangible realities. This is evidenced by the faculty's increasing visibility in research publications and presentations at various academic forums, alongside the strategic establishment of national and international linkages. Furthermore, the College's active role in local extension and community engagement programs serves as a direct application of its mission to improve social well-being. To sustain this momentum, the College prioritizes continuous faculty development through rigorous retooling and recertification, ensuring that instructional delivery is constantly refined with the latest professional competencies and pedagogical updates.