

PAEPI NATIONAL STRATEGIC PLAN AY 2010-2030

(PRODUCT OF THE 2-DAY STRATEGIC PLANNING-2008-2010 PAEPI BOARD)

Prepared by: Dr. Angelica M. Baylon
National PAEPI President AY 2008-2010

INTRODUCTION

This 'National Strategic Action Plan' contains the **blue-print** of strategic and activities to be undertaken by PAEPI to attain its vision, mission, goals and objectives (VMGOs). It is intended to guide the board of directors and pursuing PAEPI's VMGO the fullest and with a common frame of reference.

This 'strategic action plan' was in reference to the game plan prepared in 2002 under the dynamic leadership of PAEPI President (AY 2000-2002) and PAEPI Chairman (AY 2003-2006) and PAEPI Ex-officio Atty. **Anita Chauhan, PhD.** Through, Atty. Chauhan's guidance, this was revisited and updated by the twelve PAEPI Board of Directors present on May 19-20, 2009 during the PAEPI initial meeting facilitated by PAEPI **Dr Nick Elman** at the Maritime Academy of Asia and the Pacific (MAAP), Mariveles, Bataan. The Implementation of this 'strategic plan' shall be regularly monitored, evaluated, and improved as the need arises. This 'strategic plan' shall be implemented by PAEPI with the cooperation of its chapters, institutional and individual members.

Dr. Angelica M. Baylon

President and Director III **Region III** (MAAP)

Dr Andres B. Ortega, Jr

VP for Visayas, Director **Region VI** (WVCST)

Dr. Rowena. R Nieveras

VP for Mindanao, Director, **Region IX** (UZ)

Dr. Estrella B. Pichay

Secretary Director, **Region II** (USL)

Dr. Mary Grace Brongcano

Auditor, Director, **CARAGA XIII** (FSUU)

Dr. Maximino B. Garming

Business Manager Director, **CAR** (KASC)
(Represented By Jeremias Ammakiw)

Prof. Andrea B. Gomez

Asst. Sec, Director **Region V** (PSU)

Dr. Jesusa D. Ortuoste

Treasurer, Director, **Region XII** (SKPC)

Prof. Aida Joe Hadji

Director, **ARMM** (MSU)

Dr. Nichol R. Elman

Chair, Director, **Region VII** (SU)

Dr. Gilbert B. Ocampo

Vice-Chair, Director **Region IV** (Letran-Calamba)

Prof Ronald D. Dugang

PAEPI Executive Director (Letran-NCR)

ABSENTEES

Dr. Alicia M. Diel

Secretary of the Board, Director, Region X (CU)

Dr. Estelita V. Tucay

PAEPI, Adviser Ex-Officio (NVSU, Ret.)

Dr. Bernardo G. Amores

Press Relation Officer, Director, Region VIII (EVSU)

Dr. Merced T. Coloma

Asst. Treasurer, Director, Region XI (DDC)

Mr. Ramon Padilla

VP for Luzon, Director NCR (DLSU)

Dr. Filomena Gloria J. Subala

Director, Region 1 (Retired)

HONORARY ADVISERS (2008-2010)

Dr. Felizardo Y. Francisco, CESOIV

Director IV Office of Program and CHED Central Office

Guest of Honor and Speaker on May 21-23 PAEPI National forum

Vadm Eduardo Ma R. Santos, AFP (Ret)

MAAP President, AFP (RET)

Atty. Anita S Chauhan

PAEPI Ex-officio, CHR-Region 1

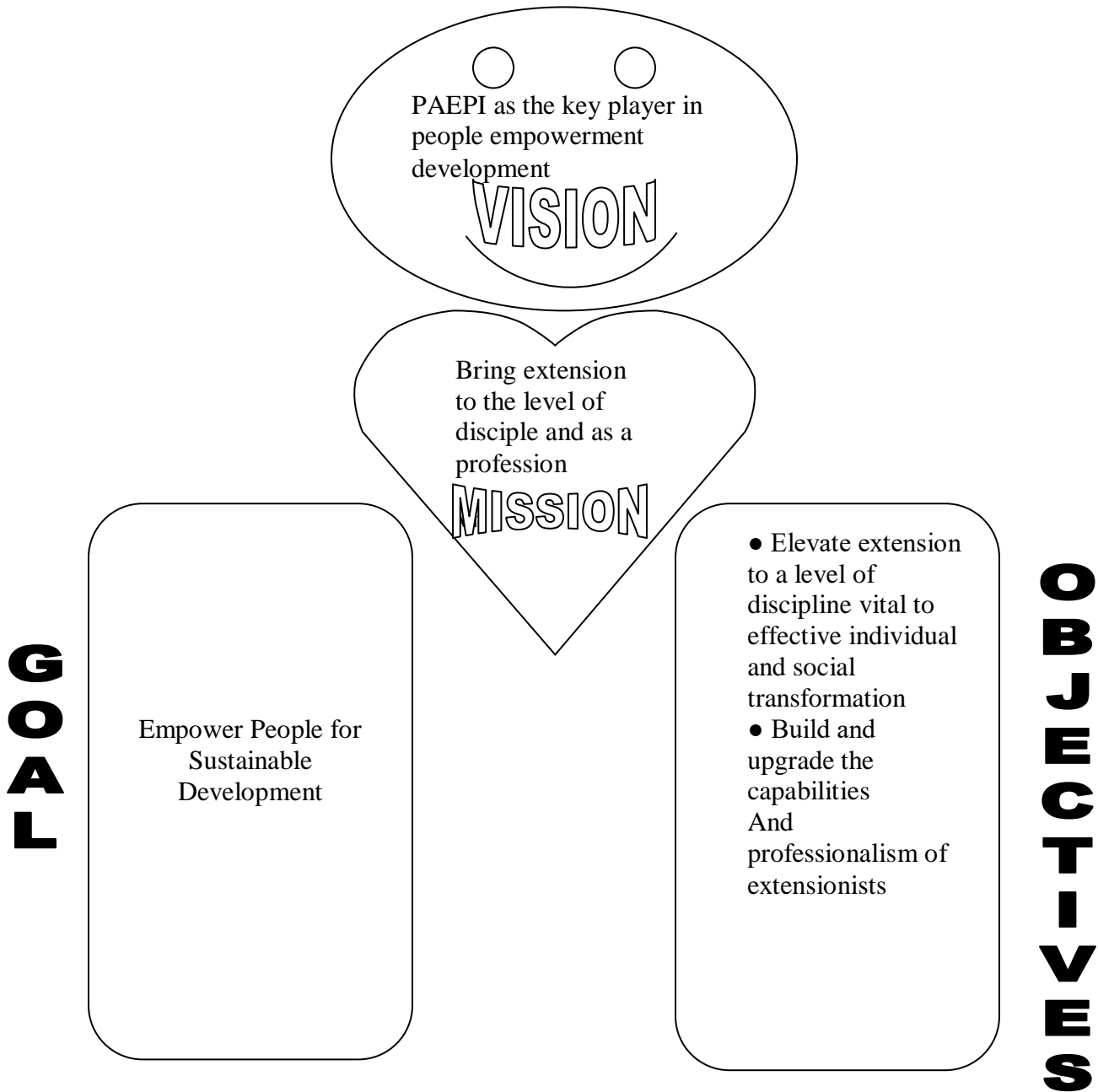
Capability Building

- VMGO
- Corporate Values and Work Ethics
- Key Result Areas
- Primary Strategies
- Strategic and Tactical Activities
- Areas of Responsibility and Operations

CORPORATE VALUES AND WORK ETHICS

- Responsibility and Accountability
- Productivity and Commitment to Action and Output
- Professionalism, Ethical conduct, and Integrity
- Relevance and Responsiveness
- Teamwork, Unity and Cooperation
- Pride and Consistency as a member in Good Standing of PAEPI

PAEPI VISION, MISSION, GOALS AND OBJECTIVE (VMGO)



SPECIFIC OBJECTIVES

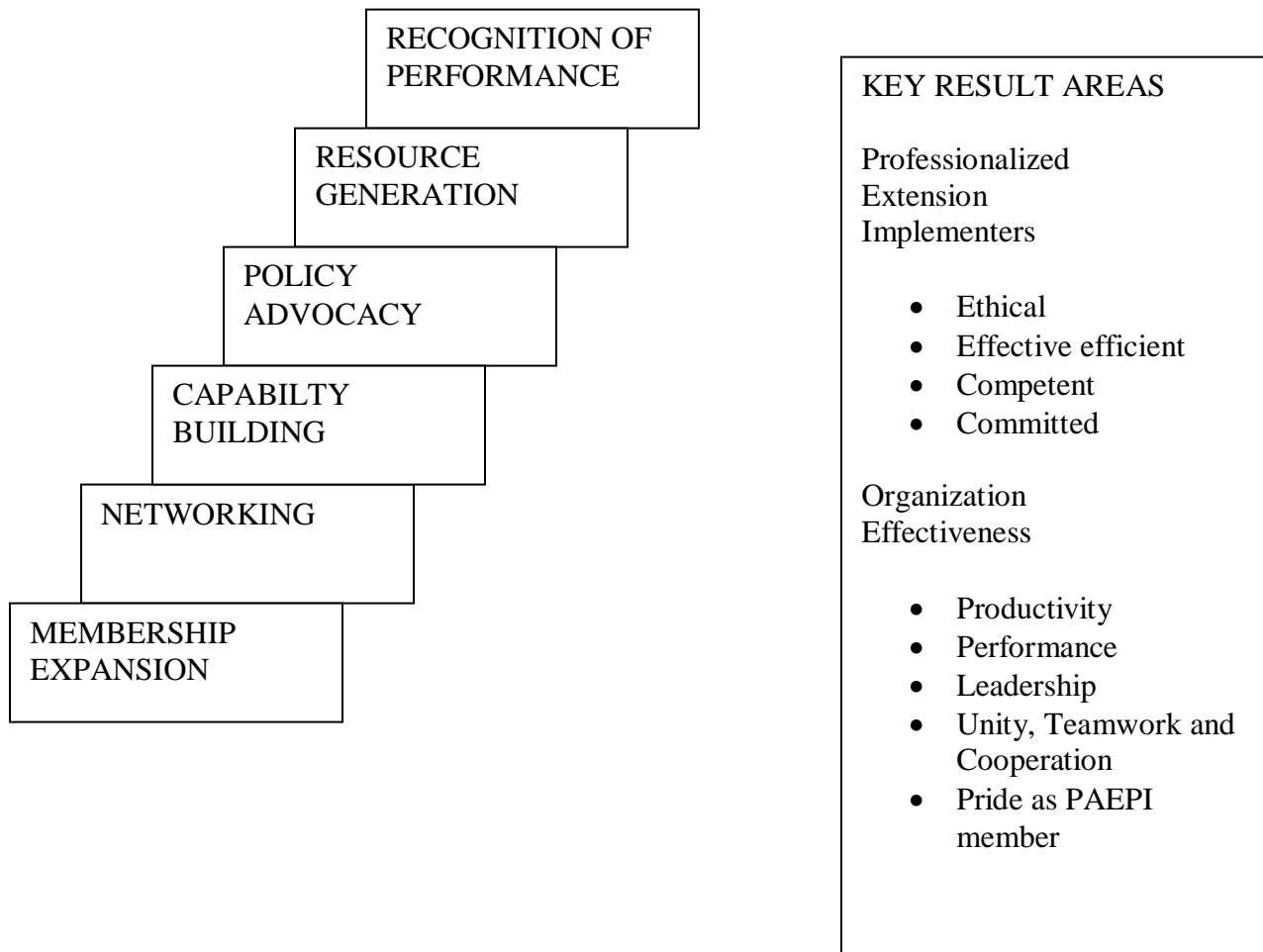
Pursuant to Article II, Section I of the PAEPI Amended Articles of Incorporation, the Association shall seek through implementation of programs, projects and activities to become a key player in elevating extension to the level of a discipline and in upgrading the professionalism of the extension program implementers. Its specific objectives shall be:

1. To promote extension as a strong force in individual and social transformation;
2. To promote the mission and goals of extension primarily in educational institutions and in other government and non – government institutions in the Philippines in concordance with national, regional, and local development thrusts;
3. To assist State authorities, particularly CHED , DEPED, TESDA and AFP (Philippine Navy) in evolving policies and standards relative to extension programs and services);
4. To establish and maintain close relationships among government and non –government institutions in matters relating to extension programs;
5. To establish and implement feasible projects and mechanisms for the promotion of networking among institutions for upgrading the professional growth of extension program implementers;
6. To lobby for laws and policies that will promote the development and welfare of extension program implementers;
7. To mobilize available resources for the conduct of continuing education of extension program implementers;
8. To undertake nationwide extension agenda complementary to national development efforts that promote people empowerment for sustainable development.
9. To organize chapters in all regions of the country in order to involve greater participation in the professional growth of extension program implementation.
10. To develop and produce relevant training/instructional materials, books, manuals and the like as well as conduct degree and non – degree courses in partnership with duly recognized educational institutions in the country in order to promote the professionalism of extensions; and
11. To establish local/domestic and international linkages in the promotion of extension as a force in individual and social transformation.

Likewise, as a duly registered corporation assuming legal personality, the Association shall use its corporate powers conferred upon it by law to attain the above objectives and realize its vision, mission, goals and objectives as a professional association of extension program implementers.

All effort should be guided by the intent **to promote people empowerment for Sustainable development** which is the theme of May 21-23 PAEPI National Consultative Forum cum Seminar- workshop on extension program enhancement and resource generation with the theme to wit *“Towards Relevant and Responsive Implementation of extension Services Programs to Empower Communities for Sustainable Development”* held at the Maritime Academy of Asia and the Pacific, Brgy Alas-asin, Mariveles Bataan

PRIMARY STRATEGIES FOR ATTAINING VMGO



KEY RESULT AREAS (KRAS) BY BASIC FUNCTIONS AND PREREQUISITES

Function	KRA	Prerequisites
1. Membership Expansion	Chapter at different levels organized and effectively implementing action plans	<ul style="list-style-type: none"> • Host institution as partner in organizing • Organizing materials <ul style="list-style-type: none"> • PAEPI National Extension Agenda • PAEPI Gamelan • Oath of Officers and Member • Certificates of Membership • ID • Articles of Incorporation and By-Laws • Program of Activities • Resource speaker • Bill Proponent • Position Paper • Draft Bill / Policy • Letters / Petitions to support bill / policy approval
2. Policy Advocacy	Desired policy or bill proposed and passed by Congress: <ul style="list-style-type: none"> • Magna Carta for Extension Workers • Code of Ethical Conduct for Extension • PRC Examination and Licensing of Extension Workers 	<ul style="list-style-type: none"> • Letter to partners or affiliating institutions • Moans • IEC materials of PAEPI • PAEPI website • Orientation IEC materials and Manual
3. Networking	Partners of PAEPI Affiliation of PAEPI with national and international professional associations with extension agenda	<ul style="list-style-type: none"> • Outstanding extensions designated as ambassadors of goodwill • PAEPI publications • PAEPI curriculum and training designs responsive to capability-building needs
4. Capability Building	Chapter members oriented through capability building on extension cum chapter organizing activity; Efficient, effective, ethical, committed and competent extensions with a heat	<ul style="list-style-type: none"> • PAEPI critical mass of trainers • Fund-raising campaigns • IGP planning and implementation
5. Resource Generation	Sufficient fund to finance PAEPI P/P/As	<ul style="list-style-type: none"> • Policy guidelines and criteria for awards
6. Recognizing Performing Extensions, Members and Programs	Duly recognized members, extensions and programs	<ul style="list-style-type: none"> • Recognition through cash and /or in kind

PAEPI PARADIGM OF EXTENSION

Trilogy of function of the University Defined

I



Instruction

Articulating and disseminating known or newly generated theoretical or practical Knowledge

R



Research

Expected to confirm or refute known knowledge and thus, to generate new ones

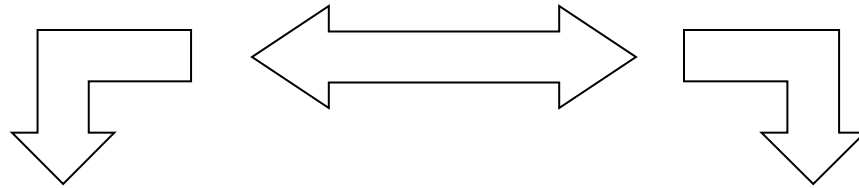
E



Extension

Reaching to communities which in the main, have been poor or less developed and whose residents are generally disadvantaged less fortunate

Common Practice of the HEI in the Country about the Trilogy of Function of a University / College



Research and extension have long remained, a peripheral or marginal function of Colleges/ Universities

Higher education institutions in the country (with a few exceptions) have narrowly confined themselves, in practice, only to INSTRUCTION

Notes:

1. Kept as Mandates of certain functional units of institutions but without clear development active agenda to pursue e. g. just to qualify for accreditation requirements.
2. If and when activated, these two are utilized in pursuit of external agencies which have financial and other resources.

Limitations of Instruction to Perform Transformation

Instruction has limited reach

- Limited to a set of individuals who have been judged as capable of successfully completing four to five or more years of formal instruction in higher education.
- Further limited by the predominant approach to individual transformation (passive transmission of knowledge and skills from teachers to students).
- Those who can afford.

Solution to Limitations of instruction

Revise the current thinking on practice of the academe of EXTENSION function of institutions

- ✓ Shift from periphery-core of mandate function of Institutions whose principal reason is affecting change and development.
- ✓ Academe must understand that EXTENSION function is a genuine force for individual and social transformation.
- ✓ Extension must be seen as a potent force to effect wider societal change and development.
- ✓ Extension goes beyond two functions – research and instruction
- ✓ Introduce, institute, strengthen, and sustain change and development in concrete forms that are empirical and visible.

Complementary Relationship of the Trilogy of Functions

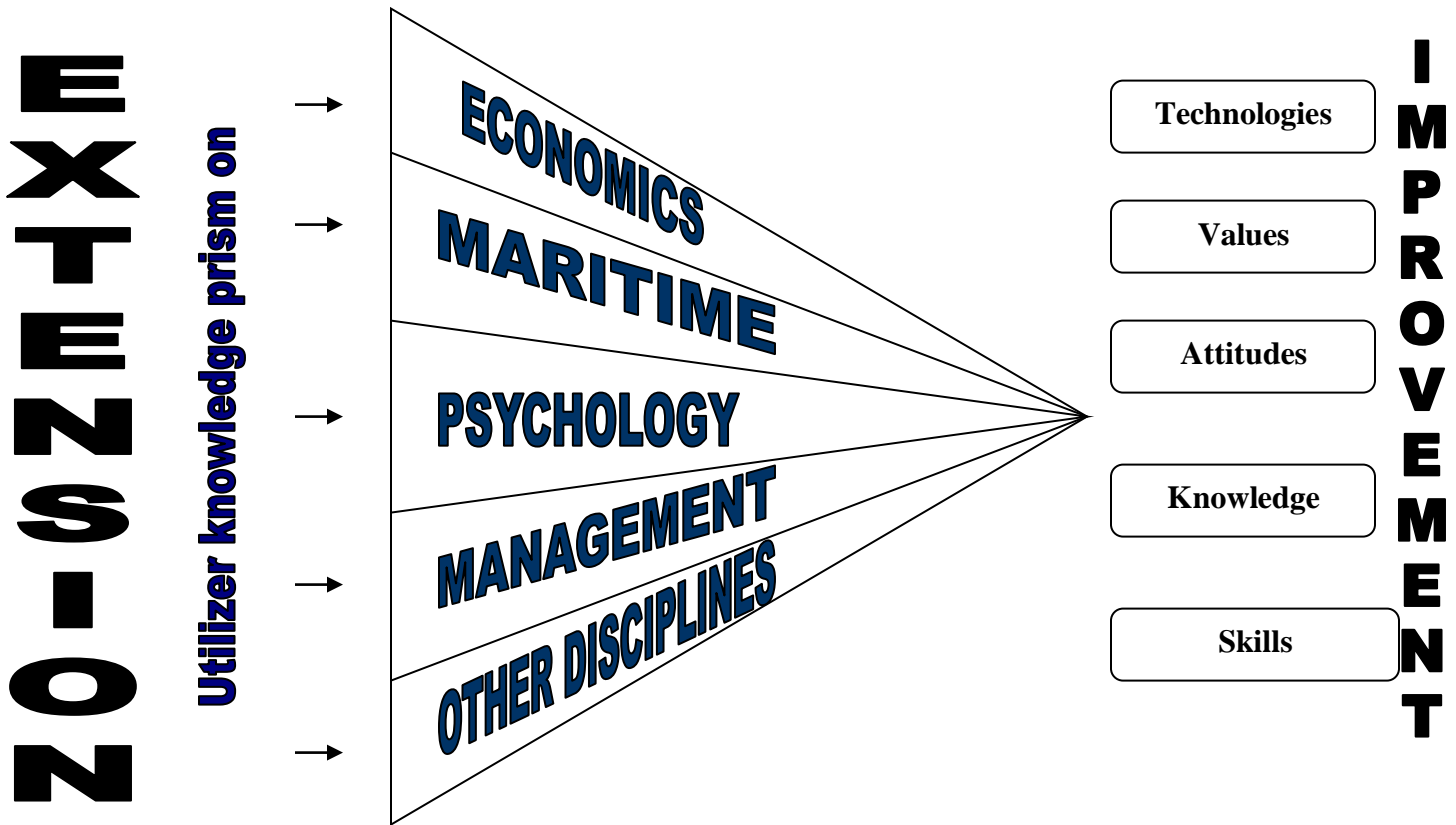
As instruction involves both theoretical and practical grounding of learners, it utilizes and draws from the knowledge generated from or separately by research and extension

While research which by definition is problem-based does not only feed knowledge to instruction and extension, but equality draws from each in its search for new knowledge or broadening of knowledge

Extension not unlike instruction and research draws from outputs or results of instruction and research in its efforts at providing community and development oriented services

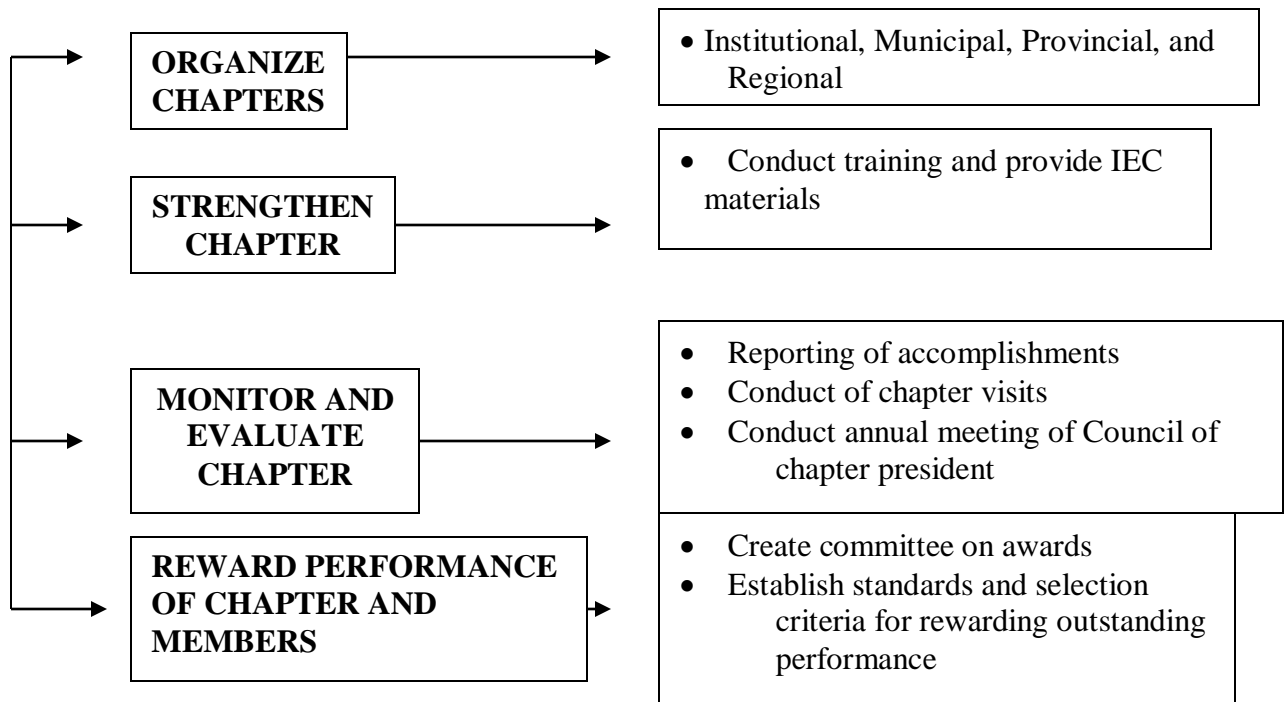
Extension Redefined

Is a discipline that utilizes knowledge that passes through a prism of sociology, economics, anthropology, psychology, management and disciplines for transfer of appropriate Technologies, values, attitude, knowledge and skills that will ultimately improve the social practice or lives of its clientele, partners or cooperators?

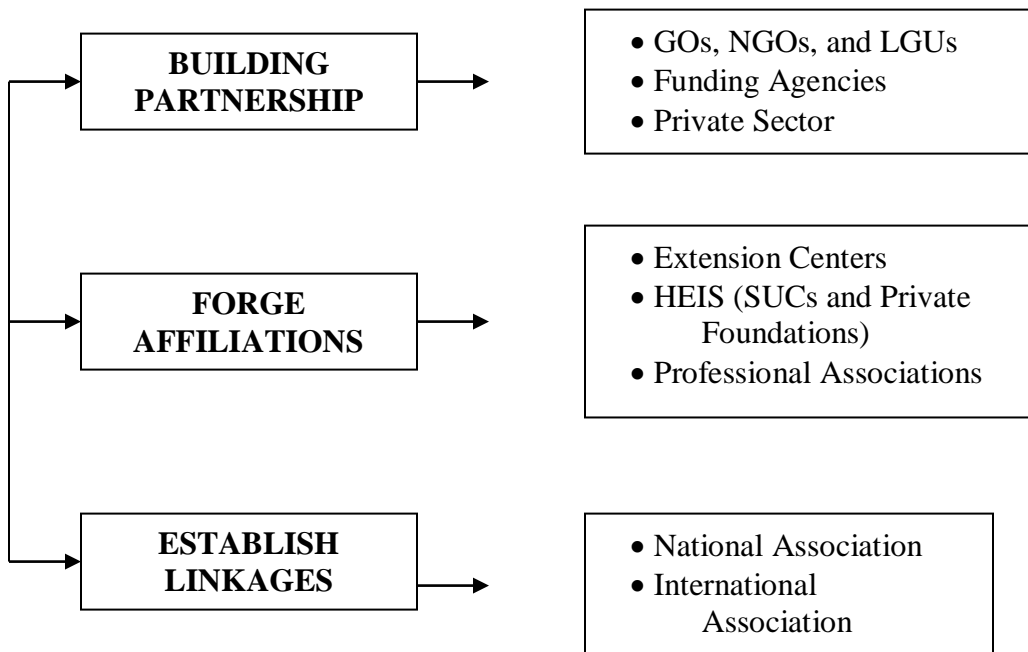


Actual Importance and Value of Extension & Research

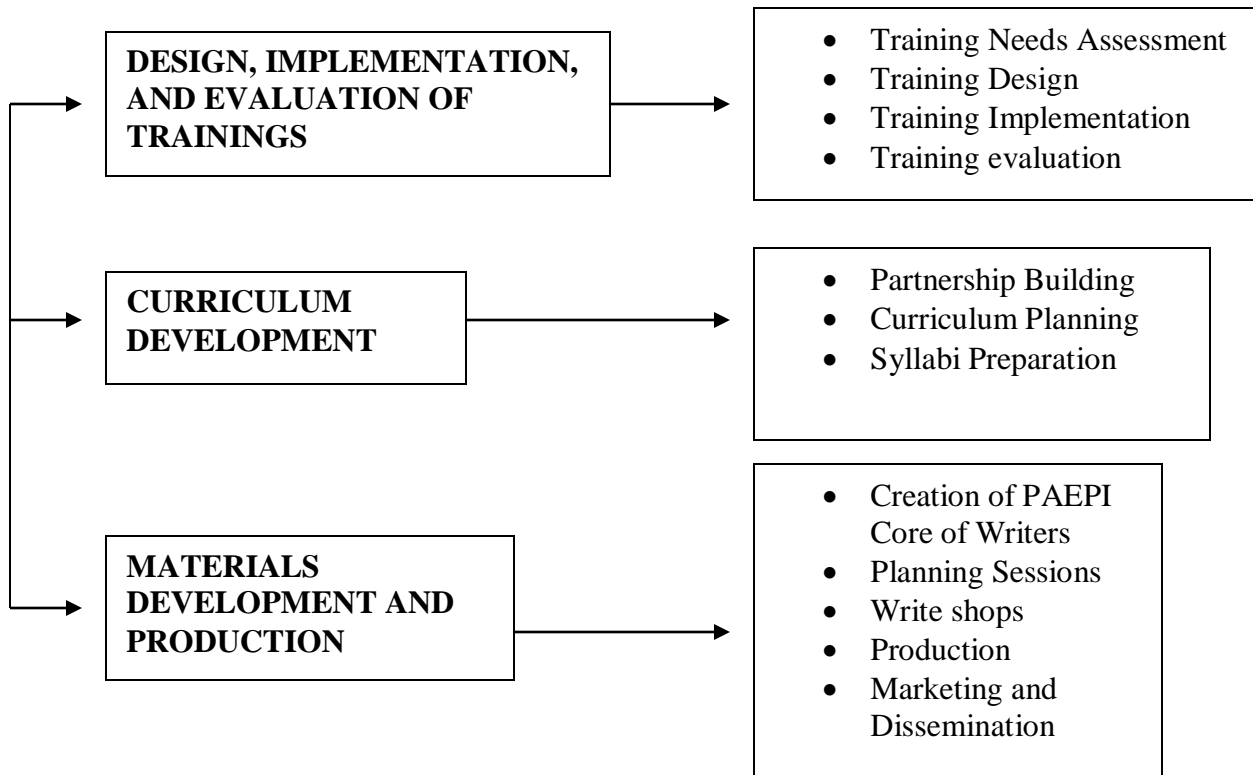
STRATEGIC AND TACTICAL ACTIVITIES ON MEMBERSHIP EXPANSION



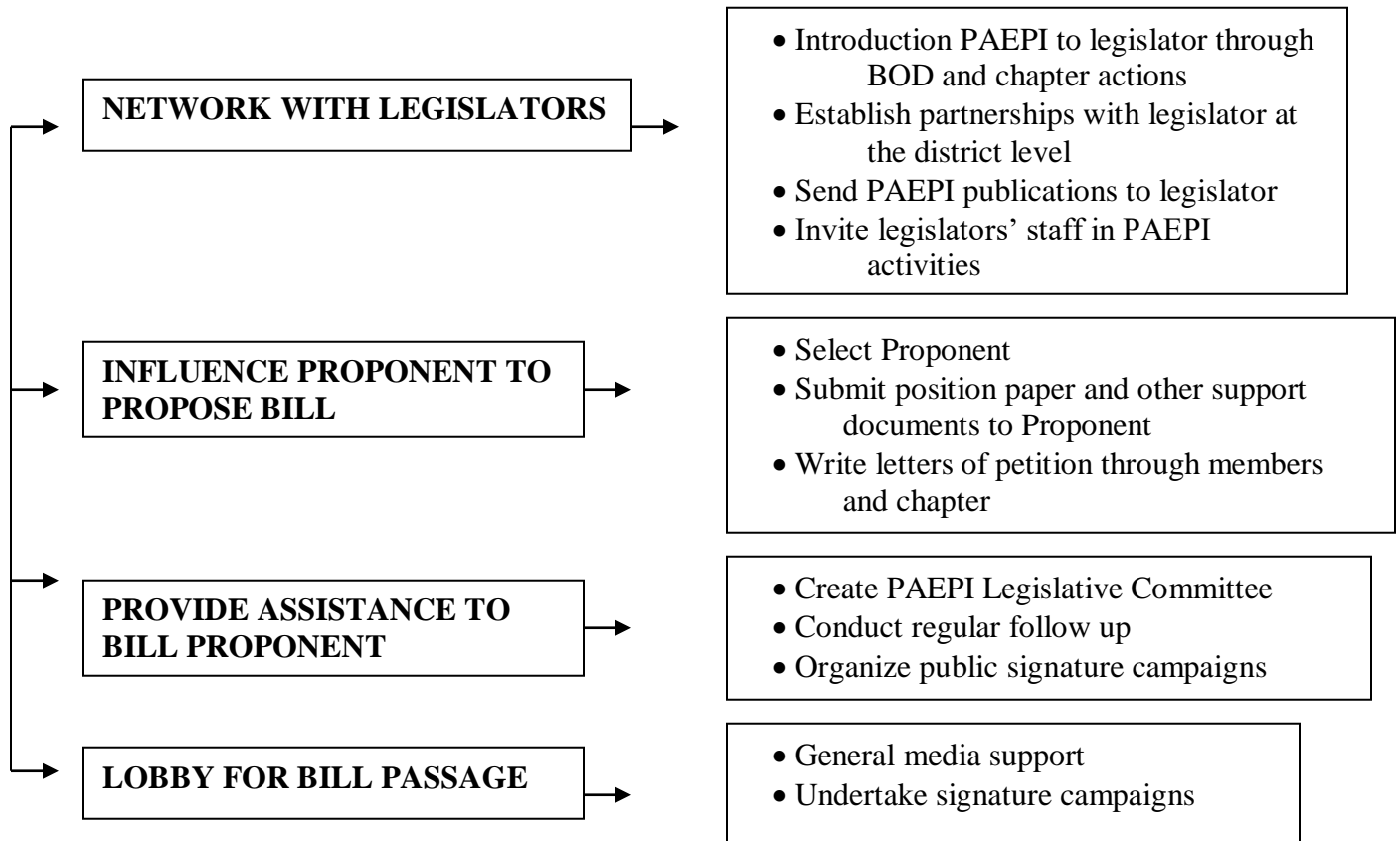
STRATEGIC AND TACTICAL ACTIVITIES ON NETWORKING



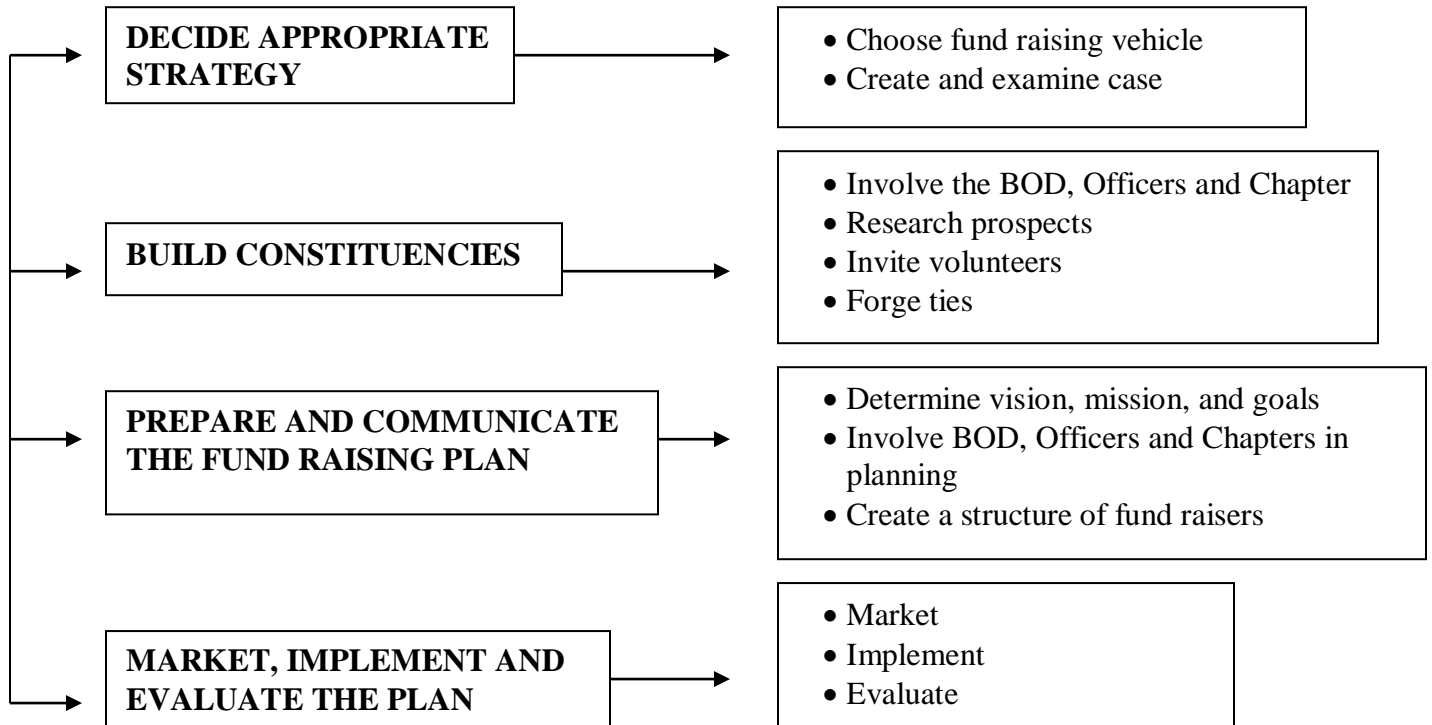
STRATEGIC AND TACTICAL ACTIVITIES IN CAPABILITY BUILDING



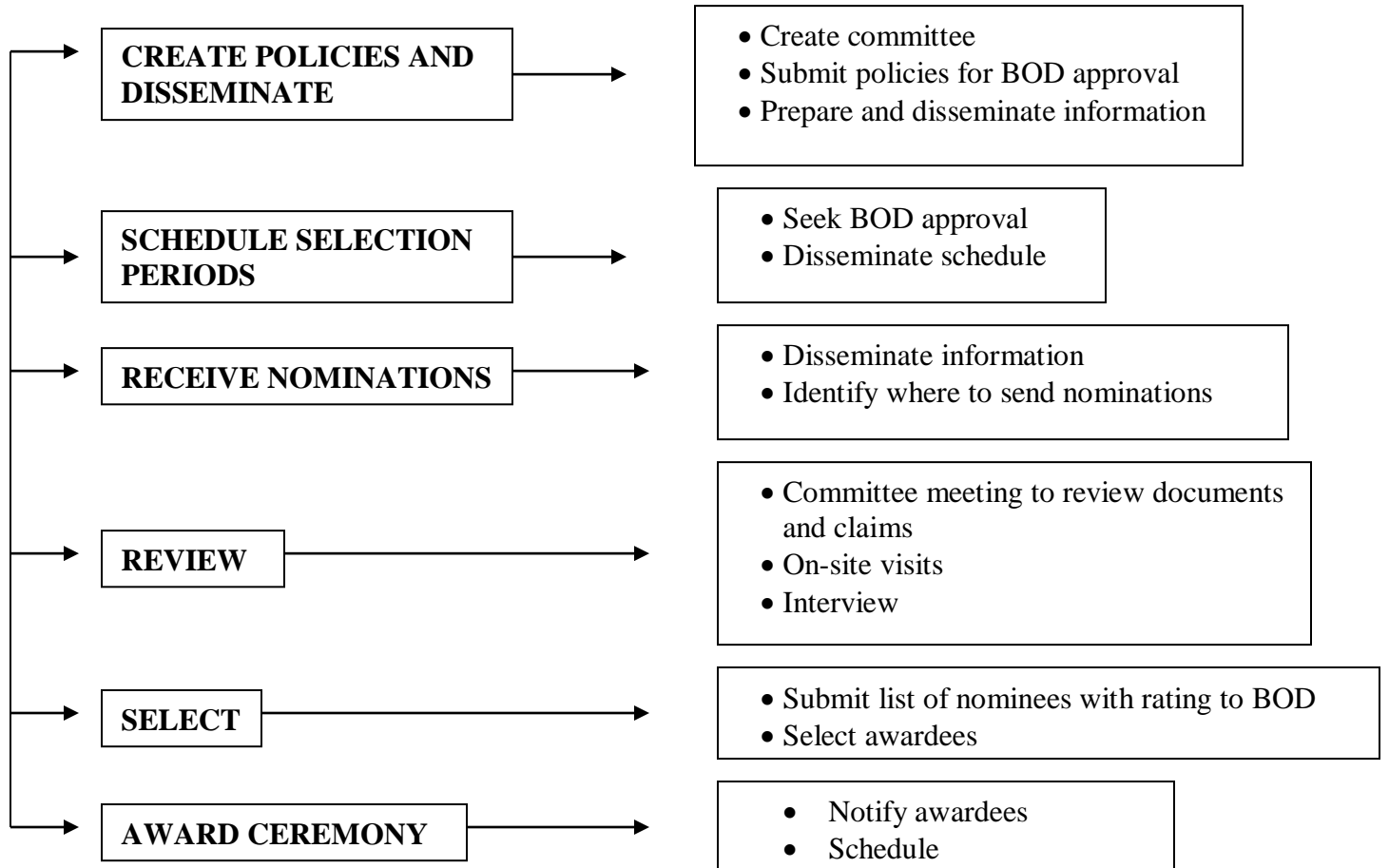
STRATEGIC AND TACTICAL ACTIVITIES ON POLICY ADVOCACY



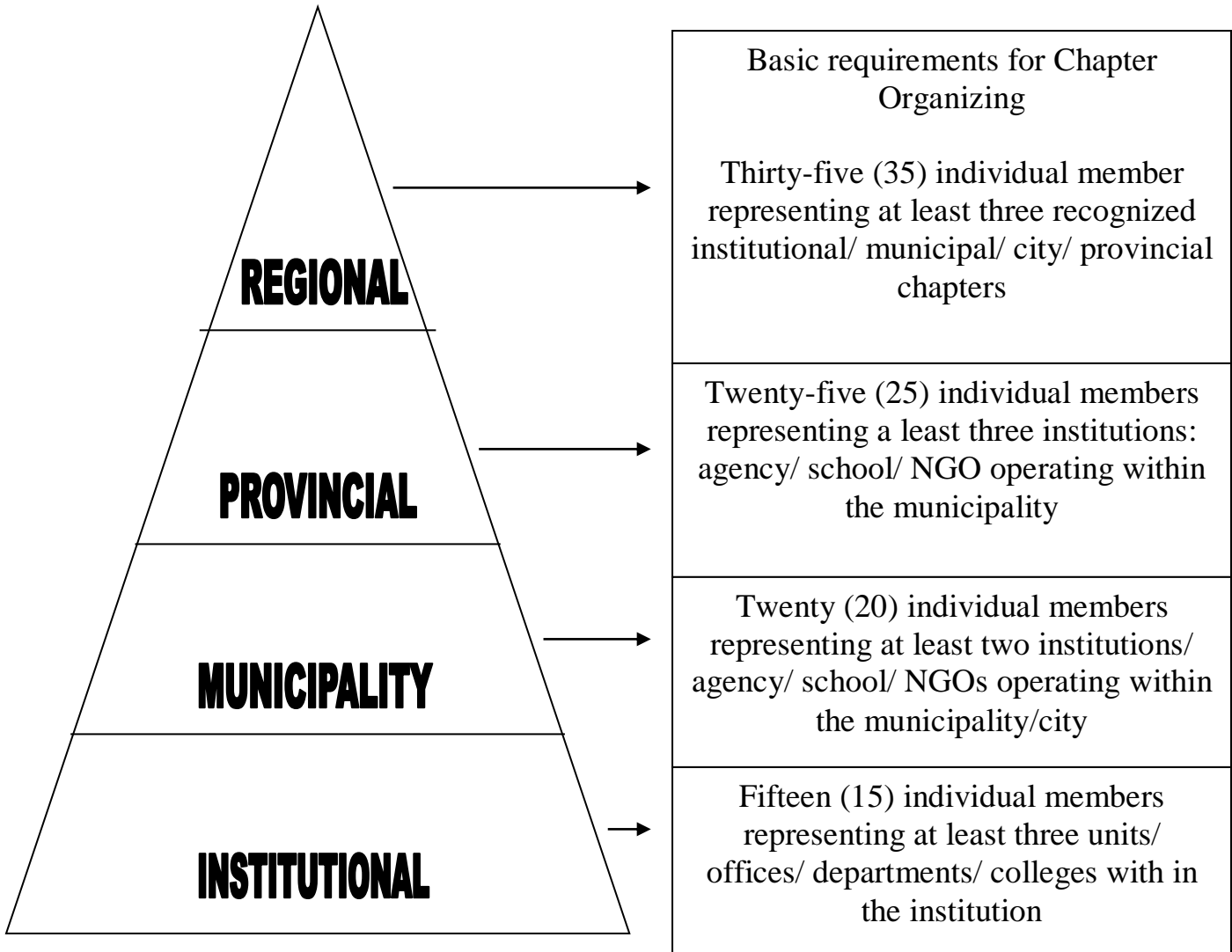
STRATEGIC AND TACTICAL ACTIVITIES ON RESOURCE GENERATION



STRATEGIC AND TACTICAL ACTIVITIES ON RECOGNITION OF PERFORMANCE



STRUCTURE OF PAEPI CHAPTER



PAEPI AREAS OF RESPONSIBILITY AND OPERATIONS

LEVEL	AREAS OR RESPONSIBILITY AND OPERATIONS	RESPONSIBLE UNIT / PERSONS
NATIONAL	<ul style="list-style-type: none"> • Policies • Priorities • National Extension Agenda • Nationwide Conferences, Seminars, Conventions, Tours, etc. • Game plan Implementation Monitoring and Evaluation 	BOD and Officers
REGIONAL CHAPTER	<ul style="list-style-type: none"> • Coordination of Provincial Chapters • Region wide Action Plans Implementation, Conferences, Training, Tours etc. • Implementation of Game plan at the regional level. 	Regional Chapter BOD and Officers
PROVINCIAL CHAPTER	<ul style="list-style-type: none"> • Coordination of Municipality/ City Chapters • Province wide Action Plans Implementation, Conferences, Trainings, Tour, etc. • Implementation of Game plan at the municipal/ city level 	Provincial Chapter BOD and Officers
MUNICIPAL / CITY CHAPTER	<ul style="list-style-type: none"> • Coordination of Institutional Chapter • Municipal/ Citywide Action Plans Implementation, Conferences, Training, Tour, etc. • Implementation of Game plan at the municipal / city level 	Municipal / City Chapter BOD and Officers
INSTITUTIONAL CHAPTER	<ul style="list-style-type: none"> • Coordination of Institutional members • Institution wide Action Plans Implementation • Conferences, training, tours, etc. • Implementation of Game plan at the institutional / city level 	Institutional Chapter BOD and Officers

