CDC holds strategic comm workshop for SHFC

The College of Development Communication (CDC) conducted a Strategic Communication Training-Workshop for the Social Housing Finance Corporation (SHFC) last November 26-28, 2014 in Somerset Millenium, Makati City.

The members of SHFC’s communication team, as well as officers and staff from their national and regional offices, participated in the said training-workshop. aProf. Olga Lomboy, training coordinator, along with Dean Ma. Theresa Velasco and other CDC faculty members and staff, facilitated the event.

According to Dean Velasco, “the training-workshop aims to help the staff of SHFC to understand the communication planning process as well as its main components. It also intends to guide the corporation in developing appropriate messages to their stakeholders,” The training workshop also aims to help them conceptualize for materials adhering to the communication plan.

The workshop was composed of 10 modules discussed by CDC faculty members including Dean Velasco, aProf. Hermilea Marie Castillo, aProf. Rosa Pilipinas Francisco, and aProf. Mark Lester Chico. These discussions were followed by group activities for the application of the concepts.

Participants to the strategic communication training workshop review their communication plan.

Photo by Bernabe Remoquillo

Dagli receives IID Challenge Grant

The Universities and Councils Network on Innovation for Inclusive Development in Southeast Asia (UNIID-SEA) awarded the IID Challenge Grant to the research study spearheaded by aProf. Winifredo Dagli, along with two other professors from the UP system, during the 2014 SEA Conference in Innovation for Inclusive Development in Aryaduta Hotel, Jakarta, Indonesia last November 5-6, 2014.

Besting 41 entries from the Philippines, the study was entitled “Sustainable Food Systems of Indigenous Peoples in the Philippines : Linking Nutrition, Agro-ecology, and Culture Towards Food Security and Resilient IP Communities”. Dagli focused on the IP food and culture part of the research, while Prof. Melanie Narciso from UPLB College of Human Ecology dealt with the nutrition aspect. Meanwhile, Prof. Eduardo Roquino from UP Visayas focused on the agroecology aspect of IP food. The location of study was at Kiangan, Ifugao wherein they had a partnership with Atty. Evelyn S. Dunuan from the...
CDC continues partnership with FAO and CSDI thru CCCOMDEV

The College of Development Communication, UN Food and Agriculture Organization (FAO) and Communication for Sustainable Development Initiative (CSDI) have renewed their partnership in the Collaborative Change Communication (CCComDev) project.

The CComDev is a global initiative for capacity strengthening on communication for agriculture and rural development.

From handling the CComdev Asia, this year, the CDC team will already handle the CCCOMDEV Global site to be able to reach a wider scope of audience in the field of communication for development.

Since it started in 2012, the main goal of the project is to empower local practitioners, strengthen their professional capacities, build and consolidate online and offline knowledge networks and partnerships to facilitate the creation of a global community of practice in communication for sustainable rural development.

The CCComdev Project team is led by Dean Ma. Theresa H. Velasco and Dr. Cleofe S. Torres as the Project Leader and Co-Project Leader, respectively. The other members of the team are Dr. Ma. Stella Tirol, Myra Almodiel, Liza Cabrera, Lynette Carpio-Serrano, Winfredo Dagli, and Pamela Joyce Eleazar.

Visit cccomdev.org and get involved in a global community for ComDev Practitioners.

(PJMEleazar)

Coalition for Indigenous Peoples Rights and Ancestral Domains. PANLIP! Legal Assistance Center for Indigenous Filipinos, led by Atty. Ma. Vicenta de Guzman, also assisted them in the research. The study looked at the potential of the traditional IP food system in achieving culture regeneration, food security and nutrition, and sustainable livelihood and environment. According to aProf. Dagli, it used the participatory approach since the IPs themselves will cook the food, agree on what sustainable diet is for them, and reconstruct their traditional food systems based on available resources.

aProf. Dagli also mentioned that his motivation for conducting the study was because in the past, most of the studies about IPs are about ancestral domains. However, nowadays, many IP communities have already claimed their lands.

The problem now is how they will deal with other issues such as food, shelter, and climate change. “We want the people to realize that if they want to address these needs,
CDC faculty serve as resource persons in ILC’s Interactive Learning Seminar

The Office of the Vice-Chancellor for Academic Affairs (OVCAA) through the Interactive Learning Center conducted an Interactive Learning Seminar last January 12-16, 2015 at the Executive Conference Room.

The participants were new faculty members who have just finished their teaching seminar last January 6-9, from the different colleges in UPLB. Three faculty members of CDC were tapped as speakers for the said seminar. DSC’s aProf. Aldo Lim of the Department of Science Communication talked about “The Learning Object Development Process” while aProf. Lynette Carpio-Serrano and a Prof-Jon Maligalig talked about “Alternative Tools for Teaching and Learning” and “Technology in Today’s Classroom” and “Learning Management Systems”.

The Interactive Learning Seminar was conducted 6 times last year and the first time this 2015. A second Interactive Learning Seminar is scheduled to be conducted this March for the second batch of new faculty members this year.

The seminar aims to impart the most recent trends on electronic learning, and to also train new faculty members to practice the alternative tools for teaching and learning. Up to January 2015, there have already been 68 faculty members who attended the seminar. (WLJBJunio)

When asked about her personal assessment for the training-workshop, aProf. Lomboy said that it had been successful based on the feedbacks and comments of the SHFC officials. She added that another indicator of its success is the corporation’s request for technical assistance from CDC while developing their communication plan.

Moreover, she mentioned that such activities are not only helpful to the institutions trained but also to the facilitators. (ZGMNoza)

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Photos by ILC
Faculty members of the College of Development Communication trained representatives of three local government units, namely, Aroroy and Milagros in Masbate and Bobon in Northern Samar on monitoring and evaluation of their communication plans last Nov. 18-24, 2014 in Legazpi City.

The participants comprised the LGU core groups tasked to spearhead the preparation and implementation of communication plans as part of their development programs for children and mothers.

The training is part of the 15-month capacity-building project titled “Strengthening Local Nutrition and Education Programmes through Communication for Behavior Change and Community Empowerment Initiatives”, which is in partnership with UNICEF and the municipalities of Aroroy and Milagros in Masbate and Bobon in Northern Samar.

The LGU core groups prioritized their respective communication plans according to activities that are likely to have high impact and are innovative. They developed more detailed M&E plans for these activities. The core groups also learned in more detail the principles and specifics of making M&E plans as part of their communication plans. They were also oriented on documenting Most Significant Change (MSC) stories as an M&E technique.

(Elle)