

Vision Paper for CCAD

Marie Rose B. Arong, PhD

The plans I present are anchored on a vision to reimagine and reinvent CCAD. UP Cebu became the 8th constituent university on October 27, 2016; this means that by October this year, CCAD will turn six years old as a college. But we are really much older than that, for before we became CCAD, we were called many other names. In a way, we have never really left that former version of ourselves, only changed our name. The pandemic has shown us that only institutions with a clear understanding of its place in the community will be able to quickly transform and meet the demands of the times. In order to reimagine and reinvent CCAD as a college at par with other comparable colleges within the UP System as well as internationally, we would first need to conduct an organizational audit of existing systems and processes: what worked, what didn't, and why; what needs to change and how. The challenge to reimagine then reinvent CCAD is not an impossible task because the pandemic has already forced us to reframe our mindset about teaching and learning, to revise academic policies and practices, and to rethink the importance of empathy and equity not only for students but also for faculty and staff. But it will not happen overnight, and it will require patience and perseverance from all constituents.

The plans I present try to reflect the suggestions given by faculty, staff, students, and alumni, who took time out of their very busy schedules to get back to me despite the short notice. I appreciate you. These plans also try to respond to various documents prepared by the UP Cebu administration, our faculty as well as the students.¹ This provisional proposal is meant to encourage the active participation of all constituents in the translation of these plans into specific programs to improve our academic environment. The constituents (faculty, staff, and students) come to the table as co-equals and commit to respect each other's differing views. For this to work, all constituents will need to maintain open communications.

¹ The Skeletal Draft of UP Cebu's Strategic Plan 2020-2027, the Improvement Plan outlined in the BA Communication Program's Self-Assessment Report (SAR) prepared by Prof. Jeneth Borlasa, and the CCAD Academic Roadmap prepared by CommUP and FASO.

Proposed Plans

1. Identify and synchronize our academic, research and creative work, and public service agenda. The pandemic has upended the priorities of even the most established institutions; a revised agenda that is receptive to the issues that beset the community is necessary.
2. Revise existing curriculum and develop new undergraduate and/or graduate programs based on the academic agenda.
 - a. Communication program: MA Communication and Media submitted to the UP Cebu Curriculum Committee, early 2022 (institution delayed to AY2023-2024).
 - b. Fine Arts program: MFA or MA proposal writing stage, expected institution (AY2024-2025).
 - c. Review and revise existing programs to reflect the academic agenda.
3. Formalize an alumni and external affairs that will facilitate an official college alumni association, conduct an annual alumni tracer study, and implement a systematized employer-feedback mechanism.
4. Develop student recruitment activities to encourage more enrollment from underrepresented sectors of society.
 - a. Conduct a face to face caravan featuring alumni and faculty.
 - b. Create a digital marketing plan for recruitment.
5. Update the college development plan to make it inclusive by offering upward mobility for both faculty and staff.
 - a. Identify available plantilla items and ensure a fair and equitable allocation process based on the needs of each program.
 - b. Include administrative load credit, research and creative work load credit, and extension work load credit in the plan.
 - c. Encourage more faculty to pursue PhD studies in areas aligned with the academic agenda and at institutions that offer tuition scholarships.
 - d. Encourage staff to pursue or complete an undergraduate degree.
 - e. Organize regular training programs for faculty and staff.
6. Improve the quality of the research and creative work environment not only for faculty but also for staff and students.

- a. Organize a summer reading group or annual seminar series open to all constituents.
 - b. Institutionalize a senior to junior faculty mentorship program to help non-tenured faculty with their publication requirement.
 - c. Organize an annual research writing workshop and a similar event for creative work production to support student and faculty output
 - d. Increase student publication by encouraging faculty to assist their students in converting their class research papers to meet journal standards.
 - e. Support FA students' creative work activities.
7. Enhance our public service initiatives to address the critical issues of our time including disinformation, media literacy, public health issues, the climate crisis, and others.
 - a. Establish a media literacy program.
 - b. Adapt the fact-checking lab of UP Diliman CMC.
 - c. Maximize the use of DYUP Sugbo for public service initiatives.
 - d. Contribute to UP's environmental sustainability plans by translating scientific researches into transmedia IEC materials, provide incentives for sustainability-oriented makers to use FabLab services, and offering courses that focus on climate-related topics.
 8. Establish a resilient infrastructure plan that includes accelerating the refurbishment of Covid-safe spaces, adopting technologically-supported systems for facilities and equipment management as well as synchronizing the digital profile of the college.
 9. Support the physical and mental welfare of faculty, staff, and students.
 - a. Implement the gradual return to Face-to-Face classes for Laboratory Courses, helping students access Philhealth.
 - b. Work with OSA to develop college-level mental health programs for students, faculty, and staff.
 10. Review our college organizational structure to promote a more participatory administration.
 - a. Establish standing committees or determine additional administrative positions to meet the plans outlined above.
 - b. Disseminate information to all constituents as frequently as possible.