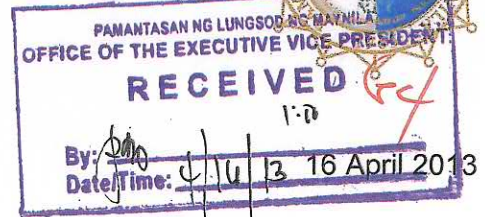




The P I  
Information  
Technology  
Center

Rm. 104, Gusaling Aquino ☎527-9068

## Office of the Director



**MEMORANDUM** ITC-13-0416-01

**For:** **Atty. GLADYS FRANCE J. PALARCA**  
Executive Vice-President

**Subject:** Updating the mobile contacts database of the Official CEP Media

1. Positive development initiatives have since been deployed with strong impact and enhancement on the operations of the University. This includes, among others, the focus on the **Communication Enhancement Program** as a priority development policy framework which offshooted into the institutionalization of the Official CEP Media. The media tools include the *official web media* (Official PLM Website, Official FB Page of PLM, Official PLM eMail), *official mobile media* (Official PLM InfoBoard, Official Mobile Media), and the *official creative multimedia* (Official PLM AV System, InfoMercial Digital Videos).
2. Over the recent years, official approvals were issued on strengthening this institutionalized development program, thereby enabling it to become a ubiquitous frontline service of the University with a distinguishable 24/7 continuous service regimen as a direct medium of the University with its various stakeholders all over the globe, and vice-versa.
3. In 2009, the Official PLM InfoBoard was established with the entire PLM community as the beneficiary. Since then, institutional efforts to update its contacts database were unmistakable, including your approval of Memo ITC-12-0228-01 last year on the institutional direction of optimizing the InfoBoard service. This is pursuant to our continuous campaign to effectuate a well-rounded and enhanced communication program.
4. With the intention to translate said institutionalization into a well-preserved convention, we respectfully submit that the contacts database of staff, faculty members and scholars be updated periodically to ensure that our content management and messaging are cut across our stakeholders. With the recent departure of graduates, the usual change among the class officers, the impending influx of freshmen, and the periodic staff turn-over, it becomes indispensable to update our mobile contacts database.
5. Since mobile communication has become an indispensable staple need of everyone, it is believed that our scholars and employees can continue benefiting immensely from this.
6. Respectfully recommending approval.
7. Thank you.

  
**GARRY ERWIN N. DE GRACIA**