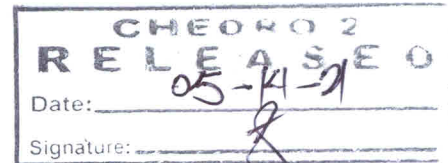




Republic of the Philippines
OFFICE OF THE PRESIDENT
COMMISSION ON HIGHER EDUCATION
Region 02

REGIONAL MEMORANDUM
No. 142, series of 2021



FOR : ALL PRESIDENTS/HEADS OF PUBLIC AND PRIVATE HIGHER EDUCATION INSTITUTIONS IN REGION 02

SUBJECT : SOCIAL MEDIA ADVOCACY FOR THE 1ST NATIONAL HIGHER EDUCATION DAY AND CHED 27TH ANNIVERSARY ON MAY 17-21, 2021

DATE : MAY 14, 2021

The Commission on Higher Education Regional Office 2 hereby disseminates the information in the attached Memorandum from **ATTY. LILY FREIDA C. MACABANGUN-MILLA, CESO IV**, Officer-in-Charge, Office of the Executive Director IV, Commission on Higher Education, HEDC Building, C.P. Garcia Ave., UP Campus, Diliman, Quezon City, on social media advocacy for the First National Higher Education Day and CHED 27th Founding Anniversary on May 17–21, 2021, for the information and guidance of all concerned.


JULIETA M. PARAS, Ed.D., CESE
Director IV

Encl.: as stated



Republic of the Philippines
OFFICE OF THE PRESIDENT
COMMISSION ON HIGHER EDUCATION



MEMORANDUM FROM THE OFFICE OF THE EXECUTIVE DIRECTOR
No. 132, series of 2021

TO : CHED CENTRAL, REGIONAL, UNIFAST SECRETARIAT, AND LEGAL
EDUCATION BOARD OFFICIALS AND PERSONNEL

SUBJECT : SOCIAL MEDIA ADVOCACY FOR THE 1ST NATIONAL HIGHER
EDUCATION DAY AND CHED 27TH FOUNDING ANNIVERSARY
ON 17-21 MAY 2021

DATE : 11 MAY 2021

As part of the celebration of the passage into law of Republic Act (RA) No. 11522 or "**An Act Declaring May 18 of Every Year as the National Higher Education Day**", which commemorates the founding anniversary of the CHED and the 27th anniversary this year, we invite everyone to change their respective profile picture and/or cover photo on their respective social media platforms and website portals.

We also encourage posting a photo showing yourself holding a card/poster of your undergraduate/graduate degree and the school you graduated from (please see attached). Beneficiaries of scholarship grants or financial assistance may also state these details in the card/poster. It is also encouraged for those who are beneficiaries of scholarship or financial assistance from CHED to add in their caption their achievement and/or milestones in their education and career in order to further promote and encourage our fellow stakeholders to also avail of the same.

This activity is a part of our advocacy for the National Higher Education Day which aims to encourage and inspire the public to continue their journey towards higher education.

Posting may start today until the end of the Higher Education Week on 21 May 2021 and should include the suggested caption and use the official hashtags below:

The Commission on Higher Education (CHED) celebrates the declaration of the 1st National Higher Education Day on May 18, 2021 and commemorates its 27th founding anniversary since its creation in 1994 with the theme:

PADYAK!

Moving Forward, Claiming Victory for Philippine Higher Education
Pamantasan: Pandayan Tungo sa Kaunlaran

#CHED #1stNationalHigherEducationDay #27thCHEDAnniversary

Let us work together to make a memorable, exciting, and meaningful "National Higher Education Day" vis-à-vis CHED's 27th Founding Anniversary celebration!

Everyone is enjoined to participate and disseminate the same.

Lily Freida C. Macabangun-Milla
ATTY. LILY FREIDA C. MACABANGUN-MILLA, CESO IV
Officer-in-Charge, Office of the Executive Director IV

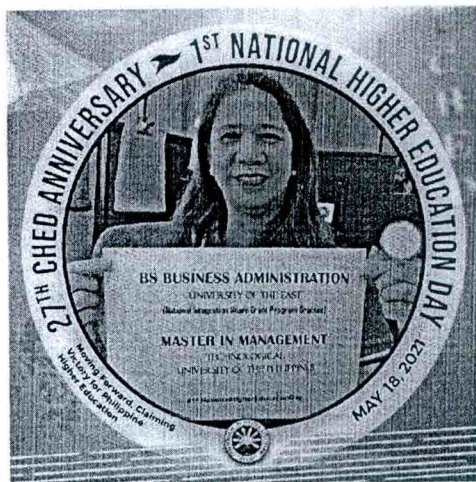
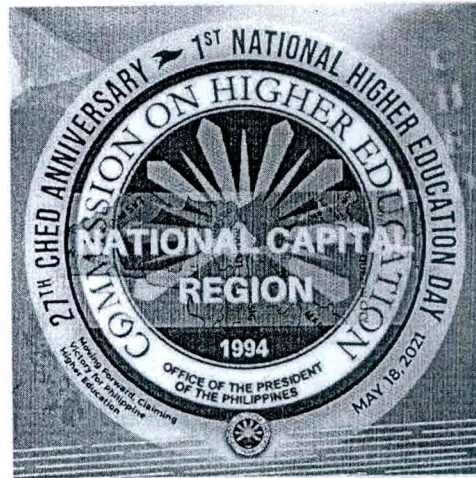
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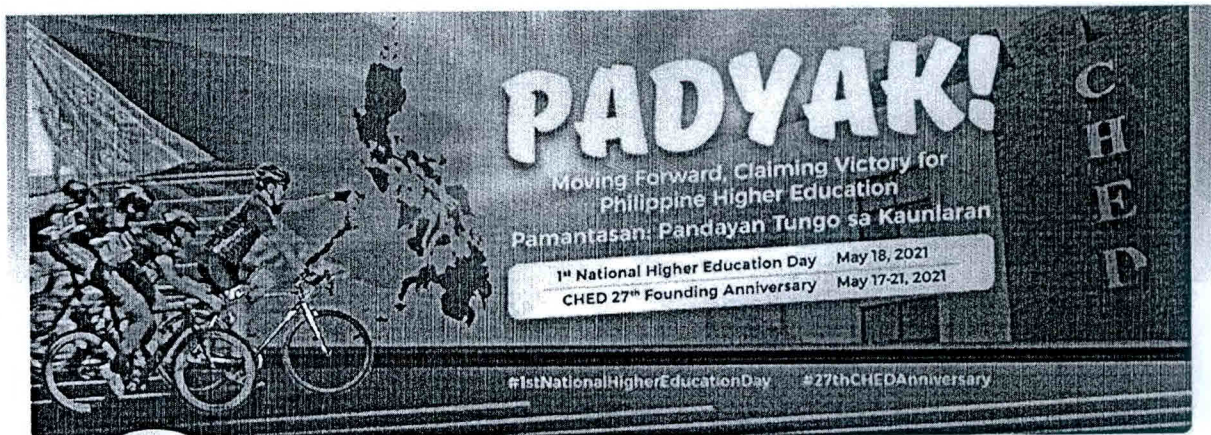
Profile Picture and Frame Sample

How to add CHED's "1st National Higher Education Day" Facebook Frame to your Facebook Profile Picture

- 1 Go to your Profile Page
- 2 Update your Profile Picture
- 3 Click Add Frame
- 4 Search for "1st National Higher Education Day"
- 5 Choose this frame
- 6 Then click "Use as Profile Picture"



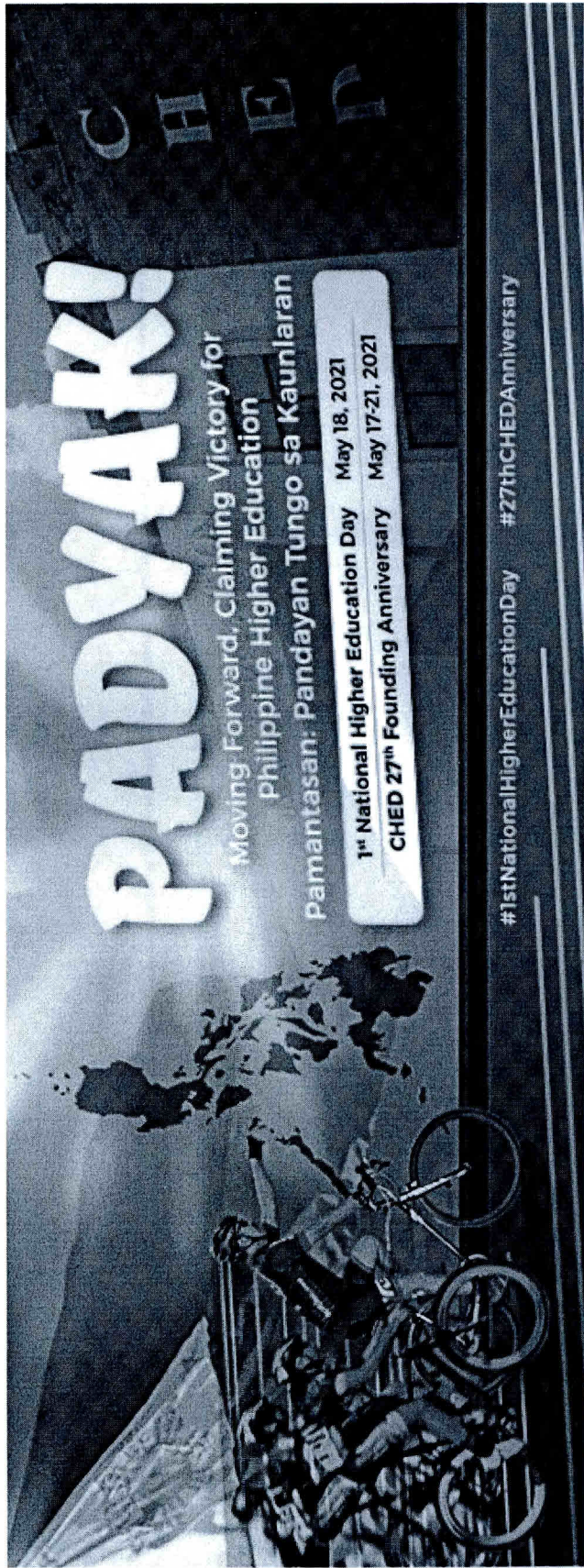
Cover Photo Sample



Commission on Higher Education (CHED)

@PhCHED.gov · Government Building

Edit Follow



PADYAK!

Moving Forward, Claiming Victory for
Philippine Higher Education
Pamantasan: Pandayan Tungo sa Kaunlaran

1st National Higher Education Day May 18, 2021
CHED 27th Founding Anniversary May 17-21, 2021

#1stNationalHigherEducationDay #27thCHEDAnniversary

27TH CHED ANNIVERSARY  1ST NATIONAL HIGHER EDUCATION DAY




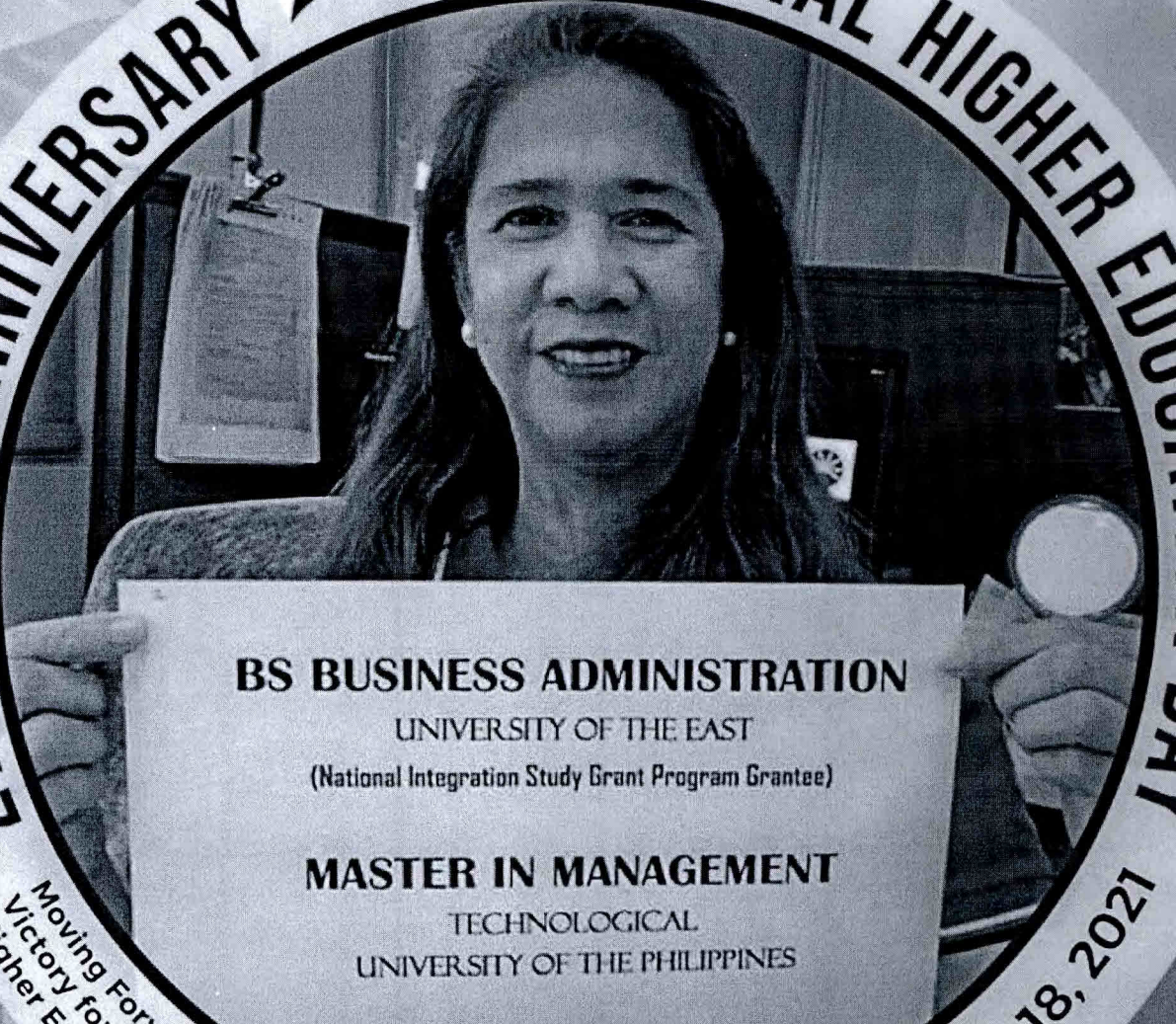
BS Business Administration
University of the Philippines
(Visayas)
#1stNationalHigherEducationDay

Moving Forward, Claiming
Victory for Philippine
Higher Education

MAY 18, 2021



27TH CHED ANNIVERSARY  **1ST NATIONAL HIGHER EDUCATION DAY**
MAY 18, 2021



Moving Forward, Claiming
Victory for Philippine
Higher Education



27TH CHED ANNIVERSARY

1ST NATIONAL HIGHER EDUCATION DAY

Moving Forward, Claiming
Victory for Philippine
Higher Education

MAY 18, 2021



BA Social Sciences
(History-Psychology)

UNIVERSITY OF THE PHILIPPINES
BAGUIO

#1stNationalHigherEducationDay



27TH CHED ANNIVERSARY

1ST NATIONAL HIGHER EDUCATION DAY

MAY 18, 2021

Moving Forward, Claiming
Victory for Philippine
Higher Education

NOTRE DAME OF MARBEL
UNIVERSITY

AB Psychology

SAN PEDRO COLLEGE

MS Psychology

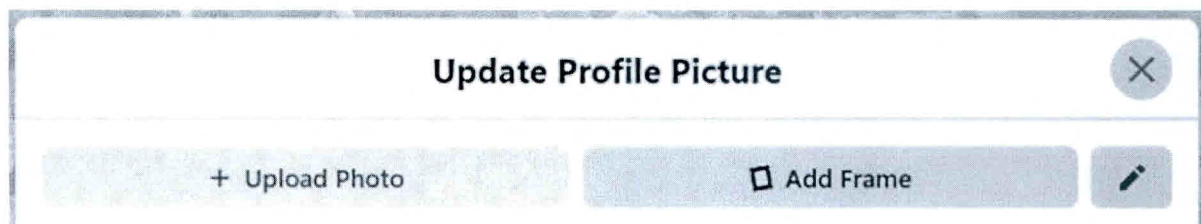
#1stNationalHigherEducationDay



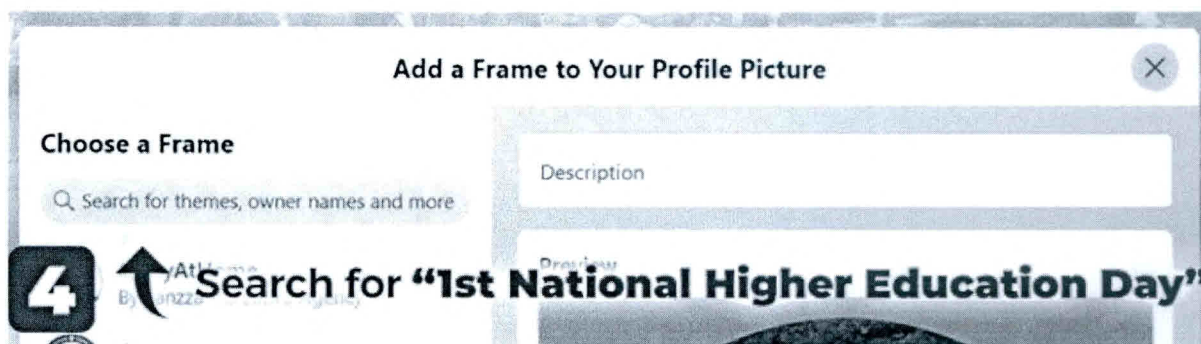
How to add CHED's "1st National Higher Education Day" Facebook Frame to your Facebook Profile Picture

1 → Go to your **Profile Page**


2 Update your **Profile Picture**



3 ↗ Click **Add Frame**



4 ↗ Search for **"1st National Higher Education Day"**

5 Choose this frame →  1st National Higher Education Day ...

6 Then click **"Use as Profile Picture"** → 