



Republic of the Philippines
North Eastern Mindanao State University



UNIVERSITY ORDER
 No. 007, s. 2024

To: **Vice Presidents, Campus Directors, Deans, Directors, Faculty, Staff, Students, all others concerned**

Date: **May 28, 2024**

Subject: **ADMINISTRATION'S BRAND OF GOVERNANCE AND LEADERSHIP**

With the revision of the University's Medium-Term Development Plan (MTDP) 2024-2030, the Office of the President officially launches the Administration's Brand of Governance and Leadership.

ALPAS (Academic Leverage towards Progressive and Above-board Service: The Flight of NEMSU to Excellence) is the overarching theme of the Administration's brand of governance and leadership.

Attached in this memorandum are the details of ALPAS Logo, which is hereby approved.

Whereas, the 8-point agenda of the President aspires to empower the academic institution toward innovation and sustainable development, to wit: Conduct industry and commercially-driven research and innovation; Deliver transformative education and achieve excellence in teaching and learning; Develop innovative technology and entrepreneurial-driven production; Implement market-oriented extension and inclusive public service; Promote vibrant and equitable faculty and staff development programs; Provide accessible and client-focused student services; Ensure client-centered, transparent, and efficient governance with modernized and disaster-resilient physical and digital infrastructures and facilities; and Facilitate knowledge-sharing and skills-driven internationalization programs.

Whereas, towards attaining a promising future for NEMSU, this Administration commits to embody a brand of governance and leadership that is focused on implementing an all-inclusive plan for the grassroots and social transformation through vibrant leadership.

The ALPAS is characterized by a principled, accountable and dependable administration reinforced by unified units of the University, whose common objective is to realize the goals and aspirations of higher education for every Filipino.

Now, therefore, the launch of the **ALPAS** campaign, which shall be part of the University's branding and communications strategy, is hereby ordered.

All Units and Offices shall be guided by the principles, strategies, and objectives of the ALPAS brand of governance and leadership in planning their programs, activities, and projects.

Furthermore, all Units and Offices shall adopt the ALPAS logo and incorporate the same in their letter footers, website of the University, official social media accounts, and other documents and instruments pertaining to flagship programs of the University.





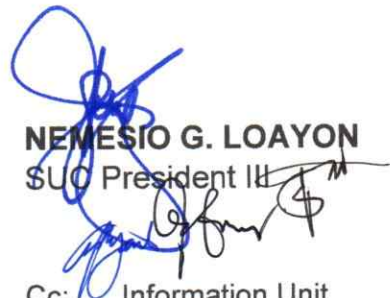
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Here is the link to the word file templates with the new header and footer as approved in the Office of the President's Unit Manual. <https://bit.ly/alpas>

All documents originating from the Office of the President just like Memorandum and Correspondences shall now be using the new header and footer template. Other Units and Offices shall incorporate the same in their revised Unit Manuals so they can adopt and use the templates.

The Information and ICT Units are hereby tasked for the wide dissemination of the ALPAS brand of governance and leadership in all platforms possible.

Widest dissemination and strict adherence and compliance to this memorandum are highly desired.



NEMESIO G. LOAYON
SUC President III

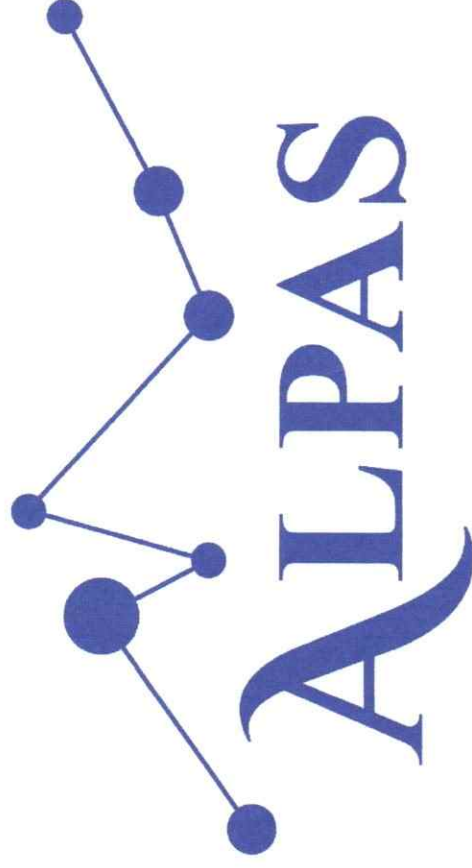
Cc: Information Unit
ICT Unit
Unit/Office Heads

Enc.: ALPAS Logo Briefer
8-Point Agenda
Word File Templates for OP Memorandum & Correspondence

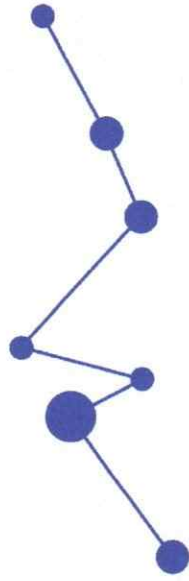
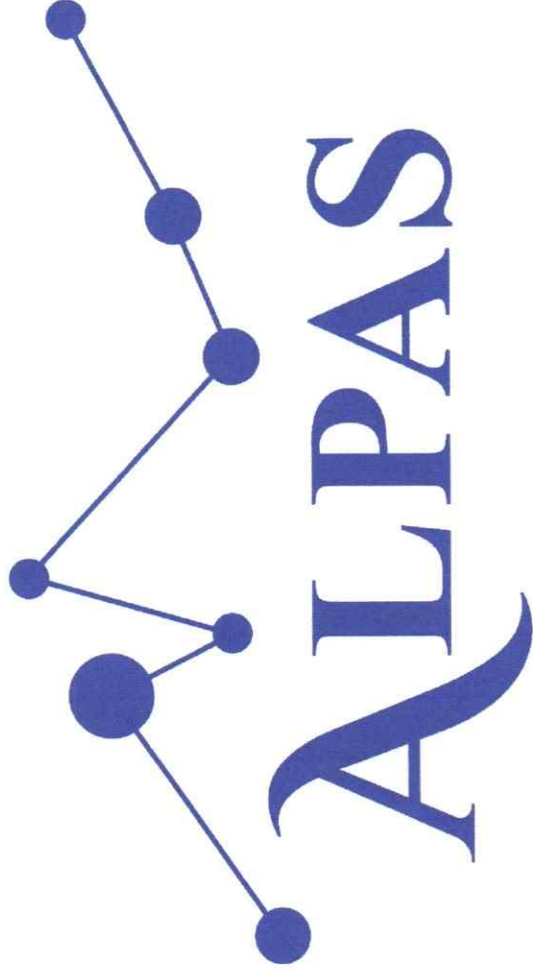


NORTH EASTERN MINDANAO STATE UNIVERSITY

The meaning behind
the Brand Logo of NEMSU



Logo Symbols and Meanings



Point and Lines

This symbolizes the 7 Campus locations of NEMSU



ALPAS

Academic Leverage towards Progressive and Above-board Service: The Flight of NEMSU to Excellence

Logo Variations

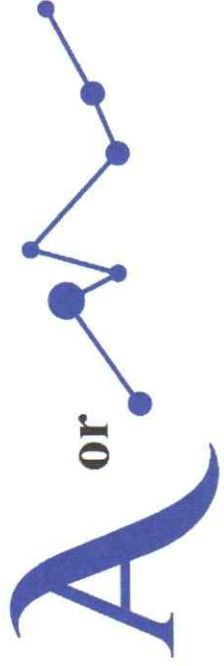
Vertical



Horizontal



Icon



Reminders

Rules on logo use to keep in mind



DO NOT change the color.
Use colors in the palette.



DO NOT crop the logo.



DO NOT add shadows or effects.



DO NOT rotate the logo.



DO NOT put over another illustration



DO NOT use tint or opacity.

Logo Font

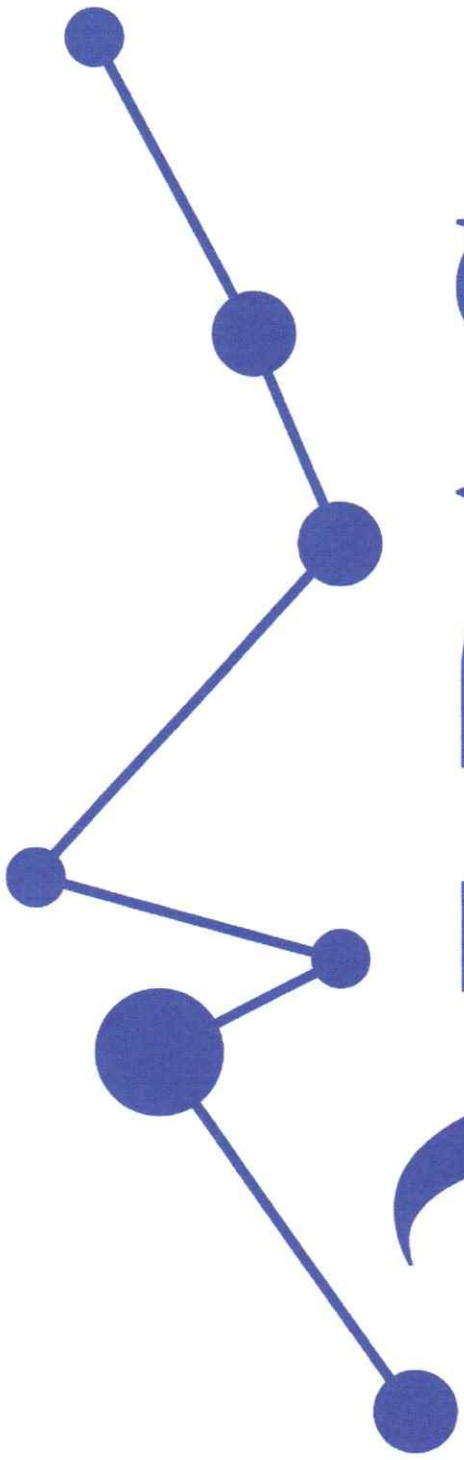
ALLPAS

CINZEL DECORATIVE

ABCDEFGHIJKLMNOPQRS
TUVWXYZ
ABCDEFGHIJKLMNOPQRS
TUVWXYZ
1234567890

Times New Roman

ABCDEFGHIJKLMNPOQR
STUVWXYZ
abcdefghijklmnpqrstuvwxy
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ALPAS



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Rosario, Tandag City, Surigao del Sur 8300
Telefax No. 086-214-4221
Website: www.sdssu.edu.ph



Bio note

Dr. Nemesio G. Loayon is a professor of Education specializing in Education Administration and the 4th University President of NEMSU Tandag. In more than three decades of service, his experiences molded him to become a multifaceted academician, researcher, and administrator, equipped with a dedication to public service.

Philosophy

We believe that higher education is an instrument for the improvement of life through democratized access to quality education that accelerates human capital development.

Strategy

Prof. Loayon's administration proposes transformative strategies aligned with the strengths of the NEMSU Academic and Administrative community and anchored on the needs and demands of the country. **The 8-Point Agenda aspires to empower the academic institution toward innovation and sustainable development.**

- 1. Industry and commercially-driven research and innovation**
- 2. Transformative education and excellence in teaching and learning**
- 3. Innovative Technology and entrepreneurial driven-production**
- 4. Market-oriented extension and inclusive public service**
- 5. Vibrant and equitable Faculty and Staff development programs**
- 6. Accessible and client-focused student services**
- 7. Client-centered, transparent, and efficient governance with modernized and disaster-resilient physical and digital infrastructures and facilities**
- 8. Knowledge-sharing and skills-driven internationalization programs**



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HEADER



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Arial, 12

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FOOTER

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