



OFFICE OF THE PRESIDENT

UNIVERSITY OF THE PHILIPPINES  
Quezon City

September 20, 2006

MEMORANDUM NO. PERR-06-037

FOR: All Chancellors  
All Vice-Presidents  
Secretary Lourdes E. Abadingo

SUBJECT: Centennial Celebration

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Following are matters discussed or agreed upon in yesterday's meeting on the celebration of the UP Centennial:

**A. Persons-in-Charge in the CUs**

UP Diliman	Chancellor Sergio S. Cao Dr. Priscelina P. Legasto
UP Los Baños	Chancellor Luis Rey I. Velasco Dr. Mimososa C. Ocampo
UP Manila	Chancellor Ramon L. Arcadio Dr. Ellewellyn G. Pasion
UP Visayas	Chancellor Glenn D. Aguilar Dr. Joy C. Lizada
UP Baguio	Chancellor Priscilla Supnet-Macansantos Dr. Ma. Nela B. Florendo
UP Mindanao	Chancellor Ricardo M. de Ungria Dr. Gilda C. Rivero Dr. Lilian L. de las Llagas
UP Open University	Chancellor Felix Librero Dr. Grace Javier Alfonso

At the System level, I shall be in charge together with Vice-President Cristina P. Hidalgo and Secretary Lourdes E. Abadingo.

### **B. Special Issue of the UP Newsletter**

The System Information Office shall come up with a special issue of the UP Newsletter featuring the campus plans for the celebration. These plans are essentially those which you presented in yesterday's meeting. The Newsletter shall be widely disseminated so that the entire academic community will be aware of the plans and preparations for the Centennial.

### **C. Launching of the UP Centennial Celebration**

All campuses except UP Los Baños shall officially launch the Centennial celebration on Monday, June 18, 2007 in their own campuses. UP Los Baños may want to do the launch in October when it celebrates Loyalty Day. Otherwise it may join the other campuses and schedule the launch in June. We leave it to the campuses to decide the most appropriate way of undertaking the launch.

The UP System and UP Diliman shall jointly sponsor an evening concert in June 2007 for the entire academic community.

### **D. Centennial Awards**

No decision has been made relative to the granting of awards but campuses are urged to come up with proposals. After the meeting, a suggestion was made to recognize truly distinguished individuals (not necessarily UP alumni and not necessarily 100 in number) who embody the values UP stands for.

### **E. Centennial Logo and Centennial Website**

Campuses are urged to use the centennial logo in all their official communications. All campus websites shall provide space for the Centennial celebration. Needless to say, the websites must be updated regularly.

### **F. Centennial Souvenirs**

As much as possible, we should not engage in direct selling of souvenirs. Private groups or individuals may be allowed to sell souvenirs using the official seals but they should be cautioned that they cannot do this without our approval. The seals and the name "University of the Philippines" have already been registered as official UP trademarks, hence their use is subject to clearance with us. You are urged to consult the Office of Legal Services regarding this matter.

On the other hand, it may be more efficient to centralize the purchase of official UP souvenirs and gifts. Suggestions from the campuses are welcome. Assistant Vice-President Grace Gregorio is assigned to oversee this particular responsibility.

### **G. Centennial Lectures**

We shall try to beam simultaneously to all campuses the centennial lectures. Campuses are therefore enjoined to submit to the UP System the list of lectures and other details.

**EMERLINDA R. ROMAN**  
President