

2021 CHED SCHOLAR AWARD: MY SUCCESS STORY

Rationale of the Activity:

For 27 years, the Commission on Higher Education has awarded thousands of poor and deserving students enrolled in duly authorized Higher Education Institutions in identified priority courses of the Commission through the CHED Student Financial Assistance Programs, as its strategy to reduce poverty and produce locally responsive, innovative and globally competitive graduates. With this, the Commission aims to demonstrate the impact of the STUFAPs program and recognize the remarkable story of success of the graduates who have been beneficiaries of the said program in their chosen field.

Mechanics:

This is open to all graduates in the country **from 1998 to 2015** who have been a CHED STUFAPs Merit Scholar. Employees of CHED including their relatives up to the third degree of affinity or consanguinity are NOT qualified to join the contest.

The goal is to showcase the remarkable story of success of the scholar in his/her chosen field that made significant contribution to his/her family and community/society. Launching of the Scholar Award will be during the 1st Higher Education Day Celebration on May 18, 2021.

There will be two (2) competition levels - Regional and National Levels. The Regional Level will have 3 winners (1st, 2nd and 3rd place), wherein the 1st place will be competing with the other regions for the National Level.

The following are the mechanics:

REGIONAL LEVEL:

Qualifying/Eligibility Round:

1. Interested scholars shall prepare a 3-5 minute video presentation showcasing their remarkable story of success and register with the following information through the online entry form link below:
 - Complete Name (as reflected in the Notice of Award)
 - Award number/Scholar's ID
 - Name of HEI and Course completed with the STUFAPs grant
 - Academic Year covered by the grant
 - Year graduated

They will also submit their Curriculum Vitae and proof of achievements. Deadline of submission of entries to the CHED Regional Office: **June 30, 2021 at 11:59 pm (PST).**

Online Entry form link: http://bit.ly/SuccessStory_OnlineEntryForm

2. CHEDRO shall validate the name of the scholar from the database. Only those who are valid scholars shall be accepted.

3. Each entry must use appropriate sound and background
 - A. No profanity
 - B. No inappropriate language
 - C. No unnecessary gestures
 - D. Wear decent clothes
 - E. No Intellectual Property Rights infringement
 - F. With Disclaimer and consent

4. Video Content may have the following:
 - a. Introduction - Experience as a scholar
 - b. Achievements/accomplishments
 - c. Significant impact of success to family/community/society
 - d. Message to CHED and to other scholars/Closing

Contest Proper:

1. There will be a preliminary round. The Regional Judges will choose the **top 5 entries** which will be uploaded in the Official FB page of the CHEDRO for the 25% Social Media criteria. Criteria for Judging will be as follows:
 - Video Presentation – 75%
 - Content and Concept - 35%
(Baseline story of success; clear storyline)

 - Delivery/Presentation - 20%
(Technical and visual quality. Resolution, animation, graphic arrangement)

 - Social Impact - 45%
(How events unfold leading to the success of the scholar that made significant impact in his/her family and community/society)

 - Social Media Likes – 25% (equivalent points per rank based on the number of likes)

TOTAL: 100%

Composition of the Panel of Judges for the Regional Level:

1 CHEDRO representative

1 RQAT from Multimedia, Social Work or Communication/Journalism

1 prominent regional personality in the any of the fields: Multimedia, Social Work or Communication/Journalism

2. CHEDRO shall upload on their Official FB account, the top 5 entries for viewing **from July 5 to 11, 2021**. The scholar may share the video post. Each entry shall have the following hashtag: #MyCHEDSTUFAPsSuccessStory2021; #ProudCHEDIskolar

3. There will be 3 winners for the Regional Level. Prizes will be as follows:
 - First – P20,000 with Plaque
 - Second – P15,000 with Plaque

Third – P10,000 with Plaque

The plaques will be signed by the Regional Directors.

4. Awarding of winners at the Regional Level will be in **July 2021**.
5. Dissemination of information will be primarily through social media, issuance of memorandum to HEIs, DOLE, PIA but may also be through local TV/radio stations of HEIs (e.g. Net25, UPTV, DZUP 1602AM, Ateneo's Radyo Katipunan - 87.9FM, Radyo Marikina-1674AM, etc.), other radio/TV stations and news print, other related agencies, organizations, etc. CHEDROs must secure a masterlist of all local radio stations and websites where the announcements may be posted/disseminated;
6. Publication materials will be provided together with AVP for the launching of the activity.
7. All entries shall be placed in a portal in the website and section on the social media accounts of the CHED Central and Regional Offices for uploading, whether the same wins or not, for the appreciation of the stakeholders.

NATIONAL LEVEL:

1. The 1st place winner in the Regional Level will be the entry of the Regional Office to the National Level. All entries will be submitted to CHED-OSDS for judging.
2. Deadline of submission of entries will be on **July 30, 2021 at 11:59 pm**. **Late entries will not be accepted.**
3. Criteria for judging:
 - Content and Concept - 35%
(Baseline story of success; clear storyline)
 - Delivery/Presentation - 20%
(Technical and visual quality. Resolution, animation, graphic arrangement)
 - Social Impact - 45%
(How events unfold leading to the success of the scholar that made significant impact in his/her family and community/society)

Total of: 100%

Composition of the Panel of the Judges for the National Level:

1 CHED representative

1 Technical Panel/Committee member from Multimedia, Social Work or Communication/Journalism

1 prominent national personality in the any of the fields: Multimedia, Social Work or Communication/Journalism

4. Based on the criteria, top 5 entries will be selected for ranking based on Chair's preference.

There will be 5 winners in the National Level. Prizes will be as follows:

1st – 50,000 with plaque

2nd – 40,000 with plaque

3rd – 30,000 with plaque

4th - 20,000 with plaque

5th – 10,000 with plaque

5. Awarding of winners at the National Level will be in **August 2021** during the ASEAN Celebration