



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

CHED MEMORANDUM ORDER

NO. 41

Series of 1996

SUBJECT : INTENSIFIED INFORMATION CAMPAIGN ON THE ASIA-PACIFIC ECONOMIC COOPERATION (APEC) IN HIGHER EDUCATION INSTITUTIONS (HEIS)

x-----x

In accordance with the pertinent provisions of Republic Act (RA) No. 7722, otherwise known as the "Higher Education Act of 1994," and by virtue of Resolution No. 001, Series of 1995, of the Commission en banc, all Higher Education Institutions (HEIs) are hereby enjoined to conduct intensified information campaigns on the APEC.

Thus, effective immediately and until 30 December 1996, all HEIs shall undertake activities to broaden the understanding of their faculty members and their students of the nature, objectives, issues and concerns of APEC as they affect the Asia-Pacific Region in general and the Philippines in particular, thus:

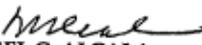
1. Integration of APEC topics in social science and other appropriate subjects that will naturally lend themselves to such integration;
2. Holding of convocations/symposia and related fora for a discussion on APEC with APEC resource persons; and
3. Holding of competitions such as essay writing and extemporaneous speaking contests on APEC.

HEIs may source their APEC materials and resource persons from the Office of the President - APEC News Bureau, and through the PIA Regional Offices, BBS stations and PNA Provincial Bureaus.

Higher Education Regional Offices (HEROs) are hereby directed to monitor compliance herewith.

SO ORDERED.

Pasig City, Philippines, July 29, 1996

  
ANGEL C. ALCALA  
Chairman