



OFFICE OF THE VICE PRESIDENT FOR PUBLIC AFFAIRS  
UNIVERSITY OF THE PHILIPPINES

5B Fonacier Hall, Magsaysay Street, University of the Philippines Diliman, Quezon City 1101 Philippines  
Direct Line: +63 2 8929 1288 Trunkline: +63 2 8981 8500 local 2507 Email: [ocppa@up.edu.ph](mailto:ocppa@up.edu.ph)

**PRESS RELEASE | 18 June 2024**

---

---

## **UP unveils public service thrust of 10 flagship programs under President Jimenez**

A year into his term as President of the University of the Philippines (UP), Atty. Angelo Jimenez announced today a list of ten (10) Flagship Programs under his Strategic Plan 2023-2029, which aim to strengthen UP's contributions to the formation of "a just, equitable, and sustainable society."

The flagship programs underscore the role of UP as the national university in raising higher education standards throughout the Philippines, and emphasize the public service orientation of UP. "My goal is for UP to truly serve the people, by ensuring that we not only strengthen our academic capacities as a leading national and global university, but also look beyond the traditional confines of the academe and work towards national development and social justice," said Jimenez.

Under Republic Act No. 9500, the UP Charter of 2008, UP must "perform its unique and distinctive leadership in higher education and development." Jimenez reiterates his determination to fulfill this task and "improve the landscape of Philippine higher education, helping to build the Filipino nation." Under his Strategic Plan, UP will enhance its alignment with global standards and best practices as an academic institution, while also carrying out its public service mandate through the concrete initiatives spelled out in the flagship programs.

### **Honor, excellence, and service**

Jimenez recently unveiled the motto of his administration for UP: "Honor and excellence in the service of the people," which underscores his commitment to public service alongside the traditional UP values of honor and excellence.

Several of the flagship programs are primarily geared towards various aspects of public service, in particular: more inclusive admissions (FP 2), active collaborations and partnerships with sectors (FP 6), enhancement of open distance learning platforms (FP 4), expansion of public service offices and integration of public service into the various functions of the academe (FP 8), and enriching the study, creation, and preservation of local arts and culture (FP 7).

For instance, the flagship program for more inclusive admissions signifies UP's resolve to address inequality by making quality tertiary education more accessible, Jimenez explained. "Every year, a large majority of UP College Admission Test (UPCAT) qualifiers come from private high schools. This year was no exception, indicating a systemic imbalance that needs to be decisively addressed. We will deploy at least one UPCAT testing center in every province by 2024. UP will also provide financial and psycho-social support to qualifiers who will need further assistance."



OFFICE OF THE VICE PRESIDENT FOR PUBLIC AFFAIRS  
UNIVERSITY OF THE PHILIPPINES

5B Fonacier Hall, Magsaysay Street, University of the Philippines Diliman, Quezon City 1101 Philippines  
Direct Line: +63 2 8929 1288 Trunkline: +63 2 8981 8500 local 2507 Email: [ocppa@up.edu.ph](mailto:ocppa@up.edu.ph)

To enhance inclusivity, UP will continue implementing an equity factor in assessing applicants from socio-economically disadvantaged and geographically underrepresented areas, Jimenez said. Young Filipinos interested in studying in UP are also encouraged to consider alternative, non-UPCAT routes to admission, such as associate degree and online education programs and encouraging highly talented applicants in the arts and athletics.

Another example is the flagship program for public service, which Jimenez describes as “the guiding force of UP, the heart of everything we do.” Apart from ongoing efforts to revitalize Ugnayan ng Pahinungód, the volunteer service program of the university, the UP system is also engaged in consultations regarding a mechanism for giving weight to public service and volunteer activities in merit promotions.

The remaining five flagships, on the other hand, strongly emphasize that UP’s public service mandate includes building its capacities as the country’s premier tertiary state institution, particularly its academic and research functions. These flagship programs are focused on faculty and curriculum development (FP 1), quality management systems and quality assurance standards (FP 9), the development of research and innovation hubs in each campus (FP 3), university-wide digital transformation (FP 10), and the establishment of the UP Archipelagic and Ocean Virtual University (FP 5).

A major ongoing academic initiative is the revision of UP’s core curriculum, the set of courses that all students must complete before moving on to major fields of study. “Our core offerings will be recalibrated to cultivate learners equipped with the intellectual acumen and ethical fortitude to address complex societal challenges,” Jimenez said.

Various UP constituent units are also working to increase the number of PhDs, enhance teaching methodologies, and improve the quality of research to meet global standards. “We will enhance our facilities to include state-of-the-art libraries, laboratories, and resource centers. Faculty development will be boosted through accessible and comprehensive scholarships, research and creative work, and teaching innovation grants,” vowed Jimenez.

A true national university, said Jimenez, cannot stand in isolation from its environment. “If everyone cannot come to UP, then UP must go where it can help raise academic standards, contribute to development at the local and national level, and provide resources to strengthen not only other educational institutions but the Philippines as a whole.”

**\*For further information and inquiries:**

Jingjing Romero — 098189042415 | [op-stratcom@up.edu.ph](mailto:op-stratcom@up.edu.ph)  
UP Media and Public Relations Office — (632) 981-8500 local 2549, 2550, 2551, 2552 |  
[media@up.edu.ph](mailto:media@up.edu.ph)