

**Lourdes School of Mandaluyong  
MEDIA INFORMATION AND COMMUNICATION OFFICE**

**OPERATIONAL PLAN  
2023-2024**

**STUDENT SERVICES Rationale:** The Student Services Area is committed to providing dynamic academic and non-academic partnership through implementing learner-oriented support programs which empower students' Capuchin-Franciscan-Marian formation and overall welfare and development.

**STUDENT SERVICES Five Year Objective:** To provide comprehensive support services that advocate excellence, integrity and sustainability adaptive to the changing needs of diverse learners.

Area	Objectives	Strategies/Activities	Time Frame	Persons / Areas Involved	Measure of Success	Evaluation Tool
<b>I. Program Development</b>						
To align the support programs and services anchored to the school's thrust  To intensify the existing support programs and services aligned to the school's thrust	<b>To formulate clear scope and direction of the MICO</b>	<i>Formulate the MICO program that addresses its functions and capabilities.</i>  <i>identify the scope and limitations of the office in carrying out its current functions</i>	First semester	Media Information and Communication Officer  PRHRD Officer  ExeCon	<i>Well-articulated program and procedural manuals to standardized its practices</i>	Review and Approval from the top administrators
<b>II. MEDIA CREATION &amp; DISTRIBUTION</b>						
	<b>To develop a standardized social media presence that</b>	<i>Standardized protocols in our online presence of the school by monitoring the ff:</i>	Year-round	Media Information and	<i>Established social media presence and promote school</i>	Target-based engagements and

	<b>reflects on our school branding aligned to the marketing development plan</b>	<i>a. social media presence</i> <i>b. connections and linkages</i> <i>c. school branding</i>		Communication Officer PRHRD Officer ExeCon	<i>branding through quality media outputs</i>	reach of social media platforms
	<b>Provision of necessary resources, equipment, and appropriate working areas to produce quality content and projects.</b>	<i>Continuous maintenance &amp; inventory of resources and equipment to meet the trends as a tool to improve the quality of the project</i>	Year-round	Media Information and Communication Officer PRHRD Officer ExeCon	<i>Quality media outputs that reflect the school identity and branding</i>	
	<b>To establish linkages in organizations, departments/units, and other institutions to create well-planned campaigns and dissemination of information</b>	<i>Creation and implementation of protocols in the linkages within the organizations, etc. to plan the delivery of information</i>	Year-round	Media Information and Communication Officer PRHRD Officer ExeCon	<i>Systematic dissemination of information aligned to the standard set by the school</i>	

Prepared by:

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