



VISAYAS
STATE UNIVERSITY

OFFICE OF THE
PRESIDENT



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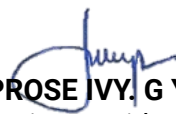
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MEMORANDUM NO. 1041

Series of 2024

TO: **Ms. Crislin C. Cruz**

RE: **Designation as Director, Business and Resource Generation**

FROM: **DR. PROSE IVY G YEPES**

University President

DATE: **December 27, 2024**

In the interest of government service and by virtue of the authority vested in me by the VSU Board of Regents, you are hereby designated as **Director, Business and Resource Generation**. As such, you will perform the following duties and responsibilities in addition to your regular functions:

1. Develop and implement strategies to generate income through business ventures and resource mobilization aligned with the university's goals.
2. Oversee the operation and management of university income-generating projects, ensuring their sustainability and profitability.
3. Identify and explore new business opportunities, partnerships, and collaborations that can increase the university's revenue streams.
4. Prepare and monitor budgets for business projects, ensuring proper allocation and utilization of resources.
5. Develop marketing and promotional plans to increase visibility and profitability of the university's products and services.
6. Prepare reports on the performance of business initiatives, including financial updates and recommendations for improvement.
7. Ensure compliance with applicable policies, regulations, and standards in all business and resource generation activities.

Anent to this, you are entitled to the privileges granted and the responsibilities attached to the position subject to pertinent policies. This designation will take effect on **January 2, 2025 until December 31, 2025** or unless sooner revoked.

Please be guided accordingly.


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2/F Administration Building, Visayas State University
PQWW+RJM, Baybay City, Leyte, Philippines 6521
Email: op@vsu.edu.ph | Website: www.vsu.edu.ph
Phone: +63 53 565 0600 Local 1000



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Vision: A globally competitive university for science, technology, and environmental conservation.
Mission: Development of a highly competitive human resource, cutting-edge scientific knowledge and innovative technologies for sustainable communities and environment.