



**VISAYAS**  
STATE UNIVERSITY

OFFICE OF THE  
**PRESIDENT**

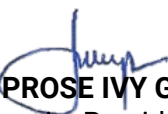


**Memorandum No. 976**

Series of 2024

TO: **Mr. Mike Laurence V. Lumen**

RE: **Designation as Director, University Integrated Media and Public Affairs (UIMPA)**

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

DATE: **December 27, 2024**

By virtue of the authority vested in me by the VSU Board of Regents, and in concurrence with your position as Executive Assistant III of the University President, you are hereby designated as **Director for the University Integrated Media and Public Affairs (UIMPA)** effective **January 2, 2025 until December 31, 2025** or unless sooner revoked or terminated by higher authorities.

You are tasked to do the following:

1. Develop programs to ensure that policies, plans, and activities of the University are properly understood by the public;
2. Produce and disseminate print and multimedia materials to implement the information program of the University;
3. Coordinate and oversee all media-related activities of the University and its units;
4. Cover university events through articles and multimedia;
5. Manage the publication of the Obelisk, the official publication of the University administration;
6. Manage the web resources of the University, including the official website, social media platforms, and other online resources;
7. Write, edit, and review speeches, messages, and other official statements of the University President and other officials;
8. Receive and respond to communications and public inquiries addressed to the University through official online platforms;
9. Establish and maintain linkages with national and local media and other institutions for public relations;
10. Develop and promote the visual identity and branding of the University;

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



Page 1 of 2  
**FM-OOP-01**  
V05 06-06-2024

No.

11. Conduct trainings for University faculty, staff, and students on official applications and web resources; and
12. Package, edit, and publish official publications of the University, including the Annual Report.

As Head, you are entitled to the privileges granted and the responsibilities attached to the position subject to pertinent policies.

For your information, proper guidance, and usual support.

cc:      Unit Heads  
         Office Directors  
         College Deans  
         Chancellors  
         Vice Presidents