



February 25, 2025

Memorandum Order  
No. 61, S. 2025

**To : All Concerned**

**Subject : MECHANICS FOR HERSTORY AND PURPLE FRIDAY  
ACTIVITIES**

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As part of the **2025 National Women's Month Celebration**, the **HERstory** and **Purple Friday** activities will be conducted throughout March to promote gender inclusivity and recognize outstanding contributions of women in CSU.

Faculty, staff, and students are encouraged to actively participate in these initiatives. The **full mechanics and guidelines** for both activities will be provided on the next page.

For queries/information and a tender of justification, you may reach the Office of Gender and Development through the contact number 0966-4238-631 or send it to [gad@carsu.edu.ph](mailto:gad@carsu.edu.ph).

For information and guidance.

  
**ROLYN C. DAGUIL, PhD**  
University President



## **2025 HERstory: A University-Wide Search for Exemplary Women**

### **I. Rationale**

Republic Act (RA) No. 7192, also known as the *Women in Development and Nation-Building Act*, mandates the comprehensive integration of women as equal and active partners alongside men in the ongoing process of development and nation-building. In support of this, Section 4 of its Implementing Rules and Regulations assigns the responsibility to the Regional Development Councils (RDCs) to ensure the Act's effective and widespread implementation.

The Gender and Development Office of Caraga State University leads the search for exemplary women across the student body, academic sectors, and administrative offices to highlight and celebrate modern women's resilience, achievements, and advocacy for gender equality. This initiative seeks to recognize the significant contributions and accomplishments of outstanding women within the CSU community. Moreover, it aims to share their inspiring stories of transformation, showcasing the vital role of women in the economic, social, and cultural development at the national, sub-national, and international levels.

### **II. Objectives**

2.1 Recognize the significant contributions and outstanding accomplishments of women in the CSU community, celebrating their leadership, dedication, and efforts in promoting gender equality and empowerment across various sectors, aligning with the Launchpad of Global Talents and Innovation objective under the LIKHA Agenda and directly contributing to SDG 5: Gender Equality.

2.2 Share the transformational stories of these women to highlight their active roles in the integration of women into economic, social, and cultural development at national, sub-national, and international levels, fostering Internationalization and Partnerships as envisioned in the LIKHA Agenda and contributing to multiple SDGs, including SDG 5 and SDG 17: Partnerships for the Goals.

2.3 Inspire both current members of the CSU community to follow the example set by these model women, encouraging the pursuit of gender equality, leadership, and advocacy for sustainable change, promoting Knowledge Co-Creation and Commercialization, and fostering Hubs for Academic Excellence, Innovation, and Entrepreneurship as key strategies of the LIKHA Agenda, and ultimately driving progress towards various SDGs through innovative solutions and responsible leadership.

2.4 Foster an environment that champions the principles of gender equality and inclusivity by showcasing the impact of women in shaping and driving social, economic, and cultural progress within the CSU and beyond, leveraging Accelerated Administrative Systems and Digital Transformation to streamline processes and ensure equitable access to opportunities, in line with the LIKHA Agenda and contributing to SDG 10: Reduced Inequalities.

2.5 Support and reinforce ongoing Gender and Development (GAD) programs by recognizing the contributions of women who are actively advancing the agenda for gender equality and empowering marginalized communities, creating responsible stewards and leaders who embody the core values of the LIKHA Agenda and directly contributing to the achievement of multiple SDGs, including SDG 5 and SDG 16: Peace, Justice, and Strong Institutions.





### III. Scope of Awards

- 3.1 Eligibility for Nominations:** Nominations may be submitted by supervisors, faculty, staff, students, and student leaders through the official nomination form (see Annex A). Self-nominations are also highly encouraged and will be accepted as valid entries.
- 3.2 Nominee Requirements**
- 3.2.1 The search is open to all CSU personnel from both the Butuan and Cabadbaran campuses, as well as students currently enrolled for the academic year at both campuses.
- 3.2.2 Whether a CSU staff member is employed on a permanent, Job Order (J.O.) or Contractual Service Officer (CSO) basis, their employment status will not affect their eligibility.
- 3.2.3 CSU personnel must have rendered at least one year of service to qualify.
- 3.3 Assessment Process:** The evaluation will occur in two rounds:
- 3.3.1 First Round:** Paper screening, where nominations will be reviewed based on submitted materials on March 10, 2025.
- 3.3.2 Second Round:** Interview stage, where shortlisted nominees will undergo an in-depth assessment to further evaluate their qualifications on March 12, 2025.
- 3.3.3 Evaluators' Final Review and Winner Selection:** The pool of evaluators will meet on March 14, 2025, for their final review and selection of the winners.
- 3.4 Panel of Judges:** The screening and evaluation process will be conducted by a pool of evaluators, composed of members from the Regional Development Council – Regional Gender and Development Committee (RDC-RGADC) from the following National Government Agencies:
- 3.4.1 Philippine Commission on Women (PCW)
- 3.4.2 Commission on Higher Education (CHED – Region XIII)
- 3.4.3 Commission on Human Rights (CHR- Region XIII)
- 3.4.4 RGADC Chairperson
- 3.5 Final Judging and Announcement of Winners:** The final judging will culminate in the announcement of winners during the Women's Month celebration on **March 27, 2025**, as part of the Women's Month Summit, where honorees will be officially recognized for their contributions to gender equality and development.

### 4. Nomination Process

- 4.1 Each CSU pillar is required to submit one nominee, though the nomination is not limited to pillars. Each office may also submit one nominee.
- 4.2 Interested participants must submit their entry through the nomination form provided by the CSU Gender and Development (GAD) Office.

**Submit your entry via the provided Google Form links:**

**Student Category:** <https://forms.gle/hbYxYpajzScZVgqG6>

**Admin. Personnel Category:** <https://forms.gle/YLnHkKcfHcWSCzdr5>

**Academic Personnel:** <https://forms.gle/6qajZ1wDRGVCQTLN9>

- 4.3 The nomination period will run from **February 25 to March 7, 2025**. All submissions must be made within this timeframe to be considered.

- 4.4 The selection of shortlisted nominees will be based on a comprehensive review of the validated nomination forms, completed rating sheets, and supporting documents. This ensures that only the most qualified candidates, with well-supported achievements and contributions, will advance to the next stage of the selection process.

## 5. Criteria

<b>STUDENT CATEGORY</b>	
<b>Criteria</b>	<b>Score</b>
<b>A. Academic Excellence</b>  1. Consistently high GPA, Dean's List appearances, or equivalent recognition. 2. Academic scholarships, awards for specific subjects, or participation in academic competitions. 3. Demonstrated passion for learning, engagement in academic discussions, and pursuit of knowledge beyond coursework. 4. A proven track record of involvement in community-based activities or advocacy-led programs related to gender equality and empowerment.	<b>40%</b>
<b>B. Leadership &amp; Service</b>  1. Holding leadership positions in student organizations, clubs, campus organization, or societies, with a demonstrated commitment to promoting gender equality and empowering women within the group and the wider community 2. Taking initiative to address student concerns, particularly those related to gender equality, advocating for positive policy changes, or organizing events that raise awareness and promote inclusivity. 3. Mentoring other students, with a focus on empowering young women, providing academic support, or acting as a role model for gender equality and leadership. 4. Taking initiative to address student concerns, advocating for positive change, or organizing events that actively contribute to a more gender-equal campus and/or community.	<b>30%</b>
<b>C. Character &amp; Integrity</b>  1. Adherence to the university's code of conduct, demonstrating honesty and integrity. 2. Overcoming challenges, demonstrating perseverance in the face of adversity, and maintaining a positive attitude. 3. Respectful interactions with peers, faculty, and staff, fostering a collaborative environment.	<b>30%</b>
<b>Total</b>	<b>100%</b>

<b>Administrative Personnel Category</b>	
<b>Criteria</b>	<b>Score</b>
<b>A. Professional Excellence</b>	<b>40%</b>





<ol style="list-style-type: none"><li>1. Implementing new ideas, improving processes, or contributing to the overall effectiveness of their department.</li><li>2. Demonstrated ability to identify and solve problems effectively, contributing to a positive work environment.</li><li>3. Commitment to continuous learning and professional growth, seeking opportunities to enhance their skills.</li><li>4. A performance rating of "Satisfactory" to "Very Satisfactory" in their recent performance appraisals.</li></ol>	
<b>B. Teamwork &amp; Collaboration</b> <ol style="list-style-type: none"><li>1. Supporting and mentoring colleagues, with a focus on empowering women, providing guidance and encouragement, and fostering an inclusive workplace.</li><li>2. Demonstrating leadership skills, even without a formal leadership title, by motivating others to champion gender equality, taking initiative to address gender-related issues, and creating a supportive environment for all.</li><li>3. Working effectively with colleagues, fostering a positive and gender-sensitive team environment, and actively contributing to shared goals that promote gender equality and inclusivity.</li></ol>	<b>30%</b>
<b>C. Service &amp; Dedication</b> <ol style="list-style-type: none"><li>1. Commitment to the university's mission and values, demonstrating a strong work ethic.</li><li>2. Providing excellent service to students, addressing their needs, and contributing to a positive student experience.</li><li>3. Making a significant contribution to the university through their work, impacting the university community positively.</li><li>4. Maintaining a positive and professional attitude, contributing to a positive work environment.</li></ol>	<b>30%</b>
<b>Total</b>	<b>100%</b>

<b>Academic Personnel Category</b>	
<b>Criteria</b>	<b>Score</b>
<b>A. Teaching Excellence</b> <ol style="list-style-type: none"><li>1. A performance rating of "Satisfactory" to "Very Satisfactory" in their recent performance appraisals.</li><li>2. Encouraging student participation, providing support and mentorship, and fostering intellectual curiosity.</li><li>3. Contributing to the development and improvement of curriculum, incorporating innovative teaching practices.</li><li>4. Positive feedback from students regarding their teaching effectiveness and support.</li></ol>	<b>40%</b>
<b>B. Research &amp; Scholarship</b> <ol style="list-style-type: none"><li>1. Publications in reputable journals, presentations at conferences, and contributions to their field of study, with a demonstrated focus on gender-related research or the inclusion of gender perspectives.</li><li>2. Significance of their research, its potential impact on the field, and its contribution to knowledge, particularly in areas</li></ol>	<b>30%</b>



that address gender disparities or promote women's empowerment. 3. Securing research grants and funding, demonstrating their ability to attract external support for research projects that advance gender equality or address women's issues. 4. Mentoring and supervising graduate students, with a commitment to fostering the next generation of researchers in gender studies or encouraging the integration of gender perspectives in their respective fields.	
<b>C. Service &amp; Leadership</b>  1. Participating in university committees, contributing to departmental activities, and serving the university community. 2. Participating in professional organizations, serving as reviewers for journals, and contributing to their field of expertise. 3. Recognized expertise in their field, leadership in professional organizations, or contributions to public discourse. 4. Applying their expertise to benefit the wider community, engaging in outreach activities, or contributing to public policy.	<b>30%</b>
<b>Total</b>	<b>100%</b>

6. Award Procedure and Selection Process

6.1 Eligibility Screening

- 6.1.1 The GAD Office will conduct a thorough document review to ensure that all nominees meet the eligibility criteria and that the submitted forms are complete and properly accomplished.
- 6.1.2 Based on the document review, the GAD Office will evaluate the nominations and recommend a shortlist of eligible candidates for further validation by the RGADC Pool of Evaluators.

6.2 Validation of Shortlisted Nominees

- 6.2.1 The Pool of Evaluators and the Gender and Development Office will be responsible for reviewing the claims made in the nominations and addressing any concerns raised during the initial screening process.
- 6.2.2 The validation process will involve a detailed review of the submitted Means of Verification (MOVs) and the explanations provided to support the nominee's qualifications. Failure to submit the appropriate MOVs may result in disqualification or invalidation of scores. In cases where additional documentation or clarification is needed, the GAD Office may request further materials or reach out to nominees via email or phone.
- 6.2.3 The RGADC Evaluators will compile and analyze the results of the validation process, tally the scores, and rank the nominees accordingly.

7. Selection of Awardees

- 7.1 The RGADC Pool of Evaluators will present the scores and evaluation results for the nominees during the deliberation session to the CSU GAD Office.
- 7.2 The RGADC Pool of Evaluators will deliberate and make the final selection of the awardees based on the validation results.
- 7.3 The final list of awardees will be submitted to the CSU GAD Office and the Philippine Commission on Women for formal approval.
- 7.4 The awardees will be officially recognized during the Women’s Summit on March 27, 2025, at the CSU University Gymnasium and Cultural Center. They





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Competence Service Uprightness  
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will receive tokens, plaques, and certificates in honor of their outstanding contributions to gender advocacy.

7.5 The winner will also have the potential opportunity to represent CSU in the Regional or National Wonder Woman Search for GAD Advocates, showcasing their advocacy and leadership on a larger platform.

**For complete instructions and updates regarding the search, deliberation, and awarding process, please follow the CSU-Gender and Development Office official Facebook page.**



## Purple Fridays

### I. Rationale

The 2025 National Women's Month Celebration (NWMC), themed "Babae sa Lahat ng Sektor, Aangat ang Bukas sa Bagong Pilipinas," highlights women's crucial role in society, echoing the Magna Carta of Women's call for empowerment and gender equality. Purple Fridays is a visible initiative to amplify this message. By wearing purple each Friday in March, university offices and programs raise awareness, promote advocacy, foster unity, engage the community, and celebrate women's contributions. This collective action translates NWMC and Magna Carta principles into tangible support for a more inclusive and equitable university where all women can thrive.

### II. Objective

To promote gender equality, celebrate National Women's Month, and foster a culture of inclusivity aligned with the LIKHA Agenda and Sustainable Development Goals (SDGs), specifically SDG 5 (Gender Equality), by encouraging participation in Purple Fridays throughout March.

### III. Participants

Administrative offices and academic programs from both the Butuan and Cabadbaran campuses.

### IV. Duration

Every Friday of March (7th, 14th, and 21st)

### V. Mechanics

5.1 Participating offices/programs are encouraged to wear **purple every Friday of March** to show their support for gender equality and Women's Month.

5.2 Each Friday, admin offices/ college programs will **take a group photo** of their staff wearing purple at their office location. This photo should be posted on Facebook (either using a personal account or the office's official page) along **with a short reflection on a topic related to Women's Month or gender equality**. The reflection can be a caption accompanying the photo.

5.3 To be eligible to win, the group photo must include at least half of the total number of staff members in the office/program. For instance, if an office has 20 staff members, at least 10 must be in the photo.

5.4 The uploaded photo **must tag the CSU - Gender and Development Facebook Page** and include the following hashtags: **#WEcanbeEquALL #NWMC2025 #CSUPurpleFridays**.

5.5 The deadline for accumulating reactions on the Facebook post is Sunday 12midnight of each respective week. The GAD office will repost the winning photo thru the CSU-GAD Office Facebook Page as means of announcing winners.

5.6 The Facebook post with the most **love/heart** reactions by Sunday will be declared the winner for that week.





5.7 In the interest of fairness and to maximize opportunities for recognition, offices/programs that receive an award in any given week of this competition will not be eligible for subsequent awards during the same competition period.

## 6. Awarding of Winners

6.1 The winning office/program for each week will receive a congratulatory package from the GAD office on the **subsequent Wednesday**.

6.2 This package will include snacks/food items, a framed photograph of the winning team, and a signed certificate of recognition.

Updates and reminders about the activity, please **follow the CSU-Gender and Development Office** official Facebook page.