INTRODUCTION

The advent of interconnectivity has made unlimited sources of knowledge available to us. Knowledge has become a strategic organizational resource; enhancing operational efficiency cannot be denied. Knowledge work calls for more collaboration.

Eighteen years after the passage of the Local Government Code, substantial amount of information, materials and knowledge on good local governance have been developed and generated. Considering the increasing generation of knowledge on good local governance, there is a need to organize and improve access to knowledge so that this can be utilized and applied to strengthen the local governance processes.

These developments have created an intense need for a purposeful and systematic approach of cultivating and sharing knowledge base through a Knowledge Management System.

The Department of the Interior and Local Government (DILG) as the primary catalyst for excellence in local governance through the Local Government Academy (LGA) saw the need to provide a mechanism for accessing knowledge on local governance by promoting a culture of learning and knowledge sharing through knowledge management (KM).

Knowledge Management is defined as a set of processes for transferring intellectual capital to value – processes such as innovation and knowledge creation and knowledge acquisition, organization, application, sharing and replenishment. It is considered as the latest management panacea for organizational effectiveness. It has become increasingly popular because contemporary capabilities of information systems make the storing, generation and exchange of information and knowledge easier than ever.

This system was adopted as a strategy in the implementation of DILG programs through the Local Governance Resource Center.

**Local Government Resource Center.**

The Local Governance Resource Centre (LGRC) is a dynamic, interactive and virtual program to harmonize effective local governance in the Philippines that promotes the culture of learning and knowledge sharing among stakeholders. It is a two-pronged program:
Contributes to building the Department of the Interior and Local Government (DILG) as a knowledge-centric organization (KCO); and;

Builds learning communities that pursue local governance excellence through knowledge sharing and innovation.

Objectives

To promote a culture of learning and knowledge-sharing in pursuit of sustainable development through excellence in local governance;

To support DILG in its role as a primary catalyst for excellence in local governance;

To harness the role of DILG as knowledge brokers and facilitators of capacity development in local governance;

To facilitate the integration of knowledge management in DILG processes and systems towards building the Department as a Knowledge-Centric Organization.

The LGRRC-NCR

2009 saw the dawn of LGRRC-NCR. It started from nothing, so to speak. No funding support from development agencies. It was not an easy ride. People had a slow and sluggish appreciation of the system; core team was faced with disapproval laced with healthy dose of skepticism; manager struggled to ensure participation by people in knowledge sharing and collaboration. Knowledge was abundant but the ability to use it was scarce.

After its organization in 2009, the DILG – NCR LGRRC Team was reorganized through Regional Order No. 2010 - 180 dated October 4, 2010 composed of the Program Manager with members in charge of the four service facilities.

Just when it started to realize its importance to the organization, the entire regional office was hit extra hard by typhoon “Ondoy”, placing the building under several feet of water during the worst of the flooding, and sweeping away all the documents, records, collection of resource materials, furniture and fixtures, and equipment.
In late 2010, LGRRC-NCR started to rebuild in its new home at the Norbertina Building. It ramped up its efforts to capture and share knowledge. Core team endeavored to broaden people’s understanding and acceptance of knowledge management and learning. It also reached out to external partners and networks that served as invaluable knowledge assets and resources and started again to collect knowledge materials.

To fully strengthen the LGRRC and involve the whole members of the organization, the Core Team was again reorganized and expanded its members through Regional Order No. 2012 – 334 dated September 10, 2012.

Today, the LGRRC-NCR is poised to become one of the important Centers in the country. And this Manual of Operations shall serve as the heart of this Organization; serving as a guidebook on how things are done at the LGRRC.
The LGRRC-NCR Framework is designed to guide DILG-NCR in establishing itself as a knowledge-centric organization that promotes knowledge sharing through a knowledge management system.

This framework consists of over-arching goal, key principles, knowledge components and benefits.

**Over-arching Goal**

Knowledge management is the over-arching framework of LGRRC. It is founded on three mutually supportive principles: (1) knowledge management; (2) multi-stakeholdership; and (3) convergence. In advancing these principles, DILG-NCR seeks to establish itself and be recognized as a knowledge-centric organization.
Key Principles

The framework is based on the following key principles:

1. Knowledge Management - A process that involves the acquisition, storage, retrieval, creation, sharing, use application and evaluation of explicit and tacit knowledge.

2. Multi-stakeholdership - Based on the principle that there is no monopoly of knowledge and knowledge should be shared and used to promote efficiency, effectiveness, learning and innovation in local governance.

3. Convergence - A crucial need to harmonize various initiatives in local governance within DILG and beyond.

Program Components

Knowledge management as an overarching goal assumes four program components:

1. Multi-media and knowledge program. This includes the physical and e-library. This serves as the repository on local governance knowledge products and information with multi-media service and ICT support;

2. Capacity development serves as a venue to deliver and facilitate the delivery of quality, strategic and responsive capacity development;

3. Linkage facilitates partnerships and networking of LGUs with other local government stakeholders initiatives;

4. Public education and Citizenship program promotes good local governance practices and innovations among the general public.

In pursuing knowledge management, the LGRRC-NCR shall promote a culture of learning and knowledge sharing in pursuit of sustainable development through excellence in local governance.
VALUE PROPOSITION, VISION, MISSION

Value Proposition

“Enriching knowledge, building competencies.”

LGRRRC - NCR actively builds an organizational culture that promotes the enrichment of employee’s knowledge; vigorously encourages innovative and creative thinking to meet the evolving needs of the organization. It also persistently defines and measures competencies – building blocks of integrated knowledge, skills, talents and attributes that people need to perform a job effectively.

Vision

“The LGRRRC-NCR is knowledge-centric organization for excellence in urban governance that engages learning communities for knowledge innovation and development.”

Mission

In pursuit of our vision, the LGRRRC-NCR commits to:

- Promote knowledge generation and sharing by documenting best practices, exemplary performance, innovations and current trends on urban governance and development, and maintain knowledge products readily available to our clients – LGUs, stakeholders and the public in general;

- Shape responsive policies and craft innovative programs based on thorough research and studies;

- Install effective and up-to-date systems and technologies through constant performance review and organizational analysis;

- Foster strong partnerships by actively engaging CSOs, NGOs, and other stakeholders in collaborative initiatives and undertakings;

- Strengthen capacities through holistic human resources development programs.
MSAC, FACILITIES AND THEIR FUNCTIONS

Multi-Stakeholder Advisory Council (MSAC)

To foster community relationship and strengthen networks and partnerships in local governance in building the culture of learning and knowledge sharing, the LGRRC was complemented with partner stakeholders and organized them as the Multi-Stakeholder Advisory Council to assist in the development of mechanisms to integrate ‘knowledge management’ paradigms in the daily operations and programs of the Center. The MSAC is composed of the following different national government agencies, non-government organizations, Academe/Local Resource Institutes and private sector:

National Government Agencies:
1. NAPOLCOM-NCR
2. NCRPO
3. DOH-NCR
4. CSC-NCR
5. CHED-NCR
6. OCD-NCR
7. DSWD-NCR
8. BFP-NCR
9. PIA-NCR
10. NBOO

Non-Governmental Organizations:
1. PHILSSA
2. Kuliglig Social Development Services
3. Incite-Gov

Private Sector
1. PPCP
2. PPIA
3. InfoActiv Engineering and IT Solutions

Academe/LRI
1. UP NCPAG-CLRG
2. Ateneo School of Governance
3. Jesse M. Robredo Institute of Governance
4. Rizal Technological University
5. University of Makati

Leagues:
1. Liga ng mga Barangay – NCR Chapter
As partner in promoting a culture of knowledge sharing, the MSAC plays a critical role in assessing the needs, resources availability and prioritizing program efforts on local governance capacity development. The MSAC serves as venue for information exchange, matching of resources, establishing of partnership with other stakeholders and dialogue venue to help influence the local governance capacity development market.

FACILITIES AND THEIR FUNCTIONS

Multi-media Knowledge and Information Management

- Maintain and upgrade existing database system
- Manage and continuously enhance website
- Procure/acquire relevant books and other knowledge products in printed and electronics version.
- Compile and publish best practices in local governance
- Develop and produce information materials in video or CD featuring best practices in local governance
- Install needed equipment and other devices to make the Multi-media facility functional
- Conduct inventory of equipment, supplies, furnishings at the LG RRC
- Procure equipment and other furnishings needed for the smooth operation and interconnectivity of all LGRCs.
- Conduct regular monitoring and assessment of equipment installed in the LGRCs to ensure functionality

Capacity Development Program

- Conduct trainings to popularize the use of various tools in assessing LGU performance.
- Conduct facilitators’ training on the methods, process and techniques in the formulation of a capacity development agenda.
- Continuous enhancement and development of training modules, methodologies and presentation materials for LGU trainings.
- Design new and relevant courses and conduct modules development workshop in local governance.
- Monitor and assess effectiveness of intervention provided to LGUs that would be inputs for redesigning of training programs

**Linkage Services**

- Establish and forge partnership with various institutions and partners that play a key role in the operation of the LGRCs.
- Conduct regular multi-sectoral stakeholders meeting to ensure support of partners and as venue for sharing.
- Conduct learning events to be participated in by LRI and other partners in LG capacity building to include international participants.
- Establish links with other national government stakeholders and leagues of local governments.
- Maintain a directory of resource persons or “pool of experts” in various areas of local governance to be updated every six months or as necessary.

**Public Education and Citizen Development**

- Conduct fora/round table discussions with various citizens group to discuss issues and concerns affecting local governance.
- Develop campaign strategy that promotes good local governance practices in such areas like solid waste management; water and sanitation and environmental protection, etc.
- Develop and publish materials about good local governance that features exemplary achievements of ordinary citizens and its contribution in the improvement of the quality of life of the people in the community to be reproduced in printed and electronic form.
TEAM ROLES AND RESPONSIBILITIES

LGRRRC Program Manager
- Oversees the operation of the Regional LGRC.
- Creates the conditions for the production of certain knowledge required to meet the organization’s objectives.
- Provides direction and create ways to access knowledge to ensure its effective and sustainable use.
- Establishes and maintains methods of representing the available knowledge and putting it in the context of the organization’s needs.
- Introduces methods for converting knowledge into skills that are applicable, practiced and reproducible by the organization.
- Identifies and introduces ways to utilize skills for improving the organization’s performance.

LGRRRC Coordinator
- Coordinates with the national LGRC on matters pertaining to regional KM initiatives and undertakings and is in charge of maintaining link with MSAC members.

Facility Focal Person
- Ensures that the functions of each Service Facility are undertaken and delivered.

Planning Officer
- Develops program, projects and activities of the LGRRRC and ensures allocation of necessary funds.

Information Officer/Communication Officer
- Responsible in marketing and popularizing the NCR-LGRRRC through publications, brochures, flyers, media and social networks.

Support Staff
- Provides the necessary administrative and technical support in the operation of the Regional LGRC.
OPERATIONS AND MANAGEMENT POLICIES

POLICIES FOR PEOPLE

Organizational Culture

The Center is committed to changing the traditional mindset and organizational culture of people from knowledge hoarding to knowledge sharing. While introducing a knowledge sharing culture, great importance is placed in ensuring participation by the people in collaboration and networking.

Learning and Skills Development

Giving premium at equipping employees with right knowledge and skills is paramount. Continuous upgrading and enhancement of skills and competencies shall be a main concern.

Motivation and Rewards Scheme

The Center is unwavering in its stance of mounting in a combination of motivation and rewards scheme.

POLICIES FOR PROCESSES

Knowledge Creation

The Center puts value on making personal knowledge available to others. While encouraging critical thinking and creativity, it is committed to valuing an individual’s personal and private knowledge translated into a worthy public organizational knowledge.

Membership of Communities of Practice

Communities of practice are groups of people who share a concern or a passion for something they do and learn how to do it better as they interact regularly. The Center is committed to provide avenue for exchanges, interactions and discussions thereby connecting professions across sectors and networks are formed because people need one another to reach common goals.

Knowledge Application

The aim of this policy is to ensure that knowledge is put to actual use; supporting people’s ability to use learned material on and sharing the same.
POLICIES FOR TECHNOLOGY

Knowledge Portal

The LGRRC-NCR makes available technology solutions that meet KM objectives and investment plan. It shall ensure that the same is user-friendly and simple to use. Technology solutions shall provide functionality to support knowledge-sharing and collaboration, too.

Knowledge Storing

The Center invests on knowledge repository tools, processes and systems as basis for storing and retrieving vast quantities of knowledge and information.
Internal KM Audit

The NCR-LGRRC KM Audit was first done in August, 2010. Facilitated by the LGA, this activity made use of the assessment tools to determine the readiness of the DILG-NCR to establish its own LGRRC.

Based on the result, DILG-NCR is on the second level of readiness, i.e., the Initiation Stage. During this stage, the organization recognized the need to do knowledge managements and establish its operational resource center in the Region.

It also recognized the need to initiate, organize and implement activities geared towards the realization of the organization’s objective of making the DILG-NCR a KM practitioner and that, through the adoption of KM as a strategy, the organization can eventually establish an LGRRC through which all local governance capacity interventions are implemented.

Following the KM Audit in 2010, another KM Audit was made facilitated by DILG-Region III in August, 2011. This activity resulted in the following:

- Leadership category ranked the highest in the Organizational Assessment Survey. Major contributory factors are the shared knowledge, vision, and strategy which is linked with the organization’s mandate, vision, mission and goals. Interpersonal skills and strong collaborative linkages with other offices and stakeholders are very eminent in the Region.

- DILG-NCR recognized the need for a standard IT structure for its regional and field offices.

- Inventory of its pool of specialists and experts should be done.

- Databases and other data should be continuously updated for the use of the organization, clients, partner agencies and other stakeholders.

- Inventory of existing knowledge products and to access other KPs from other stakeholders is a must.
External Clients/ Multi-stakeholder Advisory Council (MSAC)

The KM Audit for the members of the Multi-Stakeholders Advisory Council was conducted to determine whether the members are already practicing KM in their respective office. The assessment showed that the MSAC members are already practicing KM in some areas of their operations, systems and processes.

The KM Audit also showed that the MSAC is committed to continue and sustain the practices of KM and that each agency/institution recognized its human resource as an essential part in KM processes and systems.

There is also an existing exchange of explicit and tacit knowledge between and among the MSAC members; however, there is a need for each agency/institution to explore further other knowledge that can be accessed and reused by all the stakeholders.

Social network of the MSAC is strong enough in terms of the degree and value of communications and that this can ensure success of establishing a knowledge centric organization.
GUIDING PRINCIPLES AND STRATEGIES

Multi-stakeholder Network

Actors from government institutions, civil society organizations, academe, and business sector come together to promote a culture of knowledge sharing through information exchange, matching of resources, establishing partnership with other stakeholders, and dialogue venue to help influence the local government capacity development market.

Partnerships and Collaboration

LGRRC believes in the power of collaboration. Partnerships and networks are invaluable resources for organizations. Working together with other organizations makes the work easier and big strides. Better decisions are made because information and understanding the perspective of partners are captured. Resources are used efficiently.

This scheme has resulted in upsurge in strategic and thematic alliances and projects.

Resource Mobilization

NCR shall employ cost cutting measures thru counter-parting schemes while promoting the LGRRC initiatives and without compromising the core functions of the Center and without marginalizing any division or unit.

Virtual Center

Our Official Website is considered as our virtual library - news, journals, accomplishments, programs modules, videos, circulars, list of books available of our LGRRC Library, all database and knowledge products created by DILG-NCR can be accessed by all members at any time from any internet connected computer, laptop or other portable device.

Knowledge Dissemination

Knowledge dissemination is an active process to communicate results to potential users by targeting, tailoring and packaging the message for a particular target audience.
Strategies that the Center shall employ for knowledge dissemination include the following:

1. Linkage and exchange events
2. Developing a user driven dissemination strategy
3. Media engagement
4. Using a knowledge broker
5. Developing researcher/knowledge user networks

Help Desk Service

The LG RRC help desk is a resource intended to provide the clients with information and support related to DILG’s PPAs, legal opinion on certain local governance/local official issue. The purpose of a help desk is to provide guidance using available sources and channels - websites, instant messaging, or email. There are also in-house experts to provide assistance to employees.

POOL OF EXPERTS

Directory of In-House Experts

<table>
<thead>
<tr>
<th>AREA OF EXPERTISE</th>
<th>NAME</th>
<th>BRIEF DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leadership, Management, Urban Governance and Development, DRRM</td>
<td>Renato L. Brion</td>
<td>Adept in public management, establishing alliances and formulating effective programs and strategies that set governance direction.</td>
</tr>
<tr>
<td>Knowledge Management</td>
<td>Maria Lourdes Agustin</td>
<td>Expertise in knowledge management, theories and practices.</td>
</tr>
<tr>
<td>KM Audit</td>
<td>Annie Ruth A. Quines, Czarina Del Espiritu Santo, Helen A. Verzosa, Lennie M. Yap</td>
<td>Skillful in conducting KM audit of employing various strategies and practices to identify and adopt knowledge and skills on local governance.</td>
</tr>
<tr>
<td>Monitoring and Evaluation</td>
<td>Helen A. Verzosa, Sarah Jacela</td>
<td>Expertise in preparation of monitoring and evaluation framework of a capdev program.</td>
</tr>
<tr>
<td>Information Technology</td>
<td>Lennie M. Yap, Michael L. Patricio</td>
<td>Specializes in computers and telecommunications equipment for storing, retrieving, &amp; transmitting data internally and externally.</td>
</tr>
<tr>
<td>AREA OF EXPERTISE</td>
<td>NAME</td>
<td>BRIEF DESCRIPTION</td>
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<tr>
<td>Graphic Design</td>
<td>Byron Nabua</td>
<td>Expertise in the creative process of conveying message to different audiences with the use of different methods such as printed brochures, tarpaulins, visual arts and page layout.</td>
</tr>
<tr>
<td>IT Consultant</td>
<td>Martin Dideles</td>
<td>Specializes in computers, multimedia systems and telecommunications equipment for storing, retrieving, &amp; transmitting data internally and externally.</td>
</tr>
<tr>
<td>Conversational English/</td>
<td>Don Fernandez</td>
<td>Expertise in proper usage of English in different context.</td>
</tr>
<tr>
<td>Writing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Project Management</td>
<td>Gloria C. Aguhar</td>
<td>Proficient in the planning, organizing, motivating, and controlling resources to achieve specific goals.</td>
</tr>
<tr>
<td>Exec-Leg Agenda/</td>
<td>Juan Jovian Ingeniero</td>
<td>Specializes on laws enacted by the legislative body at the national, state or local level.</td>
</tr>
<tr>
<td>Local Legislation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fiscal Management</td>
<td>Cesar Schneider</td>
<td>Adept with efficient and effective management of funds including local government taxation and fiscal matters.</td>
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<tr>
<td></td>
<td>Annie Ruth Quines</td>
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</table>

**Directory of Experts - External (MSAC)**

<table>
<thead>
<tr>
<th>ORGANIZATION</th>
<th>AGENCY PROFILE/TRAINING PROGRAMS OFFERED/ FIELD OF EXPERTISE</th>
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<tbody>
<tr>
<td>CSC-NCR</td>
<td>Provides training and personnel development programmes:</td>
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<tr>
<td></td>
<td>• Seminar Workshop on Administrative Justice</td>
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<td></td>
<td>• Supervisory Development Course (Track 1)</td>
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<td></td>
<td>• Leave Administration Course for Effectiveness</td>
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<td></td>
<td>• Supervisory Development Course (Track 2 and 3)</td>
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<tr>
<td>DSWD-NCR</td>
<td>Responsible for the protection of social welfare rights and promotion of social development</td>
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<tr>
<td>ORGANIZATION</td>
<td>AGENCY PROFILE/TRAINING PROGRAMS OFFERED/FIELD OF EXPERTISE</td>
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</tbody>
</table>
| **BFP-NCR**  | Responsible for ensuring public safety through prevention and/or suppression of all destructive fires on buildings, houses, and other similar structure, forests, and land transportation vehicles and equipment, ships/vessels docked at piers, wharves or anchored at major seaports, petroleum industry installations.  
Also responsible for the enforcement of the Fire Code of the Philippines (PD 1185) and other related laws, conduct investigations involving fire incidents and causes thereof including the filing of appropriate complaints/cases. |
| **DOH-NCR (DOH)** | Over-all technical authority on health as it is a national health policy-maker and regulatory institution.  
Has three (3) major roles in the health sector:  
1. Leadership in health  
2. Enabler and capacity builder  
3. Administrator of specific services  
DOH provides special tertiary health care services and technical assistance to health providers and stakeholders. |
| **CHED-NCR**  | Governing body covering both public and private higher education institutions as well as degree-granting programs in all tertiary educational institutions. |
| **OCD-NCR**  | Implementing arm of the Metro Manila Disaster Risk Reduction and Management Council (MMDRRMC), has the primary mission of administering a comprehensive national civil defense and disaster risk reduction and management program.  
Provides leadership in the continuous development of strategic and systematic approaches and measures to reduce the vulnerabilities and risks to hazards and manage the consequences of disasters. |
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<tr>
<th>ORGANIZATION</th>
<th>AGENCY PROFILE/TRAINING PROGRAMS OFFERED/FIELD OF EXPERTISE</th>
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<tbody>
<tr>
<td>NAPOLCOM-NCR</td>
<td>Exercise administrative control and operational supervision over the Philippine National Police (PNP).</td>
</tr>
<tr>
<td>NCRPO</td>
<td>Enforce the law, prevent and control crimes, maintain peace and order, and ensure public safety and internal security with the active support of the community.</td>
</tr>
<tr>
<td>PIA-NCR</td>
<td>Provide people with adequate information to help them to make better decisions and identify opportunities that could improve their quality of life.</td>
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<tr>
<td></td>
<td>The function of the PIA-NCR is to:</td>
</tr>
<tr>
<td></td>
<td>1. Implement policies, plans and programs of the Agency in the area;</td>
</tr>
<tr>
<td></td>
<td>2. Provide economical, efficient and effective information services to target publics;</td>
</tr>
<tr>
<td></td>
<td>3. Coordinate with and assist regional offices of other government agencies in the planning and implementation of programs and;</td>
</tr>
<tr>
<td></td>
<td>4. Supervise and provide support to Information Centers located in the province in the area.</td>
</tr>
<tr>
<td></td>
<td>The PIA-NCR directly communicates with the Media Infrastructure and Regional Operations Division at the Central office of PIA.</td>
</tr>
<tr>
<td>LnB-NCR</td>
<td>Give priority to programs designed for the total development of the barangays and in consonance with the policies, programs and projects of the national government;</td>
</tr>
<tr>
<td></td>
<td>Assist in the education of barangays residents for people’s participation in local government administration in order to promote united and concerted action to achieve country-wide development goals;</td>
</tr>
<tr>
<td>Organization</td>
<td>Agency Profile/Training Programs Offered/Field of Expertise</td>
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</tr>
<tr>
<td>LnB-NCR</td>
<td>Supplement the efforts of government in creating gainful employment within the barangay; Adopt measures to promote the welfare of barangay officials; Serve as a forum of the barangays in order to forge linkages with government and non-governmental organizations and thereby promote the social, economic and political well-being of the barangays; and Exercise such other powers and perform such other duties and functions which will bring about stronger ties between barangays and promote the welfare of the barangay inhabitants.</td>
</tr>
<tr>
<td>ORGANIZATION</td>
<td>AGENCY PROFILE/TRAINING PROGRAMS OFFERED/FIELD OF EXPERTISE</td>
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</tr>
<tr>
<td>University of Makati</td>
<td>Research and Training Institution focused on public administration particularly barangay governance.</td>
</tr>
<tr>
<td>University of the Philippines – National Institute of Geological Sciences</td>
<td>A multidisciplinary forum for the study of processes that shape the Earth. It is the national center of excellence for the advancement, dissemination and application of geology in the Philippines. Pursuant to their mandate, the primary objectives of the institute are achieved through teaching, research and extension services.</td>
</tr>
<tr>
<td>Incite-Gov International Center for Innovation, Transformation and Excellence in Local Governance</td>
<td>Provides research on developing and operationalizing policy agenda that links democratic politics, good governance and development outcomes in critical reform areas.</td>
</tr>
</tbody>
</table>
POPULARIZING OF PROGRAMS AND SERVICES

In order to sustain the gains of the NCR LG RRC, various IEC activities are being proposed, such as but not limited to the following:

1. Development of various KPs such as brochures, leaflets, newsletters, and audio-visual presentations.
2. Conduct of fora
3. Uploading of AVPs in video-sharing websites such as in YouTube.
4. Signing-up in social networking sites
5. Development of promotional/novelty items (e.g. paper weight, mugs, calendar and the like)
6. Guesting in radio programs
7. Promotion through TV plugs and advertisements
8. Sponsorship of movie premiers and cause-oriented events
9. Sponsoring contests (e.g. Text Promo: “Estero mo, I-patrol mo!”)
10. Conduct of Appreciation Events

Communication and Visibility Action Plan

Objective

With a goal of achieving maximum communication capability to deliver awareness among the DILG families and the public regarding the DILG major programs, this Communication Plan aims to realize public understanding and participation so as to provide a stronger and united objectives among its members and non-members as well.

Communication Strategic Objectives

- To increase public awareness and knowledge of DILG-NCR Programs, Projects and Advocacies
- To increase public participation and cooperation on the DILG programs
Regional Communication Strategies

- Capacitating the DILG-NCR Information Officers
- Networking/Linkages
- Media Relations
- Social Networking Sites
- DILG-NCR Website
- Newsletter and Annual Report

Background

Strengths

- Goal-oriented and competent technical personnel and information officers
- Conducive working environment
- Strong internal information networking

Weaknesses

- Lack of information officers and technical personnel
- Inadequate funds for information activities
- Skills in some aspects of communication work need to be enhanced

Core Message

LGRRC-NCR stands to its vision of being a knowledge-centric organization for excellence in urban governance that engages learning communities for knowledge innovation and development.