



KABATAAN ROADTRIP



UP SAMAHAN TUNGO SA
PROGRESIBONG ADMINISTRASYON

Republic of the Philippines
DEPARTMENT OF EDUCATION
Schools Division Office of Butuan

ADVISORY
No. 043, S. 2022

To: PUBLIC PRIVATE PSDS
 Elementary Junior High School | Senior High School
 Elementary School Principals/School Heads
 Secondary School Principals/School Heads

For Information:
ROWENA T. QUIAMBAO, CESE
 Assistant School's Division Superintendent
 OIC Office of the School Division Superintendent

October 24, 2022

Greetings!

UP Samahan Tungo sa Progresibong Administrasyon (UP STPA) is a socio-academic student organization based in *UP National College of Public Administration and Governance (UP NCPAG)* that upholds the principles and practices of Public Administration. Since its foundation in 1988, UP STPA has forwarded critical awareness, academic excellence, and public service as its core values and produced distinguished members who hold important positions in both the public and the private sectors. As a home for the *lingkod bayan*, UP STPA continues to foster its virtues by advancing knowledge on important political and social issues inside and outside the university.

In line with our core values, UP STPA annually organizes **Kabataan Roadtrip**, a forum and competition series that aims to introduce high school students to the field of Public Administration—as a discipline and as a tool in keeping the government effective, efficient, and accountable. With the theme, "**The Future of E-Governance: Exploring the Youth's Role in Public Administration,**" this year's Kabataan Roadtrip will be focusing on the significant role of the youth in Public Administration, specifically, in advancing the Information and Communications Technology (ICT) situation in the country. It will tackle the current issues concerning ICTs, from misinformation and disinformation to data privacy issues and more; introduce the discipline of Public Administration, specifically e-governance, and its efforts to answer these public concerns; and emphasize what the youth can do to further the progress of these efforts. The two-day discussion forum will be held on **November 25 - 26; from 1:00 to 4:00 PM via Zoom Communications**. At the same time, students are welcome to participate in **three contests: an essay writing, an insightful Tiktok video, and a digital poster making** for a chance to win cash prizes.



In this regard, we would like to request for an endorsement from your esteemed Schools Division Office. Addressed to your constituent high schools, this endorsement will greatly help us invite and encourage students from both public and private schools to participate in our two-day forum and contests which will critically deepen their understanding of championing e-governance in the country.

To know more about the event details and the contest mechanics, please see attached files in this email. Should you have any concerns and clarifications, please feel free to contact Ma. Erica Therese G. Santos at 0961 479 0581 or email us at upstpa1988@gmail.com.

We look forward to your favorable response. Thank you very much.

Towards progressive administration,

ELISHA LOUISE NAVARRO

Co-head

Kabataan Roadtrip 2022 Organizing Committee
Samahan Tungo sa Progresibong Administrasyon
University of the Philippines Diliman

ERICA THERESE SANTOS

Co-head

Kabataan Roadtrip 2022 Organizing Committee
Samahan Tungo sa Progresibong Administrasyon
University of the Philippines Diliman

JAMIE EUNICE UNAS

Co-head

Kabataan Roadtrip 2022 Organizing Committee
Samahan Tungo sa Progresibong Administrasyon
University of the Philippines Diliman



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ESSAY WRITING

CONTEST MECHANICS

1. This contest is open to all senior and junior high school students.
2. Participants can only submit **one (1)** entry. If two (2) or more files under the same name are submitted, the organizers will only consider the **latest** submission.
3. The theme of Kabataan Roadtrip 2022 is **"The Future of E-Governance: Exploring the Youth's Role in Public Administration"**, therefore, the essays must follow suit.
4. The entries can be in English or Filipino, encoded, single-spaced, with a minimum of 500 words and a maximum of 1,000 words only.
5. Outputs should be submitted in PDF format with file name: "KR2022_ESSAY_SCHOOL_SURNAME"
EXAMPLE: (KR2022_ESSAY_UPIS_DELA CRUZ)
6. Entries should be submitted through email: upstpa1988@gmail.com, with the subject heading: KR 2022-Contest Submission-Essay.
7. Submissions will be accepted until **16 November 2022** at 11:59 p.m.
8. Criteria for judging:

CRITERIA	DESCRIPTION	WEIGHT IN PERCENTAGE
CONTENT	Relevance to the theme, reference and accuracy to Philippine context	50%
ORGANIZATION	Conciseness, Coherence, Focus/ Unity of thought, flow of discussion	25%
FORM & STYLE	Grammar, Originality, Creativity	25%
TOTAL		100%

9. Participants shall receive a Certificate of Participation.
10. The winner will receive a cash prize of Php 700.00 and a Certificate of Recognition.
11. The winner shall be announced on **26 November 2022** through Zoom and in the official Kabataan Roadtrip Facebook page: <https://www.facebook.com/kabataanroadtrip>.



KABATAAN ROADTRIP TIKTOK VIDEO CONTEST MECHANICS

1. The contest is open to all junior and senior high school students.
2. Create a Tiktok video (max. 60 seconds) creatively answering a question* grounded on the theme of this year's Kabataan Roadtrip – "The Future of E-Governance: Exploring the Youth's Role in Public Administration".

*List of Questions to choose from:

- a. What is the role of youth in public service, particularly in e-governance?
 - b. How can you promote good governance in your school organization/s?
 - c. As a student, how will you encourage your peers to engage in discourse about issues like (1) disinformation propaganda; or (2) breach of data privacy mechanisms?
 - d. How have you honed your media and information literacy skills in the context of rising misinformation?
 - e. How can youth idealism confront the harsh realities in the public sphere?
 - f. How have digital platforms transformed the way we participate in the policy making process of the government?
 - g. What would you say is the strength of the youth leaders that is undervalued? Why?
 - h. In your understanding of public administration, how has it enlightened you to be better in your craft to be servant leaders?
 - i.
3. Participants can only submit one (1) entry. If two or more files under the same name are submitted, the organizers will only consider the latest submission.
 4. The format of the video must be MP4 with file name: "KR2022_TIKTOK_SCHOOL_SURNAME"
EXAMPLE: (KR2022_TIKTOK_UPIS_DELA CRUZ)
 5. Entries should be submitted through email: upstpa1988@gmail.com, with the subject heading: KR 2022-Contest Submission-Tiktok Video.
 6. Submissions will be accepted until 16 November 2022 at 11:59 p.m.
 7. All submitted entries will be posted on the Kabataan Roadtrip's Facebook page (<https://www.facebook.com/kabataanroadtrip>) on 17 November 2022, 7 p.m. Participants are free to gather likes/hearts/wows and shares for their entries until 11:59 PM of 22 November 2022 for points.

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TIKTOK VIDEO

CONTEST MECHANICS

8. Criteria for judging:

CRITERIA	SCALE	WEIGHT IN PERCENTAGE
CONTENT	<ul style="list-style-type: none">• Were the concepts & contents shown relevant & accurate?• Is the video able to effectively communicate a balance between being informative and entertaining?	45%
ENTERTAINMENT VALUE	<ul style="list-style-type: none">• Is the video creative?• Does the output draw positive responses & reactions from its target audience?• Is the video engaging and/or thought-provoking?	45%
POPULARITY	This will be measured based on the quantity of likes and shares of the video on KR 2022 official FB page. Specific breakdown of points: 1st place: 10% 2nd place: 8% 3rd place: 6% 4th place: 4% 5th place and beyond: 2%	10%
	TOTAL	100%

9. All participants shall receive a Certificate of Participation.

10. The winner will receive a cash prize of Php 700.00 and a Certificate of Recognition.

11. The winner shall be announced on **26 November 2022** through Zoom and in the official Kabataan Roadtrip Facebook page:
<https://www.facebook.com/kabataanroadtrip>.



KABATAAN

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DIGITAL POSTER MAKING

CONTEST MECHANICS

1. This contest is open to all senior and junior high school students.
2. Participants can only submit one (1) entry. If two (2) or more files under the same name are submitted, the organizers will only consider the latest submission.
3. The poster must illustrate, elucidate, and highlight the theme of "The Future of E-Governance: Exploring the Youth's Role in Public Administration".
4. Participants shall only use the specified software:
 - a. Adobe Photoshop
 - b. Adobe Illustrator
 - c. Adobe InDesign
 - d. Canva
 - e. Paint
 - f. Blender
5. Participants shall use A4 size paper in their designs.
6. Outputs should be submitted in JPG format with file name: "KR2022_POSTER_SCHOOL_SURNAME"
EXAMPLE: (KR2022_POSTER_UPIS_DELA CRUZ)
7. Entries should be submitted through email: upstpa1988@gmail.com, with the subject heading: KR 2022-Contest Submission-Digital Poster.
8. Submissions will be accepted until 16 November 2022 at 11:59 p.m.
9. Criteria for judging:

CRITERIA	DESCRIPTION	WEIGHT IN PERCENTAGE
CONTENT	Relevance to the theme, reference and accuracy to Philippine context	50%
ORIGINALITY	Expresses artist's unique style and takes inspiration from the stated theme	25%
FORM & STYLE	Displays a well-balanced color scheme, lettering, and placement of design elements and espouses the theme	25%
	TOTAL	100%

10. Participants shall receive a Certificate of Participation.
11. The winner will receive a cash prize of Php 700.00 and a Certificate of Recognition.
12. The winner shall be announced on **26 November 2022** through Zoom and in the official Kabataan Roadtrip Facebook page:
<https://www.facebook.com/kabataanroadtrip>.

CONTACT DETAILS

For any concerns and clarifications,
please feel free to contact



EXTERNALS & PARTNERSHIPS

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FORUM & CONTEST PROGRAMS

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KABATAAN

R O A D T R I P

P R I M E R



ABOUT UP STPA

The UP STPA is a university-recognized socio-academic student organization, a two-time Gawad Chancellor Awardee for Best Student Organization in 1996 and 1997, based in the National College of Public Administration and Governance (NCPAG) of the University of the Philippines-Diliman. UP STPA has remained to be the oldest organization in the college. It was founded on the 26th of November 1988 by 18 Public Administration students who were the first to enroll in the then-newly reinstated Bachelor's Degree program, which was abolished in 1968.

For the past thirty-two years, UP STPA has dedicated itself to the service of the Filipino people through the utilization of Public Administration as an effective and systematic tool in providing a humanistic and nationalistic-oriented public service that is accountable and credible. Its projects and programs have been grounded to instill Academic Excellence, Critical Awareness, and Public Service in its members and the public.

ACADEMIC EXCELLENCE

UP STPA is committed to promoting Academic Excellence in its members. In line with this, symposia, lectures, seminar workshops, and forums such as course appreciation program, tutorials, project management workshops, and public speaking and debate Seminar are given to the members of the organization and other UP students to encourage them to give more importance to the education they are privileged to have.

CRITICAL AWARENESS

As students of Public Administration, UP STPA believes in the strength of the people to influence change and progress in the government. Public Lectures, Debates, Voter's Education, Discussions, and Film Showing issues concerning Filipinos such as the Fiscal Crisis, Government Reinvention, Electoral Reforms, and Poverty are held to further develop critical awareness in them, hoping that they are future advocates of change of our country.

PUBLIC SERVICE

Outreach programs, medical missions, and book sharing for urban poor communities and indigenous groups, as well as leadership training and self-development workshops for public high school students, are held to help our less fortunate brothers and sisters and to give STPAers the chance to serve the Filipino people making UP STPA an effective and efficient training ground for future public administrators.

This dedication has led to the organization's recognition by the University of the Philippines as a two-time Gawad Chancellor Awardee for Best Student Organization in 1996 and 1997. Still, the UP STPA's responsibility of helping to create a better Philippine society continues—a commitment we will carry on to the future.



KABATAAN ROADTRIP

Kabataan Roadtrip is the biggest and widest student-led web forum and competition series initiated by the UP Samahan Tungo sa Progresibong Administrasyon (UP STPA), a socio-academic student organization based in the UP National College of Public Administration and Governance (UP NCPAG).

On its 8th installment, Kabataan Roadtrip once again aims to introduce high school students to the field of Public Administration – as a discipline and as a tool in keeping the government effective, efficient, and accountable. The event also aims to emphasize the prevalence of e-governance in the country, as well as the critical role of the Filipino youth in participating in the public sector.

The discussion forum is followed by three major contests: Essay writing, Tiktok Video, and Digital Poster Making.

DATES TO REMEMBER

November 25 & 26, 2022
(1-4 pm)

PLATFORMS

Zoom Conference, Facebook
Livestream, & other Social
Media Platforms



REMINISCING KABATAAN ROAD TRIP THROUGHOUT THE YEARS

2015

Netizens for
Democracy

2016

Service through
the Lens of the
Youth

2017

Presenting Public
Administration
Through the Youth

2018

The Role of the
Youth in upholding
the Rule of Law

2019

The Role of Public
Administration & Youth
Participation in Public
Health & Agriculture

2020

The Intersection of
Public Health and Public
Administration in
Addressing the
Pandemic

2021

The Gen Z's Potential:
Engaging the Youth in
Public Service and
Good Governance

The Future of E-Governance:

Exploring the Youth's Role in Public Administration

RATIONALE

The main objective of Kabataan Roadtrip is to introduce the concept of Public Administration to high school students, more specifically the emergence of E-Governance in the Philippines. Public Administration, being more integrated into the digital world, is reinforced to reinvent itself to better cater to the needs of the general public. The essential transition has been accelerated by the expansion of Information and Communication Technologies (ICTs). Given the increasing issues in accountability and transparency in the government's state of affairs, ICTs that can potentially enhance citizen engagement underscores E-Governance as an ideal new paradigm. Through ICTs, the goal of E-Governance is to develop more effective mechanisms for public service delivery and information dissemination, given the advent of technology and the Internet.

The pandemic imposed a drastic shift to all administrative practices in the public sector. Despite the fact that the delivery of services was made accessible through online platforms, it cannot be denied that E-Governance in the Philippines is still not a norm, hence, it is surrounded by several concerning issues, like misinformation and data privacy controversies. Furthermore, most Filipinos are not yet accustomed to the generality of the world of ICT, thus, making it more difficult for them to be fully knowledgeable about the processes, which results in minimal public scrutiny in E-Governance.

Kabataan Roadtrip 2022 aims to enlighten the youth about the context of Public Administration in the Philippines' online sphere, elevate critical consciousness about the issues that obstruct the effectiveness and efficiency, as well as the trust in E-Governance, and empower the youth to participate, strengthen, and enhance the digitalized public sector.

TOPICS OF THE FORUM

1.

Developing Critical Awareness on the Issues surrounding E-Governance in the Philippine Public Sector

Tackles the issues and challenges of e-governance as the Philippine public sector shifts to the digitalization of public services intensified by the global pandemic.

2.

Public Administration in Action: Navigating PA Efforts in E-Governance

Highlights the best practices and gaps in the efforts for e-governance and how its systems are accepted by the citizens through the lens of Public Administration.

3.

The Youth as Pillars of E-Governance

Accentuates the role of the youth in scrutinizing the emergence of e-governance and empowering them to participate in e-governance.

PROGRAM FLOW

DAY 1: E-Governance and the Philippine Public Sector

NOVEMBER 25, 2022 (FRIDAY)

ACTIVITY	TIME
Ingress of Participants and Technical Check	12:45 - 1:05 PM
Event Guidelines and Ice Breaker	1:05 - 1:20 PM
Welcoming Remarks	1:20 - 1:25 PM
Introduction of Kabataan Roadtrip 2022: Rationale for E-Governance and the Philippine Public Sector	1:25 - 1:35 PM
Introduction of Speaker #1	1:35 - 1:40 PM
Plenary Session 1: Developing Critical Awareness on the Issues surrounding E-Governance in the Philippine Public Sector	1:40 - 2:20 PM
Open Forum for Speaker #1	2:20 - 2:30 PM
Awarding of Certificate for Speaker #1 and Picture Taking	2:30-2:35 PM
Break / Ice Breaker	2:35 - 2:45 PM
Introduction of Speaker #2	2:45 - 2:50 PM
Plenary Session 2: Public Administration in Action: Navigating PA Efforts in E-Governance	2:50 - 3:30 PM
Open Forum for Speaker #2	3:30 - 3:40 PM
Awarding of Certificate for Speaker #2 and Picture Taking	3:40 - 3:45 PM
Closing and Acknowledgements	3:45 - 3:55 PM
Picture Taking	3:55 - 4:00 PM

PROGRAM FLOW

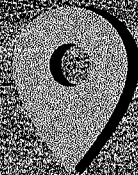
DAY 2: The Youth as Pillars of E-Governance

NOVEMBER 26, 2022 (SATURDAY)

ACTIVITY	TIME
Ingress of Participants and Technical Check	12:45 - 1:05 PM
Event Guidelines and Ice Breaker	1:05 - 1:20 PM
Welcoming Remarks	1:20 - 1:25 PM
Introduction of Kabataan Roadtrip 2022 / Rationale for The Youth as Pillars of E-Governance	1:25 - 1:35 PM
Introduction of Speaker #1	1:35 - 1:40 PM
Plenary Session 1: The Youth as Pillars of E-Governance: Understanding the Role of the Youth in Scrutinizing the Emergence of E-Governance	1:40 - 2:20 PM
Open Forum for Speaker #1	2:20 - 2:30 PM
Awarding of Certificate for Speaker #1 and Picture Taking	2:30 - 2:35 PM
Break / Ice Breaker	2:35 - 2:40 PM
Introduction of Speaker #2	2:40 - 2:45 PM
Plenary Session 2: The Youth as Pillars of E-Governance: Empowering the Youth to Participate in E-Governance	2:45 - 3:25 PM
Open Forum for Speaker #2	3:25 - 3:35 PM
Awarding of Certificate for Speaker #2 and Picture Taking	3:35 - 3:40 PM
Announcement of Contest Winners	3:40 - 3:50 PM
Closing and Acknowledgements	3:50 - 3:55 PM
Picture Taking	3:55 - 4:00 PM



KABATAAN ROADTRIP IN NUMBERS



300+
ATTENDEES

ORGANIZATIONAL DEMOGRAPHICS

70+

ACTIVE MEMBERS

400+

ALUMNI

SOCIAL MEDIA REACH

6,666

UP STPA FB PAGE
LIKES

1,400

KR FB PAGE LIKES

109,800+

REACH IN ALL ONLINE SOCIAL
MEDIA PROMOTIONS