

PHILIPPINE COUNCILORS LEAGUE STRATEGIC PLANNING WORKSHOP
May 4-7, 2017 Dumaguete City

RATIONALE

The PCL Strategic Planning Workshop was designed as a participatory mechanism in the development of broader objectives for the current term of the PCL leadership. As such, specific issues were identified to be able to provide the organization with a framework of action that is achievable within the next three years. Upon identification of the broader objectives for each issue cluster, specific action plans can be developed, as well as implementation strategies and guidelines which will serve as parameters for the organization in determining whether it is achieving its key strategic objectives in the fulfillment of its mandate.

The participants of the PCL Strategic Planning Workshop were divided into twelve (12) issue cluster groups covering various issue-areas which the organization has been primarily focused on. The participants were divided to participate in the following issue cluster groups:

1. PCL Hostel and Vehicles;
2. PCL E-Legislation;
3. PCL Credit Cooperative;
4. PCL Legislative Academy;
5. PCL Advocacy;
6. PCL Programs: Drugs and Crime;
7. PCL Programs: Federalism;
8. PCL Programs: Anti-Corruption;
9. PCL Programs: Disaster Management;
10. PCL Procurement System;
11. PCL Media Bureau/Social Media;
12. PCL Economic Development and Investment Promotions.

Following the approval and adoption of the outputs of each of the committees, the Technical Working Group has prepared a consolidated report on the future action plans of the PCL covering the issue clusters mentioned above. Outputs from each of the committee report will be further categorized into the following:

1. Capability-Building Measures;
2. Educational and Awareness Campaigns;
3. Consultations;
4. Policy Measures;
5. Infrastructure and Physical Resources;
6. Administrative Support;

7. Platform Development and Management;
8. External Linkages;
9. Transparency and Accountability Measures;
10. Research.

Building on the outputs of each committee, the Technical Working Group also provided recommendations to initiate the implementation of committee recommendations, identify possible intersections and areas of collaboration.

PCL E-LEGISLATION

The committee on PCL E-legislation determined that the objective of the initiative must be the establishment of an efficient and accessible mechanism for information and data exchange and sharing among PCL members and their respective LGUs. This is to further ensure that current local legislation is shared among the organization for possible guidance for other councilors as they develop local ordinances within their respective jurisdiction. As the group identified the lack of such mechanism as a key challenge for members of the PCL, the following measures have been suggested for approval and adoption -

A. Platform Development and Management

In order to address the lack of mechanism for information and data exchange within the members of PCL, the committee proposed the development of a web-based communication portal that will serve as a repository of relevant documents from its members, as well as including a feature for member communications.

B. Policy Measures

The committee also pushed for the approval and adoption of the I-Support Program, which has been previously submitted to PCL. This was approved and adopted during the NEO-NB General meeting following the workshop.

TIMELINE: The committee indicated a July 30, 2017 deadline for the development of the web-based portal, as well as the adoption of the I-Support Program.

PERSON-IN-CHARGE: Atty. Miles/Atty. Joey

RESOURCES NEEDED: The funds for this initiative will be sourced from both the PCL and LGU fund given that it will be useful for both the organization and the respective LGUs represented within PCL.

PERFORMANCE INDICATORS: To determine the success of this initiative, PCL must have launched the E-Legislation portal through the implementation of the I-Support Program within the current term.

RECOMMENDATIONS FROM TECHNICAL WORKING GROUP (TWG):

With PCL approval of the I-Support Program, the Technical Group recommends the evaluation of the program design to ensure that it is in line with the committee recommendation to develop a web-based portal that will serve as both a repository of relevant documents and communications mechanism for PCL members.

If possible, the portal can be within the existing PCL website so as to consolidate portals where members can go to online for PCL-related matters. It will ensure ease of use.

To ensure sustainability, a dedicated IT support staff must be available to the organization to ensure that regular updates of the portal, as well as IT maintenance

PCL CREDIT COOPERATIVE

The Committee assigned to discuss strategic plans on PCL Credit Cooperative determined that the mainly immediate objective for the organization is to develop a better understanding of the status of the PCL Credit Cooperative. As such, the recommendations of the committee largely focused on issues on legality, funding and elected officials for the cooperative, as well as determination of proper signatories, reconciliation of previous records of old members, and administrative issues like establishing a head office for the PCL Credit Cooperative.

A. External Linkages

In order to address the multiple concerns in relation to the PCL Credit Cooperative, the initial recommendation of the committee is to start linkage with the Credit Development Agency (CDA), an institution who has expressed willingness to assist PCL in strengthening the cooperative program.

B. Infrastructure and Physical Resources

In order to achieve the objective of developing a better understanding of the PCL Credit Cooperative, as well as other issues identified by the committee, the establishment of a head office, with corresponding staff support, was recommended by the committee.

TIMEFRAME: Immediately

PERSON-IN-CHARGE: PCL Coop Chair and Manager

RESOURCES NEEDED: Funding for Head Office, Copies of clear policies of CDA, COA and DILG on cooperative matters

PERFORMANCE INDICATORS: Reporting of Current Status of PCL Cooperative to members

RECOMMENDATIONS FROM THE TWG:

The immediate coordination and consultation with the CDA is crucial to the resolution of various issues on the PCL Credit Cooperative. As such, the Credit Cooperative President and Manager must set the agenda for consultation and initiate the necessary steps to establish these consultation sessions through capacity-building measures related to cooperative management, with specific determination of issues unique to the PCL Credit Cooperative.

This step must be sustained with the provision of support for the cooperative office and staff support, who will take charge of the finalization of cooperative guidelines of policies and database and records management for old and new members. Digitization of records may be included in the tasking of the IT support staff of PCL to ensure easier access to information and management of records.

PCL LEGISLATIVE ACADEMY

The PCL Legislative Academy presented its 2017-2018 Action Plan geared towards increasing the involvement of PCL members in its capacity-building programs geared towards attaining the necessary baccalaureate, masteral and doctoral degrees, as well as shorter courses designed specifically for the needs of its members. As such, the PCL Legislative Academy defined its objective towards further capacitating government officials and employees through a lecture-series and provision of degree-earning opportunities.

A. Capacity-Building Measures

For its one-year action plan, the PCL Legislative Academy recommends intensifying its program offerings for degree-earning initiatives, provision of lecture-series and local and international crash courses for PCL members. Integral to the degree-earning initiatives are efforts to conduct and facilitate orientations and enrollment, intensification of Transfer Credentials, provision of lecture-series and research/terminal report.

The local and international crash course offerings will entail the development of customized courses for participating PCL members. For both initiatives, the Legislative Academy will continue meeting and engaging its partner universities, develop a pool of lecturers and develop the necessary modules for proper implementation of the action plan.

TIMEFRAME:

For Baccalaureate, Masteral and Doctoral Programs:

- a) Orientation/Enrollment – May-August 2017
- b) Intensification of Transfer Credentials – June-October 2017
- c) Lecture Series – June 2017-August 2018
- d) Research/Terminal Report – May 2017-August 2018

For Local and International Crash Courses: Customization of Courses – May 2017-July 2018.

PERSON-IN-CHARGE: Dr. Larry Caminero

RESOURCES NEEDED:

- a) Provision for Partners Meetings (Universities and Local PCL Chapters)
- b) Ready Modules
- c) Lecturer’s Pool
- d) Funding Support

PERFORMANCE INDICATORS:

For Baccalaureate Program – 1,215 graduates from 81 provinces (15 enrollees/province)

For Masteral Program – 1,215 graduates from 81 provinces (15 enrollees/province)

For Doctoral Program – 50 enrollees nationwide

For Crash Courses – 700 participants from 14 regions (50 participants/region)

RECOMMENDATIONS FROM THE TWG:

In order to reach the targets set by the committee, the Legislative Academy must prepare the funding support request to be submitted to PCL NEO-NB, which will also include its initial identification of partner universities and initial plan for the local and international crash course program offering. Consultations with local PCL chapters must also commence immediately to determine the specific competence needs of PCL members to provide supporting data for the design of the initiatives of the Legislative Academy.

PCL ADVOCACY

The broad objective set by the committee convened to discuss PCL Advocacy is to develop an effective advocacy program for the organization through increased participations of RCCs, PFPs and CCPs in the formulation and determination of advocacy priorities of PCL. As presented by the committee, there is a need to develop a more participatory process in determining the advocacies which PCL will take on, cognizant of the inputs from the ground to ensure that issues are widely represented within and outside the organization. With this, the committee proposed the following recommendations:

A. Consultations

In order to ensure wider participation and representation in the identification of PCL advocacy areas, the committee recommends the implementation of consultation initiatives within its members to develop various position papers on which advocacies PCL will push for within the current term. In order to minimize the needed financial requirements, the committee further recommends that these consultations be conducted online, through various digital platforms which can be determined by the organization (i.e. email exchange, use of website etc.) These consultation sessions are geared towards involving the RCCs, PFPs and CCPs and their respective localities in developing position papers related to PCL Advocacy suggestions/ideas.

B. Administrative Support

In order to further streamline effective dispensation of the mandate of the Advocacy Committee, the committee also recommends for the provision of additional staff support in order to ensure efficient delivery and performance of duties assigned to the Advocacy Committee. Staff provision will be based on the identified needs of the Advocacy Committee.

C. Infrastructure and Physical Resources

Critical to efficient performance of the Advocacy Committee is the establishment of an office which will serve as the central unit in the performance of its mandate. Corresponding capital expenditure on office furniture and equipment is also recommended by the committee.

TIMEFRAME: starting 3rd quarter of 2017

PERSON-IN-CHARGE: Advocacy Committee

RESOURCES NEEDED: Budgetary Provision for the following -

- a) Meetings and Mobilization for Consultations
- b) Salaries for Administrative Support Staff
- c) Office Rental, Furniture and Equipment

PERFORMANCE INDICATORS: Position Papers on Possible PCL Advocacies

PCL PROGRAMS: DRUGS AND CRIME

With the government's intensified campaign against illegal drugs, PCL must also intensify its counterpart program in combating the proliferation of illegal drugs in their respective localities. As such, the committee's broad objective with its proposed initiatives is to eradicate the proliferation of illegal drugs nationwide through the implementation of programs designed to engage internal and external stakeholders focusing on drug abuse prevention education and collaboration on initiatives on effective apprehension and provision of alternative programs to existing drug users and preventive measures for the community.

The committee further recommends a multi-agency strategy in addressing the problem of illegal drug use in barangays through partnerships with agencies like PDEA, PNP, DOH, DILG, DSWD and local agencies mandated to combat illegal drugs.

The committee identified two crucial issues that need to be addressed through several initiatives: 1) the presence of drug users/personalities in barangays and 2) vulnerability of young Filipinos to illegal drug use. These issues are to be addressed through the following --

A) Educational and Awareness Campaigns

The educational and awareness campaign proposed by the committee will focus on providing drug users and youths in barangays separate educational sessions on the effects of illegal drugs. Other drug-related fora can be developed and conducted to prevent non-drug users. These fora can be conducted through partnership with agencies like the DILG, DOH, PNP, PDEA and barangay officials.

B) Capacity-Building Measures

In order to empower young Filipinos to avoid the use of illegal drugs, the committee recommends strengthening youth sports activities in barangays to provide the community with alternative activities. The discipline required in involvement in sports is seen as an effective preventive mechanism for illegal drug use among the young. This intensified sports development program is proposed to be conducted through partnerships with agencies such as DepEd, DSWD, DILG and DOH.

Apart from this, the committee also recommends strengthening the apprehension measures of drug users in barangays through partnerships with agencies such as PNP, PDEA and respective barangay officials.

In addition, the committee recommends providing drug personalities/users in barangays opportunities for alternative livelihood to drive them away from selling and using drugs in their respective communities.

C) External Linkages

Understanding that the problem of illegal drug use is multi-faceted, the recommendations of the committee is centered on intensified multi-agency approaches to combatting and preventing the proliferation of illegal drugs in the community. Collaboration and partnerships with agencies such as DILG, DOH, DSWD, DepEd, PNP, PDEA and barangay officials must be strengthened to ensure effective implementation of the recommendations of the committee.

TIMEFRAME: 2017-2019

PERSON-IN-CHARGE:

RESOURCES NEEDED: Budgetary allocation for Drug Prevention and Eradication Awareness Campaigns, Improved Apprehension Initiatives and Youth Sports Development Program will be requested from various agencies.

PERFORMANCE INDICATORS:

- a) Decrease in number of drug users in barangays
- b) Increased number of youths actively participating in sports activities

RECOMMENDATIONS FROM THE TWG

Given the complex issues involving use of illegal drugs, a comprehensive strategy for PCL must be developed that will identify additional interventions to prevent and combat the use of illegal drugs in barangays. PCL must clearly identify its role in existing measures of the national government in their campaign on illegal drugs to ensure that local agencies are empowered to support on-going initiatives and effectively contribute to combatting the problem of illegal drug use in barangays. This can take on the form of strengthened and defined collaborative measures with agencies specifically mandated in the national anti-drug campaign such as PNP and PDEA. Engaging local agencies mandated to combat the problem of illegal drugs must also be strengthened by PCL, as well as a review and formulation of local policies that can contribute to the growing problem of illegal drug use in the country. Active presence in schools is also recommended by the TWG as many of those vulnerable to drug use are also still in public and private schools in their respective communities. Organizational efforts on drug rehabilitation must also be defined by PCL, in conjunction with proper national and local agencies.

Sharing of best practices of LGUs can also be circulated among PCL members as support for the development of a comprehensive program on combatting illegal drug use of PCL.

Other issues related to prevention and addressing other crimes must also be discussed and developed by the PCL.

PCL PROGRAMS: FEDERALISM

The current push for the shift to a federal form of government calls for a definitive approach for PCL to tackle the issue of federalism within its organization and its respective LGUs. As such, the committee's broad objective for this program is develop a better understanding of what Federalism is among its members through fora and consultations aimed at determining the position of PCL in relation to Federalism. The immediate concern of the committee is addressing the issue of providing opportunities for PCL members to understand what Federalism is. In addition, the committee wishes to address the issue of LGUs determining and identifying the powers and authority of local governments within a Federal system and pushing for the inclusion of local inputs in national efforts on Federalism. To address these concerns, the committee recommends the following -

A. Consultation

The initial efforts of this program will be geared towards creating opportunities for dialogues and consultations aimed at developing a better understanding and appreciation of what Federalism is among PCL members. This will be done through consultation sessions with different chapters in order to educate PCL members on the issues related to Federalism. The committee further recommends that the outputs of these sessions must be the issuance of LGU resolutions which will express their stand on the shift to the Federal system.

Parallel to the above-mentioned initiative will be the implementation of consultative sessions with local stakeholders in relation to the powers and authority that LGUs must identify within a Federal system of government. These consultative sessions must result in PCL's proposed Federal Government structure, as well as the Mode of Transition towards proposed structure.

B. Policy Measures and External Linkages

With an identified and thoroughly studied proposal for a Federal Government structure, the committee recommends for PCL engagement with the Senate and House of Representatives to lobby their legislative agenda/measures in relation to Federalism, with the objective of the inclusion of PCL inputs in the Final Plans for Federalism.

TIMEFRAME:

- a) Consultative Sessions - May-December 2017
- b) Lobbying in Senate and House of Representatives - September 2017-August 2018

PERSON-IN-CHARGE: Consultative Sessions – Councilor Elmer Datuin and Councilor Dayanghirang

Lobbying in Senate and House of Representatives – Sheela, Atty. Joy and Jesse Cruz

RESOURCES NEEDED: Budgetary allocation for logistics requirements of consultative sessions and lobbying in Senate and HoR.

PERFORMANCE INDICATORS:

- a) Completion of Consultative Sessions schedule
- b) Issuance of LGUs of resolutions stating their stand on Federalism
- c) Proposed Federal Government Structure and Mode of Transition
- d) Inclusion of PCL inputs on final plans for shift to Federalism

RECOMMENDATIONS FROM THE TWG

The TWG recommends that the consultative sessions on Federalism be guided by experts on the issue at hand, with specific discussions on how the shift to a Federal form of government will affect local authority and powers. Furthermore, technical training must be provided to the team that will handle the Federalism Project to enable them to effectively conduct, document and consolidate the inputs from the consultative sessions. It is recommended that a separate secretariat be formed to handle project and administrative matters to ensure effective implementation of the program, given the magnitude of objectives and activities involved in the recommendations of the committee.

PCL PROGRAMS: ANTI-CORRUPTION

The drive against corruption has also been intensified by the current administration and given the nature of the powers and functions of PCL members who serve as local public servants, it is imperative to determine an integrated approach to anti-corruption. As such, the committee has defined the broad objectives of this program to be the elimination of corruption in the PCL organization, specifically the development of time-bound liquidation processes. The committee identified specific issues and challenges that must be addressed, which includes a review of the conduct of PCL activities, the issue of overpricing of materials, kits and transportation in PCL activities, and the issue of members who do not attend PCL activities but are given Certificates of Attendance during PCL events.

In attaining these objectives, the committee recommends the following measures –

A. Transparency and Accountability Measures

Conduct of PCL Activities

The committee recommends immediate post-evaluation of PCL activities, as well as the submission of a detailed Financial report to the organization fifteen (15) days after the conduct of PCL events.

Overpricing

The committee recommends the creation of a procurement team that will oversee and be accountable for the transactions for the materials, kits and transportation needed for PCL activities. The procurement team must set and strictly follow the defined procurement procedures and guidelines. A procurement report shall also be submitted fifteen (15) days after the conduct of PCL events.

Non-attending members who receive CA

To ensure that members are accountable to their LGUs in relation to their participation in PCL activities, the committee recommends that LGUs and local auditors be immediately furnished with the official list of attendees per PCL activity. The list must be distributed to proper authorities fifteen (15) days after the conduct of PCL events.

TIMEFRAME: to be implemented as soon as approved and adopted

PERSON-IN-CHARGE:

- a) Measures for Conduct of PCL Activities – Treasurer and Auditor
- b) Measures to prevent overpricing – Procurement Team
- c) Measures to report non-attending members who receive CA – PFPs, RCCs and National Officers

RESOURCES NEEDED: Budgetary allocation for needed office supplies and delivery of documents

PERFORMANCE INDICATORS: Minimize the losses incurred by PCL, regulate and decrease spending on materials, kits and transportation, higher participation rate of PCL members in PCL activities

RECOMMENDATIONS FROM THE TWG:

Immediate implementation of proposed measures must be conducted by PCL to streamline its processes to ensure prevention of corrupt practices within the organization. However, PCL must also develop its integrated anti-corruption programs that addresses systemic corruption within local settings, which can focus on local measures and policy reviews of LGU processes and practices. Capacity-building

measures must also be strengthened to empower PCL members to develop effective anti-corruption measures within their respective localities.

PCL PROGRAMS: DISASTER MANAGEMENT

The growing concerns in relation to disaster management and local vulnerabilities to climate change is one of the identified programs of PCL. As such, the committee defined the broad objectives of the program to be the empowerment and strengthening of the capacity of PCL members in relation to Disaster Risk Management and Climate Change. In order to achieve this objective, the committee recommends the following -

A. CAPACITY-BUILDING MEASURES

To ensure that PCL members are empowered to address multi-faceted issues on disaster response and management, as well as climate change issues, the committee recommends the conduct of Disaster Risk Program Training which will focus on strengthening local initiatives on disaster management, as well as develop or strengthen the necessary skills needed in the implementation of the local disaster management plan.

B. INFRASTRUCTURE AND PHYSICAL RESOURCES

Apart from developing trained personnel, the committee also recommends the acquisition of rescue equipment to further strengthen local capacities on disaster response and management. The committee recommends that PCL allocate its budgetary counterpart for purchase of ambulances, in conjunction with PCSO, as well as the necessary rescue equipment needed by different localities.

C. POLICY MEASURES

In addition to training and provision of physical resources, the committee also recommends for the organizational support of amendments of DILG Memo Circular No. 2014-155 Section 2.1.3. The identified need for this measure is the attainment of unanimous support for proposed amendments to be codified and expressed through LGU resolutions for submission to DILG.

TIMEFRAME:

- a) Capacity-building - June-August 2017
- b) Infrastructure and Physical Resources - June-December 2017
- c) Policy Measure - June 2017

PERSON-IN-CHARGE: Councilor Dan Aurelia

RESOURCES NEEDED: Budgetary Allocation for Trainings and PCL counterpart for ambulance and rescue equipment amounting to PhP 600,000

PERFORMANCE INDICATORS:

- a) 270 officers trained on Disaster Risk Management
- b) 15 officers trained on Disaster Response
- c) 1 ambulance and 1 set of rescue equipment
- d) Submission of resolution from all LGUs to DILG on proposed amendments to above-mentioned DILG circular

RECOMMENDATIONS FROM THE TWG:

The Disaster Management Program team must build on proposed recommendations to develop an integrated program that tackles various facets of disaster risk, response, prevention and management. Specific activities and policy reviews and development on climate change issues could also be developed by the members of PCL, guided by international protocols and agreements of which the Philippines is a signatory, specifically the recent Paris Climate Change Agreement.

A more defined training program must also be conceptualized and developed that reflects the different needs of different localities.

PCL PROCUREMENT SYSTEM

The committee which discussed the proposed plans for PCL procurement system defined the objective of the initiative as ensuring transparency and accountability in all PCL transactions. As such, the recommendations of the committee focused on measures which will increase transparency and accountability within and among PCL members, which includes the following -

A. TRANSPARENCY AND ACCOUNTABILITY MEASURES

Creation of PCL Procurement Team

To ensure transparency and prevent any form of overpricing, the committee recommends the creation of the PCL procurement team or a Bids and Awards Committee, which will be in-charge of purchases for PCL. Representation of every island must be reflected in the composition of the procurement team based on committee recommendations.

PCL and Local Receipts

As per committee recommendations, resolving the issues on PCL and local receipts will be initiated with consultation/coordination with COA and ULAP to determine the necessary guidelines for the issuance of receipts. Each locality is also recommended to have their own receipts which can be filed using the requirements identified by the committee.

Liquidation for NEO-NB

The committee recommends dual audit measures for NEO-NB activities of PCL through external and internal audits to be conducted thirty days from the conduct of NEO-NB activity. As such, the committee recommends contracting an external auditor who will provide a parallel report to that prepared by the PCL Internal Auditor.

TIMEFRAME:

- a) Creation of BAC – ASAP
- b) PCL and Local receipts – ASAP
- c) Liquidation of NEO-NB – ASAP

PERSON-IN-CHARGE:

- a) Creation of BAC – National Chairman and National President
- b) PCL Receipts – National Chairman and National President
- c) Local receipts – Island Officers, PFPs, RCCs and CCPs
- d) Liquidation of NEO-NB – National Auditor, External Auditing Firm, COA

PERFORMANCE INDICATORS:

- a) Increased transparency and net profit for PCL
- b) Locally-owned receipts

PCL MEDIA BUREAU/SOCIAL MEDIA

With communications serving as an integral component in effectively implementing and raising awareness on the work of PCL, the committee identified its program objective to be the dissemination of the principles of good governance through PCL. This objective will be attained through the implementation of a massive information dissemination initiative, the utilization of information and communications technology and strengthening of PCL presence on above-the-line platforms such as TV and radio and below-the-line platforms such as print publications.

A. PLATFORM DEVELOPMENT

In order to disseminate information on the work of PCL, the committee recommends to develop the PCL newsletter and provide content for the PCL website. The committee also recommends the dissemination of regular press releases and development of PCL TV and radio programs.

B. CAPACITY-BUILDING MEASURES

In order to utilize the emerging influence and role of digital and social media in communication objections of any institution or organization, the committee recommends the conduct of training on information technology that will provide sessions on usage of digital platforms such as social media sites Facebook, Twitter etc and the PCL website.

C. EXTERNAL LINKAGES

In order to strengthen PCL presence in established media organizations, the committee recommends collaboration with government channel PTV 4 for TV coverage, and engagement of local and national newspapers to spread awareness on the work of PCL.

TIMEFRAME:

- a) PCL Newsletter - Quarterly
- b) IT Trainings - 2017-2019
- c) PCL TV and Radio Programs - 2017-2019

PERSON-IN-CHARGE: NPRO Beethoven Bermejo

RESOURCES NEEDED: Budgetary allocation for publication, trainings and TV and radio programs

PERFORMANCE INDICATORS:

- a) Publication of quarterly newsletter
- b) Continuing conduct of IT Trainings and improved understanding and usage of digital platforms
- c) Production of PCL TV and radio programs
- d) Coverage from National and Local newspapers

RECOMMENDATIONS FROM THE TWG

To be able to build on the recommendations of the committee, PCL must provide comprehensive communications and digital media training, as well as content planning and development training to identified media officers of each chapter. In addition, clear communication goals and objectives must be set by the organization in order to develop a defined communications plan which will drive the nature of content PCL will produce for various media platforms.

In order to utilize the power of digital and social media, PCL must have a dedicated social media manager that will implement the social media plan of the organization, as well as a graphic designer which can create branded content for PCL. Key to the effective use of media is understanding the nature of the platforms whether it is traditional or digital, what kind of content must be produced for specific platforms, and mechanisms for pushing content.

Development of radio and TV programs must be strategically planned, as well as budgetary allocation for show development and production. To minimize the cost, partnership with the Presidential Communications Operations Office must be established to include the use of their facilities and equipment of PTV 4 and their radio stations.

Relations-building with national and local media organizations must also be strengthened by PCL to avoid the usual practice of providing media allowances for coverage.

A dedicated media team will increase productivity in relation to PCL communications and media initiatives.

PCL ECONOMIC DEVELOPMENT AND INVESTMENT OPPORTUNITIES

Another important initiative of PCL for the current term is its focus on economic development and potential investment opportunities for its respective localities. As such, the committee has set the broad objective of the initiative as the identification of various investment potentials of every provincial league of PCL. In achieving this objective, the committee recommends a multitude of activities and initiatives ranging from provincial profiling, research, development of business plans, strengthening of PPPs, market and promotion awareness, as well as tax policy measures.

The committee recommends for the establishment of a PCL Committee on Investment Boards c/o the National Board. Specific recommendations are the following

-

A. RESEARCH

Identifying the investment opportunities for each PCL province requires profiling and research initiatives from the organization. The committee recommends that each provincial league create their own investment potential profile to be able to identify and create viable business plans which can be funded by PCL.

B. EXTERNAL LINKAGES

Crucial to local economic development is the strengthening of external linkages through PPPs and other avenues to attract funders and investors in PCL provincial leagues. Mechanisms for these linkages must be established by the PCL Investments Board.

C. POLICY MEASURES

In order to encourage and develop a business-friendly environment, the committee recommends the development and adoption of local tax measures which will provide tax holidays and exemptions to potential investors of PCL provincial leagues.

D. CAPACITY-BUILDING

Apart from developing provincial investment portfolios, the committee recommends the provision of capacity-building measures for market promotions to enable PCL provincial leagues to properly market the identified investment opportunities within each province.

TIMEFRAME: 6-8 months

PERSON-IN-CHARGE: Committee on Investments Board

RESOURCES NEEDED: Budgetary Allocation for Development of Provincial Profile
Minimum capitalization of PhP 100,000 depending on approved business plan

PERFORMANCE INDICATORS: Number of businesses established, including number of employment opportunities created for each province.

RECOMMENDATIONS FROM THE TWG:

The initiatives for economic development and investment opportunities must go beyond creating internal opportunities for business and also focus on creating a business-friendly environment for PCL provincial leagues. As such, policy reviews and efforts can be geared towards developing an integrated approach that will provide incentives for investors but also provide sound fiscal, employment and even environmental standards and policies for each provincial league. Infrastructure development must also be reviewed for each provincial league. A review of existing comparative advantage programs or the equivalent one town, one product initiatives from previous administrations can also be reinvigorated through PCL initiatives.

Venturing into digital platforms to showcase provincial investment portfolios can also be taken on by PCL, which can provide a one-stop portal for potential investors and funders. Closer linkages with both national and local business organizations can also be strengthened to generate more interest in local investments.

GENERAL RECOMMENDATIONS FROM THE TWG

The outputs from all the committees provide the PCL with basic framework for its strategies, action plans and other organization goals for the current term. With this in place, PCL can further refine the set objectives by the workshop to fine-tune its strategies and action plans. A more detailed plan for each of the components of committee recommendations must also be developed to ensure effective implementation. Further review and identification of program elements, needs and deliverables must also be conducted to be able to develop a more definitive Strategic Action Plan for PCL for 2017-2019.

Various capacity-building measures must also complement the implementation of programs to ensure sustainability. Funding requirements for each recommendation must also be identified.