



UNIVERSITY OF SANTO TOMAS
OFFICE OF THE SECRETARY-GENERAL

UST:S006-00-ME19
AY 2020-2021

TO: ACADEMIC AND ADMINISTRATIVE UNITS

FROM: OFFICE OF THE SECRETARY-GENERAL

RE: KRAs AND KPIS FOR SDA ON PUBLIC PRESENCE

DATE: 16 MARCH 2021

In the preparation of your Operation Plan for AY 2021-2022, kindly consider the following revised KRAs and KPIS for the Strategic Directional Area on Public Presence.

SDA: Public Presence	
KRA 1	Integrated and Efficient Communication System
1	Turn-around time for release of information a. internal media b. external media
2	Percentage of academic units with official social media accounts that are active and updated
3	Number of free media mileage
KRA 2	Effective University Publicity
4	Number of submitted news articles published in external media
5	Number/Percentage of printed, broadcast, and online content that focuses on priority areas: a. academics b. research c. community and extension services d. internationalization e. formation activities f. alumni achievements
6	Number of University social media sites followers/ subscribers

	<ul style="list-style-type: none"> a. Facebook b. Twitter c. Instagram d. YouTube
7	Number of unique visitors to the University website
8	<p>Number of UST campus guests by way of organized tours and visits</p> <ul style="list-style-type: none"> a. local b. international
9	<p>Number of virtual tour page visits from individuals</p> <ul style="list-style-type: none"> a. local b. international
10	Number of external institutions and stakeholders as recipients of University publications, particularly the Academia
KRA 3	Dynamic partnerships and networking
11	Number of international dignitaries who visited the University
12	<p>Number of University-initiated activities held in collaboration with external partners:</p> <ul style="list-style-type: none"> a. Church hierarchy and religious organizations b. academic and professional organizations c. embassies d. cultural agencies e. government agencies f. media outfits
13	<p>Number of events participated in by the University upon the invitation of:</p> <ul style="list-style-type: none"> a. Church hierarchy and religious organizations b. academic and professional organizations c. embassies d. cultural agencies e. government agencies f. media outfits
KRA 4	Strong alumni leadership and engagement in University programs and outside initiatives
14	<p>Number of organized alumni associations/chapters/groups</p> <ul style="list-style-type: none"> a. local b. international
15	Number of alumni associations/chapters/groups that actively participate in University-initiated programs/projects/events
16	Number of alumni-initiated activities in support of University priority

	areas: <ul style="list-style-type: none">a. academicsb. researchc. community and extension servicesd. internationalizatione. formation activities
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Thank you.



FR. JESUS M. MIRANDA, JR., O.P.
Secretary-General