

UST Protocol MANUAL



UST Protocol M A N U A L







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Foreword

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he Pontifical and Royal University of Santo Tomas has been in existence for more than four hundred years and as one of the most prestigious universities in the Philippines and in Asia, it has been blessed with the privilege to hold activities and events of national and international significance which include among others, Papal and Royal visits, Nobel Laureate lectures, meetings with the distinguished members of the diplomatic corps, and highprofile award ceremonies.

It is indeed imperative for every member of the academic community such as administrators, faculty members, support staff, and students to have a full grasp of protocol. This is precisely the reason for the publication of the UST Protocol Manual which provides an in-depth view and discussion of protocol essentials which include Visit Management Protocol, Event Management Protocol, Flag and Anthem Protocol, Campus Visits, Programs and Events, Church Hierarchy, Dominican and Catholic Vesture, Precedence within the University, Introduction Protocols, Intra and Inter-University Communication, Thomasian Heraldry, and a comprehensive Checklist for Organizing Visits and Events in the University of Santo Tomas.

Being a stickler for protocol goes beyond mere adherence to the rules found in any manual; it is a mindset that we automatically own when we are given the distinguished opportunity to rise to the occasion when the situation calls for it.

VERY REV. FR. HERMINIO V. DAGOHOY, O.P.

Rector

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his manual has been prepared to spell out basic guidelines and fundamental norms and practices of protocol and administrative requirements according to the University's traditions and identity as a Pontifical, Royal, and The Catholic University of the Philippines.

It encourages both the internal and external stakeholders to enhance cooperation, and it helps both parties to "get it right" from the start. Central to the proper functioning of an organization is the knowledge of procedures, of what it is and what it is not, of norms in an academic setting, of following *protocol*.

For this task, we have compiled best practices in the University that were learned from practical experiences , protocol matters, diplomatic etiquette, and valuable University records.

Our goal has been to blend style, substance, and manners. In our view, learning the protocol by heart is as equally important as knowing the culture of an institution, of giving importance to its traditions and practices, and of respecting its identity. Such is our task; such is our protocol.

REV. FR. ESÚS M. MIRANDA, JR., O.P.

Secretary-General







Introduction

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he University of Santo Tomas (UST) Protocol Manual serves as the University's official reference for the proper and acceptable procedure employed in (1) conducting events, activities, and ceremonies; (2) welcoming, receiving, and accommodating guests and visitors; as well as (3) hosting University special events, testimonial dinners and receptions, and other functions and gatherings within the University.

The Manual begins with a general introduction of protocol that consists of courtesies and arrangements that uphold relationships of parties coming from a wide range of cultures and working from multilateral backgrounds. It also allows the management of activities with dignity and makes stakeholders involved as guests, attendees, and organizers, feel properly acknowledged and comfortable.

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In further chapters, protocol matters are then contextualized in the light of the University's academic and social functions. With the Manual's content containing local applications, the accomplishment of the objective for the University's positive public presence becomes more efficient and effective by standardizing and streamlining its event management to establish consistency and more importantly, to preserve the University's practices and traditions rooted in its identity. Thus, the Manual focuses on the application of protocol during University visits, events, and other related activities since protocol, by design and purpose, needs to be observed by the members of the Thomasian community. However, organizers must also be able to adapt to the varied and multi-faceted situations brought about by the meeting of peoples of diverse backgrounds.

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The Manual is apparently the initial publication on protocol. Yet with the

challenge of keeping pace with globalization and the dynamic academic environment, there might be a need in the future to update certain procedures but always guided by the Dominican ideals and Thomistic values. Through this commitment, the University will remain a vibrant Catholic institution of higher education that values its traditions while responding creatively to the changing times.

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Since the University hosts a multitude of programs, activities, and ceremonies every academic year, this pioneering Manual presents a set of arrangements appropriate for the parties involved in accordance with the basic principles of protocol within the University setting, and in view of its rich experience in planning, managing, organizing and eventually evaluating relevant and significant visits and events.

Essentially intended to serve as a practical guide to its users, the Manual contains checklists for University visits and events that were carefully prepared to make event planning easier and uncomplicated and the event itself meaningful and successful.

As His Holiness Pope Francis wrote in his message in the University guest book during his visit in January 2015, "May the Lord bless all those studying and working for a culture of encounter." It is the hope of the team behind the UST Protocol Manual that the adherence to the Thomasian traditions, and celebration of University events, and visits, as outlined in the Manual, will contribute most generously to paving the way for engaging encounters that are sources of inspiration for the fulfillment of the mission and realization of the vision of the University of Santo Tomas.

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OBJECTIVES

The Manual aims to:

- preserve, honor, and continue the practice of University traditions in keeping with the University's identity;
- create a system of ensuring order, consistency, and excellence in the implementation of plans for University visits and activities;
- serve as reference in providing a positive and meaningful experience of the University among its various stakeholders; and
- inculcate a profound sense of pride and belonging to the University as organizers and hosts of its various national and international ceremonies and events.





1. VISIT MANAGEMENT PROTOCOL

Tisits are a crucial opportunity to establish rapport between the visitor and the host. A successful visit can open doors to future partnerships and long-lasting goodwill. Initiating and strengthening linkages with people and organizations from around the world, through the hosting of guests and special visitors, with the warmth of Filipino hospitality is a responsibility that any institution, especially universities, must take seriously.



His Holiness Pope Francis meets UST Rector Very Rev. Fr. Herminio V. Dagohoy, O.P., and UST Vice Chancellor and the Prior Provincial of the Dominican Province of the Philippines, Very Rev. Fr. Gerard Francisco P. Timoner III, O.P., as the Holy Father enters the University of Santo Tomas campus in January 2015.

To ensure that visitors feel suitably welcomed, there are several factors that must be considered:

- **1.1.** Determine what kind of visitors will be received and the arrangements befitting and necessary for such visitors.
- **1.1.1.** Points to consider in handling various types of prospective visitors *International Visitors*
 - Communication between the University organizers and the Visitor's Team;





- Type of accommodation;
- Airport transfers;
- Food preferences or requirements;
- Religious or cultural customs;
- Language translators or interpreters, if needed;
- Appropriateness of souvenirs, gifts, or tokens; and
- Security and safety arrangements.

In welcoming international visitors, the following preparations are suggested:

- Learn the greeting customs that are culturally appropriate for the visitors. (Note: Handshaking is not accepted in certain regions of the world.)
- Provide the members of the visiting party with a list of officials from the host institution that they will meet in campus. Include their complete and corresponding titles.
- Provide notes of introduction translated into the visitors' native language, if necessary.
- Print business cards in English on one face and in the visitor's native language on the opposite face, if necessary. The card should be presented facing the side containing the visitors' native language.
- Learn and use a few basic words in the visitors' language to establish connection with them. Officials in the receiving line and those to be introduced to the visitors should be advised to greet the latter in his/her native language.

Filipino Visitors

Handling local visitors is relatively less complicated, depending on his/her stature. As such, preparations still demand full attention to details and the same level of diligence through coordinating with their respective teams.

While the persons concerned are more accessible and the cultural or regional nuances and issues are more easily identified, hosts are enjoined to offer an equal level of treatment to them. Thus, the above list also applies in planning for visits of Filipino personalities.







Permanent Observer of the Holy See to the United Nations Archbishop Bernardito Auza signs the University guest book during his visit to UST in January 2015.

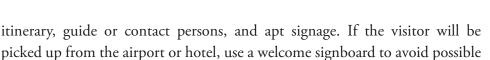
1.1.2. The protocol officer(s) in charge must:

- set specific goals for hosting;
- determine extent of budget needed;
- create a timetable and checklist for all preparations; and
- form an organizing committee, whose head will be tasked to coordinate logistics, and ensure the effective implementation of plans.

It is important to keep a "guest-centric" perspective during the planning stage by primarily warranting visitors' safety and comfort. However, hosts are strongly advised to formulate back-up plans in case of possible contingencies during the visit.

1.2. Transportation and Accommodation

Information on transporting visitors, if necessary and if included in the arrangement, should be organized ahead of the visit. This includes a fixed



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confusion in his/her identity.

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Punctuality of hosts and the safety and convenience of the visitors should be observed during location transfers. Consideration must also be given to the appropriateness of the vehicle to be used as well as routes.

The mode of transportation, travel time, and the number of times the visitors will be transferred from one location to another should be carefully planned. If the visitors are arriving after a long flight and will be brought to the hotel or residence for a long drive, it is prudent to not immediately move them to a function, unless necessary. Hence, it is better to give them a chance to rest first. If possible, attempt to schedule their flights in such a way that their arrival would allow some buffer time before the event. In such cases, a less formal but brief welcome ceremony at the place of accommodation is recommended.

1.3. Security, Traffic Coordination, and Parking Space

The primary concern of the host includes: ensuring the safety and security of visitors, providing traffic coordination for the entry and exit of vehicles or entourage to and from the premises, and reserving strategically located (i.e. nearest to the venue and on a secured area) parking spaces.

Protocol officers, their deputies, or logistics committee heads of the organizing party must coordinate closely with the security team or the management team of the visitors to determine their security arrangement preferences. Protection of the principal visitors must be observed to a high standard, especially when hosting high-profile guests.

If the venue is located in a traffic-dense area, plan the shortest and/or fastest route from the airport or the hotel to the venue ahead of time. Ensure that convenient parking spaces and/or drop-off points are available and give special consideration to guests with mobility challenges.



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1.4. Souvenirs, Gifts and Tokens

Mementos to be given to visitors should be lightweight, functional, and related to the event. Hosts are reminded not to give heavy and bulky items to visitors, especially to foreign guests who will be travelling back to their respective countries. They should not be inconvenienced by hefty and unmanageable items.



University gifts, such as the "400 @ 800" (left) and "Pope Francis @ UST" coffee table books are given to special University guests.

2. EVENT MANAGEMENT PROTOCOL

s formal academic and social activities that have many participants may include special visitors, events must be the result of meticulous planning in order that everyone involved, guests and organizers alike, would be pleased with the outcome.

2.1. Event Planning

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Every successful activity is a result of proper event planning. This initial and vital stage provides a roadmap for the event to all stakeholders involved, ensuring that all relevant angles are considered. A carefully structured plan ensures that all concerns are attended to, provides support during the event proper, and acts as a key decision-making tool.

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The following are some key elements to be remembered when preparing for an activity:

2.1.1. Program Development, Itinerary, and Venue

In developing the details for a certain visit, reception, or social function, the organizers must consider activities that would both serve the best interests of the visitors and the host. To give visitors a positive experience, the following must be thoroughly taken into account: the venue, format of the reception, visitors' profile (i.e. cultural orientation, dietary concerns, and other factors), and the date and time of the event.

The following are the key points to remember:

- Send clear preliminary communication to confirm the parties' requirements for the visit;
- Keep the purpose(s) of the event clear to both the organizing and visiting groups;
- Keep constant communication with offices and departments concerned for updates and changes in initial plans;
- Develop reasonable logistical arrangements to efficiently support the program; and
- Ensure that the visitors are amenable to the planned arrangements before execution to avoid wastage of resources.

Consider where the visitors, attendees, and activities will be best accommodated. The key points to remember are:

- Date and time of visit;
- Movement of logistics from ingress until egress;





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- Space requirements;
- Convenience of location and site layout;
- Delivery access;
- Parking space;
- Storage needs; and
- Security concerns.

2.1.2. Invitations, Guest List, and R.S.V.P.

Invitations vary depending on the degree of formality, the nature of the function, and overall theme of the event. They are sent out by postal mail, e-mail, personal delivery, facsimile, or courier service.

The invitation should be written in a third person format, preferably in black ink. Typically, texts are printed on white, cream, ecru, or beige fine-grade paper or cards sized 15 centimeters by 11 centimeters (Ford, 2001). The accompanying R.S.V.P. card is commonly smaller, usually 13.5 centimeters by eight centimeters.

To provide ample time for the guests to reply to the invitation, the invitations should be released at least a month prior to the event. Longer lead time is allowed if there is a probability that the invitees could send their regrets.

Following up the invitation via a telephone call is necessary to confirm attendance.

Carefully ensure that all relevant persons are invited to attend. The guest list should be determined as soon as the function is proposed. At this phase, it is also necessary to decide if spouses will be included, though this depends on the type of invitee(s).

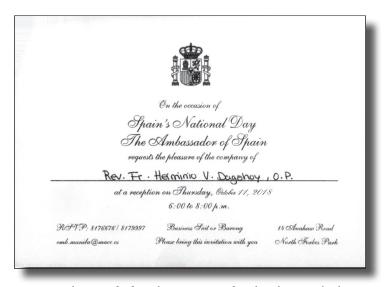
The term R.S.V.P. is a commonly accepted abbreviation that indicates a request for a response to the invitation. It is an acronym of the French phrase 'répondez s'il vous plaît,' ('please reply' in English).

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If the printed invitation contains the initials "R.S.V.P.," the invitee must respond within a reasonable time - which is determined by the host or usually one to two weeks prior to the event date - prior to the actual event. A reply slip or mode of confirming attendance, assigning a representative, or sending regrets must be included and indicated in the invitation. Responses may also be coursed through an e-mail or telephone call.



Important elements of a formal invitation are found in the example above.

The R.S.V.P. list will determine if the number of invitees is to be increased and if key guests will be present. It ensures that the host is appropriately informed of the expected number of attendees. It is also useful in preparing name cards, if necessary, and to guarantee that there will be enough seats, space, ushers, printed programs, wait staff, food, and refreshments, among others.

For printed invitations, it is recommended that persons-in-charge verify that complete names and correct titles and designations of invitees are placed before printing and distributing the invitations.



Keep invitations concise, but ensure that complete details are provided. In particular, it is mandatory to include:

- The logo of the host unit(s);
- The names and titles of the host's official(s), including designations;
- The name of the invitee(s);
- The formal extension of the invitation (e.g. "...requests the honor of your presence at...");
- The type of event being organized;
- The purpose of the event;
- Date and hour of the function;
- Venue, including street address;
- Any special instruction, such as theme or attire; and
- R.S.V.P. information, if applicable (include the last date for confirmation as well as the preferred modes of responding, e.g. telephone call, facsimile, postal mail, and e-mail).

It is also helpful to include a map or a diagram on how to reach the venue, and vehicle parking information along with the invitation.

It is good practice and is highly recommended that names of important guests be handwritten on the invitation in distinctive neat script and black ink as it shows a degree of personal commitment and connection by the host (Ford, 2001). The use of a typeface that is similar in style and size to that used in the body of the invitation is not advisable.

The full name of the guest is all that is written on the invitation. Honors, post-nominal initials, and other award initials, which are customarily shown after a person's name, are only indicated on the envelope (with the exception of academic post-nominal initials such as Ph.D. or Dr.rer.nat., which tend to be omitted on the envelopes).

Should the event necessitate postponement, suspension, advancing of the date or any change in venue and time, ensure that explicit notices are sent. A follow up call is also recommended in order to respectfully remind the invitees. Be sure to communicate acceptable explanations and reasons in the notices, as well as apologies for the inconveniences it may bring.





2.1.3. Printed Event Materials

<u>Printed Programs</u> - The program's schedule is usually given together with the invitation. However, for formal events, programs - neatly printed and formatted - may be given separately from the invitation during the event. Similar to the place/name cards, text should be in boldface and in black or any dark colored ink.

<u>Welcome Board</u> - A welcome board is prepared to announce the visit and greet high-profile visitors. The banner or streamer must contain the correct spelling of names and designations of the visitors and must be placed in an area where the guests can see them easily.



An appropriate welcome board meets the Ambassador of the Republic of Colombia to the Philippines His Excellency Hugo Echiverri Jaramillo (left), who is received by UST Office of Public Affairs Director Assoc. Prof. Giovanna V. Fontanilla, Ph.D., upon his arrival at the University of Santo Tomas for a courtesy call on the Father Rector, Very Rev. Fr. Herminio V. Dagohoy, O.P.

<u>Name/Place Cards</u> - These cards are used to set the visitors' and hosts' seating arrangement. These can also be used to aid all attendees in identifying one another. The text on the cards should be in black, boldface, and easily readable, with complete names, designations, and honorifics printed on both faces.



<u>Signage</u> - Make sure that the signage, including direction signs, or persons are available to guide the visitors. Assigning ushers within the venue premises is preferred and tends to be more welcoming. Texts on signage should be easy to read and in a font size large enough to be seen from several feet away.

2.1.4. Media Coverage, Press Release, and Documentation

Protocol for media coverage is essential in managing and maintaining the visitors' and public's positive perceptions toward the event. In detailing and following such protocol, the organizers will be able to professionally convey an accurate and uniform message about the activity. Information dissemination is usually done through sending media advisories, press releases, and feature articles to external and internal print media and any other platforms such as online publications and/or broadcasts.



The members of the media remain in their designated strategic area during the visit of His Holiness Pope Francis to the University.





Representatives of foreign media outfits (in dark suit, carrying camera) accompany His Holiness Pope Francis during his visit to the University in January 2015.

Hence, the following are some important considerations to take note of when planning coverage for an event (Allen, 2009):

- Keep the number of media representatives and photographers in relative proportion to the size of the event.
- Ensure that the media, including photographers, will be provided access to the event while still maintaining order and preventing any disturbance or disorderly conduct during the program.
- Provide photographers access to the entire place so they could find better perspectives for their photographs. It is, however, recommended to strategically designate a cordoned-off area (media box) for videographers and their crew.
- Advise the media, in case of an interview, to keep the questions related to the function and not to divert attention to other issues unrelated to the event.
- Coordinate with the visitors, if possible, or their management team to ask if they are amenable to a question-and-answer portion during the event, so they would no longer have to entertain any interviews after the event.





- Provide meals for the news representatives as they are expected to be at the event from beginning to end.
- Brief the media about the program flow. This is done through press kits distributed before the start of the event.
- Send out publicity materials to members of the media after the event.
- Request photographers not to take pictures during meals.

2.2. Arrival, Reception, and Event Proper

Execution of all planned action points on the actual day of the event is the most crucial part in event management. This day puts to test the efficiency and effectiveness of the master plan and also challenges the readiness of the hosts to meet unforeseen or, though foreseen, inevitable instances. Thus, it is important to stay alert from pre-event preparations to post-event activities.

The following is the suggested sequence of events during the actual function:

2.2.1. Entrance and Welcome Proceedings

<u>Courtesy Visits</u> - Courtesy visits or courtesy calls are brief but formal encounters between a visiting diplomat, representative, or head of a state or institution and another head. Courtesy visits usually mark the first point of contact between the parties involved; thus, good impressions are vital. If the host keeps a guest book, visitors may be asked to sign upon arrival for the courtesy call.

Exchange of Tokens - The purpose of exchanging tokens, aside from being a sign of goodwill, is to give each party (the host and visitor) a "living remembrance" of the visit and/or event. Meanwhile, a gift serves as a concrete form of uniquely expressing gratitude to each other, without necessarily a formal or official meaning.

<u>Photo and Video Documentation</u> - Taking pictures and videos during a visit immortalizes the encounter. However, in some cases, it is still recommended to consult with the representatives of the visiting delegation as to the restrictions,

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UST Rector Very Rev. Fr. Herminio V. Dagohoy, O.P., presents a University gift to the Ambassador of the State of Israel to the Philippines His Excellency Rafael Harpaz (left), during his courtesy call on the Rector in May 2019.

if any, on taking pictures and videos. Certain very important guests, such as a member of a Royal family or a high-ranking dignitary, usually have strict limits on such activities for security and privacy purposes. One example is on the usage or non-usage of camera flash, spotlight, and strong video lights. The parties should coordinate on these matters and it is advised that the host initiates the query.

2.2.2. Reception

1. <u>Acknowledgments or Toasts</u> - This deed is an expression of compliment and a form of recognizing a distinguished visitor. Thus, it is a good celebratory gesture to be given during the event.

An excellent toast is brief (between two to three minutes) and heartfelt. It is proposed and initiated by standing and raising (but not clinking) the glass to politely capture the attention of the guests. During this period, speakers often tell short anecdotes and other inspiring stories about the person being honored. However, it is a *faux pas* to embarrass the person or other guests.

While it is encouraged that speakers prepare the speech ahead of time, reading it during the toast is heavily frowned upon.

Toasts are given only at certain times: a welcome toast before the meal starts, or a toast of gratitude when the dessert course is being served. The toast may be initiated by the highest-ranking official of the hosting party present during the event. This official may also request someone within the unit to initiate the toast. It is highly recommended that toasts be practiced prior to the event proper.

Thereafter, the honored visitor may stand and may drink along with the other guests *only if* all the guests stand up during the toast. However, if the only person standing is the person giving the toast, the recipient must remain seated. The person being acknowledged has the option to reciprocate by also proposing a toast to the host and/or simply by thanking all those present.

- 2. <u>Meal Service</u> The set of food and beverages in a particular function shall be determined after considering the following factors:
 - Budget or cost per meal;
 - Appropriateness of meal to the type of gathering;
 - Availability of planned meal set-ups;
 - Format of the event;
 - Type of occasion and its purpose;
 - Time of the day of the event;
 - Any cultural, dietary, or religious consideration communicated by the visitors (such as whether alcohol or certain meats should not be served); and
 - Venue

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The provision of wait staff is also a consideration during negotiation and coordination with catering services providers. The number of wait staff and specific roles assigned to them, such as attending to VIPs and other guests of honor, should be established.

Take note that food options for vegans or vegetarians should be provided when the attendees' food preferences cannot be determined. Distilled or mineral water









A formal buffet service at a University event

and fresh fruit juices should be served as beverages rather than drinks in can or tap water.

Menu cards with informative descriptions of the meals should also be available to prevent potential allergic reactions or unintended contravention of religious restrictions. These menu cards should be ready at the table if food will be served by trained wait staff. However, if the event will employ a buffet service, the cards should be displayed on the buffet tables next to each offering.

Buffet meals tend to be more efficient than table service, but it is necessary to ensure that there is a good ratio of buffet tables to the number of guests. Ford (2010) claims that one food station and one wait staff per 20 to 25 guests is an appropriate ratio. Wait staff must be highly trained, and to lessen waiting time, they cannot be both food and beverage servers.

3. Attire - Along with general etiquette, appropriate attire is one of the most common associations made to one's professionalism. Hence, it is important to comply with the prescribed dress code for certain events. Organizers must clearly state the kind of attire on the invitation to avoid confusion. Given below are some commonly used terms with regard to attire in formal and semi-formal events.





a. White tie – Considered as the highest level of formal dressing, it is also commonly called "very formal."

Recommended outfit for the gentlemen:

- Black dress coat (tailcoat) and matching trousers;
- White piqué wing-collared shirt with stiff front;
- Suspenders, to ensure a good fit;
- Shirt studs and cufflinks;
- White vest;
- White bow tie; and
- Black patent shoes and black dress socks.

Recommended outfit for ladies:

• Formal (floor length) evening gown in dark tones

b. Black tie – As the second-highest level of formal attire, this kind of dress code is reserved for special life events, such as weddings.

Recommended outfit for the gentlemen:

- Black tuxedo jacket and matching trousers;
- Formal (piqué or pleated front) white shirt;



Black tie attire for men



Barong Tagalog

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- Shirt studs and cufflinks;
- Black bow tie (silk, satin, or twill);
- Black cummerbund to match tie or a vest;
- Suspenders to ensure a good fit (optional);
- No gloves; and
- Black patent shoes and black dress socks.







Women's attire for: business formal (left), Filipiniana (center), and very formal

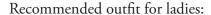
Recommended outfit for ladies:

- Formal (floor length) evening gown in dark tones; or
- Pantsuits in dark tones are also acceptable

Note: Should the invitation contain the note "black/white tie optional," it means that something slightly less formal than Black Tie is requested. A tuxedo or full-length gown is not strictly required, but the participants are still expected to present themselves formally.

- c. Filipiniana The formal traditional Philippine national outfit Recommended outfit for the gentlemen:
 - Barong Tagalog and black formal trousers; and
 - Black patent shoes and dress socks





- Maria Clara dress; or
- Baro't saya in solid-color (not printed) fabrics

d. Semi-formal – This dress code indicates the sort of clothes worn to events with a level of protocol between informal (e.g. lounge suit) and formal.

Recommended outfit for the gentlemen:

- Dark business suit:
- Dress shirt;
- Tie; and
- Leather dress shoes and dark dress socks.

Note: Men's vests are optional because they are hardly used in tropical countries such as the Philippines.

Recommended outfit for ladies:

- Short afternoon or cocktail dress; or
- A "little black dress"; or
- Long dressy skirt and top.

e. Business formal – This type of attire is expected at business functions such as conferences or luncheons.

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Recommended outfit for the gentlemen:

- Dark business suit;
- Dress shirt:
- Conservative tie (in dark or neutral colors); and
- Leather dress shoes and dark dress socks.

Recommended outfit for ladies:

- Suit; or
- Business-style dress; or
- Dress with a jacket; and
- Stockings (optional in summer); and
- Heels, low or high.



In general, dark colors and tones are highly preferred as they are more formal and they tend to emphasize the strength of character and the power of the office. Dark primary colors may also be used to project notions of personality traits, such as red for power and seriousness, or blue for trust, confidence, and empathy. Neckties, jewelry, women's shoes and clutches, and other accessories with brighter shades of these colors may also be worn to complement the dark tones of typical formal apparel.

4. Entertainment - Entertainment can contribute to the success and liveliness of a function, but it is an aspect that must be carefully prepared and deliberated upon. Some consideration during the planning stage are: (1) moments when background music will be played, and (2) designating a specific entertainment segment, showcasing a musical number dedicated to the guests, as part of the program.

In general, consider first if such segments or music will fit the purposes and the overall tone of the event. If possible, also consult with the guests or their management team for their preferences.



Two-time winner of the Luciano Pavarotti Choir of the World title UST Singers performs classical songs for the guests.





General guidelines to take note of are:

- a. Vocal entertainment (with live singers) should only be performed once dessert is served.
- b. If background music is desired, it should be played by an instrumental group only, such as a chamber music ensemble, a solo pianist, a guitarist, or a violinist. The volume and melody of the background music must not interfere with the conversations at the tables.
- 5. <u>Seating Arrangement</u> Seat plans are usually required in formal functions or events. Seats for official guests should be reserved especially at functions where there is general seating. The host should decide the table layout based on the type of gathering to be held.

The following are the general guidelines:

• General principle in planning the seats: the guest of honor is placed on the host's right side and the guest of honor's spouse, if any, is assigned on the host's left.



The general principle in seating arrangements uses place cards to mark the appropriate seats for the Rector Very Rev Fr. Herminio V. Dagohoy, O.P., and the guests during the UST Ambassadors Night in October 2015.

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- If spouses are not present, the next highest-ranking guest is to be seated on the host's left.
- Other guests are usually allocated to tables in their order of precedence to the host organization without gender as a factor.
- Foreign leaders, members of the diplomatic corps, members of Congress, state and local government officials, religious leaders, or members of the military should be arranged according to their order of precedence.
- If two guests are of the same rank and one is of the same nationality as the host, precedence shall be given to the foreign visitor.
- Foreign guests are usually designated the place of honor (to the right of the host), unless a national figure of high stature is also present.
- In a single table arrangement, the general principle should be applied. Ladies, as much as possible, should alternate with gentlemen. Husbands and wives should not be seated side by side. The hosts sit at the opposite ends or across each other.
- In a multiple table arrangement, each table should have a host representative.
- It will be helpful to have place cards on the tables.

6. Recognition and Commemoration Services

a. Plaques

A plaque, which is commonly attached to a building structure or immovable object, is used to memorialize a very important event. Here are some guidelines to be considered:

- Ensure that the size is visually pleasing and proportionate to where it is attached. Use uniform or coherent styles of lettering only.
- Place logos or emblems at the top part of the plaque.
- Use durable and high-quality materials.







A commemorative plaque mounted at the Main Building entrance to honor of its inauguration

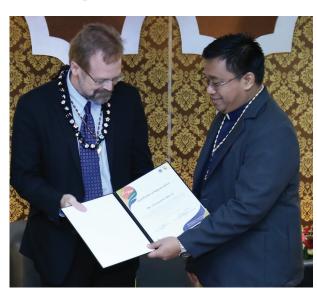


A plaque given as an award

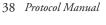
b. Awards and Certificates

The primary considerations that must be taken into account in presenting awards and certificates:

- Ensure the correctness of all details to be printed or placed on the awards and certificates, particularly the honorific title and name of the recipient;
- Determine who will be the most appropriate Official(s) to sign and to present the certificate or award.



Secretary-General Rev. Fr. Jesús Miranda, Jr., O.P., (right) presents renowned poet and essayist Mr. Christopher Merrill with a Certificate of Appreciation in May 2017.









Her Majesty Queen Sofia of Spain (rightmost) accompanied by UST Rector Very Rev. Fr. Herminio V. Dagohoy, O.P., lays a wreath at the foot of the statue of Archbishop Miguel de Benavides, UST founder, at the University of Santo Tomas in July 2012.

c. Wreath Laying

Wreath laying is a form of giving honor or paying tribute to important personalities, usually done in formal functions with high-level officials or persons as guests. The following are the guidelines to be considered:

- The host is usually responsible in having the wreath designed and made.
- The wreath should be composed of fresh flowers only.
- The name of the organization on whose behalf the wreath is being laid should be indicated on the card on the wreath.

2.2.3. Farewell

Farewell courtesies are to be observed immediately after any program, meal, or visit. After final exchanges are made, hosts are expected to accompany the visitors to their vehicles or exit doors.

In most events, the Master of Ceremonies signals the end of the program, while in tours or visits, the host or guide indicates the final stop of the itinerary.



Formal dinners end once the host puts his napkin on the table, to the left of his plate and stands to thank guests for attending. Dinner guests may then begin to take their leave (Mitchell & Corr, 2004).

Farewells must be as courteous and pleasant. These being the last moments of the visit, parting periods tend to be most remembered by the visitors; thus, ensure that good rapport between the host and visitors was established and that the latter will leave with a positive impression of the proceedings and the host.

The host must meet and thank the guests as they leave the venue.

If seated at the table with a dignitary or a person with a high rank, the dignitary must always be the first to leave (Foreign Service Institute, 2009). At a small function, such as a small dinner party, other guests must remain until the dignitary leaves. If the function is large, however, and the dignitary is otherwise busy or engaged in a conversation, the guests may briefly make their departure known. The host must also ensure that dignitaries and/or their spouses are not left alone.

2.3. Post-Event Matters

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The concluding stage in every event hosting should still be attended to with utmost attention and effort. At this point, the organizers, through some official procedures, determine a general post-event review of how people worked and how the committees involved achieved their goals in the hosting process.

2.3.1. Post-Event Publicity and Press Releases

Most events or visits require a follow-up on promotions, depending on the level and type of function and on the persons attending. In such cases, organizers implement post-event publicity plans like sending out brief press releases and official photos, full-blown or comprehensive feature or news articles to print media (e.g. daily broadsheets and magazines), and online platforms. Photos selected for release must be carefully chosen to ensure good publicity.









UST launches joint web portal of academic journals



UST Vice Rector Rev. Fr. Richard G. Ang, O.P., Ph.D., (front row, in white barong), UST Vice Rector for Academic Affairs Prof. Cheryl R. Peralla, DrPH (front row, center), UST Secretary-General Rev. Fr. Jesus Miranda, Jr., O.P., Ph.D. (front row, second from left), with the chief editors of their respective academic journals.

Responding to the global demand on higher education institutions to produce quality research outputs, the University of Santo Tomas (UST), through the Office of the Secretary-General, has created the UST Journal Affairs Committee (UJAC). Through this initiative, an aggregate portal of all the University's peer-reviewed and indexed research journals is now available to the public. Titled "The UST Journals Online Portal," it was officially launched by the Office of the Secretary-General and the UJAC on December 6, 2018, at the UST Paredes Building.

The UST Journal Affairs Committee is headed by the UST Secretary-General Rev. Fr. Jesus Miranda, Jr., O.P., Ph.D. It is composed of the respective chief editors of the academic journals published by the various units of the University.

Through this committee, UST aims to intensify its support for the maintenance of these journals by bringing them together in a single official online portal, providing editors technical and financial assistance, guiding editors in maintaining quality assurance, and professionalizing the respective editorial boards, among others.



UST Secretary-General Rev. Fr. Jesus Miranda, Jr., O.P., Ph.D., delivers the welcome remarks.

Now that the various UST academic journals are under one common platform, it will be easier for researchers to access content and information about the journals, specifically the respective submission and publication policies of each publication. Moreover, featuring various academic journals from different disciplines is an indication of the University's commitment to knowledge production and dissemination, as well as the recognition of the academic efforts of the humanities, social sciences, natural sciences, and health sciences.

One of the goals of the UJAC is the eventual adoption of a University Open Access (OA) Policy, through which all academic journals identified with UST will be published in Open Access platforms, which means that all published articles will be made freely available to the public. The "UST Journals Online Portal" can be accessed through http://journals.ust.edu.pd.

The journals included in the online portal are: Acta Manilana, published by the Research Center for the Natural Sciences and edited by Prof. Emeritus Fortunato Sevilla, Ph.D; Antoninus Journal published by the UST Graduate School and edited by Prof. Rey Donne Papa, Ph.D; Asim Journal of English Language Studies published by the Department of English and edited by Asst. Prof. Veronico Tarrayo, Ph.D; Hasaan published by the Department of Filipino and edited by Prof. Imelda De Castro, Ph.D. and Assoc. Prof. Zendel Rosario Taruc, Ph.D.; Journal of Medicine University of Santo Tomas published by the Faculty of Medicine and edited by Prof. Raymond Rosales, M.D., Ph.D.; Journal of Social Health published by the Research Center for Social Sciences and Education and edited by Asst. Prof. Maria Carinnes Alejandria-Conzalez; Kritike: An Online Journal of Philosophy published by the Department of Philosophy and edited by Prof. Paolo Bolanos, Ph.D.; Philipiniana Sacra published by the Ecclesiastical Faculties and edited by Rev. Fr. Jesus Miranda, Jr., O.P., Ph.D.; Philippine Journal of Allied Health Sciences and edited by the College of Rehabilitation Sciences and edited by Mr. Ivan Neil Gomez; Tomás published by the College of Rehabilitation Sciences and edited by Mr. Van Neil Gomez; Tomás published by the Center for Creative Writing and Literary Studies and edited by Assoc. Prof. Ralph Semino Galán; Unitas, the 96-year old international research journal published by the Department of Literature and edited by Prof. Maria Luisa Torres-Reyes, Ph.D.







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2.3.2. Archiving and Documentation

Keeping documentation materials entails careful indexing and proper archiving. This procedure is important since it will describe the outcome of the event and will serve as vital reference and guide for future activities.

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2.3.3. Thank You Notes/Cards

Appreciation for the visitor's time as well as for any service, gift, or token should always be expressed in writing. While the entire note does not have to be handwritten, the recipient's name and the sender's signature should be done by hand in black ink to show sincerity.

2.3.4. Post-Event Evaluation

After the event, it is important to determine whether the event's goals and objectives were met and with what degree of efficiency. Points of improvement must also be noted, as well as possible opportunities to do better during the next similar event. The organizers must convene to discuss matters, and if possible, send evaluation forms to participants for feedback.

A post-event evaluation gives a clear record of how efficiently the plans were implemented by the host. However, apart from conducting an event evaluation, this stage also consists of post-event procedures and courtesies.

3. FLAG AND ANTHEM PROTOCOL

Respect shall at all times be accorded the Philippine National Flag as it is the foremost symbol of the nation's identity, independence, and integrity. The national flag must occupy the highest place of honor and prominence during occasions in the University, and most especially during programs undertaken to commemorate and observe a very important national celebration.

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Figure 1



Figure 2

3.1. Mandate of the Law

Republic Act No. 8491 or the Flag and Heraldic Code of the Philippines directly provides the basic rules and guidelines on the proper way of displaying and hoisting the Philippine Flag:

- a. The Flag, if flown from a flagpole, shall have its blue field on top in times of peace. Conversely, the red field must be on top in times of war (see Figure 1);
- b. If in a hanging position, the blue field shall be on the right side (left of the observer) in times of peace, and the red field to the right side (left of the observer) in times of war (see Figure 2);
- c. If placed on a stage or platform, the flag shall be at the left (left of the observer) or the left of a room or hall upon entering;
- d. When the Philippine Flag is flown or displayed alongside another country's flag, the following procedure must be followed:
 - The flags, if both are national flags, must be flown on separate poles of the same height and shall be of equal size; the Philippine Flag shall be hoisted first and lowered last;
 - If the other flag is not a national flag, it may be flown in the same halyard as the Philippine Flag, but below the latter and it cannot be of greater size than the Philippine Flag;
 - The Philippine Flag shall be on the right of the other flag (to the observer's left)

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- e. If there is a line of other flags, the Philippine Flag shall be in the middle of the line
 - When carried in a parade with flags which are not national flags, the Philippine Flag shall be in front of and the center of the line.
- f. If the flag is displayed indoors on a flagpole, it shall be placed at the left of the observer;
- g. The flag may be displayed only in certain positions:
 - from the top of a flagpole, which shall be at a prominent place or commanding position in relation to the surrounding buildings;
 - from a staff projecting upward from the window sill, canopy, balcony or facade of a building;
 - in a suspended position from a rope extending from a building to pole erected away from the building; and
 - flat against the wall vertically with the sun and stars on top.
- h. The Philippine Flag may be displayed hanging in a vertical position across the street:
 - with the blue field pointing east, if the road is heading south or north;
 - with the blue field pointing north, if the road is heading east or west.
- i. The flag shall not be raised when the weather is inclement, but if it is already raised, the flag shall not be lowered;
- j. The flag shall never touch anything beneath it, such as the ground, flood water, or other objects;
- k. The flag shall be hoisted to the top briskly and shall be lowered ceremoniously;
- 1. After being lowered, the flag shall be handled and folded solemnly as part of the ceremony;
- m. The flag shall be raised at sunrise and lowered at sunset;
- n. A flag worn out through wear and tear shall not be thrown away. It shall be solemnly burned to avoid misuse or desecration. The flag shall be replaced immediately when it begins to show signs of wear and tear:
- o. It is strictly prohibited:
 - to mutilate, deface, trample on or cast contempt or commit any act casting dishonor or ridicule upon the flag over its surface;

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- to dip the flag to any person or object by way of compliment or salute:
- to use the flag:
 - o as a drapery, festoon, tablecloth;
 - o as covering for ceilings, walls, statues or other objects;
 - as pennant in the hood, side, back and top of motor vehicles;
 - o as a staff or whip;
 - o for unveiling monuments or statues; or
 - as trademarks, or for industrial, commercial or agricultural labels or designs.
- to display the flag:
 - o under any painting or picture;
 - horizontally face-up. It shall always be hoisted aloft and be allowed to fall freely;
 - o below any platform; or
 - in discotheques, cockpits, night and day clubs, casinos, gambling joints and places of vice or where frivolity prevails.
- to wear the flag in whole or in part as a costume or uniform to add any word, figure, mark, picture, design, drawings, advertisement, or imprint of any nature on the flag;



- to print, paint or attach representation of the flag on handkerchiefs, napkins, cushions and other articles of merchandise;
- to display in public any foreign flag, except in embassies and other diplomatic establishments, and in offices of international organizations; or
- to use, display or be part of any advertisement or infomercial;
 and to display the flag in front of buildings or offices primarily occupied by aliens.

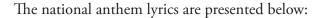
3.2. Saluting the Philippine Flag

During the ceremony of hoisting or lowering the flag or when the flag is passing in a parade or in a review, everyone shall face the flag and stand at attention with the right hand placed over the chest. People with hats or headdresses must remove them with the right hand and hold them at the left breast. In this manner, salute to the flag in moving column is rendered at the moment the flag passes. When the national anthem is played, the same manner of saluting the flag is to be observed. In the event that no flag is displayed, all shall face the musicians.

3.3. Singing the Philippine National Anthem

The national anthem of the Philippines was composed and arranged by Julian Felipe in 1898. Republic Act 8491 regulates its usage and performance, stating that it "shall always be sung in the national language" regardless if performed inside or outside the Philippines, and it is also specified that the singing must be done "with fervor." The anthem must be played in a time signature of 4/4.

In public gatherings within the country or public events where the Filipino audience is sizable, the anthem is commonly played at the beginning of the program. It is prohibited to sing it for mere recreation or entertainment, except in cases where the Philippines hosts or has a representative in a competition abroad, in local competitions, during the startup and closedown of broadcasting and television stations within the country, before the initial and final screenings of films, and before the opening of live theatre performances.



LUPANG HINIRANG

Musika ni Julian Felipe Titik ni Felipe Padilla de Leon

Bayang magiliw Perlas ng Silanganan, Alab ng puso, Sa dibdib mo'y buhay. Lupang Hinirang, Duyan ka ng magiting, Sa manlulupig, Di ka pasisiil Sa dagat at bundok, Sa simoy at sa langit mong bughaw, May dilag ang tula At awit sa paglayang minamahal. Ang kislap ng watawat mo'y Tagumpay na nagniningning, Ang bituin at araw niya Kailan pa ma'y di magdidilim. Lupa ng araw, ng luwalhati't pagsinta, Buhay ay langit sa piling mo; Aming ligaya, na pag may mang-aapi Ang mamatay nang dahil sa iyo.

As both an institution of learning and a corporate body, one of the University's important roles is playing host to a number of visitors and guests during its multitude of activities and events within the academic year.

What follows are certain University-specific ways, intended to be combined with the general protocols, by which to make the handling and accommodating of University visitors and guests more efficient and standardized:

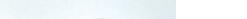
4. UNIVERSITY OF SANTO TOMAS VISITS

The Chief Protocol Officer of the University of Santo Tomas (UST) is the Secretary-General. Aside from his duty to manage official University correspondence, he keeps the seal of the University, supervises the offices under his purview, and acts as corporate secretary of the UST Board of Trustees and the corporation, as well as, secretary of all administrative bodies of the University. The Secretary-General also chronicles all major University events, and organizes and supervises all major public functions of the University.

The UST Secretary-General is assisted by the Director of the Office of Public Affairs for concerns related to protocol.



His Holiness Pope John Paul II during his visit to the University, which coincided with the International Youth Forum and World Youth Day in January 1995





4.1. Types of Visits

<u>Official Visit</u> - Heads of states, dignitaries, heads of academic institutions, members of the Church hierarchy, government officials, and other special guests conduct this type of visit, such as a courtesy call, for official purposes.

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<u>Official Function</u> – This occurs when guests are received by the University for an official function such as signing of memorandum of agreement, conferment of *honoris causa* degrees, turnover of donations or grants, a meeting, lecture, conference, or any official academic event of the University and other similar purposes.



Jollibee Foods Corporation Founder Dr. Tony Tan Caktiong (second from left) receives the diploma for his honorary doctorate in business from Very Rev. Fr. Herminio V. Dagohoy, O.P., (third from left), Prior Provincial and UST Vice Chancellor Very Rev. Fr. Napoleon B. Sipalay, Jr., O.P. (leftmost) and Registrar Mr. Cesar M. Velasco, Jr. (rightmost)

4.2. Types of Visitors

<u>Dignitaries</u> - Members of the Church hierarchy, heads of States and other government officials, ambassadors and diplomats, and royalties





UST Rector Very Rev. Fr. Herminio V. Dagohoy, O.P., (leftmost) and His Eminence Luis Antonio Cardinal Tagle, D.D., (center) welcome Pontifical Council for Promoting the New Evangelization President Most Rev. Salvatore Rino Fisichella to the University.

In formal conversational contexts, it is customary and polite to refer to members of the Church hierarchy, heads of States and other government officials, members of the diplomatic corps, and royalties by their title rather than their first name (e.g. *Your Majesty* rather than *Queen Sofia* or *Your Holiness* rather than *Pope Francis*). For formal written contexts, however, it is appropriate to identify them by their complete or preferred name and title (e.g. *Her Majesty Queen Sofia of Spain* instead of simply *The Queen*).

For visiting royalty, it is always prudent to coordinate with their concerned protocol officer (or the embassy or any institutional representative in the country). Each royal family follows its own set of protocols (i.e. Royal family protocols vary, e.g. British monarchy protocols are not to be observed for visiting Japanese monarchy).

It should be noted that there are some honorifics reserved only for certain members of the Church hierarchy, heads of state, government officials, members of the diplomatic corps, and royalty. Protocol officers must, therefore, be careful to brief the greeting party about such matters to avoid offending the visitor.

<u>Heads of Universities and Educational Institutions</u> - Chancellors, Rectors Presidents, Deans, and other administrative/academic officials

In addressing heads of universities (or any head or official of any academic institution), the correct corporate/academic/professional title should be carefully noted. For example, the head of this University is titled *Rector Magnificus* or simply the *Rector*.



UST Rector Very Rev. Fr. Herminio V. Dagohoy, O.P., (center) with members of the Board of Administration of the International Federation of Catholic Universities, which is composed of heads of Catholic educational institutions worldwide, during their meeting in March 2018

It is polite to use the officials' title as used in their own institution. Addressing the officials according to their academic degree and/or professional title — e.g. doctor, attorney, professor emeritus, dean emeritus, among others — is an indication of professionalism.

Senior officials of professional organizations, companies, educational institutions, religious groups and other related agencies

It is courteous to refer to heads or any official of an organization, company, or a group by their respective title or positions. But in some

cases, it is enough to address them as Mr. or Ms. should there be a lack of certainty about the correct title. One may use Mrs. only if one is sure that the person is married; if not, Ms. will do.

Heads of Non - Catholic Churches and Communities

The University, a Catholic institution of learning, welcomes visitors and guests of different religious denominations. In accepting visitors from non-Catholic institutions and communities and in the spirit of ecumenism, the University applies and follows the same protocol and standards appropriate to the members of the Catholic Church.



His Holiness Pope Francis (center), during his visit to the University, meets with church leaders of different faiths.

However, prudence will dictate that some considerations should be noted, such as food and gifting preferences or requirements, or any other detail that would entail cultural and religious sensitivity.

4.3. Planning for Visits to the University of Santo Tomas

4.3.1. Offices and Departments within the University Organizing the Visit

The Central Committee on University Events is the group in charge of planning and its implementation in hosting the visit. This committee is chaired by the Secretary-General.

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4.3.2. Program Development, Itinerary, and Venue

The organizing office or department is directly responsible for developing the program details as well as the itinerary. Close coordination with the visitors' representatives or management team is highly recommended.

University venues for holding programs and activities are secured through the Electronic Record of Scheduled Events and Reservation of Venue website or the eReSERVe which may be accessed through http://ereserve.ust.edu.ph.

Only authorized personnel or student officers with user accounts may access the site and reserve their venues. Such accounts are created and maintained by the Office of the Secretary-General (OSG) and the Office for Student Affairs (OSA).

4.3.3. Media Coverage, Press Releases, and Documentation

A crucial part of the preparation is the publicity and promotion of the event or the visit. The degree of importance of the visit as well as the objectives of the event will help determine the nature and coverage of the publicity plan. The desired level of publicity and extent of the promotion can be achieved through a media plan and a close coordination among the sponsoring office, department, or organization, the Office of Public Affairs (OPA), and the Office of the Secretary-General (OSG).

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Internal requests for external media coverage and press conferences, press releases, interviews of Thomasian personalities, and video and photoshoots are done by sending a letter of request to the Office of the Secretary-General through the Office of Public Affairs. OPA will then coordinate the status of the request and will facilitate the shoots.







UST's month-long Paskuhan celebration features lighting ceremony, Christmas concert

To mark the beginning of the annual Christmas traditions of the University of Santo Tomas, the historic campus in Manila was transformed with lights fit for a unique holiday experience. With the theme of "light from Light: Prince of Peace," the campus decorations were lit on December 3, 2018, at 5:30 p.m.

The Cross atop the UST Main Building tower that symbolizes the Light that is Jesus Christ, the Prince of Peace, from whom all other lights originate, became more prominent with the lighting. With a 70-foot Christmas tree shining at the UST Grandstand like a beacon in campus, around 600 lanterns illuminated the grounds of the 407-year old University.

A total of 600,000 LEDs now brighten the campus each night from December 3 until the Feast of the Three Kings. The Christmas tree itself was decorated by hundreds of assorted ornaments, 80 lanterns, and 100 PAR lamps, which give the tree a Royal purple glow. A large image of the Holy Family is found at the Quadricentennial Park near the interactive fountain.

The decorations were lit in synchronization with the musical accompaniment "A Thrill of Hope," adapted from O Holy Night by Adolphe Adam, and culminated with a fireworks display.

The lighting ceremony followed the Eucharistic Celebration with the UST Vice Rector Rev. Fr. Richard G. Ang, O.P., as main presider, concelebrated with Dominican priests.

In Fr. Ang's homily, he noted how family members have a sense of similarity beyond the physical appearances dictated by shared genetics. This resemblance in manner, borne from time spent together, is instilled in people. He urged the faithful to be with God constantly, because "When we spend time with God, we become more like him. We become peacemakers."

Fr. Ang ended his homily by saying, "On behalf of the Father Rector and all the Dominican Fathers of UST, I wish you peace, because whenever I do that, I am wishing you life, good health, prosperity, harmony, and all of God's favor. These are the bountiful blessings of Christmas."

Mass donations and offerings have been earmarked to support Tulong Tomasino projects.

After the lighting ceremony, members of the Thomasian community shared the annual Christmas feast called the "Agape."

The month-long Paskuhan festivities will reach its peak on December 21, 2018, with well-known bands performing at the UST Grandstand, and the Paskuhan Fair happening at the campus streets. The much-anticipated pyromusical display will illuminate the UST skyline at 9:10 p.m., capping off the traditional Paskuhan celebrations for this year.



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UST Vice Rector Rev. Fr. Richard G. Ang, O.P., (center) is the main presider of the Paskuhan opening Mass, concelebrated with UST Vice Rector for Religious Affairs Rev. Fr. Pablo T. Tiong, O.P., (left) and UST Secretary-General Rev. Fr. Jesús M. Miranda, Jr., O.P., (right), with the Dominican Fathers at the Plaza Mayor.

The Vice Rector further explained, "Jesus never promised that [peace is] going to be easy, but the peace He offers is the kind of peace that will allow us to experience serenity in the face of all circumstances that would cause us pressure... Peace that comes from God is not reliant on our strength or on our surroundings. It comes from grace. Which transforms and leads us to wholeness and reconcilation. We become less self-centered, and we reach out to another in the same way the Lord treats us — with kindness, with compassion, with understanding... More than ever, Jesus is the 'Prince

Lanterns and royal purple flowers light up the grounds.



ne fireworks display caps off the lighting



The 70-foot tall Royal purple Christmas tree (photo contributed by Mary Alamis of Fotomasino)

Director, Office of Public Affairs, University of Santo Tom Tel no.: 731-3544, 7861611 loc. 8315/ Telefax no.: 740-9727

The Office of Public Affairs sends out press releases on University events for possible publication in print and online media.







For events with University-wide scope, it is the Office of Public Affairs that initiates coordination with partner media organizations and networks that handle possible coverage. However, for events such as college-wide lectures, fora, or symposia, it is the sponsoring organization that must coordinate with the Office of Public Affairs for the promotion and publicity of such an event. External media who are interested to cover such events, without previous invitation, should follow the official process of sending a letter of request to the Office of the Secretary-General through the Office of Public Affairs. Similar to internal requests for media, OPA will take the lead in coordinating the status of the request and facilitating the shoot.

It is also advised that all information and publicity releases to the different media must be coordinated first with the Office of Public Affairs and/or the Office of the Secretary-General as a matter of protocol and for proper information dissemination purposes.

As for the documentation process, it is the direct responsibility of the organizers to arrange and provide for the documentation. The means of documentation, such as video and audio recording and photography, are entirely dependent on the needs or desires of the organizers.

4.3.4. Invitations and Guest List

The invitations sent by the University must be specific and complete in its details. The date, hour, and place, as well as the preferred attire, should be clearly stated. The invitation must include from whom or in whose behalf it is being sent, and that both the sender's and the recipient's full names are correct.

Holberg, Garza, Kelly, and Moses (1994) present some guidelines for addressing guests. While the invitation card is normally set to only contain the full name of the invitee, the envelopes should show the honorifics and post-nominal honors and awards of the recipient. However, academic post-nominal initials (such as *Ph.D.* or *Dr. rer. nat.*) are not normally shown. Examples are:

E.g. Invitation: *Thomas S. Aquino* Envelope: Mr. Thomas S. Aquino





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REV. FR. HERMINIO V. DAGOHOY, O.P.

The Rector of the University of Santo Tomas

requests the honor of the presence of

His Excellency Gilles Garachon

at "A Night of Classical Music and Gratitude" on Thursday, October 15, 2015, at 6:00 p.m. at the Blessed Buenaventura Garcia Paredes, O.P. Building University of Santo Tomas, España, Manila.

R.S.V.P 731-35-44 Ms. Micha or Ms. Jhona Dinner follows the musical presentation.

Attire: Business Suit/Barong Ladies as appropriate

Invitation: Juan Santos

Envelope: Associate Professor Juan Santos

When inviting spouses with no titles, the style on the envelope should be "Mr. and Mrs. Juan Santos"

If one has a title, and the spouse has either none or a different one, the names should be listed in separate lines with the woman's name first, for example:

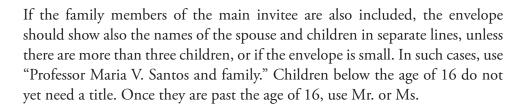
Professor Maria V. Santos Mr. Juan C. Santos

Architect Virginia M. Aquino Professor Thomas S. Aquino

For events with another unknown guest to be decided by the main invitee, the envelope should show:

Mr. Juan Santos and guest

Note that the "guest" is in lowercase.



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E.g. Professor Maria V. Santos Mr. Juan C. Santos Juanito V. Santos

Note: For formal diplomatic events, children below 18 are usually not included, unless they are the children of the host or of the guest of honor.

4.3.5. Transportation and Accommodation

In some instances, the University, as the host, takes charge of the transportation and accommodation of the guests and visitors. In these cases, a well-coordinated master plan should be developed to determine the physical, logistical, financial, and human resource requirements or arranging such courtesies like airport pickups, port reception, send-off transportation, and housing.

4.3.6. Security, Traffic Coordination, and Parking Spaces

Though security is controlled in the University, most high-profile guests and visitors are still keen on their safety inside the campus and during the event. Some would even arrive with their private security team or bodyguards. In this case, prior coordination between the teams (the host's and guests' security divisions) is needed.

Meanwhile, all dignitaries and other high profile guests (both local and international) such as heads of states, military officials, and representatives of a Royal family require a secure area or venue. This procedure would mean sending a security team a day or hours before the event to check and clear the area of unwanted elements deemed as a threat or hazard to the guests.



Coordinating the traffic and reserving parking spaces near the venue are only some of the basic courtesies that the host can and must extend to their guests/ visitors. For these concerns, one must coordinate with the Security Office.

4.3.7. Printed Event Materials and Promotional Materials

<u>Name/Place cards</u> - The Office of the Secretary-General and the Office of Public Affairs have a uniform design for place/name cards regularly used in official University functions and receptions.

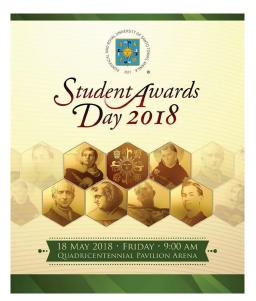


Place card, with complete names and designations on both sides (front and back), are used to mark the seats of important guests at the table.



<u>Programs/Flyers</u> – As per tradition in the University and for practical reasons, the program flow is usually included in the invitation.

<u>Tarpaulins/Posters</u> – For event publicity or celebratory announcements, tarpaulins and posters are often displayed and hung in strategic places within the University. Verify the correctness of names, titles, and other information included, as well as the readability of typefaces and color contrasts. Before posting, ensure that the tarpaulins and posters have the stamp of approval from the Office of the Secretary-General.





Posters for University-wide events can be posted on campus bulletin boards upon receiving the stamp of approval from the Office of the Secretary-General.

Signage – Areas for registration, queues, comfort rooms, and other places that need to be highlighted must have visible signs.

4.3.8. Souvenirs, Gifts, and Tokens

In giving souvenirs and gifts, the cultural background and gift-giving practices of the receiver should also be taken into consideration.

When presenting the gift to the recipient, it is also important to use both hands, especially when the recipient is from East Asian countries such as Japan or Korea.







Samples of University tokens

4.4. Arrival, Reception, and Event Proper

4.4.1. Arrival and Entrance

In receiving guests, the organizers must take into consideration some important factors that could greatly affect the choice of venue, schedule, format of the ceremony and the visitors' itinerary.

The entrance of the visitors is vital to the success of the event as it provides the first impression and sets the tone for the rest of the visit. Since it is the visitors' first experience with Thomasian hospitality, the walk through or entrance entails a detailed preparation and a well-coordinated reception plan.





His Holiness Pope Francis enters the University through the Arch of the Centuries.

Generally speaking, the following factors are considered in identifying and preparing for the first point in the visitors' itinerary:

- a. <u>Purpose and format of the overall program</u> If the event calls for a formal atmosphere and function, the place for the welcome ceremony should complement the expected flow of the program.
- b. <u>Weather</u> This is an important factor in determining if the welcome ceremony should be conducted indoors (e.g. Main Building) or outdoors (e.g. Arch of the Centuries). The host should be flexible and prepared for any circumstance. Should weather conditions be ambiguous with mid to high possibilities of rain, canopies or umbrellas are suggested to be prepared, or the transfer of the welcome ceremony indoors should be considered.
- c. <u>Time and schedule</u> This should be an important concern for the organizers because if the time allotted for the welcome ceremony is limited, then the venue for the next point in the itinerary should be near and accessible.

- d. <u>Comfort and convenience</u> These two factors should be considered not only for the visitors but for the hosts as well. Consider the mobility level of the guests, especially those in their seasoned years. In such cases, it is no longer advisable to prepare something that would entail long walks and/or ascents on stairs. Likewise, it is not advisable to keep the guests and visitors waiting under the sun or drizzle.
- e. Welcome bouquet and/or garland A bouquet or a garland of fresh flowers is popularly and commonly used in welcoming visitors and guests. However, in some cases, flowers are not advisable due to health restrictions of the guests, such as allergies. Thus, prior research on the visitors' profiles and background is a requirement and it is prudent to ask and coordinate with the representatives of the visiting delegation.

However, for safety reasons, there are other alternatives to flowers that are readily available and equally appealing such as shell necklaces or any welcome token suitable to the occasion and sensitive to the culture and health conditions of the visitors.

In the case of the University, as per tradition, most visitors are received at the Main Building lobby because of its proximity to the administration offices and other departments, such as the Office of the Rector, the UST Museum, and the Rector's Hall. The Arch of the Centuries is also a popular choice because of its history and its symbolism as a "gateway" into the University. For a state or official visit, the visiting chief of state or head of government is met at the Arch of the Centuries or the Plaza Mayor. The arrival ceremony includes a red carpet and military honor with colors.

For the reception line, it is recommended that the following be present in welcoming the visitors and guests to the University:

- a. The University Rector; or
- b. Any high-ranking University official or representative from the administration such as the Vice Rector and/or the Secretary-General; or
- c. The Secretary-General assisted by the Director of the Office of Public Affairs; or
- d. The head of involved parties such as the sponsoring organization or department.

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The chief protocol officer introduces the members of the reception line, which must be kept at a minimum.



The members of the reception line prepare to welcome Her Majesty the Queen of Spain in July 2012. The Father Rector Very Rev. Fr. Herminio V. Dagohoy, O.P., (rightmost), heads the reception line, followed by the Vice Rector Rev. Fr. Richard G. Ang, O.P., the Secretary-General Rev. Fr. Winston Cabading, O.P., a female and male student leader in Filipiniana attire, and the Ambassador of the Philippines to Spain H.E. Carlos Salinas, accompanied by his wife.

Based on a circular issued by the Office of the Secretary-General in 2014, all activities and events that entail the arrival of high-profile individuals or groups from local and international organizations and institutions outside of the University must be approved by the Secretary-General so that a close coordination with the Office of Public Affairs can be made. With the assistance of the Office of Public Affairs to the organizing unit, the proper protocol in receiving guests can be observed.

4.4.2. Welcome Proceedings

After welcoming the visitors to the University, the main bulk of the hosting job now comes in. Quality and consistency must be maintained by the hosts from start to finish. If the entrance of the visitors went well, then the succeeding scenario should be the same, if not even better.







UST Rector Very Rev. Fr. Herminio V. Dagohoy, O.P., (left) greets Her Majesty Queen Sofia of Spain as she enters the University.

<u>Courtesy Call/Visit</u> - This is one of the main parts of an official visit to the University. The visitors pay a courtesy call or courtesy visit on the Rector to present themselves and the delegation. The purpose of the visit should be carefully considered. During the courtesy call, the University's protocol officer (the Secretary-General, assisted by the Director of the Office of Public Affairs) will facilitate the proceedings.

Two of the important elements of a courtesy call are the signing of the University guest book and the official exchange of tokens/gifts.

These two symbolic procedures are usually conducted at the first venue or place where the visitors are received (e.g. Office of the Rector, or the Rector's Hall). However, innovations on the observance of these symbolic procedures are also welcome, such as in one occasion in which Prime Minister José Maria Aznar of Spain visited the University. He signed the University guest book and gave his official message to the Thomasian Community at the UST Main Building Lobby.

Signing of the University Guest Book - The University guest book is kept, updated, and documented by the Office of Public Affairs.

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His Holiness Pope Francis (seated) signs the University guest book, while looking on are UST Rector Very Rev. Fr. Herminio V. Dagohoy, O.P., (leftmost), His Eminence Luis Antonio Cardinal Tagle, D.D., (third from left), and Prior Provincial of the Dominican Province of the Philippines Very Rev. Fr. Gerard Timoner III, O.P., (rightmost) during his visit in January 2015.

<u>Exchange of Tokens</u> - The purpose of exchanging tokens, aside from being a sign of goodwill, between the host and the guest is to give each party a "memento" of the visit and/or event.

<u>Photo and Video Documentation</u> - The University of Santo Tomas has official photographers, while the video documentation is under the supervision of the Communications Bureau. For photo coverage, coordination with and approval of the Office of the Secretary-General is necessary. For coverage services of the Communications Bureau, the director must be sent a letter of request ahead of time.





The Ambassador of the Republic of Panama to the Philippines, H.E. Rolando Alvarado, pays a courtesy call on the Rector, the Very Rev. Fr. Herminio V. Dagohoy, O.P. during his visit to the University of Santo Tomas. He receives a coffee table book on the visit of His Holiness Pope Francis to UST as a University token.

<u>Reception</u> - This official function is usually held in honor of a University guest or University event. In the case of visits, a reception usually caps the ceremony or event.

The following elements are part of the primary concerns of a host in holding receptions:

<u>Physical/Technical Arrangements</u> – The physical and technical requirements and arrangements in a particular event are dependent on the specific format of the reception and the program. However, almost all elements in holding a reception are interrelated and interdependent, which only means that the choice of venue and other factors will likely affect the physical and technical requirements of the reception.



<u>Venue</u> – The format and the specific function of a reception greatly affect the choice of venue. In the University, there are a number of venues that have become the traditional areas for reception, dependent on the number of guests, such as the Rector's Boardroom and Rector's Hall, the Main Building Lobby, and the UST Museum. Although food is regulated in these spaces, holding a reception in these venues is still advisable since it brings an elegant and historic touch to the event. The Dr. Robert C. Sy Grand Ballroom, the Dr. George S.K. Ty Function Hall, and the lobby of the Blessed Buenaventura Garcia Paredes, O.P., Building have likewise become the additional venues for receiving larger groups of University guests.

<u>Food</u> – Arranging the food service for a reception is one of the most demanding tasks in the hosting job. It requires a great amount of coordination and checking since the host must also be careful to take into consideration the guests' food preferences and requirements.

Hence, if the University is receiving international guests, the food choices should be varied and universally appealing so as to be considerate to the guests.



Food is presented to guests at a buffet station prepared by a trained chef.

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For example, it is a requirement for the host to prepare Halal food for Muslim guests while Kosher food must be prepared for Jewish guests. Exotic, unusual, or atypical choices such as *balut* should be avoided, unless specifically requested by the guests.

Sit-down dinners are for formal functions while cocktails or receptions are normally for casual and informal set-ups. If the program is anticipated to last more than an hour, a multi-course meal should be served. Cocktail services, meanwhile, offer finger food and receptions offer light buffet meals. These food services would allow the guests and the hosts to meet people and socialize.



Trained wait staff (carrying plates) serve the Father Rector Very Rev. Fr. Herminio V. Dagohoy, O.P. (seated, in blue tie) and the special guests during the Appreciation Dinner for Members of the Diplomatic Corps.

Depending on the progress of the program and the type of event, it is often prudent to schedule serving the dinner courses. Setting specific times for meal courses to be served by the wait staff is a way to ensure that the schedule is followed and that the event ends at the planned time.

In cases where the hosts need the guests to stay for the entire duration of the program, such as an awards night, it is not advisable to pre-set the salads or desserts on the dining tables as this will give the impression of rushing the



meal. Once dessert has been served, it is often taken by guests as a signal to end the meal and leave. Serving coffee after the meal is a similar cue.

However, for luncheons or short programs that end in two hours or less, it is acceptable to pre-set the desserts on the dining tables.

<u>Ceremonial Toast</u> - This gesture is usually reserved for formal occasions and functions to honor, pay tribute to, commend, thank, or simply to acknowledge a person or organization.

In receptions and official functions of the University, the highest-ranking official present during the event initiates the toast by raising his glass. The master of ceremonies assists the official in capturing the attention of the guests to signal the toast.

<u>Attire</u> - It is a given rule that the requested type of attire for a function should be stated clearly on the written invitation or stated clearly during a phone call or a verbal conversation. The various options include smart casual, business attire, formal evening wear, black/white tie, national dress, or academic robe.



UST Rector Very Rev. Fr. Herminio V. Dagohoy, O.P., places the biretta on Metrobank Group Founder and Chairman George S.K. Ty during the conferment of the Doctor in Humanities degree, honoris causa, upon him.



<u>Entertainment/Socials</u> - In arranging entertainment and social programs for a certain reception or event, the following should serve as the bases: the relation and the appropriateness of the entertainment line-up to the function and theme of the reception and the preferences of the attendees.

4.4.3. Seating Arrangements

Seating arrangements are used to provide order and to ensure that distinguished guests are each given a position of honor. Every special guest has a place card to mark his or her seat, with the determining factor for the seating arrangement being the order of precedence based on official position or rank (French, 2010).

The following guidelines from French (2010) indicate the proper positions of hosts and guests:

Host and Guest of Honor

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- The host should be seated facing guests in the room (i.e. not at a table placed in the center of other tables, but at the front of the room).
- If there is a stage for performances or speeches, the host should be seated facing the stage, at a table placed at the front of the room.

- At least one other co-host must be seated at other tables in use to entertain more guests. (i.e. If the Father Rector is hosting the main table, the Vice Rector has his own table to host, and so do the other top executive officials of the University.)
- The place of honor, where the guest of honor must be seated, is to the right of the host.
 - Wife's rank: A woman attending an event with her husband as the guest is usually accorded and seated by his rank. If she attends without her ranked husband, she is seated as an invited guest without rank. However, if she holds an official position herself, she would be seated in her official place.

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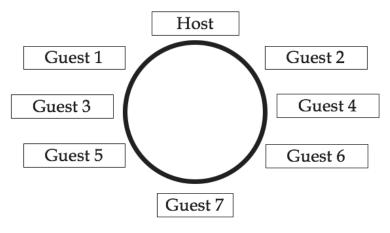
- Husband's rank: A husband without rank who attends an event with his ranking wife is seated according to her rank. If he attends without his ranked wife, he is seated as an invited guest without rank.

Places for Other Guests

- Should there be more than one table in use, the husband and the wife are to be seated at different tables as married couples are not usually seated next to each other. However, engaged couples may sit together.
- Seating two men or two women next to each other tends to be avoided, but acceptable as it sometimes occurs out of necessity (e.g. imbalance between the gender ratio of guests).
- If a co-host is at the same table as a host, he or she must sit opposite the host.

Table Types

Round: Round tables that can accommodate six guests, but no more than ten, are ideal as they allow conversations unimpeded by distance and the crowd. When more than one round table is used, other top executive officials can host a table. The "head" of the table, where the host sits, is the one facing the rest of the guests within the room (unless there is a stage, at which point, the host should understandably also be facing it).



a.) Round table without a co-host

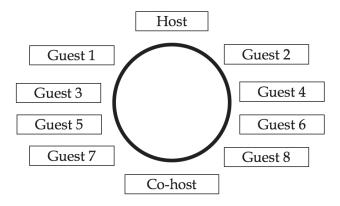
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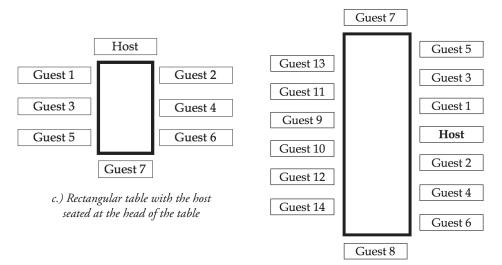






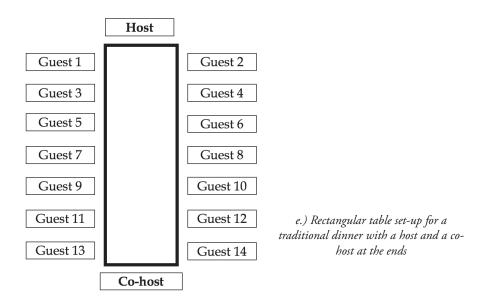
b.) Round table with a host and a co-host

Rectangular: A formal long table can accommodate more guests at once, but the host, if seated at the end, is inevitably far from a portion of the guests. Having a co-host at the other end of the table is advisable in order to have someone share the responsibility of entertaining the guests.



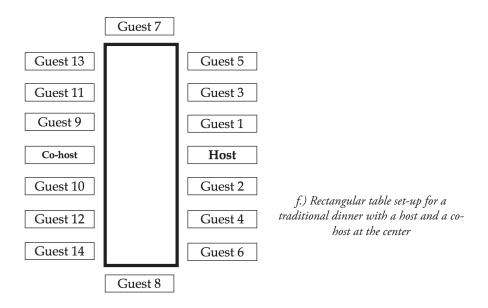
d.) Rectangular table with the host seated at the middle of the table





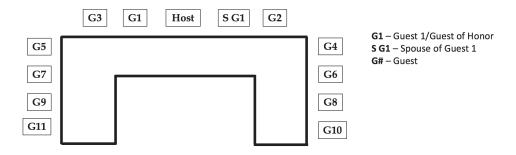
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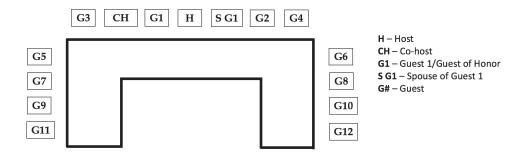
Horseshoe/Squared-U: At large ceremonial and business functions, this table arrangement is another option as it can ease interaction between a speaker or moderator positioned at the U-opening and the seated guests.



g.) Squared-U table with the host at the center and a guest of honor accompanied by a spouse



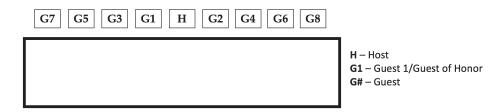




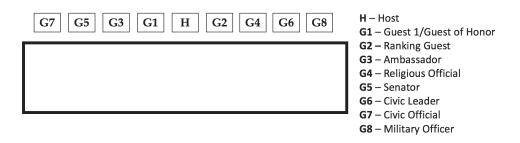
h.) Squared-U table with a host and co-host and a guest of honor accompanied by a spouse

Head Table: A large group of prominent persons at one banquet or function will often require a head table, with the remaining guests seated at surrounding tables.

(Note: Should there be a ranking guest, a speaker, and a toastmaster at the same time, these three persons may be seated as close to the center of the stage as possible, following the order of precedence.)



i.) Rectangular head table

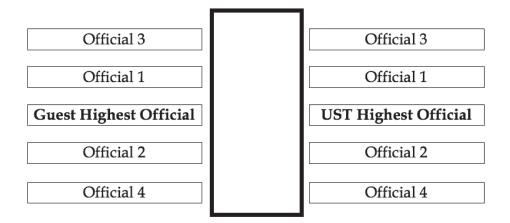


j.) Table with both officials and ranking guests from multiple sectors



Seating Arrangements for Academic and Business Purposes:

Meetings with two delegations: The host delegation remains on one side, while the counterparts in the visiting delegation are across the table.



k.) Business meeting table set-up for two delegations

Ceremonial signings of memoranda of agreement or understanding and other partnerships: The members of the host delegation are all seated on one side of the table, following order of precedence, such that the highest official of the other delegation can be on the host's right.

If there are multiple institutions being represented at the signing, then the signing representatives will be seated according to rank, with the host at the center, and the witnesses, if any, will oversee the table.







A1/H - Highest Official of Delegation A / Host

AW1 - First Witness of Delegation A

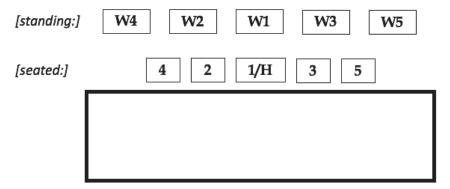
AW2 - Second Witness of Delegation A

B1 - Highest Official of Delegation B

BW1 - First Witness of Delegation B

BW2 - Second Witness of Delegation B

l.) Ceremonial signing seating arrangement with two delegations and witnesses seated at the table



1/H – Highest Official Representative / Host 2, 3, 4, & 5 – Other signing representatives W# – High-profile witnesses, if any

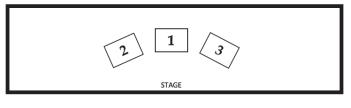
m.) Ceremonial signing seating arrangement with multiple delegations and witnesses overlooking the ceremony



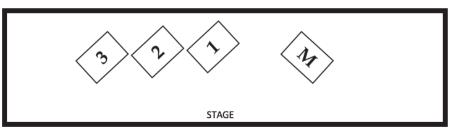


UST Rector Very Rev. Fr. Herminio V. Dagohoy, O.P., (seated, third from left), sits to the right of the host, Philippine Chamber of Commerce and Industry President Ambassador Alfredo Yao (seated, fourth from left). With them are (seated, from left): UST Graduate School Dean Prof. Marilu R. Madrunio, Ph.D., UST Vice Rector for Academic Affairs Prof. Clarita DL. Carillo, Ph.D., PCCI Chief Operating Officer Ambassador Donald Dee, and PCCI Education Committee Chair and UST GS Professor Eduardo Ong Ph.D., at the signing of a memorandum of agreement to open extension classes in the Master in Business Administration program at the Bonifacio Global City in 2016.

Panel Discussion: Should there be no moderator onstage with the discussants, then the highest ranking speaker shall take the center seat, with the next ranking scholar seated to his right. If a moderator (M) is joining the discussants onstage, then the highest-ranking scholar is seated to the right of the moderator.



n.) Seating arrangement for a panel discussion with no moderator onstage



o.) Seating arrangement for a panel discussion with a moderator onstage

Photo Opportunities

According to French (2010), "the place of honor is to the right of the host" (p. 208). From the subject's perspective, and with the host at the center, the positioning of guests within the formal group photographs must be as follows:

Host

Guest of Honor (to host's right)

If applicable, the spouse of the Guest of Honor (next right)

If applicable, Host's spouse (next right)

In the context of the University's official events, for the top administrative officials it would be:

BACKDROP											
8	6	4	2	1	3	5	7	9			
PHOTOGRAPHER											

- 1.) The Rector
- 2.) Guest of Honor
- 3.) Special Guest(s)
- 4.) Vice Rector
- 5.) Vice Rector for Religious Affairs
- 6.) Vice Rector for Finance
- 7.) Vice Rector for Academic Affairs
- 8.) Vice Rector for Research and Innovation
- 9.) The Secretary-General

For other events, some appropriate configurations of positions would be:

BACKDROP											
6	4	2	1	3	5	7					
PHOTOGRAPHER											

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- 1.) The Rector
- 2.) Guest of Honor
- 3.) Vice Rector
- 4.) Vice Rector for Academic Affairs
- 5.) Secretary-General
- 6.) Regent
- 7.) Dean





4.4.4. Farewell - A good and well-organized send-off would convey the message that the host is grateful to the visitor and it also imparts an encouraging invitation to come back.

In events within the University, the hosts or persons-in-charge should always ensure that the guests have the opportunity to enter the campus and leave the campus conveniently and without any impediments such as getting lost due to lack of guideposts and signs, heavy traffic, lack of parking space, or other factors which may inconvenience the guests. The hosts must also make sure to bring the guests to their vehicle.



Upon conclusion of the fourth Ambassadors Lecture Series, UST Office of Public Affairs Director Assoc. Prof. Giovanna V. Fontanilla, Ph.D., as the protocol officer in charge of the event, brings the speaker, Former Ambassador of the Philippines to Spain His Excellency Carlos Salinas, to his vehicle.

4.5. Post-Event Matters

4.5.1. Post-Event Publicity and Press Releases

The Office of Public Affairs, in close coordination with the Office of the Secretary-General, spearheads this endeavor by coordinating media coverage, media advisories and releases, and publishing the event details in the official international bulletin of the University, "The Academia." Coordinator-







correspondents from the different administrative and academic units of the University can send articles about their unit's event or visit, and these articles are collated and considered for inclusion in the bi-monthly release of "The Academia."

Articles should be sent by coordinator correspondents in MS Word file format, with high-resolution photographs as e-mail attachments in .JPG file format, to opa.infomgmt@ust.edu.ph

Each article about each visit should be sent in separate emails (i.e. Two submissions for two visits mean two emails sent). The email subject heading should use the format "Academia (Name of Office - Academia Issue), (Headline or Topic of the Article)" e.g. Subject: Academia – Department of Literature (March 2018 issue) – UST's 96 year-old journal UNITAS now online)



A press release is sent by the Office of Public Affairs to major publications.











The same press release as it was published by major newspapers.





UST Comm Arts alumna Uy-Koe receives inaugural ASEAN Prize for advocacy on autism inclusion

University of Santo Tomas Communication Arts alumna Erlinda Uy-Koe won the inaugural prize awarded by the Association of Southeast Asian Nations (ASEAN) for her advocacy on autism inclusion. The award was conterred upon Uy-Koe by Singapore Prime Minister Lee Hsien Loong and ASEAN Secretary-Ceneral Dato Lim Jock Hol, during the opening ceremony of the S3rd ASEAN Summit and Related Summits in Singapore witnessed by ASEAN leaders.

The ASEAN Prize, administered by the ASEAN Secretariat, aims to recognize inspiring achievements and contributions of an individual or organization that foster the ASEAN identity, promote the ASEAN spirit, and champion the ASEAN Way. In addition to a trophy, the recipient of the ASEAN Prize also received a cash prize of US\$20,000. The sponsors for the ASEAN Prize 2018 were Temasek Foundation Connects of Singapore, the Ayala Corporation of the Philippines and Yayasan Hasanah of Malaysia.

Uy-Koe is chair Emeritus of Autism Society Philippines (ASP). Under her leadership, the ASP with 96 chapters nation-wide, has become one of the most vibrant disability organizations in the Philippines.

At the regional level, Uy-Koe served as chair of the ASEAN Autism Network (AAN), comprising of autism family support organizations from ASEAN member states. The AAN is a platform for member states to cooperate and untie in developing non-discriminatory programs to support persons living with autism and their families.

Having received The Outstanding Thomasian Alumni (TOTAL) Award for Humanitarian Service in 2009 granted by UST and the UST Alumni Association Inc., Uy-Koe's efforts have inspired autism awareness beyond the Philippines. The ASP's "Angels Walk for Autism 2018," gathered over 24,000 participants, with thousands more converging in simultaneous walks in ten cities. This inspired other members of AAN to hold their own Autism Walks in their respective capitals.

A member of class 1977 of the UST Faculty of Arts and Letters, Uy-Koe has also taken her advocacy to the international arena. Her engagements have sparked discussions on project collaborations with China and Korea. She has also served the United Nations Economic and Social Commission for Asia and the Pacific's Working Group of the Asia Pacific Decade for Persons with Disabilities for 2018-2022.

Ms. Uy-Koe was selected by ASEAN Secretary-Ceneral Dato Lim Jock Hoi, and former Secretaries-General Tan Sri Ajit Singh, Ong Keng Yong, and Le Luong Minh who comprised the Panel of Judges.

In a statement released on the Autism Society Philippines (ASP) Facebook page, Uy-Koe said, 'This is a welcome blessing. For the inaugural ASEAN Prize to be awarded to a family autism advoacy shows how far the ASEAN Community has embraced inclusion for persons with advocacy shows now are the ASEAN Community has embraced inclusion for persons with autism and other special needs. J pray that this recognition will help organizations like the ASP and other members of ASEAN Autism Network to connect with policy makers and push for institutional mechanisms that will help improve the lives of those living in the autism spectrum. This inaugural ASEAN Prize honors all family advocates who work hard for the acceptance, accommodation and appreciation of people with autism. And above all, I thank God for giving us our children, for giving us a higher purpose, and for putting us together to work for one vision, one autism friendly ASEAN community. To God be the glory."



Ms. Erlinda Uy-Koe (center) receives her prize from Singapore Prime Minister Lee Hsien Loong (right) and ASEAN Secretary-General Dato Lim Jock Hoi. (Photo from ASEAN Official Facebook page)

ASSOC. PROF. GIOVANNA V. FONTANILLA, Ph.D., A.P.R.

Director, Office of Public Affairs, University of Santo Ton Tel no.: 731-3544, 7861611 loc. 8315/ Telefax no.: 740-9727







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correspondent.

4.5.2. Archiving and Documentation Processes

responsibility of the Office of Public Affairs.

The Office of Public Affairs and the organizing department or office will coordinate the photo documentation of University events with the official photographers of the University. Guest books and photos are also archived by the Office of Public Affairs. Video documentation is under the Communications Bureau.

The body of the message should include the headline of the article, the

name of the author/s, the name of the office, and the mobile number of the

Photographs and press releases for external media companies are the

Inventory, or making a complete list of remaining items (i.e. undistributed kits, tokens, or other related materials) from the event, is the responsibility of the organizing administrative or academic unit.

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4.5.3. Thank You Notes/Cards

Thank You notes or cards must be sent to the office of the guests within a week after the event by the organizer's office, on behalf of the highest official or administrator involved in the event. It is preferred that the name of the guests as well as the sender's name be handwritten in black ink.

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4.5.4. Post-Event Evaluation

Organizers convene after the event in order to evaluate the strengths, weaknesses, opportunities, and threats encountered during the event proper. If possible, it is highly encouraged to have participants' feedback for a more complete perspective. The lead organizers must conduct an itemized and point-by-point assessment of the event and the working committees. Sustain the good points that led to the success of the event. Check, record, and analyze all the lapses that happened during the planning stage and the event proper. Discuss any problem and determine the reasons or contributory factors and then formulate recommendations and revisions for future events.

5. UNIVERSITY OF SANTO TOMAS PROGRAMS AND EVENTS

5.1. Misa de Apertura and Discurso de Apertura

s the Catholic University of the Philippines, the University of Santo Tomas celebrates the start of a new Academic Year with the Mass of the Holy Spirit, known as the *Misa de Apertura*, and the opening discourse, known as the *Discurso de Apertura*. The Holy Mass is usually officiated by the Prior Provincial of the Dominican Province of the Philippines, the Rector of the University, or a guest clergy, such as the Apostolic Nuncio, or the President of the Catholic Bishops' Conference of the Philippines (CBCP), held at the UST Chapel/Santísimo Rosario Parish. The opening of the Academic Year is then declared formally open by the guest mass presider. The Dominican Fathers concelebrate in this Mass.

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Apostolic Nuncio to the Philippines His Excellency Gabriele Giordano Caccia, S. Th.D., J.C.L. (center) is the main presider and homilist during the 2018 Misa de Apertura, concelebrated with the UST Vice Chancellor and Prior Provincial of the Dominican Province of the Philippines Very Rev. Fr. Napoleon B. Sipalay, Jr., O.P., (right) and UST Rector Very Rev. Fr. Herminio V. Dagohoy, O.P., (left), together with the Dominican fathers.

The Discurso de Apertura began as an annual reading of a scientific paper by its Thomasian author in 1866. It was temporarily discontinued in 1929 when Don Nicanor Cortez failed to write his dissertation. Twelve years after, the tradition was brought back with Fr. Angel de Blas, O.P., as the speaker. It was again discontinued in 1942 due to the break out of World War II, and resumed later on in 1946. In recent years, it has sometimes been replaced with inaugural addresses or presentations on timely and relevant topics. The professor or dean assigned to deliver the discussion is appointed by the Rector of the university months or even a year prior to the opening of each Academic Year.

The deans, principals and institute directors are invited to join the academic procession in academic robes without cap. Other administrative and academic officials and faculty members, also in their academic robes, are seated at their assigned pews according to the faculty, college, school, institute, or department to which they belong.

Seating Arrangement

The seating arrangement is based on the alphabetical sequence of the faculties, colleges, and institutes. However, the faculty/ college or institute of the speaker for the *discurso de apertura* is assigned to the pews behind those of the Ecclesiastical Faculties.



Administrative and academic officials (in academic gown) during the Misa de Apertura

5.2. Installation of the Rector

The installation of a new Rector is a solemn ceremony that marks the beginning of a new term of the Rector Magnificus. It is attended by representatives from the Commission on Higher Education, Church hierarchy, academic institutions, members of the diplomatic corps, administrative and academic officials, faculty members, alumni, support staff, and the students.

Traditionally, the ceremony of the installation of a new Rector immediately follows the Misa de Apertura, through which the Academic Year is officially opened. The inaugural address of the new Rector usually takes the place of the customary *Discurso de Apertura*.

One of the highlights of the ceremony is the conferment of the Rector's Collar and the Rector's Maces.

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The Rector Magnificus is the highest-ranking officer and principal administrator of the University. He is assisted in the administration of the affairs of the University by the Council of Regents, the Academic Senate, and the Economic Council.



Very Rev. Fr. Herminio V. Dagohoy, O.P., (leftmost) takes the Oath of Fidelity in front of the Prior Provincial of the Dominican Province of the Philppines and UST Vice Chancellor Very Rev. Fr. Gerard Francisco P. Timoner, III, O.P., during the Installation of the Rector in 2012.

Academic Procession from the Main Building

- University band
- Philippine and University flag bearers
- Bearer of Rector's Collar
- Bearers of Rector's Maces
- Presidents of Universities and Learned Institutions
- High School Principals
- Directors of Institutes
- Academic Senate
- Council of Regents
- Board of Trustees







Very Rev. Fr. Herminio V. Dagohoy, O.P., (center) 96th Rector Magnificus, is conferred the Rector's Collar by Commission on Higher Education Commissioner Dr. Nona Ricafort (left) and the Prior Provincial of the Dominican Province of the Philippines and UST Vice Chancellor Very Rev. Fr. Gerard Francisco P. Timoner, III, O.P., in 2012.





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- Vice Rector
- Rector to be installed, flanked by the Prior Provincial of the Dominican Province of the Philippines (UST Vice Chancellor), and the Chairman of the Commission on Higher Education

Once the members of the ceremonial procession are seated, the *Misa de Apertura* begins. Immediately after the *Misa de Apertura*, the Dominican Fathers and the Guest Presider leave the altar and proceed to their designated seats among the audience.



Program Proper

- Entrance of Colors
- Philippine National Anthem
- Installation Rites

The Secretary-General presides over the Rites:

- Reading of the English translation of the Confirmation of Election and Appointment
- Rector's Profession of Faith
- Rector's Oath of Fidelity
- Signing of the Appointment Decree
- Conferment of Rector's Collar by the Prior Provincial of the Dominican Province of the Philippines assisted by the Commission on Higher Education Chairman
- Entrustment of the University Maces by the Vice Rector of the University and the Vice Rector for Academic Affairs
- Rector's Inaugural Address
- UST Hymn



Very Rev. Fr. Herminio V. Dagohoy, O.P., (center) with Apostolic Nuncio His Excellency Most Rev. Giuseppe Pinto (with pectoral cross), Prior Provincial of the Dominican Province of the Philppines and UST Vice Chancellor Very Rev. Fr. Gerard Francisco P. Timoner III, O.P., (in black habit) with the Dominican Fathers in 2012





Photo Opportunity with the Rector

- The officiating presider of the ceremony (traditionally the Prior Provincial)
- Council of Regents, Dominican Fathers and concelebrants
- Academic Senate
- Distinguished guests
- Administrative and academic officials
- Members of the Alumni Association
- Student leaders
- Support staff
- Family and friends of the Rector

5.3. Thomasian Welcome Walk

The Thomasian Welcome Walk is an annual university tradition where freshmen enter the campus through the Arch of the Centuries. The Secretary-General welcomes new Thomasians at the Arch. The ceremony seeks to instill



New members of the Thomasian community traditionally walk through the Arch of the Centuries as part of their formal welcome rites.

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a sense of pride, identity, and belonging among the freshmen as they are formally welcomed into the Thomasian community. It symbolizes the bond between incoming freshmen and those that have entered the Arch through the centuries. The first Walk took place on June 14, 2002, known then as "The Rite of Passage." The Eucharistic Celebration follows the Welcome Walk. A general orientation is also integrated in this welcome event.



UST Rector Very Rev. Fr. Herminio V. Dagohoy, O.P., delivers the homily during the Eucharistic Celebration welcoming the freshmen to the University.



Freshmen from the Institute of Physical Education and Athletics and College of Commerce and Business Administration during their freshman orientation program





Grade 11
senior high
school students
participate in an
activity during
their freshman
orientation.

5.4. Awards and Conferment of Honorary Degrees and Titles

The University holds academic ceremonies, such as the conferment of honorary degrees, honorary professorships, the University's Golden Cross Award, the Professor Emeritus title, and the Professorial Chair Award.

Note: The participants of the procession must be in their academic robe and hood without the cap. Those who will be seated on stage, however, must be in complete academic regalia with cap.

Physical Arrangement (from the audience perspective/facing the stage)

- Two podiums are placed on stage with the left side intended for the speakers while the right side is for the Master of Ceremonies.
- The Philippine flag is placed on the left side while the University's flag is on the right.

Seating Arrangement

- On stage, the recipient is seated to the right of the Father Rector who is at the center.
- If the chairs will be in even number, the Father Rector and the recipient of the degree will occupy the two center seats. From the audience's perspective, the Father Rector will be seated at the chair to the audience's right with the honoree on the left side.

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An honorary academic degree is conferred by the University as a way to honor a distinguished person's contributions within a specific field or to society in general.

Order of the Processional

5.4.1. Conferment of *Honoris Causa* Degree

- Director/Program Chair/Secretary of the Faculty/College/Institute involved
- Academic Senate
- Council of Regents
- Regent of the Faculty/College/Institute involved
- Dean of the Faculty/College/Institute involved
- Vice Rector for Finance
- Vice Rector for Religious Affairs
- Vice Rector for Research and Innovation
- Vice Rector for Academic Affairs
- Board of Trustees
- Vice Rector
- Rector and Awardee

Program Proper

- Invocation Father Regent
- Philippine National Anthem
- Address of Petition Dean
- Address of Concession Father Rector
- Reading of the Diploma Father Secretary-General
- Conferment of the Degree
- Address of Acceptance
- UST Hymn

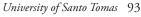
Photo opportunity

The Father Secretary-General serves as the Master of Ceremonies.

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Union Bank Chief Executive Officer, Justo Ortiz, listens to the Rector as he reads the diploma during the conferment of the Doctor of Humanities, honoris causa, upon him.

5.4.2. Conferment of Professor Emeritus Title

The Professor Emeritus is the highest honor awarded by the University upon its faculty members. This lifetime distinction is a testament to the faculty member's excellence, dedicated service, and unwavering support and loyalty to the ideals of the University of Santo Tomas.

In accordance with the Statutes of the University, a professor who has discharged his academic assignments in an outstanding manner is conferred the title Professor Emeritus upon his retirement.

Order of the Processional

- Director/Program Chair/Secretary of the Faculty/College/Institute involved
- Academic Senate
- Council of Regents
- Regent of the Faculty/College/Institute involved
- Dean of the Faculty/College/Institute involved



- Vice Rector for Finance
- Vice Rector for Religious Affairs
- Vice Rector for Research and Innovation
- Vice Rector for Academic Affairs
- Board of Trustees
- Vice Rector
- Rector and Awardee

Program Proper

- Invocation Father Regent
- Philippine National Anthem
- Description of the Title Professor Emeritus Vice Rector for Academic Affairs
- Address of Petition Dean
- Audio-Visual Presentation/Tribute to the Honoree
- Address of Concession Father Rector
- Conferment Rite
- Reading of the Certificate Department Chair



Prof. Fortunato B. Sevilla III, Ph.D., is conferred the Professor Emeritus title as the Father Rector Very Rev. Fr. Herminio V. Dagohoy, O.P., presents to Dr. Sevilla his certificate.





- Imposition of the Academic Hood and Cap Father Rector assisted by the Dean
- Presentation of the Medallion and Ring Father Rector assisted by Vice Rector for Academic Affairs
- Presentation of the Certificate Father Rector assisted by Vice Rector for Academic Affairs
- Address of Acceptance
- UST Hymn

Photo opportunity

The Father Secretary-General serves as the Master of Ceremonies.

5.4.3. Conferment of Honorary Professor Title

The University confers honorary professorship upon those who are able to demonstrate a national or international stature for innovation, publication and teaching supplemented by a record of research achievement or highly ranked scholarly publications.

Program Proper

- Invocation Father Regent
- Philippine National Anthem
- Welcome Address Father Rector
- Reading of the Citation Dean
- Conferment of the Title of Honorary Professor Father Rector assisted by Vice Rector for Academic Affairs, Vice Rector for Research and Innovation, and the Dean
- Address of Thanks
- Honorary Professorial Lecture
- UST Hymn

Photo opportunity

The Father Secretary-General serves as the Master of Ceremonies.





The Father Rector Very Rev. Fr. Herminio V. Dagohoy, O.P., bestows the professorial medal upon American chemist Geoffrey Cordell as he is conferred the honorary professor title of the University of Santo Tomas in 2017.

PROGRAMME

National Anthem of the Philippines

REV. FR. FRANKLIN F. BELTRAN, O.P., Ph.D.

Regent, College of Science University of Santo Tomas

Welcome Address

VERY REV. FR. HERMINIO V. DAGOHOY, O.P., Ph.D.

Rector University of Santo Tomas

PART I

Reading of Citation for Prof. Geoffrey A. Cordell, Ph.D.

PROF. MARIBEL G. NONATO, Ph.D.
Vice-Rector for Research and Innovation
University of Santo Tomas

Awarding of the title Honorary Professor to Prof. Geoffrey A. Cordell, Ph.D. VERY REV. FR. HERMINIO V. DAGOHOY, O.P., Ph.D.

PROF. CLARITA D. CARILLO, Ph.D.

Vice-Rector for Academic Affairs University of Santo Tomas

PROF. MARIBEL G. NONATO, Ph.D.

PROF. JOHN DONNIE A. RAMOS, Ph.D. Dean, College of Science University of Santo Tomas

Reading of Citation for Prof. Takashi Okamoto, M.D., Ph.D. PROF. JOHN DONNIE A. RAMOS, Ph.D.

rarding of the title Honorary Professor to Prof. Takashi Okamoto, M.D., Ph.D. VERY REV. FR. HERMINIO V. DAGOHOY, O.P., Ph.D.

PROF. CLARITA D. CARILLO, Ph.D.

PROF. MARIBEL G. NONATO, Ph.D.

PROF. JOHN DONNIE A. RAMOS, Ph.D.

PART III

Reading of Citation for Prof. John L. Holdsworth, Ph.D. PROF. MA. CARLOTA B. DECENA, Ph.D. Assistant Dean, College of Science

University of Santo Tomas

Awarding of the title Honorary Professor to Prof. John L. Holdsworth, Ph.D. VERY REV. FR. HERMINIO V. DAGOHOY, O.P., Ph.D.

PROF. CLARITA D. CARILLO, Ph.D.

PROF. MARIBEL G. NONATO, Ph.D.

PROF. JOHN DONNIE A. RAMOS, Ph.D.

Part IV

Address of Thanks

PROF. TAKASHI OKAMOTO, M.D., Ph.D. PROF. JOHN L. HOLDSWORTH, Ph.D.

Professorial Lecture
PROF. GEOFFREY A. CORDELL, Ph.D.

Hymn of the University of Santo Tomas





5.4.4. Conferment of the UST Golden Cross Award

The Golden Cross Award is the highest award granted by the University. It is given to persons who excel in the promotion of the arts, humanities, and sciences, or who have distinguished themselves through their commitment to the service of mankind.

Program:

- Invocation Father Regent
- Philippine National Anthem
- Address of Petition Dean
- Address of Concession Father Rector
- Reading of the Citation Father Secretary-General
- Conferment of the UST Golden Cross Award
- Address of Acceptance
- UST Hymn

Photo opportunity

The Father Secretary-General serves as the Master of Ceremonies.







Golden Cross 2015 awardee and Starkey Hearing Aid Foundation founder Mr. William F. Austin (center) and his wife Mrs. Tani Austin (fourth from left), with Dominican Prior Provincial Very Rev. Fr. Gerard Francisco Timoner III, O.P., (third from left), UST Rector Very Rev. Fr. Herminio V. Dagohoy, O.P., (sixth from left), , UST Vice Rector Rev. Fr. Richard G. Ang, O.P., (second from left), Faculty of Medicine and Surgery Dean Prof. Jesus V. Valencia, M.D. (seventh from left), Secretary-General Rev. Fr. Winston F. Cabading, O.P. (leftmost), and Faculty of Medicine and Surgery Regent Rev. Fr. Angel A. Aparicio, O.P. (rightmost)

5.4.5. Conferment of Professorial Chair

A Named Professorial Chair is granted by the University upon a person who has made a significant contribution to his discipline. Applications for a Named Professorial Chair may be received from internal or external applicants and must be made to the UST Research and Endowment Foundation, Inc. In applying for a Named Professorial Chair, an applicant must demonstrate that he would be regarded by the University as a distinguished Professor within the Faculty/College/Institute of which he is part.

Order of the Processional:

- Department Chairs
- Faculty Secretary of the Faculty/College/Institute involved
- Assistant Dean of the Faculty/College/Institute involved
- Regent of the Faculty/College/Institute involved
- Dean of the Faculty/College/Institute involved
- Members of the Academic Senate





- Members of the Council of Regents
- Vice Rector for Finance
- Vice Rector for Religious Affairs
- Vice Rector for Research and Innovation
- Vice-Rector for Academic Affairs
- Secretary-General
- Vice Rector
- Conferee
- Rector and Donor

Program:

- Invocation Father Regent
- Philippine National Anthem
- Welcome Remarks Dean
- Description of the Professorial Chair: Office for Grants, Endowments, and Partnerships Director
- Presentation of the Conferee Dean
- Conferment Rites:
 - Reading of the Certificate of Citation Faculty/College/ Institute Secretary
 - Presentation of the Certificate The Father Rector, assisted by the Father Secretary-General
 - Awarding of the Professorial Chair Medal The Father Rector, assisted by the Vice Rector for Academic Affairs
- Address of Acceptance
- Professorial Chair Lecture
- UST Hymn

Photo opportunity

The Faculty/College/Institute Secretary serves as Master of Ceremonies.









Assoc. Prof. Angelo dela Cruz, Ph.D., (right) chair of the Department of Electronics Engineering, receives the Fr. Roque Ruaño, O.P., Professorial Chair Certificate from UST Secretary-General Rev. Fr. Jesús M. Miranda, Jr., O.P., in April 2019.

5.5. Student Awards

The University recognizes students and student organizations that excel in various human endeavors: academic, leadership, teamwork, and community development.

The categories of the Student Awards are the following:

Rector's Academic Award for academic excellence

Pope Leo XIII Community Development Award for active involvement in community development with partner communities

Quezon Leadership Award for exceptional leadership



Benavides Outstanding Achievement Award for outstanding achievement of national or international importance

St. Dominic de Guzman Award for outstanding teamwork

St. Albertus Magnus Award for outstanding research work

St. Thomas Aquinas Award for exceptionally outstanding performance, conferred upon those who received the Rector's Award and two other personal awards within the duration of their academic program

Tradition of Excellence Award for exemplary performance of a student organization on a sustained level

Pope John Paul II Outstanding Achievement Award for excellence in national or international competitions in the field of sports and/or the arts











UST Rector Very Rev. Fr. Herminio V. Dagohoy, O.P., with the 2018 Rector's Academic Award recipients

Program:

- Invocation
- National Anthem
- Welcome Message Father Rector
- Introduction of Guest Speaker Father Secretary-General
- Address
- Awarding of the Certificate of Appreciation to the Guest Speaker
- Conferment of Rector's Academic Award
- Conferment of the Quezon Leadership Award
- Conferment of the Pope Leo XIII Award
- Conferment of the St. Dominic de Guzman Award
- Conferment of the St. Albertus Magnus Award
- Conferment of the Benavides Award
- Conferment of the Tradition of Excellence Award
- Conferment of the Pope John Paul II Award
- Conferment of the St. Thomas Aquinas Award
- Response St. Thomas Aquinas Awardee (Rector's Awardee/ Batch Valedictorian if there is no Aquinas Awardee)
- UST Hymn









A recipient of the Quezon Leadership Award (third from left) with his mother (fifth from left) and the award presenter Vice Rector Rev. Fr. Richard G. Ang, O.P. (second from left) assisted by Keynote Speaker and Informatics Philippines President Mr. Leonardo Riingen (leftmost), College of Education Regent Rev. Fr. Winston F. Cabading, O.P. (rightmost), College of Education Dean Prof. Allan A. De Guzman, Ph.D. (sixth from left), and Supervising Teacher Ms. Eleanor Bahrami-Hessari (center) at the 2017 Student Awards.



A recipient of the Benavides Outstanding Student Award in 2017 (center) with her parents (fifth and sixth from left), together with the award presenter Secretary-General Rev. Fr. Jesús M. Miranda, Jr., O.P., who was assisted by Faculty of Pharmacy Dean Prof. Aleth Therese Dacanay, Ph.D. (second from left), College of Commerce and Business Administration Dean Assoc. Prof. Leonardo M. Canoy Jr., Ph.D., (leftmost) and Regent Rev. Fr. Senen R. Ecleo, O.P. (rightmost)





5.6. Paskuhan

The annual *Paskuhan* is the Thomasian way of celebrating Christmas as a community. This tradition began in 1991 and is normally held on the day before the Christmas break as a culmination of the University's various Christmas activities.



The Christmas Mass is officiated by UST Rector Very Rev. Fr. Herminio V. Dagohoy, O.P., (center) together with UST Vice Rector Rev. Fr. Richard G. Ang, O.P., (right) and Secretary-General Rev. Fr. Jesús M. Miranda Jr., O.P., for the Thomasian community.

The highlights of the celebration include the *Panunuluyan*, or a reenactment of the Virgin Mary's and St. Joseph's search for a place to give birth to Jesus. It is then followed by the *Paskuhan* Mass, which is celebrated by the Father Rector as the Main Presider and concelebrated with the Dominican Fathers.

In 2011, the 400th year celebration of the foundation of the University, the tradition of the *Agape* began, in which members of the Thomasian community gathered together for a university-wide feast. Since its inception, the Agape has been held after the *Paskuhan* Mass.

A concert is also held featuring local bands and performers, along with mainstream celebrities and music artists. The night is ended with a pyrotechnic display.





The campus is decorated with festive lights to celebrate the Christmas season.

The Thomasian community, especially the students, celebrate *Paskuhan* with a fair and concert featuring local bands on the last class day before the Christmas break.

Days prior to the actual activities is another tradition that has become part of the Thomasian Christmas experience. It is the lighting of the campus decorations that takes place on the first days of December. Once the lights are dimmed, the well-decorated campus is revealed slowly to the Thomasian community in a program that is composed of singing Christmas carols by the students of the Conservatory of Music. It leads to the dramatic lighting of the giant Christmas tree near the UST Grandstand.

5.7. Baccalaureate Celebration

At the end of every academic year, the Baccalaureate Mass is held a few days before the conferment of the academic degrees upon the graduating students or Solemn Investitures. The Mass is preceded by a walk of the candidates for graduation from their respective Faculties/Colleges/Institutes to the grandstand where the Eucharistic Celebration is held. A Post-Mass program follows, and it ends with the recessional parade exiting through the Arch of the Centuries.





UST Rector Very Rev. Fr. Herminio V. Dagohoy, O.P., (center) is the main presider for the Baccalaureate Mass, concelebrated with Vice Rector Rev. Fr. Richard G. Ang, O.P., (left) Secretary-General Rev. Fr. Jesús M. Miranda, Jr., O.P. (extreme right) and the Dominican Fathers.



Students hold their mission cross as the Father Rector blesses them.

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Flow of Activities

- The candidates for graduation of the different Faculties/Colleges/ Institutes assemble inside their respective buildings.
- The academic officials of each Faculty/College/Institute are requested to lead the candidates for graduation to the UST Football Field.
- Candidates walk toward the UST Football Field passing through their designated entry points.
- Members of the Welcome Committee lead them to their assigned seats upon arrival at the venue.



Graduating students participate in the Ceremony of Light, in which the light from the Father Rector's torch flame is spread to the students through the torches of the Deans and Regents.





The campus pathway, well-lit and festively decorated for the Christmas holidays, leads to the University of Santo Tomas Main Building whose tower beams with Light that illuminates the campus.

Pre-Mass Program

- Introduction of Faculties/Colleges/Institutes with flag bearers
- Entrance of Colors
- National Anthem

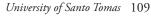
Mass Proper

Post-Mass Program

- Video Presentation
- Graduation Message
- Blessing and Imposition of the Thomasian Mission Cross
- Thomasian Pledge of Loyalty
- Ceremony of Light
- UST Hymn
- Pyromusical Display
- Recessional







6. CHURCH HIERARCHY, DOMINICAN LEADERSHIP, AND CATHOLIC VESTURE

6.1. Church Hierarchy

he Church hierarchy signifies the "holy ordering" of the Church as the Body of Christ and is stipulated within the Canon Law (Coriden, Green, Heintschel, Canon Law Society of America, & Catholic Church, 1985). It refers to the members of the Church hierarchy who exercise authority within the Catholic Church.

The Roman Catholic Church is led by the Pope, who oversees the welfare of the Church with the help of other leaders of the Church, namely, cardinals, archbishops, bishops, priests, and deacons. Each individual at every level is assigned to oversee certain functions of the Church and must coordinate with other clergy members of the Church to lead the lay Catholics that they represent.

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The Pope

The Pope is the head of the Catholic Church and he is responsible for the leadership of the Church. He is also the head of the Vatican, which is an independent state within the city of Rome, Italy. The Pope also appoints persons who occupy various administrative and religious offices both in the Vatican and who represent the Church in different parts of the world. As the Bishop of Rome, the Pope holds the titles of Vicar of Jesus Christ, Successor of the Prince of the Apostles, Supreme Pontiff of the Universal Church, Patriarch of the Latin Church, Primate of Italy, and



The Holy Father listens to messages at the UST Grandstand during his visit to the University in 2015.





The third Pope to visit the University of Santo Tomas, His Holiness Pope Francis, waves to the faithful Thomasians and Filipinos who came to see him.

Metropolitan Archbishop of the Province of Rome, Sovereign of the Vatican City State, Servant of the Servants of God.

The Cardinals

A Cardinal is appointed by the Pope to represent the Holy Father and the Roman Catholic Church as a whole. He is a member of the College of Cardinals, whose main responsibility involves advising the Pope and electing a new Pope in case the current one resigns or dies. When the position of the Pope falls vacant, the cardinals assemble at the Vatican for the conclave elections. The successor of the outgoing Pope comes from the cardinals, who are also referred to as the princes of the Church and can hold concurrently the title of Archbishop.



His Eminence Luis Antonio Cardinal Tagle speaks at the Philippine Conference for New Evangelization organized by the Office for Promotion of the New Evangelization and hosted by the University of Santo Tomas.



<u>Archbishop</u>

An archbishop is a bishop of a metropolitan diocese or an archdiocese. He is a bishop of higher rank.

<u>Bishop</u>

A bishop is a teacher of the church doctrine, a priest of sacred worship, and a minister of the church government. He represents the Church and governs a diocese.

Priest

A priest is an ordained minister who is responsible for administering most of the sacraments, including the Eucharist, baptism and marriage. A priest can belong to a specific religious order or can be committed to serving a certain congregation.

<u>Deacon</u>

There are two types of deacons. A transitional deacon is a seminarian who is studying for the priesthood while a permanent deacon is a deacon who can get married and assists a priest by performing some of the sacraments. The responsibility of every member of the hierarchy of the Catholic Church is stated in the Canon Law of the Roman Catholic Church and the Church's constitution.

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Apostolic Nuncio to the Philippines H.E. Archbishop Gabriele Giordano Caccia (center) is the main presider in the Misa de Apertura in 2018. Concelebrating are the Dominican Fathers, including the Prior of the Dominican Province of the Philippines and UST Vice Chancellor Very Rev. Fr. Napoleon B. Sipalay, Ir. (rightmost, in red chasubule).



Note: The Order of Precedence to be followed in an event attended by high-ranking officials from differing affiliations such as the government, the Church, and other religious bodies depends on their diplomatic statuses:

In the Philippines, for example, the Apostolic Nuncio is generally equivalent in rank to Foreign Ambassador Extraordinary and Plenipotentiary, but is traditionally primus inter pares, or first among equals, as the Dean of the Diplomatic Corps by virtue of the country being predominantly Catholic.

6.2. Dominican Leadership over UST

The University of Santo Tomas is under the supervision of the Dominican Province of the Philippines (DPP). According to its Statutes, it is governed by the following: norms laid down by the Holy See, pertinent laws of the Republic of the Philippines, the General Statutes of the University, Ordinances of the Chancellor, resolutions of the UST Board of Trustees, regulations of the Rector promulgated in accordance with the General Statutes, legitimate customs of the University, and finally, the pertinent statutes of the DPP.

Hence, the DPP now sets policies and direction for all schools within its oversight including the University of Santo Tomas. This means that the general thrusts of the Church and the Dominican Order would be followed by the mission and vision of the University.







The Prior Provincial of the Dominican Province of the Philippines (DPP) and UST Vice Chancellor Very Rev. Fr. Napoleon B. Sipalay, Jr., O.P., (left) is the head of the DPP, while Very Rev. Fr. Herminio V. Dagohoy, O.P., is the head of the University of Santo Tomas. Fr. Sipalay receives a University gift and certificate from Fr. Dagohoy during the University-wide retreat in 2018.

6.3. Catholic Vesture

If the invitation calls for white/black tie attire, the corresponding attire for clergy members is the "abito piano" which differs among the officials.

Traditional Clerical Attire, Abito Piano

The traditional formal attire for non-liturgical occasions consists of a cassock (black robe) dressed up with a *ferraiolone* which is a light-weight ankle-length cape intended to be worn indoors. The color and fabric of the *ferraiolone* is determined by the rank of the clergy member. However, in tropical countries like the Philippines, white cassocks without *ferraiolone* are permitted.

Noonan (1996) provides the specifics of formal event vestment protocol:

For <u>Cardinals</u>: The *simar* with scarlet watered-silk (*moire*) sash with fringe; the pectoral cross, suspended from the chain; the scarlet silk *ferraiolone*; the scarlet *zucchetto*; scarlet stockings; and the cardinal ring. The *biretta* or the black Roman hat may be used as headdress.

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For <u>Archbishops and Bishops</u>: The *simar* with purple sash with fringe; the pectoral cross, suspended from the chain; the purple *ferraiolone*; the purple biretta with purple tuft; purple stockings; and the episcopal ring.

For <u>Priests</u>: The black cassock, black sash (optional); the black *ferraiolone* (optional); the black *biretta* with black tuft are appropriate for white tie. If the invitation says 'black tie' or 'black tie *optional*,' the clerical shirt with Roman collar and black coat would also be appropriate.

Contemporary Clerical Attire

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In recent years and actual practice, the cassock and the *ferraiolone* have become much less common and no particular formal attire has appeared to replace them. One acceptable alternative is a clerical vest incorporating a Roman collar (also known as a *gilet*) worn with a collarless French cuff shirt and a black suit.

Another alternative is the cassock overcoat known as a *douilette* or a *greca*. It is black, double-breasted, has a plain or velvet collar and is of slightly longer length than the cassock so as to entirely cover it. These are commonly used in cold climates, but not in tropical countries, like the Philippines. If a cassock is not worn, then a normal length black overcoat will suffice.

The clerical collar is worn by all ranks of the clergy in the Catholic Church in the exercise of their ministry. It may be worn by bishops, priests, and deacons, and often by seminarians who have been admitted to candidacy for the priesthood (as well as with their cassock during liturgical celebrations).

Daily or Regular Dress

In liturgical rites, the clergy must wear the vesture prescribed in the proper liturgical books. Outside liturgical functions, however, a black suit or a clerical



shirt and the Roman collar are acceptable for priests and seminarians. The use of the cassock is at the discretion of the clergy member. If the priest or seminarian is representing the Church or a Catholic institution such as the University in a public appearance (in a social, but not a personal function), it is recommended that the clerical black suit and Roman collar be worn.

7. PRECEDENCE WITHIN THE UNIVERSITY

he order of precedence is a sequential hierarchy of nominal importance of persons. In most formal events, the order of precedence plays a significant role in the arrangement of seating, presentation, speeches, acknowledgments, and other similar factors (Foreign Service Institute, 2009).

Positions in the order of precedence are not necessarily accurate indications of functional importance within the University, but rather tends to signify ceremonial relevance depending on the event. Following the order of precedence is therefore necessary to show the proper respect to the involved parties. Generally, those highest in the order of precedence get to sit in the place of honor, speak last, and are acknowledged first.

In standing, walking, or sitting side-by-side, the place of honor is at the right of the host or the front-center of the group. When only two persons are walking beside each other, the one of lower rank is at the left. If guests are in a single file, the higher the rank, the nearer they are to the front of the line.

7.1. Guidelines for Name Orders

 The names of those who have the higher office, rank, religious or hereditary title should precede those with lower offices, ranks, or titles. (

- The main invitee should precede his or her spouse, escort, or guest in a receiving line or on the invitation
- For private citizens with shared surnames and no titles, "Mr." should go first before "Mrs."
- For private citizens with different surnames, males tend to be listed first, or in alphabetical order, if preferred by the host.







For document signatories, the names of officials must be written in ascending order of ranks, with the name and signature of the highest-ranking official at the bottom.

Faculty Secretary

Dean

Regent

If the name positioning on the document is in V-shape, such as in certificates, the highest official's name is placed at the bottom center:

Faculty Secretary

Dean

Regent

Should there be only two names, the name and signature of the highest-ranking official, would occupy the rightmost space.

Secretary-General

Rector







8. INTRODUCTION PROTOCOLS

8.1. Introduction

ocial events held by the University can help build rapport and professional networks. Hence, proper introductions during conversations or during presentations are vital in showing respect to everyone involved. Research on foreign greeting customs, if applicable, is also advisable to be conducted prior to the event or visit. Protocol officers have to ensure that key people, such as those in the receiving line, are provided a briefing on these foreign courtesies.

Also keeping in mind the accepted forms of address previously discussed, the proper protocol in introducing people to each other is guided by considering their sex, age, and rank, with guidelines from N. Mitchell (2017) as follows:

- A younger person is introduced to an older person.
- A peer from your institution is introduced to a peer from another institution.



The Vice-Rector Rev. Fr. Richard G. Ang O.P. (in white barong) introduces UST Graduate School Dean Marilu Madrunio (partly hidden) and Faculty of Arts and Letters Dean Michael Anthony Vasco to H.E. Philip Goldberg, Ambassador of the USA to the Philippines, during the Ambassadors Lecture Series in 2016.







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- A junior administrator, faculty member, or executive is introduced to a senior administrator, faculty member, or executive.
- The name of the highest ranking, oldest, or most distinguished person is always spoken first.
- Everyone should be standing during the introductions.
- Respond to an introduction by including the person's name.
- If an honorific or title is used with one person's name, an honorific must also be used for everyone else.
- Never use an honorific for one's self. (e.g. Say "My name is Jane Santos, [position] at [office/department]", rather than "I am Associate Professor Jane Santos"
- Avoid shaking hands across a table or desk, if possible. It is preferable to move to the side or front of the table.
- When introducing a group of people, say the highest-ranking person's name first and introduce others to the highest-ranking person.
- A high-ranking visitor takes higher precedence in the order of introductions than the individuals within the University. (e.g. "[Member of Diplomatic Corps], may I introduce the Dean of [Faculty/College], [name of person to be introduced].")

8.2. Handshake Protocols

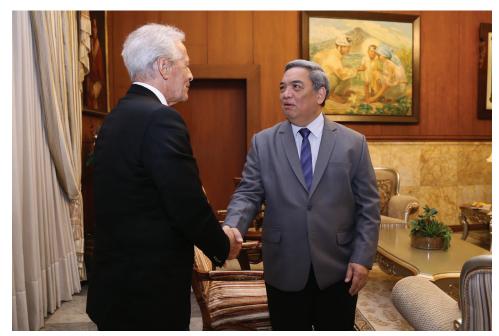
Handshakes are also a crucial staple of social interaction, especially at the professional level. They should be firm and brief – not longer than the time it takes to say one's name, but not too hurried and overeager. Handshakes should always be done with the right hand, and offers to shake hands should never be refused or ignored.

The gesture of shaking hands is not limited merely to introductions, but also a vital courtesy for reaching agreements, concluding meetings, thanking people, or saying goodbye.



Further guidelines are:

- The person of authority extends his/her hand first.
- Men must wait for women to extend their hand first (except in cultures where this is unacceptable).
- Church dignitaries, however, must extend their hands to women.
- A younger woman must wait for an elder woman to extend her hand.
- If mingling during an event, people must hold drinks, clutch bags, or other items using the left hand so that their right hand is free to shake hands during introductions.
- If a person's hands are full at the moment of introduction, he or she is encouraged to initiate a handshake at a later moment if another opportunity arises, such as right before the conversation ends or before departure.



Ambassador of the Argentine Republic to the Philippines His Excellency José Néstor Ureta shakes the hand of UST Rector Very Rev. Fr. Herminio V. Dagohoy, O.P., during his courtesy call.

8.3. Business Card Exchange Protocols

Business cards are formal tools bearing a person's information in relation to his or her work or affiliation(s) that are typically used as a memory aid and networking purposes. Though it is common to exchange them during introductions, it is also more advisable to wait for a more opportune moment, such as when prompted. It is advisable to wait until a higher-ranking guest or official offers you his or her card rather than immediately offering your own (N. Mitchell, 2017).

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The expected manner of presenting a card is by accompanying it with a polite remark, such as "May I give you my card?" or a similar comment along those lines. It is also courteous to always give *and* receive the card with the right hand of both the owner and the recipient, or in most East Asian cultures, with both hands and the head slightly bowed. The name should always be facing the receiver.

In most cultures, it is considered rude to put away a card immediately after receiving it without even reading its contents (Martin and Chaney, 2012). If the conversation occurs while seated at a table, it is polite to leave the cards on the table throughout the conversation. If talking while standing, hold the card while the conversation is ongoing.

In keeping with the efforts of the University toward Thomasian Identity and a positive public presence, administrative and academic officials must follow the uniform template and layout for business cards provided by the Office of the Secretary-General.

9. INTER AND INTRA-UNIVERSITY COMMUNICATION

9.1. Letters of Request

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he office/s that can best respond to the event necessities should be sent a formal letter of request at a reasonable time before the event. Preferably, at least 10 to 15 business days must be set aside to process the request more thoroughly. Follow-up calls to ensure timely progress of event



arrangements, however, are recommended to be done after an appropriate period of time.

For approval of events, write to the Office of the Secretary-General, or for student activites, write to the Office for Student Affairs, with the Student Activity Approval Form attached.

For the use of any holding space (auditorium, rooms, gymnasium) within the University, write to the Office of the Vice Rector for Finance and to the Office of the Secretary-General to reserve the chosen venue.

For equipment and set-up needs, direct any concern to the Facilities Management Office (FMO).

For parking space and protection concerns, the Security Office handles requests, upon the approval of the Office of the Vice Rector for Finance.

For media relations and tokens intended for special guests, requests are addressed to the Office of Public Affairs.

9.2. Letters

Proper communication channels should also be observed. Contact only the offices that directly handle certain concerns under their oversight. Below are common concerns and the offices that handle them.

Offices	Topics
Rector	Execution of laws, norms, statutes, ordinances, and resolutions which govern the University
Vice Rector	Manpower, scholarship, retirement, faculty tribunals, and monitoring of policies and programs
Vice Rector for Religious Affairs	Religious and apostolic activities of the University, supervision of Professional Ethics and Theology instruction





Vice Rector University budget and expenditures, student for Finance accounts assistance, use of UST vehicles

Vice Rector for Educational objectives and policies, curricula,

Academic Affairs instruction, faculty development,

University textbooks, hiring of teachers

Vice Rector for Research policies, incentives, intellectual property and

Research and Innovation publications

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Bureau

Secretary-General University media and publication permits, major

University public functions, class suspensions,

official correspondences

Verification, issuance, and authentication of official Registrar

records and documents of students and alumni

Public Affairs Information management, visit management

> (including special visits and campus tours), media relations, and event management

Admissions USTET and application for admission

Student Affairs Scholarships, student activities and organizations

Communications Social media promotion and online

information dissemination, management of

University website and social network accounts,

audio-visual production facilities, digital technology instruction

Human Resource Hiring, selection, and placement, wages and Department

salaries, employee counseling, job evaluations

Facilities Physical resource management, technical operations,

Management internal traffic, water and power supply,

Office CCTV security system





International Relations and Programs Student mobility, administrative and academic officials mobility, transnational research collaboration, dual

and joint degrees

Planning and Quality Management

Strategic plan of the University, action plans, objectives setting, resource allocation,

workforce plans, performance measure projections,

quality management system,

University quality policies and objectives

Grants, Endowments, and Partnerships in Higher Education Linkages with educational and funding institutions

Alumni Relations

Sustaining and initiating linkages with Thomasian alumni

Santo Tomas e-Service Providers Enrollment and grading systems, ID system, accounting and payroll systems, e-mail system, WiFi and internet connectivity, maintenance

of computer hardware

Educational Technology Technology for media, information, and communications, and the e-Learning

Center

Access Program (e-LeAP)

Security

Parking, campus security

UST SIMBAHAYAN

Community development programs,

Community

Civic Welfare Training Service,

Development

Literacy Training Service

Office

Ensure that the proper letterheads and signatories are employed. Guidelines and templates for the use of the official University letterheads, envelopes, and other stationery are provided in a circular issued by the Office of the Secretary-General dated March 14, 2018.

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Official stationery of the various University units must include the logos of the current QS Stars rating, Proficiency in Quality Management, and ISO

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9.3. Official UST Electronic mail

Certification.

It is required that the University email accounts using Microsoft Office 365 and Google for Education under the UST domain will be used for any and all email correspondence that deals with <u>University-related business</u>.

The University, the sender, or both can be made liable for the content of an email. A disclaimer has been made available and should be used to protect the University and those sending emails on its behalf. Hence, the University's official email service employs the automatic use of an email disclaimer to help fend off potential claims and to inform recipients of the University's position in relation to the information being emailed:

The information or attachment(s) in this e-mail is(are) strictly confidential and is(are) for the intended recipient only. Any unauthorized use, dissemination or copying of this message or the information it contains is prohibited. The recipient has the responsibility to ensure the protection of any Personal Data included in this e-mail and its attachment(s). If you are not the intended recipient or you received this e-mail by mistake, please notify the sender immediately, and delete the original message and attachment(s).

To, Cc, and Bcc

The "To:" section should only include addresses of people who are directly affected by the message, such as the one with a responsibility to answer the query or apply the action requested. The people in this field will be the ones acknowledged in the salutation.

The "Cc:" or Carbon Copy field is for the addresses of people who need to be informed about the contents of the e-mail, but do not need to take action themselves. For example, one may send a message to request approval on a

project to the team leader, and then use the 'cc:' function for their common superior simply to update him or her. No action is required on the part of the superior; hence, the Cc field is appropriate rather than "To:"

The "Bcc:" (Blind Carbon Copy) field means that the recipients in the "To:" and "Cc:" fields will be unable to see addresses within this field. This is used to communicate with a list of individuals who need the same information but should not be able to see the email addresses of every other person receiving the message.

Subject line

Ensure a concise and clear subject line that will give the recipient a good idea of the email content. It should be specific, yet brief.

Reply to one and Reply to all

If the response is not necessary information for everyone in the "To:" and "Cc:" field, then reply only to the immediate sender and not to all in the recipient fields.

Signature

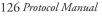
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Providing professionally necessary details in the email signature is important for the recipient to know the sender's name, job title, place of work, and an easy reference of other contact details.

Pre-send checking

It is highly advisable to proofread the content of the email before sending it. Below are guidelines (University of York, 2010) to assist senders:

- Ensure that the email is being sent to the correct person and that the name and address are spelled correctly;
- Use a clear and concise subject line;
- Greet the recipient courteously;
- Organize the email contents in clearly divided short paragraphs or bullet points;
- Use clear, simple, and polite language;







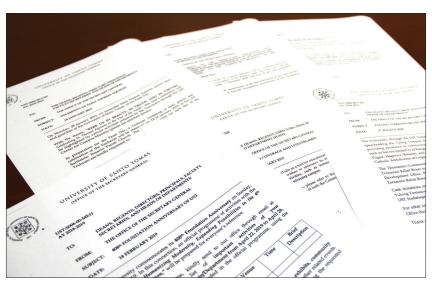


- Use highlighting functions such as setting in bold and underlining to draw attention to key points like dates and times, actions needed, and other important details;
- Check for spelling errors, appropriate punctuation, and accurate information:
- Use a complimentary close such as "Sincerely,";
- Include a signature; and
- Follow the proper channels of communication.

9.3. Circulars and Memoranda

Circulars are formal written inter-office communications released by the Secretary-General for topics that are informational in nature, while memoranda typically make announcements, discuss procedures, report activities, and disseminate information. They are sent only to specific groups or specific persons within the University, and tend to be slightly less formal, but not less professional.

Each memo and circular have their own serial number on the upper left-hand corner and a subject line along with the requisite fields for the date, recipients, and sender.



Circulars to officially communicate with the University's various administrative and academic units and internal stakeholders are issued by the Office of the Secretary-General.



10. THOMASIAN HERALDRY

10.1. The University Seal

he present seal of the University of Santo Tomas (UST) is likened to a blue shield bordered with golden line. The shield is sectioned by a Dominican cross, which represents the Dominican foundation of the university. Hosted at the center of the cross is the sun of St. Thomas Aquinas, patron saint of the University and of Catholic schools and after whom the university was named. The



corners of the University seal feature different symbols like the Papal tiara that indicates the university as a Pontifical institution; the Lion, which is adopted from the seal of Spain, is emblematic of the royal patronage of the centuries-old existence of the University; the sea-lion adopted from the old seal of the City of Manila that symbolizes that the University is part of the Republic of the Philippines; and the Rose Vignette that serves as a symbol of the patronage of the Blessed Virgin Mary.

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The seal of the University bears the words Pontifical and Royal University of Santo Tomas, Manila, along with its year of establishment. Furthermore, the seal is to be properly used on all official printed and electronic documents.

In using the UST Seal on any document, it should be printed on any solid color, screen of color, or textured or photographic background that provides sufficient contrast for the logo to appear clearly or legibly. It should be accompanied by the registration symbol at all times.

In addition to the UST Registered Seal, the trademark "UST" initials in black and white, and in yellow font have also been granted registration certification.

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10.2. The Rector's Maces

The University's maces represent spiritual and temporal powers of the Rector Magnificus as the highest authority of the University. It symbolizes the weight of authority and responsibility of the Office of the Rector. The silver maces are considered to be the oldest symbols of the Rector Magnificus of the University. Although the maces have existed since the 17th century, it was only in 1998 when it was used formally for the installation ceremonies and was intended to signify the temporal academic and spiritual orders belonging to the Office of the Rector.

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The design of the maces is derived from a battle mace and the Roman *fasces* rods and axe. The top of the mace holds the 17th century seal of the University. Today, the maces are permanently kept at the University Museum and are solely being used for the installation of a new Rector.

During the installation of the Rector, the maces occupy a prominent space on the stage. Facing the audience, the Rector's maces are placed at the left side of the stage near the University flag.

10.3. The Rector's Collar

As the symbol of the Rector's authority, this collar signifies the powers of the Vatican and the Philippine Government and the mantle of the supreme teaching authority of the Rector as professor of the University.

The collar was first used during the installation of the first Filipino rector, Very Rev. Fr. Leonardo Legaspi, O.P., S.Th.D., in 1971.





10.4. Academic Regalia

a. Gown

It is a loose black robe with full-length sleeves. There are three academic gowns used in the University for a Bachelor's degree, a Master's degree, and a Doctoral degree or simply, a Doctorate.

b. Headwear

A Bachelor's degree holder wears a black mortarboard and a colored tassel that corresponds to the faculty/college/institute color. Master's degree and Doctoral degree holders wear black *birettas* with colored piping or tufts that correspond to the faculty/college color or field of study.

Master's and Doctoral degrees:

- Doctor of Sacred Theology: Four horned *biretta*, surmounted by a white tuft
- Doctor of Canon Law: Four horned biretta, surmounted by green tuft
- Doctor of Medicine: Round biretta with yellow tuft and tassel
- Master of Clinical Audiology: Round biretta with yellow tuft
- Doctor of Civil Law: Round biretta red tuft

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Tassel/Tuft Colors

White Faculty of Sacred Theology Faculty of Philosophy Blue Faculty of Canon Law Green Faculty of Civil Law Red Yellow Faculty of Medicine and Surgery Violet Faculty of Pharmacy Faculty of Arts and Letters Blue Faculty of Engineering Gray College of Education Orange College of Science Azure College of Architecture Maroon Gold College of Commerce

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Graduate School (based on degree program)

Conservatory of Music Pink

College of Nursing Green & Yellow

Education High School Orange

College of Rehabilitation Sciences Yellow & Aqua Blue

Institute of Physical Education Red Orange
and Athletics & Sage Green
College of Fine Arts and Design Maroon & Green
UST AMV-College of Accountancy Red & Beige

College of Tourism and

Hospitality Management Blue & Green

Institute of Information and

Computing Sciences Crimson Red & Gray

Graduate School of Law Red

c. Mozetta The Master's and Doctoral degree holders use mozettas. These are short elbow-length sartorial vestments. The color depends on the academic field of study of the graduate.

Applied Physics major in Medical Physics Azure
Architecture Maroon
Biology Azure

Biology Education Azure & Orange



Business Administration Yellow Gold

Chemical Engineering with

specialization in Biomedical, Energy, Environmental, Food, Materials Science,

and Metallurgy Engineering Gray
Chemistry Azure

Chemistry Education Azure & Orange
Cultural Heritage Studies Copper & Gold

Development Studies Orange
Economics Royal Blue

Education major in Curriculum

and Instruction Orange
Educational Management and Leadership Orange
English Language Studies Royal Blue

Fine Arts Maroon & Green

Food Science Orange
Guidance and Counseling Azure
Description

History Royal Blue

Hospital Administration Green & Yellow Journalism Royal Blue

Library and Information Science Orange
Literature Royal Blue
Communication Royal Blue
Creative Writing Royal Blue

Marketing Communication Royal Blue & Gold

Electronics Communication Engineering Gray

Human Resource Management Yellow Gold

Management Engineering Gray

Mathematics Education Azure & Orange

Medical Technology Purple
Microbiology Azure
Music Pink

Nursing Green & Yellow Occupational Therapy Yellow & Aqua Blue

Pharmacy Purple
Philosophy Royal Blue

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Physical Therapy Yellow & Aqua Blue Political Science Royal Blue

Psychology Azure

Public Administration Royal Blue

Theology White



Deans of the Faculties and Colleges wear mozettas with colors that correspond to their field of study during the Misa de Apertura.

d. Hood

The bachelor's degree holders use hoods. The silk lining corresponds with the college/faculty/institute's color. The academic hood is draped around the neck and shoulders so that the larger portion hangs down the wearer's back.

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Faculty of Sacred Theology	White silk
Faculty of Philosophy	Royal Blue silk
Faculty of Canon Law	Green silk
Faculty of Civil Law	Red silk

Faculty of Pharmacy

Pharmacy Purple silk

Biochemistry Purple silk, lined with

yellow silk

Medical Technology Purple silk, lined with

yellow silk



Faculty of Arts and Letters	Navy blue silk
Faculty of Engineering	Gray silk
College of Education	Orange silk
College of Science	Light blue silk
College of Architecture	Maroon silk
College of Commerce and	
Business Administration	Yellow silk
Conservatory of Music	Pink silk
College of Nursing	Green silk, lined with yellow silk
College of Rehabilitation Sciences	Yellow silk lined with aqua blue silk
Institute of Physical Education and Athletics	Red orange silk, lined with sage green silk
College of Fine Arts and Design	Maroon silk, lined with green silk
UST AMV-College of Accountancy	Red silk, lined with beige silk

College of Tourism and

Hospitality Management

Light green silk, lined with blue silk

Institute of Information and

Computing Sciences

Crimson red silk, lined with gray silk

10.5. University Flag and the Flags of the Faculties, Colleges, and Institutes

The different flags of the faculties, colleges and institutes of the University are used during university-wide events, such as the Misa de Apertura, Installation of the Rector, the Conferment of Honorary Degrees, Conferment of Honorary Professorship, Conferment of Professor Emeritus Title, and Awarding of Professorial Chair and Baccalaureate Mass, among others.





The flags of the different faculties, colleges, and institutes of the University are on display at the balcony of the UST Chapel during the annual Misa de Apertura.

During these proceedings, the flags are placed according to the year that the faculty, college, or institute was established, in ascending order from left to right. The oldest flag should be positioned at the left side (with observers facing the stage).

College/Faculty/Institute	Color	Year Founded
Faculty of Sacred Theology	White	1611
Faculty of Philosophy	Blue	1611
Faculty of Canon Law	Green	1733
Faculty of Civil Law	Red	1734
Faculty of Medicine and Surgery	Yellow	1871
Faculty of Pharmacy	Purple	1871
Faculty of Arts and Letters	Blue	1896
Faculty of Engineering	Gray	1907
College of Education	Orange	1926
College of Science	Azure	1926
College of Architecture	Maroon	1930
College of Commerce and		
Business Administration	Gold	1933

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The flags of the faculties, colleges, institutes, and schools are displayed onstage in the order of their foundation years.

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On the Baccalaureate Mass stage are the flags of the different faculties, colleges, and institutes arranged in the order of their foundation year (background).



Graduate School	Gold, White, & Blue	1938
Conservatory of Music	Pink	1945
College of Nursing	Green & Yellow	1946
Education High School	Orange	1950
College of Rehabilitation Sciences	Yellow & Aqua Blue	1974
Institute of Physical Education	Red Orange &	
and Athletics	Sage Green	2000
College of Fine Arts and Design	Maroon & Green	2000
UST AMV-College of Accountancy	Red & Beige	2005
College of Tourism and		
Hospitality Management	Blue & Green	2006
Institute of Information and		
Computing Sciences	Crimson Red & Gray	2014
UST Junior High School	Brown	1928/2015
UST Senior High School	Teal	2016
Graduate School of Law	Red & Blue	2017

10.6. The UST Hymn

The official hymn of the university was the winning entry in a national contest held in 1961, with lyrics penned by José María Hernández, the music by the first director of the Conservatory of Music, Dean Julio Esteban Anguita, and orchestrated by Fr. Manuel P. Maramba, O.S.B., (Pe, 1973). It was first played in full during the university's 350th anniversary celebration concert led by the Conservatory of Music with the Manila Symphony Orchestra. As the embodiment of the University spirit, it is played with the intention to bolster morale and present the pride and unity of all Thomasians.

Currently, only the chorus of the UST Hymn is played and sung to conclude events held within the university as well as during outside competitions in which the university participates, such as the University Athletic Association of the Philippines (UAAP).



Seat of Aquinas, majestic enduring
the storms of the ages.
Shrine of our ancient fathers,
Carved in these isles
This is the castle imperious.
This is the home of our sages.
Blessed by the Cross of the angels,
Gift of our Mother Spain!
Deep in her echoing chambers
Flames of eternal yearning
Cast their benignant shadows
athwart this beloved land.
Keeping the torches of freedom
and heave forever burning.
Deep in the heart led by the Saviour's command.

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Chorus

God of all nations

Merciful Lord of our restless being,

Sweep with your golden lilies;

This fountain of purest light;

Trace with the sails of the galleons

the dream beyond our seeing

Touch with the flame of your kindness

the gloom of our darkest night.

Keep us in beauty and truth and virtues

impassioned embrace

Ever your valiant legions

Imbued with unending grace!

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11. CHECKLISTS FOR ORGANIZING VISITS AND EVENTS IN THE UNIVERSITY OF SANTO TOMAS

11.1 VISIT MANAGEMENT CHECKLIST

11.1.1 CONCISE CHECKLIST

Pre-Vi	sit Arrangements
□ Con	nmittee
□ Tim	etable
□ Bud	get
☐ Itino	erary
□ Acc	ommodation
□ Airṛ	oort transfer
□ Rese	earch
	Visitor's dietary requirements
□ Visi	tor's religious/cultural customs
□ App	ropriate gift-giving customs
□ App	ropriate greeting and handshake customs
☐ Inte	rpreter/Translator
□ Secu	ırity
	Parking space/s
□ Mat	erials
	Welcome Board
	Guest book and acrylic stand
	Red carpet
	LED TVs
	Printed program
	Signage
	Lei/corsage/bouquet/garland
□ Uni	versity gift/token
□ Cer	tificates
□ Ven	ue / holding room
	Appropriate meal service
	☐ Vegan/vegetarian options
	□ Menu cards





H.E. Lech Wałęsa (right), former President of Poland, with UST Rector Very Rev. Fr. Herminio V. Dagohoy, O.P., during the conferment of his Honorary Professorship in 2012

- ☐ Distilled/mineral water
- ☐ Fresh fruit juices
- ☐ Highly-trained wait staff
- ☐ Seating arrangement and place cards
- ☐ Media coverage
- □ Documentation

Arrival, Visit Proper and Farewell

- ☐ Reception line
- ☐ Presentation of lei/corsage/
 - bouquet/garland
- □ Documentation
- ☐ News and Media Desk
- ☐ Trained ushers
- ☐ Itinerary implementation as planned
- ☐ Exchange of tokens
- ☐ Photo opportunity

Post-visit Matters

- ☐ Proper leave-taking courtesies
- ☐ Thank you notes
- ☐ Post-visit press/photo release
- ☐ Liquidation
- ☐ Visit evaluation

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11.1.2 DETAILED CHECKLIST

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Pre-visit arrangements

- ☐ Determine who and what type of visitor will be received to know appropriate arrangements.
 - ☐ Communicate with the Visitor's Team regarding the approved details of the visit.
- ☐ For confirmed visits of high-profile personalities (e.g. heads of state, dignitaries, members of Church hierarchy, high-level government officials, and the like) to the University, inform the Secretary-General as Chief Protocol Officer of the University, through the Director of the Office of Public Affairs, through a letter.
- ☐ Coordinate the itinerary/program.
 - ☐ Choose and inform corresponding persons involved within the program (i.e. send a letter of request to the potential Master of Ceremonies, to officials who will deliver the welcome and closing remarks, to members of the reception line).
- ☐ Arrange accommodation, if necessary.
 - ☐ If availing of Hotel 1611's or Domus Mariae's hospitality services, send a letter of request to the Dean of the College of Tourism and Hospitality Management, with pertinent details attached.



Tun Dr. Mahathir Mohamad (second from left), Prime Minister of Malaysia, receives a diploma of honorary professorship from UST Rector Very Rev. Fr. Herminio V. Dagohoy, O.P., (third from left) in 2012. With them are UST Graduate School Regent Rev. Fr. José Antonio E. Aureada, O.P., (rightmost) and UST Graduate School Dean Prof.Lilian J. Sison, Ph.D.



□ Arrange airport transfer, if necessary.
☐ Prepare welcome signboard with the Visitor's name clearly
visible.
☐ Assign a guide to meet the Visitor and his/her team at the
airport and accompany them to the hotel/designated venue.
\square Provide appropriate vehicle(s) to be used.
☐ If using University vehicles, send a letter of request
to the Vice Rector for Finance, with pick-up and drop-off
schedules attached .
\square Plan the route which will be most convenient and fast.
☐ Inquire with the Visitor's Team about food preferences or dietary
requirements.
□ Research on religious or cultural customs of the Visitor.
☐ Have a language interpreter or translator present, if needed.
□ Research on gift-giving customs and acquire appropriate tokens.
☐ Arrange safety and security measures, especially for high-profile guests.
☐ Reserve strategic parking space(s) for the visiting
team's vehicle(s).
□ Set specific goals for hosting.
□ Create a timetable and checklist for preparations.
□ Determine the budget needed.
☐ Form an organizing committee, whose head will be tasked to
implement plans.
☐ For high-profile visits/events (e.g. a Papal or Royal visit),
convene the Central Committee on University Events.
was to start the transfer of
Material, spatial, and physical arrangements
☐ Make arrangements to have the appropriate materials for the visit.
☐ Send a letter of request to the Office of Public Affairs, or fill out a borrower's form for:
mi out a borrower's form for: □ Welcome Board
☐ University guest book and acrylic stand, if applicable
☐ Send a letter of request to the Facilities Management Office
to borrow a red carpet, if applicable.
☐ Prepare tokens for the Visitor and ensure that gift-giving customs of the receiver are considered.
of the receiver are considered.

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 □ For VIPs and high-profile Visitors (e.g. heads of state, members of the diplomatic corps, and other guests of similar stature), special University tokens may be requested by writing a letter to the Office of Public Affairs. □ Coordinate with security team for parking concerns. □ Inform them of the number of Visitors entering the campus and their vehicle details. □ Reserve in-campus parking space for guests. □ Request security for assistance in guiding guests to their 	
reserved parking slots.	
 □ Reserve a holding room for the Visitor, if they are staying for a while, using the e-ReSERVe or through sending a letter of request to the Dean of the Faculty/College where the holding room is located. □ If the Visitor is not attending a formal meal, light snacks and finger foods that are appropriate for the Visitor's cultural 	
and/or religious background should be served during the visit. ☐ A Purchase Order Slip from the University's Purchasing Office (PO) may be filled out so that the PO can contact accredited caterers. ☐ Provide food options for vegans and vegetarians if the Visitor's food preferences are undetermined.	
☐ If media coverage is expected, prepare a media box or designated area	
for the media representatives.	
Preparations for welcoming visitors	
☐ Learn appropriate greeting customs, especially for foreign visitors.	
☐ Provide members of the visiting party with a list of University officials	
that they will meet, with corresponding titles.	
$\hfill\Box$ Print two-sided business cards that are in English on one face and the	
Visitor's native language on the other face, if necessary.	
☐ Learn some basic words and greetings in the Visitor's language.	
\Box Advise officials in the reception line to greet the Visitor in his/her	



 $\hfill\square$ Learn handshake and greeting customs that are culturally appropriate

native language.

for the Visitor.



□ Prepare the welcome lei, corsage, garland, or bouquet.
□ Keep the token for the Visitor ready and nearby.
□ Ensure that the welcome board is presentable and has the correct name(s).
□ Prepare the guestbook and high-quality pen on an acrylic podium or another appropriate place.



Ambassador of Italy to the Philippines His Excellency Massimo Roscigno (left), signs the University guest book on a prepared podium as the Office of Public Affairs Director Assoc. Prof. Giovanna V. Fontanilla, Ph.D., ensures that the arrival protocol is carried out well.

- \square Ensure that there is photo and/or video documentation of the visit.
 - ☐ Contact the official photography partner company of the University and/or the Communications Bureau for photo and video coverage, respectively.
 - $\hfill\Box$ Request photographers not to take photos during meals.

Coverage and publicity

- ☐ Coordinate with the Office of Public Affairs (OPA) to determine the media plan for high-profile visits.
 - ☐ Write a letter of request to the Director of Public Affairs for a pre-event or post-event press release to external media, with pertinent details of the event attached.
 - $\hfill\Box$ Prepare press kits for media representatives.

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☐ Advise media representatives of area restrictions, such as remaining in the media box, if such an arrangement is applicable for the event.

Formal meal service

- ☐ Consider the appropriate meal for the time, budget, and Visitor's background.
 - ☐ Provide food options for vegans and vegetarians if the Visitor's food preferences are undetermined.
- ☐ Provide menu cards with informative descriptions to prevent potential allergic reactions or unintended contravention of religious/cultural restrictions.
- ☐ Ensure that distilled or mineral water and fresh fruit juices are served.
- ☐ Ensure that there are sufficient, highly-trained wait staff.
- ☐ Prepare the seating arrangement, using place cards with complete names and designations.
 - ☐ Each table should have at least one host to represent the University.

Arrival and Visit Proper

- ☐ Arrange the reception line of University officials, with the highestranking official meeting the special Visitor last.
 - ☐ The Protocol Officer who welcomes the Visitor will be the one to present the lei, corsage, garland, or bouquet.



The Ambassador of the United States to the Philippines His Excellency Sung Y. Kim (right) receives a lei from UST Office of Public Affairs Director Assoc. Prof. Giovanna V. Fontanilla, Ph.D., as he is welcomed at the Main Building.





☐ Ensure that the working team and the Visitor's team have finalized
copies of the itinerary/program.
\square Request the photographers and/or videographers to arrive at least 30
minutes before the start of the Visit.
\square Distribute press kits at the News and Media Desk to registered media
representatives.
□ Have ushers guide the media representatives to the media box.
□ Present the appropriate tokens to the Visitor.
☐ For Visitors from abroad, choose light and practical tokens that
will be easy for them to bring back home.
\square If there is a formal meal service, ensure that the order of precedence is
followed and that hosts and guests are in their proper place.
<u>Farewell courtesies</u>
\square When the Visitor takes his/her leave, politely accompany him/her to
the vehicle and express gratitude for the visit.
\square If there are foreign visitors or dignitaries, ensure that the proper leave-
taking and farewell protocols are followed.
Post-visit matters
□ Send thank you notes to the visitors for their time and/or their gifts

□ Send thank yo	ou notes to th	ne visitors fo	or their time and	or their	gifts.
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 $\hfill \square$ Send out a post-event press release or photo release.

 $\hfill\Box$ Keep proper documentation of the event/visit.

 $\hfill\Box$ Liquidate remaining funds and arrange receipts for proof of purchases.

☐ Evaluate the visit.







11.2.1 CONCISE CHECKLIST

Pre-event Arrangements
☐ Central Committee on University Events meeting
☐ Constant communication among offices concerned
☐ Date and time of event
□ Venue
☐ Space requirements and storage needs
☐ Location convenience
☐ Space for guest parking and delivery access
☐ Physical and material requirements
□ Welcome Board
□ Flags
☐ Guest book and acrylic stand
□ Red carpet
☐ Tables and chairs
☐ Lights, projectors, sound system with technicians to operate
☐ Event program
□ Place cards
□ Media box set up
☐ Toiletries for restrooms at venue
☐ Video and powerpoint presentations tested
☐ Guest list and invitations
☐ Attendance follow-ups
□ University gifts/tokens
□ Certificates
☐ Trained reception team
□ Press Kits
□ Media coverage
□ Documentation
☐ Meals for working team and media
□ Security coordination
□ Parking spaces
☐ Formal meal service
□ Vegan/vegetarian options
□ Menu cards
☐ Distilled/mineral water
☐ Fresh fruit juices
☐ Highly-trained wait staff





UST Secretary-General Rev. Fr. Jesús M. Miranda, Jr., O.P. (center) leads freshmen as they walk into the Arch of the Centuries during the traditional Thomasian Welcome Walk.

- ☐ Seating arrangement and place cards
- ☐ Live entertainment or intermissions

Event Proper

- ☐ Protocol officer to meet guests
- ☐ Registration table
- ☐ News and Media Desk
 - □ Media IDs
 - □ Press Kits
- ☐ Reception team ready
- ☐ Seat and table place cards
- ☐ Photographers and Videographers
- ☐ Program implemented as planned
- ☐ Photo opportunity

Post-Event Matters

- ☐ Proper leave-taking courtesies
- ☐ Thank you notes
- ☐ Post-visit press/photo release
- \square Liquidation
- ☐ Visit evaluation

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11.2.2 DETAILED CHECKLIST

Event Planning

- ☐ Communicate with the external party for the requirements and tasks for the event, if applicable.
- ☐ Keep constant communication with offices and departments concerned for updates and changes.
- ☐ Set the date and time of the event.
- ☐ Reserve an event venue (and if applicable, a holding room for special guests) through e-ReSERVe or by sending a letter of request to the Dean of the Faculty/College/Institute where the holding room is located.
 - ☐ Ensure that space requirements and storage needs for the catering service are met.
 - ☐ Ensure convenience of location and ideal site layout.
 - ☐ Ensure that there is sufficient space for guest parking and for delivery access.
 - ☐ For physical (e.g. chairs, tables, platforms, and the like) and technical (e.g. sound system, projectors, LED screens, lights) arrangements, coordinate with the Facilities Management Office.



Appropriate venue set-up is part of a well-organized event.



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☐ To set-up internet access within the venue, coordinate with
the Santo Tomas e-Service Providers .
☐ Finalize the details of the event/program.
☐ Determine the guest list.
☐ Draft the invitations and ensure that they are formal, presentable,
and have the correct and necessary information.
☐ Ensure that the invitations contain:
☐ The seal of the host organization;
\Box The names and titles of the host's official(s),
including official designations;
\Box The name of the invitee(s);
☐ The formal extension of the invitation [e.g. "
requests the honor of your presence at"];
☐ The type of event being organized;
\Box The purpose of the event;
☐ Date and hour of the function;
☐ Venue, including street address, preferably with a
simple locator's map;
☐ Any special instruction, such as theme or attire; and
\square R.S.V.P. information, if applicable (include the last
date of confirmation as well as the preferred modes of
responding— telephone, facsimile, postal mail, and
e-mail).
☐ Send out the invitations by post, e-mail, facsimile, personal delivery,
and/or courier service at least a month prior to the event.
☐ Follow-up through telephone call and email to confirm
attendance.
☐ Keep tokens of appreciation for special guests ready.
☐ If presenting awards and certificates, ensure the correctness
of all details to be printed and determine the most appropriate
University official to present it to the recipient.
☐ Coordinate with the ushering team.
☐ Ensure that they can identify VIPs and lead them to their
seats.
☐ Orient them on the event proceedings so that they can
answer guests' queries, if necessary.
☐ If applicable, invite external media to cover the event.

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☐ Keep the size of the event in mind, and ensure that the
number of media representatives remains in proportion to the event.
 □ Set up a media box with a good perspective and/or ensure that they have access to the event while maintaining order. □ Prepare press kits with information materials about the event.
☐ Advise media to keep questions relevant to the function. ☐ If possible, coordinate with visitors or their management team to ask if they are amenable to a question-and-answer portion during the event, so there would no longer be an
interview after it.
☐ Provide meals for the media representatives.
Meal service
☐ Consider the type and purpose of the event and the appropriate meal. ☐ Consider the budget that includes cost per meal and other related
expenses.
☐ Inquire with the guests or visiting party if there are any cultural,
dietary, or religious consideration that should be followed.
☐ Provide food options for vegans and vegetarians if the
attendees' food preferences are undetermined.
☐ Provide menu cards with informative descriptions to prevent potential allergic reactions or unintended contravention of
religious/cultural restrictions.
☐ Ensure that distilled or mineral water and fresh fruit juices are
served.
☐ Ensure that there are sufficient, highly-trained wait staff.
☐ Prepare the seating arrangement, ensuring that the order of
precedence is followed and that hosts and guests are in their proper place.
☐ Use place cards with complete names and designations.
☐ If applicable, prepare appropriate entertainment.
☐ If live singers will be invited, vocal entertainment may be
performed once dessert is served.

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A formal table setting is prepared for a meeting at the Rector's Hall.

☐ Instrumental groups may play background music during the meal at a volume that does not interfere with conversations.

Material, spatial, and physical arrangements

□ Make arrangements to	have the	appropriate	materials	and a	assistanc	e
for the visit.						

- \square Send a letter of request to the Office of Public Affairs, or fill out a borrower's form for:
 - ☐ Welcome Board:
 - ☐ University guest book and acrylic stand, if applicable; and
 - ☐ University and Philippine flags.
- ☐ Send a letter of request to the Facilities Management Office to request:
 - ☐ Red carpet, if applicable;
 - ☐ LED TV monitor/s;
 - ☐ Tables and chairs; and
 - ☐ Lights, projectors, and sound system with technicians to operate.

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☐ Prepare registration sheets with the name of the event
and the date.
☐ Print out the event program.
\Box Prepare place cards for the tables and designated seats.
Security and ushers
□ Coordinate with the ushering team.
☐ Ensure that they can identify VIPs and lead them to their seats.
☐ Orient them on the event proceedings so that they can
answer guests' queries.
\square For Special Events and Visitors, uniformed honor guards from the
Reserve Officers' Training Corps may be requested by sending a letter
to the Commandant.
☐ Coordinate with security team.
☐ Inform them of the number of guests entering the campus
and their vehicle details.
☐ Reserve in-campus parking space for guests.
☐ Request security for assistance in guiding guests to their
reserved parking slots.
☐ Advise the security team with regards to event proceedings
and what will be expected of them.
Coverage and Documentation
$\hfill\Box$ Coordinate with the Office of Public Affairs (OPA) to determine the
media plan for the event
☐ For University-wide events, OPA will handle partnerships
with media organizations and networks for possible coverage.
☐ For events of smaller scope (e.g. college-wide lectures/
fora/workshops), the sponsoring organization/Faculty must
coordinate with OPA for promotion and publicity.
☐ Write a letter of request to the Director of Public Affairs for
a pre-event or post-event press release to external media, with
pertinent details of the event attached.
☐ Ensure documentation of the visit/event by contacting the



official photography partner company of the University and/or the Communications Bureau for photo and video coverage, respectively.

☐ Prepare press kits for media representatives.

 □ Advise media representatives of area restrictions, such as remaining in the media box, if such an arrangement is applicable for the event □ Request photographers not to take photos during meals. □ Orient photographers on the program flow and shots that are important to take.
Event proper
☐ Ensure that a Protocol Officer is ready to meet the special guests as
they arrive.
\square Provide restrooms with toiletries at the venue.
☐ Test all slide and video presentations and microphones, if applicable ☐ Have a team of ushers ready to lead the guests and participants to
their seats.
☐ Use the seat place cards as a guide for the proper seating arrangement.
$\hfill\square$ Have ushers guide the media representatives and photographers to
the media box.
$\hfill\square$ Keep the registration table staffed, presentable, and ready to receive
guests.
☐ Distribute press kits and/or media IDs to media representatives at
the News and Media Desk.
☐ Inform photographers politely when an important moment in the
program is coming up so they can document it.
Farewell courtesies
\square After the event, or when a high-profile guest leaves, politely
accompany him/her to the vehicle and express gratitude for his or her
attendance.
\square If there are foreign visitors or dignitaries, ensure that the proper
leave-taking and farewell protocols are followed.
Post-event matters
☐ Send thank you notes to the visitors for their time and/or their gifts
☐ Send out post-event press releases or photo release.
☐ Keep proper documentation of the event.
☐ Liquidate remaining funds and arrange receipts for proof of
purchases.

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 \square Evaluate the event.



Definition of Terms

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colors – refer to a flag or the colors of a flag (French, 2010)

etiquette – rules governing appropriate behavior or conduct in a given situation (French, 2010).

event – a formal social gathering or significant occasion which needs muchpreparation

function – official gathering, lecture, meeting, or conference taking place in the University

guest – a person affiliated with another institution who participates in
 University events and functions

honorific – an appellation conveying the bearer's title or rank, identifying his or her profession, or specifying gender and marital status (French, 2010)

host – the University of Santo Tomas or its local units such as the offices,
 departments, faculties and colleges within the campus

media representatives – media outlets approved by the Office of the

Secretary-General and coordinated by the Office of Public Affairs to

cover events and functions in the University

order of precedence – determines who has the right to precede others in events based on a hierarchical form

organizer – a person who plans and oversees an event or function

Protocol – customs and rules associated with diplomatic formality, precedence, and etiquette (French, 2010).

receiving line – a line of important persons waiting to greet a visitor
 unit – any department, office, faculty, or college within the University of
 Santo Tomas

visit – a formal occasion where the University welcomes an important visitor
 visitor – a person who arrives at the University of Santo Tomas as a
 main participant or a guest of honor for a University event or function

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Opening of the Academic Year 2012-2013 and Installation of Rev. Fr. Herminio V. Dagohoy, O.P., as the 96th Rector of the University, dated 23 May 2012

Coordination with the Office of Public Affairs, dated 3 October 2014

Professor Emeritus, dated 28 August 2015

Honoris Causa, dated 9 December 2015

Registered UST Seal, dated March 30, 2016

Baccalaureate Celebration, dated May 16, 2016

Opening Exercises 2016-2017, dated 12 July 2016

Student Awards, dated October 14, 2016

Paskuhan 2017 Festivities, dated November 20, 2017

Use of Letterheads, Envelopes, and Other Stationery,

dated March 14, 2018

Business Cards, dated May 16, 2018

Baccalaureate Mass, dated 21 May 2018

General Orientation and Thomasian Welcome Walk, dated 26 July 2018

Paskuhan 2018 Festivities, dated 21 November 2018





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