

DRAFT PRESS RELEASE | UP, Palawan State University partner for public service conference

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For the first time, the University of the Philippines (UP), through the Padayon Public Service Office, and Palawan State University (PSU) will partner for the 5th Colleges and Universities Public Service Conference (CUPSCON5). The conference will be held on 28-30 August 2024 at the PSU-Main Campus in Puerto Princesa, Palawan.

On its 5th year, CUPSCON is the only academic conference that gives highlight to public service. The conference provides a platform to share best practices, innovative and collaborative approaches, and discuss challenges and trends in public service. It expects to bring together participants from various private and public Higher Education Institutions (HEIs), government agencies, local government units, civil society organizations, and even the private sector.

CUPSCON was launched as a pioneering initiative by UP Padayon Public Service Office in 2015. It won the Silver Anvil Award at the 56th Anvil Awards of the Public Relations Society of the Philippines in 2021.

The theme for this year's conference, *Future of Public Service in the Fourth Industrial Revolution: Trends, Challenges, and Prospects*, aims to initiate a conversation on integrating technological innovations and best practices into public service, extension projects, and community engagement programs. The conference also intends to create a vast network between HEIs, government, civil society, and the private sector.

Padayon Director Cherish Aileen A. Brillon notes that the UP and PSU partnership is a testament to the mission of both universities to forge impactful collaborations. According to Director Brillon, this year's CUPSCON will have several firsts: the first partnership between UP and a State University, the first time that there will be an award for Best Conference Presentations, and the first time that a planned Public Service Consortium for Higher Education Institutions will be presented to various stakeholders.

For PSU Vice President for Research, Development and Extension Marjorie A. Española, the collaboration reflects the broader commitment of Palawan State University to delivering “excellent strategies and sustainable public service by ensuring relevance and responsiveness of its academic programs to be able to adapt to the dynamic world.”

She adds, “Our institution passionately welcomes all collaborators who share our vision and values, as we all have also a shared obligation to continuously aim for broader environmental

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awareness, to lead by example in advocating for youth empowerment, to come up with practical solutions towards building a better and more sustainable future for all.”

To interested participants, the deadline for the submission of abstracts is 30 April 2024. For inquiries and additional information, you may visit the [UP Padayon Public Service Office](#) Facebook page or send an email to cupscon@up.edu.ph.

For inquiries related to this press release or the event, you may contact Alain Villegas at 09453219296 or Vinzar Samiana at 09066246569.

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