

Ateneo Gabay

Advocacy

Module 2021

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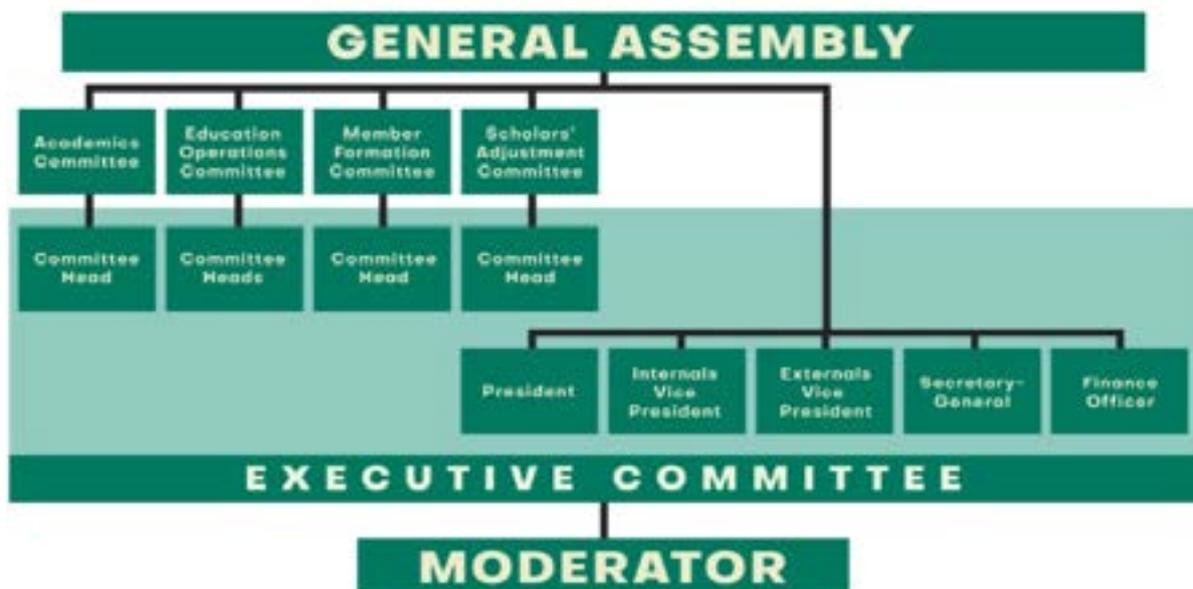
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Gabay and its Advocacy

Background to the Organization

The scholar community in Ateneo was increasing back in 1976. Originally an Academic Assistance Group, one of the organization's main programs was the assignment of one upperclassman to every scholar in cases when the scholar might need help. After some time, Fr. Bienvenido "Ben" Nebres, SJ supported the idea of Mrs. Chit Concepcion, who is fondly called as "Tita Chit" by Gabayanos, in establishing an organization for Atenean Scholars. Since then, the organization has ventured into volunteering in hospitals and presently, public elementary schools.

In terms of its structure, it follows a bottom-up approach shown below.



Here, the General Assembly is on the top, implying that all of Gabay's members have greater power in the organization. What the General Assembly needs, the Executive Committee only provides. We follow a flat leadership structure— the Executive Committee members have equal power. No one is higher than the other.

Advocacy Statement

Ateneo Gabay's advocacy appears to be a one-line version of the mission and vision according to the organization's 2018 Constitution. This is meant to be put into heart and mind, as well as reflected on by members. Relevant organizational efforts must fulfill this.

“We are a community that provides opportunities for quality education to our sectors: Atenean scholars, and public elementary school kids.”

Now, this advocacy statement contains keywords that are meant to be dissected and discussed more thoroughly. One of our sectors are the Atenean scholars. We are not a home organization for scholars, but they are only one of the targets of our projects and services.

Another sector is our Erya kids. We tutor Math and English to Grades 5 and 6 students in our partner schools, Industrial Valley Elementary School and Holy Spirit Elementary School. Erya insertions, part of Gabay Erya Formation Program where Erya tutors visit these Erya kids every Saturday, are normally done prior to the situation now. However, current alternative programs are in place since visiting their schools is not possible given the pandemic.



Advocacy Integration

Objectives

This module aims to provide guidelines for the internalization and externalization of Ateneo Gabay's advocacy. More specifically, these are the objectives:

1. Established the reputation of Gabay as an advocacy-based organization.

Ateneo Gabay is known for being a community and family to its members. However, the defining factor of Gabay should not be solely attributed to the aforementioned statement. Being a member of the Sector-Based Cluster, this organization has an advocacy it has been upholding since its inception. It should also be known as an organization that pushes for quality education to its sectors: Atenean scholars and public elementary school kids.

2. Integrate advocacy to all efforts of the organization.

All of the projects by Gabay are geared towards advocacy-building. It may already be very noticeable for most of its initiatives, but there are some efforts which the advocacy has to be demonstrated more thoroughly. For the most part, it is essential to show how to seamlessly integrate advocacy to all of the efforts for better implementation and member-advocate formation. In whatever we do, the advocacy of the organization should manifest to further ingrain the ideals we live by to all of our stakeholders.

3. Form Gabayanos to become better member-advocates.

The General Assembly is key to the organization, according to its position in the organization structure. As such, it is important that the members themselves know what the advocacy is and how they can contribute to it. Eventually, it is hoped that everyone in the organization strives to work for and with the advocacy. A lot may deem that we are students from a good educational institution, but there is still a lot of room for improvement in our country's educational sector, far from the ideal where everyone has access to quality education.

Overall Integration

To incorporate the advocacy in a “big picture” of the organization, the following model is used, as shown below. It is loosely based on the DAGMAR Model, which stands for “Defining Advertising Goals for Measured Advertising Results” and is an approach to identify the steps a consumer takes in making a purchase that includes awareness, comprehension, conviction, and then action.



This is a framework used in marketing to change a consumer’s behavior. Likewise, it will be used to influence a Gabayano’s behavior to form them into a better member-advocate. Projects should be implemented according to this framework.

Ideally, each project must aim at fulfilling one step presented in the DAGMAR model at a time to ensure an in-depth execution of that step—whether it be awareness, comprehension, conviction, or action. However, there may be efforts that can fit into two or more steps at a time, but this should only be allowed to a few projects, e.g., Individual Consultations, Erya Insertions.

The Executive Committee must lay out all projects for the year and fit them into this framework. This can also serve as a guide for whether or not a new project must be created. If there are too many existing projects for that step, then the ExeCom can opt to remove a few projects. The bottomline is, there should be enough effort for each step.

Note that there can be members who can skip a few steps and become loyal to the advocacy, according to the DAGMAR model.

Steps for Overall Integration

1. Awareness

This is to introduce Gabay and its advocacy to the members. This includes the first few projects that serve as the onboarding touchpoints.

Example: Recruitment Week, General Assembly

2. Comprehension

This facilitates a deeper understanding of Gabay's advocacy, with the help of a more knowledgeable individual, i.e. a facilitator.

Example: CHILL (this is an initiative to bring members of Gabay closer together through hangout sessions)

3. Conviction

When a member acts on their understanding of Gabay's advocacy by, for example but not limited to, joining specific projects under this step, this usually signifies that a member is convinced of the advocacy and would like to take part in it.

Example: Erya, Book-lending, Fundraisers

4. Action

When a member steps up to take bigger roles, then they are ready to contribute bigger to the advocacy, prompting action that can also generate awareness, comprehension, and conviction. This should be the ultimate goal: all Gabayanos become loyal to the advocacy the organization is putting forward, and act upon this loyalty, for them to become better member-advocates.

Example: Core team member, ExeCom member, Individual Consultations (or other reflection and post-processing avenues)

Given these four steps, a sub-step between comprehension and conviction is worthwhile to be added—that is, call to action. There must be some way to make members realize that they are needed to move the advocacy forward. Understanding would not necessarily translate to them acting upon what they have just understood, so they must be presented with a challenge. This challenge could come in a form of direct exposure to the realities of the sectors or glimpses of what the sectors experience. In the end, it must be highlighted that their actions, whether big or small, can make a difference to the advocacy, inviting them to take on the role of becoming agents of change.

Specific Integration

KULITO

Kulito serves as the official social media arm for socio-political issues, posing questions, exploring perspectives, and stirring discourse. This strives to be Gabay's gadfly like Socrates who started discussions and challenged existing structures.

Content:

- KuliThursdays for news and tidbits
- Monthly ArtiKulitos for stands on controversial news
- KuliTV



Another important facet of Kulito is KuliTalk. This talk aims to tackle relevant issues in the education sector. This complements Kulito's Facebook presence and serves as a way to reach the Loyola Schools community even more. If possible, there must be a KuliTalk at the end of the year as a culmination of Kulito.

Reach and Engagement:

- Facebook posts/infographics/articles
- Videos (KuliTV)
- On-campus installations

It is recommended that traditional and non-traditional methods be used together to stir discourse and engagement both online and offline. Doing so can help engage people to interact with the posts and widen reach of Kulito's FB posts, expanding it to even those

**LENTE**

Lente is a project that shows the state of the youth given the socio-political climate through the medium of film. It aims to create awareness about the need and importance of education in our country, no matter what issue is being tackled by the film.

During its onsite installation, Lente is usually integrated during the Talakayang Alay sa Bayan (TALAB) organized by the Office for Social Concern and Involvement (OSCI). In its online shift, it has altered to become a two-part event: a film showing and a post-processing. For the latter, someone knowledgeable about the film and the topic it touched upon discusses how the film mirrors the societal realm and connects this to the advocacy of Gabay. This helps students further realize the implication of forwarding the advocacy of the organization.



In choosing the film that must be screened, a research from the British Film Institute is a good guide. It has found factors necessary in improving film education. The seminar working groups identified areas of learning, namely: the specificity of film; the social and collaborative, and personal and expressive nature of film; the importance of personal critical response; the importance of viewing a wide range of film; of knowing something of film's institutional, historical and technological development; and of the overall importance of continuing reflection.

The research identified three key dimensions of understanding films: creative, critical, cultural. In the context of Gabay, participants of Lente are encouraged to see the themes of the movie in their own contexts and to critique the film as a product of the current socio-political state of the Philippines.

FUNDRAISERS

This section is from the Guide to Externalizing our Advocacy released for Inspire-A-Kid and Bookworms for the term 2018-2019. This can also be applied to fundraisers in general.

These questions are designed to help members think about how fundraisers relate to Gabay's advocacy so that they can pitch Gabay and the project appropriately to potential buyers/pledgers. It might be intuitive or common sense at first glance, but this information is often overlooked. Please keep in mind these questions and answers when manning fundraiser booth/s.



Do not just stop at "Pledge for Gabay" because the spiel/pitch is an opportunity to let people know who Gabay is and what the organization does.

This section has answers to these questions, but members can also create their own answers to form a pitch on their own.

To externalize Gabay's advocacy, consider answering the following questions:

Step 1: Consider starting from the advocacy

What is the advocacy of Gabay for you?

What is the mission and vision of the organization for you?

Step 2: Introduce the nature of the project and incorporate the advocacy

What is the project?

What are the issues about education that this project is trying to solve?

How much is the product/pledge?

What sector is it trying to help?

Step 3: Inform them of the impact of the project

What will the target sector receive?

How will they benefit from this?

In carrying out fundraisers, the following must be kept in mind when onsite:

- Be loud! Actively look for people (if you're a rover) and continuously shout out spiels to people passing by the booth.
- Keep the spiels short and sweet for people who look like they're busy. Elaborate on this fundraiser if a person seems interested. Add personal stories.
- Remember that you are not just marketing the product/pledge, you are also marketing Gabay's advocacy.

These methods are adapted online through the following measures:

- Employ an effective blast calendar that gives room for excitement and anticipation within the target audience.
- Mass tag members into publication materials to notify them of the event.
- Blast messages into group chats to further remind members of the initiative.
- Use convenient methods for payment and shopping that are user-friendly, e.g. use of Shopee checkout and GCash payments since everyone navigates through these applications quite easily.

ERYA ENGAGEMENTS

After each Erya engagement, there should be assigned people—preferably the heads & deputies—to conduct short post-processing sessions to gain insights from the Erya tutors.



Impact Assessment/Post-processing with Tutors

This must include the four key areas, with suggested questions below.

1. Satisfaction

- From 1(not satisfied) - 5(very satisfied), how was the ERYA engagement for you?
- Any personal goals before coming to Erya, and were they fulfilled?

2. Learning

- How's Erya?
- How's your Erya kid? Any difficulties and how did you solve it?
- What is your greatest learning for the day?

3. Behavior

- What changed in you from the past engagements? Have you been better at handling kids, have you been more passionate in teaching, etc.

4. Impact

- What is the overall impact on you?
- How do you think your actions today contributed to our advocacy?

It also matters to get the sentiments of the sector, in this case the Erya kids. This is done by asking the following prescribed questions. For interviewers, it matters to empathize and share your own stories. This way, Gabayanos and Erya kids would be more comfortable talking about their stories. Create a safe space where the tutors and Erya kids alike would be able to share their feelings and thoughts more freely. Answers must be documented, and ExeCom should be aware of the patterns as well as outlier answers to address any issues that may arise.

- Kumusta ka sa bahay?
- Kumusta yung Erya session ngayon?
- Anong di mo nagustuhan?
- Anong nagustuhan mo?
- Nahirapan ka ba sa lessons/seatwork/homework?
- May nakaaway ka bang ibang bata?
- Anong inaasahan mo sa susunod na Erya session?



MEMBER-CENTRIC PROJECTS

For the projects aforementioned, the advocacy automatically manifests as it is used as the core guide in making these initiatives move forward. However, there are projects which require a deeper discernment as to how the advocacy is embedded within them. These are usually the projects geared towards member formation and development, such as Angkan, Tambay Week, and Talent Pools/Week.

In trying to connect such events to advocacy, remember that a keyword from the advocacy statement is community. We have to act as one to be able to serve our sectors to the best of our ability. Becoming a community entails holding projects that kickstart the building of such units. Through some of the projects mentioned above, members get to become more than what they are initially as they get integrated into groups of people, ideally fueled by the same motivations as they are. From this, a community that is ready to move the advocacy forward is born.



If, at any point, project teams encounter a difficult time relating their project to the advocacy, they can reach out to the Deputies for Advocacy Formation or to the Externals Vice President to further elucidate where their vision stands vis-à-vis the advocacy of Gabay.

STANDS AND STATEMENTS

When the issue is directly involving education and/or Gabay's sectors, a stand/statement must be released through the official Facebook page of the organization. If the issue is not involving these topics, then individual members can still be encouraged to make their own stand. In Gabay, we encourage the members to participate in political discourse, especially if these issues endanger the common good. It matters that our members know what is going on around them, are proactive, and are ready to stand for what they believe to be right and beneficial to the sectors.

Ideally, the General Assembly should be consulted first to know their stand on a certain issue. However, when there are time constraints, which is usually the case, the Executive Committee could handle it because they represent the whole organization. Headed by the Externals Vice President because they are in charge of the organization's advocacy, the ExeCom should draft a nuanced stand/statement on the issue. To ensure the proper nuance, ExeCom should be clear on the reasons behind their stand. The statement should be edited and re-edited to make sure it is appropriate and relevant. It should be out as soon as possible, within 1-2 days, to remain timely and relevant. If necessary, the organization could also invite other organizations within and outside the Loyola Schools to co-sign these stands and statements to show solidarity within the youth.



STATEMENT CALLING ON CLASS SUSPENSION AFTER ULYSSES

The passage of Super Typhoon Boly, Typhoon Ulysses, and other tropical storms have caused severe damage to several parts of the Philippines. Millions of people were affected by the severe flash floods brought by torrential rains. As of this writing, there are 20 reported fatalities and billions of pesos' worth of damages caused by Typhoon Boly. Still reeling from the effects of Boly and the previous typhoons that were there, the people of the West region and nearby provinces have been severely affected by Typhoon Ulysses, which has caused over 30 casualties and 25 missing people as of November 18, 2020. Many of our fellow citizens in low-lying river basins are that Ulysses' effect had been like Typhoon Chik in 2009. The flood in some parts of Bulacan and Marikina has reached the third floor of buildings, thereby washing out roofs. If not all, of properties and belongings. Most recently, residents of Uapagan Valley have requested calls for help as their communities are hit by massive flooding due to the weakness of nearby dams and the rapid destruction of the Sierra Madre.

Although the weather has already improved in parts of Sierra Madre, full recovery of cities affected by the flooding is not expected until the next few weeks. While we have done our best, low government water supply, large amounts of death, and the fact of a constitutional province from the national government are significantly slowing the recovery process of affected households.

In such, Ateneo-Gabay has initiated a Constituent Check for its students and members in the morning of November 14, 2020. As of 12:30 p.m. of November 14, we have received 608 Google Forms responses, 597 of which were students. Of these 608 students, 442 or 72.7% of them reported that they were flooded. Eighty-three (83) of them had damaged property and 17 were unable to be evacuated from their homes. Inside these 83, 438 students (73%) have reported power interruptions while 206 (85%) had water or an internet connection at all. In average, the reliability of the respondents' internet connection was 3.1 out of 5, with 4 being generally stable and 5 as the score for no internet. There were also 82 text responses from students who had no access to the internet, 17 from 33 or 149% were flooded and 23 reported to be in some region of flooding. In addition, we have found that the majority of students who answered our Constituent Check are concerned about academic requirements. We have already forwarded these academic concerns to the Assistant Dean of Academic Affairs. There were also physical and psychological concerns, all of which were forwarded to the Office of Academic and Aid.

During these difficult times, it is necessary for academic institutions to exhibit compassion and understanding for its students, especially with regards to academic requirements. Even before the coronavirus typhoons, completing requirements has

and there may also be the ongoing pandemic. Students have a difficult time studying at home, with distractions such as other family members working in the same area and government-imposed curfews. The entire industry has only exacerbated the situation of students especially in schools. We are not confident however on how things about requirements after a long typhoon during a pandemic. It means that our role for academic preparation is not only clear to ourselves but self-protection. This is an arduous task.

Now, the protection of citizens should still stay from academic requirements and towards the preservation of themselves and the people closest to them. The focus, as a source of good education and in the spirit of care-personally should lead the way in this humanity and compassion. We can only do this if we temporarily suspend academic requirements in favor of the responsibilities we have for others.

We, Ateneo-Gabay and the undersigned organizations, call on the Loyola Schools Administration to suspend all classes, assignments, and examinations, especially November 19-20, and to assess all pertinent academic difficulties to the end of the semester. These academic requirements that were mentioned to cover exams and activities in the curriculum (such as requirements included graded alternative formats, video submissions, and group projects, among others).

This suspension of classes will allow the rehabilitation of all students, faculty, and staff members affected by the recent typhoons. It will also enable citizens to have an added opportunity as well as their upholding as citizens for others. The current setting of the university makes it difficult for the administration to do much alterations in the school calendar. However, we believe that a season of uncertainty, during these difficult times offers an opportunity and follow-through on fulfilling its duty to the very breath that defines, lives as a faithful and joyful foundation.

We strongly request for voluntary research centers called institutions to cooperate with our efforts. We call on the citizens community to walk into hands in becoming partners the citizens and let us all go down the hill and help those who are in need.

References

https://www.rappler.com/2020/11/18/typhoon-ulysses-philippines-12/

https://www.rappler.com/2020/11/18/typhoon-ulysses-philippines-12/

POST-PROCESSING ACTIVITIES

Post-processing is a key activity to help members reflect on their experiences and their contribution to the organization's advocacy. This helps the Executive Committee determine issues/concerns that members are facing. At the same time, it also helps the members see their role in forwarding the advocacy and how significant their actions are.

It is important to flesh out stories from the members. Stories help concretize their actions and their contributions to advocacy. More often than not, these help them find insights on why they stay in Gabay and why they believe in the organization's advocacy. These stories can then be the foundation to further experiences in Gabay and opportunities to step up and be loyal to conviction and action, as per the DAGMAR model. Post-processing must clearly show that Gabay is an organization with focus on community and advocacy.

Post-processing can be done after a project with core team members and participants. This can also be done during mid-semester through Individual Consultations and Membership Renewals. However, because the organization has a lot of members, it is possible to hold consultations by group if members prefer it that way.

Recommended Framework for Conversation Flow

- Kumustahan tungkol sa sarili
- Academics, social life, goals
- Kumustahan tungkol sa Gabay
- Bakit aktibo? Bakit hindi?
- Mga kuwento ukol sa karanasan (e.g., problema, key takeaways, paboritong karanasan)
- Adbokasiya ng Gabay para sa miyembro
- Pagkonekta ng kuwento at karanasan sa adbokasiya ng Gabay

Recommendations for Facilitators / Interviewers

- For questions, make sure they are open and not leading.
- Connect their answers to expectations and goals prior to the project/s.
- Come out with a key takeaway. If possible, connect to social realities.
- Prompt members to go deeper. Follow up on their answers.
- Let the post-processing flow just like a conversation. Questions are just guides; share your own stories.

Possible Questions

- Kamusta ang Gabay ngayong semestre?
- Ano ang mga nakikita mong maganda sa Gabay ngayong semestre?
- Saan naman tayo nagkukulang? Maaaring formal na mga bagay-bagay o kahit informal (pagtambay, kalinisan, cliques, etc.)
- Ano ang mga maimumungkahi mo para mas mapabuti ang ating pagtataya bilang organisasyon?
- Nahubog ka ba ng Gabay sa iyong pananatili rito? Sa anong aspeto at paraan?
- Ano ang adbokasiya ng Gabay para sa iyo? Nararamdaman mo ba na tinutupad ng Gabay ang adbokasiya nito? Sa paanong paraan? Epektibo ba sa tingin mo? Paano?
- May mga karanasan ka ba sa Gabay na gusto mong i-share/ibahagi na kaugnay ng adbokasiya ng Gabay?

If the member is active

- Ano ang nagpapa-active sa'yo?
- Ano ang mga challenges na kinaharap mo sa pagiging aktibong miyembro?
- Nababalanse mo pa ba ang acads and Gabay work?

If the member is not very active

- Ano ang naging dahilan ng hindi mo masyado pagiging active?
- May mga bahagi ba sa Gabay na naging dahilan ng iyong hindi pagiging aktibo?
- Para sa'yo, masyado bang maraming ginagawa sa Gabay?
- Ano ang mga gagawin mo upang makabawi?

PRE- TO POST-PROJECT



Reiterate that in every project, the advocacy must be integrated. As such, success indicators must reflect the project's focus on advocacy. There should be indicators for reach, engagement, and content of the project. The bottomline is that the advocacy must be fully visible in the project. If unsure how to proceed, this is where the Externals Vice President's and the Deputies for Advocacy Formation roles come in as the one overseeing and ensuring the appropriate and effective integration of the advocacy.

The project head/s must also know which step of the DAGMAR model is the project fulfilling. Once determined, this step should be taken into account when planning and implementing the project.

Concluding Remarks

Maraming salamat sa patuloy na pagtataya!

This Advocacy Module is the modified version of the previous module created by Lea Mae Cabeliza, the Externals Vice President of A.Y. 2018-2019, together with her deputies. The 2021 version aimed to present Ateneo Gabay's advocacy in a more formative manner, and incorporate the changes and adjustments that occurred in the context of the pandemic and the organization's plight in the virtual space.

Aside from this, we have explicitly incorporated an important aspect of Gabay's advocacy: the community that lives out the passion to serve our sectors. Through this module, we hope that you, as a member-advocate of Gabay, realize the importance of your presence and contributions to forwarding Gabay's cause. Be it in stepping up to leadership positions, taking up core team positions, or using your skills and talents in our various projects, let it be known that your efforts are of significant value to the Gabayano community and our sectors.

We thank you for your heart and passion towards quality education, and for being with us in this journey of *pagtataya*. Let this be a reminder that as how our advocacy statement began with the words "We are a community," may you always remember that you are not alone in this advocacy.

"Huwag mangamba't aming diwa'y s'yang Gabay mo."

Patuloy na nagtataya,

Ateneo Gabay

2021-2022

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