

STRATEGIC COMMUNICATIONS AND PRODUCT INNOVATION OVERSIGHT COMMITTEE
(formerly Strategic Communications Oversight Committee)

Major Initiatives and Accomplishments for 2022

The Strategic Communications and Product Innovation Oversight Committee convened three (3) meetings in 2022. Its major initiatives and accomplishments for the year are as follows:

- A. Discussed and endorsed to the Governing Board for approval/consideration the following:
1. Strategy for Increased Generation of RISE UP Loan Applications via the Negosyo Centers and Intensive Budget
 2. Partnership with Cebu Provincial Government
 3. Revival of SBCorp's Awards Program
 4. 2022 Communication Plan Updates and Catch-Up Plan for the RISE UP Program
- B. Discussed and noted the following:
1. Quick Review of Strategic Communications Framework
 2. Presentation of Communications and Campaign Plan for RISE UP with SBCORP
 3. Presentation and Discussion of Monthly Activity Plan to Implement Campaign
 4. Webinar Coaching Series on the SBCorp Online Loan Application System, Methodology and Schedules
 5. Initial Results of Market Research on Poorest Municipalities
 6. Rationalization of Board Members' Involvement on Management Advocacy and Marketing Initiatives