
2023 (1st Edition)



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As established by Presidential Decree No. 1778 signed by former President Ferdinand E. Marcos on January 15, 1980, the Don Mariano Marcos Memorial State University (DMMMSU) is the lone state university in the province of La Union, Philippines. Pursuant to its charter, the University is mandated to provide advanced instruction in the arts, agriculture, fishery, engineering and natural sciences, as well as in other technological and professional fields; promote research and engage in extension work.

Currently, DMMMSU has seven (7) operating units, namely: (1) Central Administration (CA); (2) North La Union Campus (NLUC); (3) Mid La Union Campus (MLUC); (4) South La Union Campus (SLUC); (5) Open University System (OUS); (6) Sericulture Research and Dev

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and Client Satisfaction, January-December 2023*

CC Awareness:	90.54%
CC Visibility:	93.90%
CC Helpfulness:	97.50%
Response Rate:	4.50%
Overall Score:	99.52%

The University, through its Quality Assurance Unit, conducted a Client Feedback Survey covering all the services offered by DMMMSU from January to December 2023. As previously mentioned, the DMMMSU is a multi-site University as its operating units are sprawled across multiple towns in the province of La Union. That said, the table below shows the external services that each operating unit is offering and, consequently, the said table attributes the source of data per service used in this analysis.

Request for Assistance in the
Submission for Publication in
(WOS and SCOPUS Indexed)
Scientific Journals

Medical Clearance of New Entrants and Transferees - Covid Management of Emergency Cases	N/A			N/A	N/A	N/A
Management of Infectious or Contagious Disease				N/A	N/A	N/A

Transition to a New Feedback Form. In 2023, the University revised its Client Feedback Form (CFF) twice, i.e., in March and in October. The first CFF revision was the outcome of the benchmarking activity participated by the University personnel designated in the Quality Assurance office in 2022. In particular, the first CFF revision expressly incorporated the eight (8) service quality dimensions (SODs) reflected in the guidelines for the grant of Performance-

External Services with Low Response Rate

Out of the sixty-three (63) external services of the University,

their offices only issue endorsements for valid in-campus activities to be approved by the Chancellor.

Alternatively, process owners or their staff may direct their clients to use the QR code posted

As for units/offices that maximized the utilization of the online Client Feedback Survey, all feedback entries shall be counted on top of the valid and processed manual/paper-based forms subject to the guidelines mentioned above.

Finally, commendations/suggestions/comments expressed by clients are also summarized by the University/Campus/Operating QA Office and are included in the Client Evaluation Report.

		Plan in response to the issued Nonconformity Report.	
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Internal
Quality
Management
Audit
Coordinator

At the end of every quarter, the IQMA Coordinator and his/her counterparts in the operating

Operating
Unit Internal
Quality
Management
Auditors

The table below shows the 5-Point Likert Scale as well as their corresponding qualitative interpretation that clients use as a reference in rating the University's service delivery.

Table 6. 5-Point Likert Scale and Survey Scoring System



The overall score for the eight (8) service quality dimensions (SQDs) reflected in the University's Client Feedback Form (see Annex A) were computed based on the following formula:

$$= \left(\frac{\text{---} + \text{---}}{\text{---} / \text{---}} \right) 100$$

The interpretation of the Overall Score calculated using the above equation is shown in Table 7.

Table 7. Interpretation of Overall Score

This section discusses the demographic profile of DMMMSU's external client base in 2023. In particular, distribution of clients according to age, gender, region, and type are subsequently discussed in detail.

A. 1. Age

Table 8. Distribution of External Clients According to Age, January to December 2023

1. 19 or lower	173
2. 20 – 34	902
3. 35 – 49	208
4. 50 – 64	57
5. 65 or higher	2
6. Did not specify	12,311

Table 8 provides the breakdown of DMMMSU's external clients with respect to age. The figures indicated therein show that (12,311/13,653) of clients

Meanwhile, excluding clients belonging to the age group of 20-34 years old which comprise 6.61 (902/13,653) of the University’s client base, there is no significant difference in the percentage of age groups among DMMMSU’s surveyed clients. This suggests that the University’s external client base is evenly distributed across different age groups, thereby reflecting a broad representation of stakeholders with varying needs, backgrounds, and experiences.

A.2. Gender

Understanding the gender demographics of the University’s clientele base allows the DMMMSU administration to make informed decisions that reflect the needs and interests of its stakeholders. Table 9 presents the gender breakdown of DMMMSU’s external clients in 2023. It suggests that (5,622/13,653) of the client base is comprised of females, while (4,372/13,653) consists of males. Although there are differences in the reported figures, the variance is not significant; hence, indicating that DMMMSU’s clients appear to have a relatively balanced representation between males and females.

Table 9. Distribution of External Clients According to Gender, January to December 2023

1. Male	4,372
2. Female	5,622
3. LGBTQ+	222
4. Prefer not to say	3,437

Meanwhile, a quarter of the surveyed clients, i.e., (3,437/13,653) did not disclose their gender. This suggests that a huge number of clients skip, deliberately or not, to answer this portion of the Client Feedback Form. The University considers this

In sum, the gender groups are well-represented in the University's external clientele base; hence, further proving the validity and accuracy of the findings herein.

A.3. Region

Table 10. Distribution of External Clients According to Region, January to December 2023

1. Region I	9,063
2. Region II	1
3. Region III	3
4. Region IV-A	7
5. Region IV-B	0
6. Region V	10
7. Region VI	0
8. Region VII	1
9. Region VIII	0
10. Region IX	0
11. Region X	0
12. Region XI	0
13. Region XII	0
14. Region XIII	0
15. NCR	0
16. CAR	5
17. BARMM	0
18. Did not specify	4,563

Next to the students, _____ formed part of _____ (2,269/13,653) of the University's surveyed clients. This suggests that DMMMSU's services have relevance or impact on other government agencies as well as their personnel; hence, this engagement can signify potential partnerships or collaborations with these governmental bodies. More importantly, the survey responses from this group can provide valuable insights into how DMMMSU can align its programs or services with government priorities, regulations, and activities.

Following the government employees are the _____ who comprise (1,362/13,653) of external clients surveyed by DMMMSU. The presence of individuals from the general public among the survey respondents indicates that the University's activities, services, or programs have relevance beyond its immediate stakeholders. Further, the responses of general public evidence the accessibility and inclusivity of DMMMSU's client feedback mechanisms as the manner of gathering feedback extends not only to its direct stakeholders, but also to the wider community it serves.

Finally, _____ (296/13,653) of the responses in this survey came from _____. On first glance, the fact that clients from the private sector only minimally form part of DMMMSU's external clientele base yields the conclusion that the University has limited interactions with this group. However, their participation in the feedback survey still provides the University insights such that by understanding their needs and experiences in transacting with offices in DMMMSU, the University can tailor its programs, services, and strategies in meeting the demands of the private sector.

Overall, upon analyzing the demographic characteristics of DMMMSU's external client base in 2023, the University deems that the surveyed respondents are representative of the population of clients that it serves since it is reflective of the University's mandate, i.e., to provide instruction services as a leading higher educational institution in Northern Luzon.



Pursuant to the prescribed instrument for Client Satisfaction Measurement issued by ARTA, three metrics were used to evaluate the satisfaction and positive perception among clients regarding the Citizen's Charter (CC), to wit: (1) CC1: Awareness; (2) CC2:

DMM/SU's external clients with respect to the University's Citizen's Charter and the figures therein are discussed in the subsequent sections.

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1. I know what a CC is and I saw this office's CC.	1,350	90.54%
2. I know what a CC is but I did not see this office's CC.	71	4.76%
3. I learned of the CC only when I saw this office's CC.	50	3.35%
4. I do not know what a CC is and I did not see this office/s CC.	20	1.34%
1. Easy to see	1,448	93.90%
2. Somewhat easy to see	79	5.12%
3. Difficult to see	6	0.39%
4. Not visible at all	9	0.58%
1. Helped very much	1,483	97.50%
2. Somewhat helped	37	2.43%
3. Did not help	1	0.07%

CC1: Awareness. An overwhelming supermajority of 90.54% of the University's external clients answered that they know what a CC is and that they saw the CC of the office delivering the service they availed of; hence, indicating that a significant proportion of the clients are aware of the CC. Drawing from the definition given to Citizen's Charter as a contract between the government and the client, this result is

crucial because awareness is the first step towards utilizing the services outlined in the charter.

CC2: Visibility. With respect to this metric, 93.90% of the University's external clients responded that the CC of offices across the University are easy to see. Thus, it follows that the CC is effectively communicated and made accessible to clients further indicating that the CC is prominently displayed in conspicuous places, easily accessible, and actively promoted through various channels.

CC3: Citizen's Charter Helpfulness. Out of all the three metrics regarding CC questions in the survey form, helpfulness was rated highest by the University's external clients. In particular, 97.50% of the respondents answered that the DMMMSU's CC helped them very much in relation to their transactions with the University. This, therefore, indicates that clients perceive the CC as not a mere scrap of paper, but a valuable resource for understanding their rights in relation to the services provided by DMMMSU.

percentage translates to results earlier discussed in Table 7.

pursuant to the interpretation of quantitative

Communication 12,809 741 53 6 8 36 13,653

understanding of client expectations and strives to exceed them in every facet of service delivery.

This section of the report provides an analysis of the overall score per service taking into account the eight (8) SQDs. Table 15 summarizes the overall rating of sixty-three (63) external services specifically listed in DMMMSU Citizen Charter 2023. A perusal of the table below suggests that with the exception of six (6) services with zero declared transactions in 2023 (please refer to Table 5), all services were rated as outstanding by the University's clients in 2023, with eighteen (18) services even getting a perfect rating of 100%.

Publication in DMMMSU Research and Extension (R&E) Journal

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and SCOPUS Indexed) Scientific Journals

Prepared by:



Director, Quality Assurance/Member, CART

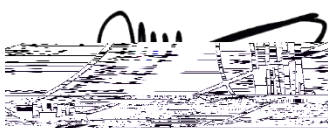
Reviewed by:

A handwritten signature in black ink.



VP for Administration and Quality Assurance/Chairperson, CART

Approved by:



President



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RESULTS OF AGENCY ACTION PLAN REPORTED IN FY 2022 PBB

		Revised Organization and Staffing Standards (ROSS) for SUCs – Phase I.			
	Spot-checking of service delivery time of units	DMMMSU's Top Management composed of the President, Vice Presidents, Chancellors, and Executive Directors directed the University's Committee on Anti-Red Tape (CART) to conduct unscheduled and random monitoring activities to evaluate whether or not the offices are compliant with the processing time indicated in the Citizen's Charter in the delivery of their services. Thereafter, DMMMSU CART adhered to such directives and conducted periodic reviews.	Results of the periodic review conducted by DMMMSU CART were reported to the Top Management and were used as inputs in updating the University's Citizen's Charter.	Implemented	The DMMMSU CART shall continue to conduct periodic reviews to ensure compliance of offices with the prescribed processing time indicated in the Citizen's Charter.
	Quality Audit	The University's Internal Quality Audit (IQA) Team composed of the Quality Management Representative (QMR), Quality Assurance (QA) units, and a pool of internal quality auditors conducted a first-party audit in all operating units of the University in April to June 2023 and follow-up audits in September to October 2023, pursuant to its standard operating procedure (SOP) titled DMMMSU-QA-SOP-001: Internal Quality Audit.	There has been a significant reduction in the number of audit observations reported by internal quality auditors in relation to the instruction, research, extension, and support services of the University. More specifically, in 2022, a total of 1,055 audit observations were reported. Meanwhile, in 2023, only 517 audit observations were made in	Implemented	The University's IQA Team shall continue to conduct a first-party audit in 2024 to evaluate the implementation of DMMMSU's Quality Management System.





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		<p>Further, the University procured the services of Macro Vision Consultancy to conduct a second-party audit covering instruction, research, extension, and support services of all operating units of DMMMSU in November 2023.</p>	<p>all operating units in the University. Comparing the figures in 2022 and 2023, there has been a 50.99% decline in reported audit observations. Hence, it can be concluded that significant improvements were made in implementing the University's Quality Management System.</p> <p>In their final audit report, the auditors from Macro Vision Consultancy commended the University for its established Quality Management System as well as the commitment of the Top Management and the entire DMMMSU community in maintaining the same. The second-party auditor, however, pointed out areas of improvement regarding documentation of risks</p>	<p>Implemented</p>	<p>The University shall again engage the services of a Second-Party Auditor to further improve the University Quality Management System and in order to evaluate the areas that were missed and overlooked by</p>
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				the Internal Quality Auditors.
	Digitalization of records and online transaction starting in offices with heavy transactions (Registrar, HR, SAS)	University-wide digitization of records and online transaction starting in offices with heavy transactions (Registrar, HR, SAS)	9.83(i)-5(g0/MCID 2(9.8R/F1	
<div style="background-color: black; width: 100%; height: 150px; margin-bottom: 10px;"></div> <div style="display: flex; justify-content: space-between; align-items: center;"> <div style="background-color: black; width: 20%; height: 20px;"></div> <div style="background-color: black; width: 20%; height: 20px;"></div> <div style="text-align: center;">  </div> </div>				





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					the Annual Procurement Plan of the University.
	Subject the proposed revisions of the Client Feedback Form to the approval of the University Administrative Council				





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					clients to accomplish the survey.
	Job Competency Training	The Top Management provided opportunities for University personnel to upgrade their professional competencies by conducting in-service trainings and seminars.	The University conducted the following trainings to facilitate the future-proofing of skills and competencies of its personnel: (1) Productivity Challenge Workshop: Designing and Designing Productivity Solutions, whereby experts from the Development Academy of the Philippines served as learning service providers; (2) Roadmap to Service Excellence: A Seminar-Workshop on Citizen's Charter Enhancement, with officers from the Anti-Red Tape Authority serving as resource speakers; (3) Physical Activities Towards Health and Fitness Training	Implemented	Additional trainings will be programmed in 2024 to further capacitate the University personnel and to keep abreast with recent developments.





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Course; (4) CE on WHEELS
(Witnessing, Harnessing,
Enhancing, Elevating and
Leveraging Status); (5)
Exploratory and
Collaborative Learning; (6)
Exploratory, Collaborative
and Experiential Learning of
Faculty, Staff and Guidance
Counselor; (7) R-DUINO:
Robot





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RESULTS OF AGENCY ACTION PLAN REPORTED IN FY 2022 PBB

			(Academic Distance Adventure of the University): Pathways to Education Exposure and Bench Learning.		
	Enforcement of the No Noon Break Policy	The University HRMO monitored the compliance of offices in the University, specifically those providing frontline			





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			<p>Official DMMMSU Facebook page and in the DMMMSU Website. Concerns of clientele, if any, are also addressed through the said platforms.</p>	<p>craft video primers/FAQs relating to the implementation of salient features of RA 11032 in the University. These IEC materials shall, therefore, tackle Citizen's Charter, Client Satisfaction Measurement, Zero Backlog Program, and No Noon Break Policy, among others.</p>
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CONTINUAL IMPROVEMENT ACTION PLAN FOR FY 2024

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CONTINUAL IMPROVEMENT ACTION PLAN FOR FY 202

DMMMSU Client Feedback Form

