

DTI Brings Quality Excellence to Region 1 through Philippine Quality Award Program



DTI PQA Secretariat, DTI Region 1 Representatives, and DMMMSU Officials and Participants

The Department of Trade and Industry (DTI), through its Bureau of Competitive Development (BCD) and in partnership with DTI-Region 1, held the Philippine Quality Award (PQA) Integrated Assessors' Preparatory and Application Development Training from April 7 to 9, 2025, at the Don Mariano Marcos Memorial State University (DMMMSU) International Convention Center in Bacnotan, La Union.

A total of 55 participants took part in the three-day training, which was designed to introduce the PQA framework and build practical skills in applying quality standards across institutions. The goal was to prepare attendees to understand and use the PQA Criteria for Performance Excellence, guide them through the application process, and equip them with evaluation tools like ADLI and LeTCI that are essential in measuring organizational performance. The training also aimed to create a pool of future assessors and spark similar quality efforts across other regions.

The activity was a strong start to Region 1's journey toward performance excellence. It stayed true to its program design from start to finish, with sessions delivered as planned

and participants actively engaging in discussions and hands-on exercises. Attendees were able to analyze DMMMSU's organizational profile, apply the ADLI and LeTCI methods, write assessment comments, and complete scoring workshops across all seven PQA categories. By the end of the training, many had produced draft evaluation outputs, showing just how much was learned and applied in a short span of time.

In his welcome message, Prof. Lilito Gavino, DMMMSU's Vice President for Administration and Quality Assurance, encouraged participants to take the principles of excellence to heart and bring them back to their respective institutions. Leading the technical sessions were Ms. Carolina R. Velasco, PQA Program Lead, and Mr. Joel C. Amante, PQA Mentor, who guided participants through each stage of the application and assessment process with clear examples and practical insights.

On the second day, DTI Region 1 Acting Regional Director Merlie Membrere delivered a message of support, saying the training reflects DTI's larger commitment to helping institutions build systems that deliver real, measurable improvements in performance and public service.

"This is the kind of collaboration that helps shape better institutions and better outcomes for our communities," said Acting Regional Director Membrere. "We hope this becomes a model that other regions can follow."

To close the activity, Prof. Gavino delivered a message of commitment on behalf of DMMMSU, expressing their full intention to continue the PQA journey and bring quality practices deeper into their operations. Dr. Junifer Rey Tabafunda, Chancellor of the DMMMSU North La Union Campus, also gave his closing remarks, thanking DTI and the facilitators and encouraging participants to carry the momentum forward.

"This training marks a significant step towards the realization of our shared vision of organizational excellence and continual improvement. Through the PQA framework, we are not only aligning ourselves with global standards, but we are also affirming our commitment to delivering the highest quality of public service and education to our stakeholders," said Dr. Tabafunda. "Let us move forward with a renewed sense of purpose, confident that the journey we have started will lead us to a more responsive, innovative, and high-performing institution," he also added.

The Philippine Quality Award is the country's highest recognition for excellence in organizational performance. It promotes innovation, continuous improvement, and effective leadership, helping both public and private organizations raise their standards to globally competitive levels.

For more information on how to start your PQA journey, you may reach out to the DTI-Bureau of Competitive Development or your nearest DTI Regional Office.

END

For media inquiries, please contact:
[Philippine Quality Award Program]
Email: [PQA@dti.gov.ph]