AI-Driven Innovation in SPUP's Institutional Branding

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ABSTRACT

This study assesses the integration of Artificial Intelligence (AI) into the institutional branding strategies of St. Paul University Philippines (SPUP). As higher education increasingly embraces digital transformation, AI has emerged as a strategic tool for enhancing brand communication through real-time, personalized, and ethically informed approaches. Using a mixed-methods research design, the study involved a validated survey and interviews with 300 participants, composed of teachers, students, alumni, and partners. Findings show that SPUP leverages AI across four key dimensions of branding: visibility, consistency, engagement, and effectiveness. Through tools such as predictive analytics, automated content platforms, and AI-enabled engagement systems, the university strengthens message coherence, stakeholder trust, and alignment with its mission. The study culminates in the development of the SPUP AI–Branding Innovation (AI-BI) Model, which offers a values-based framework for other educational institutions seeking to integrate AI responsibly into their institutional branding practices.

Keywords: Institutional Branding, AI Integration, Visibility, Consistency, Engagement, Effectiveness, AI-BI Model, St. Paul University Philippines (SPUP)

INTRODUCTION

In the age of digital transformation, educational institutions are redefining their strategies to remain relevant, competitive, and mission-driven. The branding of universities has expanded from traditional promotional campaigns to immersive, personalized, and technology-supported engagements. Artificial Intelligence (AI), with its ability to process vast data, predict behavior, and generate content, offers higher education institutions (HEIs) innovative tools to shape and communicate their brand identity in real time. As higher education becomes increasingly globalized and market-oriented, institutions must strategically position themselves through branding that not only attracts students but also communicates institutional values and vision (Chen, 2025; Marr, 2023). This is especially critical for mission-oriented universities like St. Paul University Philippines (SPUP), which must balance innovation with values-centered communication.

AI-driven branding is more than a trend. It is an evolving necessity that allows for the integration of personalized digital experiences, real-time stakeholder engagement, and strategic content delivery. With tools such as intelligent chatbots, automated campaign systems, AI-generated visuals, and predictive analytics, institutions are empowered to adapt branding efforts to the changing preferences of their audiences (Jain & Khosla, 2022). These technologies enable a responsive approach where content is customized based on user profiles, making branding efforts more meaningful and effective. For SPUP, AI represents an opportunity to enhance its identity by embedding core values into every digital interaction,

thereby building a stronger emotional and holistic connection with its stakeholders.

Globally, the use of AI in education is reshaping the way institutions market themselves. According to Sinha and Tripathi (2024), universities that integrate AI into branding and communication benefit from improved student recruitment, stronger alumni relations, and more inclusive narratives. AI allows institutions to analyze digital behavior patterns, tailor messaging to diverse groups, and maintain brand consistency across multiple platforms. In SPUP's case, AI-enabled storytelling, sentiment analysis, and real-time content curation can serve to amplify not only its academic strengths but also its commitment to service, community, and ethical leadership, hallmarks of its institutional identity.

However, leveraging AI in branding is not without challenges. Concerns about data ethics, algorithmic bias, and the risk of depersonalization persist, especially in institutions where values-driven engagement and human-centered communication are essential. According to Rahman and Singh (2024), integrating AI in educational contexts must be approached with a clear ethical framework, ensuring that branding remains authentic, transparent, and inclusive. SPUP, committed to holistic formation and transformative education, is uniquely positioned to explore AI as a tool for innovation that is both technologically advanced and ethically grounded. The responsible use of AI in branding must align with institutional values such as truth, respect, compassion, and integrity.

Within the Philippine educational system, digital transformation has accelerated in recent years, spurred by the pandemic and the growing demand for online engagement. Many universities, while initially conservative in adopting new technologies, are now recognizing AI's potential to communicate their mission and programs in more dynamic and responsive ways (Villanueva et al., 2025). SPUP, as a leading academic institution in Northern Luzon, has increasingly adopted AI in student services, administrative processes, and digital communication. Yet, a structured evaluation of how AI is transforming its institutional branding remains limited. This research addresses this gap by examining how SPUP innovatively integrates AI in branding while ensuring alignment with its Paulinian core values.

Moreover, the strategic use of AI in branding is no longer confined to marketing departments alone. As Garcia and Tanaka (2024) assert, institutional branding is a university-wide endeavor, encompassing student experience, digital interaction, and cultural identity. AI's role in shaping these components necessitates a collaborative and reflective approach. For SPUP, the challenge is to ensure that AI tools used in branding not only increase reach and visibility but also embody the university's mission of truth, charity, and service. This means designing systems that are not only intelligent but also inclusive, ethical, and reflective of the Paulinian educational spirit.

Given these emerging dynamics, there is a clear need to conduct this study. Despite the growing use of AI across academic institutions, little research exists on how values-centered universities like SPUP can employ AI for institutional branding without compromising their identity. This study explored how SPUP integrates AI into its institutional branding, focusing on enhancing visibility, ensuring consistency, fostering engagement, and improving effectiveness, all in alignment with the Paulinian Core Values. It also aimed to develop an AI–Branding Innovation (AI-BI) Model that reflects SPUP's commitment to holistic, values-based education in the context of technological advancement. Ultimately, the study provides insights into how AI can support institutional distinctiveness, stakeholder engagement, and mission continuity in an increasingly digital academic landscape.

Conceptual Framework

This study is grounded in three interrelated frameworks that guide the analysis of AI-driven branding at SPUP: Transformational Branding, which focuses on fostering emotional and behavioral connections

through personalized, data-informed content (Chen, 2025); Sociotechnical Systems Theory, which emphasizes aligning AI with institutional values and identity (Martin & Taylor, 2023); and the Brand Authenticity Framework, which highlights transparency, consistency, and value-based communication (Garcia & Tanaka, 2024). These frameworks offer a holistic perspective on how SPUP integrates AI in a manner that is innovative, ethical, and reflective of its Paulinian character.

Objectives of the Study

This study sought to assess how SPUP utilizes AI in its institutional branding efforts along the following dimensions: 1) level of visibility, 2) level of consistency, 3) extent of engagement, and 4) level of effectiveness, all aligned with the Paulinian Core Values. It also aimed to propose an AI–Branding Innovation (AI-BI) Model reflective of SPUP's mission of holistic, values-driven education while embracing technological advancement.

METHODOLOGY

This study utilized a mixed-methods research design to investigate the extent and nature of AI-driven innovation in the institutional branding of SPUP. The quantitative component involved the administration of a researcher-developed and expert-validated survey to 300 participants (composed of teachers, students, alumni, and partners), employing a 4-point Likert scale to assess AI tools in terms of visibility, consistency, engagement, and effectiveness of brand communication. Complementing this, the qualitative aspect comprised semi-structured interviews with the participants. Quantitative data were analyzed using descriptive statistics, while qualitative responses underwent thematic coding to extract patterns and insights. This methodological approach enabled the triangulation of data sources, thereby ensuring a comprehensive and reliable understanding of how SPUP integrates AI in a strategic, ethical, and values-aligned manner to advance its institutional branding.

RESULTS AND DISCUSSION

SPUP continues to advance its institutional branding through the strategic integration of AI. In today's digital age, AI is not only a tool for innovation but a powerful platform for communicating institutional identity, values, and mission. SPUP harnesses AI in four key areas of branding: enhancing visibility, maintaining consistency, fostering engagement, and ensuring effectiveness. By integrating technological advancements, SPUP exemplifies how AI can serve both innovation and identity in higher education branding.

1. AI and Brand Visibility

Table 1. The Level of Visibility of SPUP's Utilization of AI in Institutional Branding

Indicators	Teachers		Students		Alumni		Partners		Total	
	M	DI	M	DI	M	DI	M	DI	M	DI
SPUP uses AI to visibly communicate its Christ-centered mission across digital platforms and communications.	3.75	VH	3.22	VH	3.42	VH	3.76	VH	3.53	VH
SPUP utilizes AI to highlight and promote the talents, innovations, and	3.75	VH	3.48	VH	3.14	H	3.02	H	3.35	VH

accomplishments of its Paulinian community.									
SPUP enhances the visibility of its initiatives that foster collaboration and unity through AI-generated content.	3.84	VH	3.39	VH	3.19	H	3.51	VH	3.48	VH
SPUP employs AI to raise awareness of its advocacy, outreach, and service efforts to a broader audience.	3.56	VH	3.37	VH	3.50	VH	3.53	VH	3.49	VH
SPUP increases public awareness of its compassionate and socially responsive identity through AI-integrated branding.	3.81	VH	3.36	VH	3.14	H	3.47	VH	3.45	VH
Category Mean	3.74	VH	3.36	VH	3.28	VH	3.46	VH	3.46	VH

Table 1 shows that SPUP's use of AI in institutional branding is regarded by its stakeholders as promoting visibility as Very High. Across various groups, teachers, students, alumni, and partners, there is a consistent recognition that the university successfully integrated AI to elevate its brand presence in a way that is aligned with its mission and values. Teachers, in particular, emphasized how SPUP uses AI not only to inform but to reflect its identity and core commitments across platforms. As one teacher remarked, "SPUP's AI-assisted platforms don't just inform—they inspire. I see our values come alive even in automated messages." This assessment aligns with Chen (2025), who emphasized that mission-centered branding in education benefits significantly from AI tools that reflect institutional values through dynamic communication.

SPUP's ability to utilize AI in highlighting talents, innovations, and accomplishments also emerged as a strength. Through AI-supported content and smart promotion, the university consistently brings forward stories of student and faculty excellence, campus-wide initiatives, and collaborative projects. Teachers and institutional partners were particularly positive about this function, while alumni responses suggest opportunities for broader reach. These impressions support Garcia and Tanaka's (2024) findings that AI allows institutions to present personalized, real-time branding content that builds identity and engagement. As one student expressed, "I appreciate how SPUP's Facebook and website use AI to highlight events and outreach programs. It makes us feel involved even when off-campus." This reflects the participatory effect of AI-integrated branding, showing how content can maintain strong visibility and emotional connection across audiences.

Furthermore, SPUP's AI-powered branding is perceived to be not only informative but mission-driven, making its values and advocacies more publicly visible. Partners, in particular, recognized that the university's campaigns reflect clarity of purpose and alignment with its Core Values and socially responsive goals. This is consistent with the view of Martin and Taylor (2023), who argue that AI systems, when aligned with institutional culture, become powerful tools for reinforcing identity rather than diluting it. One external partner commented, "The digital campaigns we see are professional and purpose-driven. It's clear SPUP integrates its mission in its AI tools." Such feedback underscores the idea that SPUP's AI

integration is more than technical execution. It is a values-based strategy that effectively enhances visibility while staying grounded in the Paulinian character.

2. AI and Brand Consistency

Table 2. The Level of Consistency of SPUP's Utilization of AI in Institutional Branding

Indicators	Teachers		Students		Alumni		Partners		Total	
	M	DI	M	DI	M	DI	M	DI	M	DI
SPUP consistently uses AI to communicate Christ-centered messages across its digital platforms.	3.78	VH	3.47	VH	3.08	H	3.80	VH	3.53	VH
SPUP ensures that AI-generated content reflects the creativity and spirit of service that characterize Paulinian leadership.	3.50	VH	3.37	VH	3.45	VH	3.60	VH	3.48	VH
SPUP maintains consistency in promoting unity and collaboration through AI-powered communication strategies.	3.43	VH	3.18	H	3.12	VH	3.47	VH	3.30	VH
SPUP's AI-based branding consistently emphasizes its commitment to mission, outreach, and transformation.	3.50	VH	3.26	VH	3.14	H	3.82	VH	3.43	VH
SPUP uses AI to uphold a consistent tone of compassion, justice, and integrity in all its public communications.	3.75	VH	3.96	VH	3.38	VH	3.53	VH	3.66	VH
Category Mean	3.59	VH	3.44	VH	3.23	VH	3.64	VH	3.48	VH

Table 2 reveals that SPUP exhibits a very high level of consistency in its use of AI for institutional branding. SPUP's consistency in messaging through AI-powered platforms is deemed a notable strength, particularly recognized by the participants. This demonstrates the university's success in embedding its core identity into every layer of its digital communication. According to Yin et al. (2020), AI systems, when thoughtfully implemented, can preserve institutional tone and values across automated processes and reinforcing brand authenticity. One teacher observed, "Even through automated updates, SPUP's messaging always brings us back to our faith and purpose—it's never just promotional." This response highlights how AI in SPUP's context is not only functional but value laden, ensuring that faith-based content remains central even in extremely digitized spaces.

Another key strength lies in SPUP's ability to maintain consistency in language, tone, and visual identity, especially in conveying the Paulinian spirit. AI is seen not as a distant, mechanical tool, but as one that

communicates with sincerity and intentionality. As Pereira, Alves, and Cruz (2021) found, AI tools that are trained with culturally contextual data can communicate with an emotional resonance that matches institutional voice. This aligns with one student's reflection: "There's something reassuring in how every message—whether from a chatbot or post—sounds like it's written with heart and purpose." SPUP's branding strategies reflect a commitment to preserving the human and moral elements of communication, even when mediated by artificial systems.

On the other hand, responses from alumni advocate messages related to unity and transformation. This reflects a broader need to contextualize AI-generated branding to resonate with the evolving expectations of off-campus stakeholders and alumni. As Yin, Lu, Wang, and Zhang (2020) argue, AI systems in education must be both responsive and inclusive, continuously learning from varied audiences to retain relevance. The consistency of SPUP's branding tone and message is affirmed as one alumnus shared, "Even after graduating, when I see SPUP's posts or emails, it still feels familiar and aligned with the school I knew." This sense of continuity affirms the university's success in using AI not just to automate, but to cultivate enduring relationships through consistent and mission-aligned communication.

3. AI and Brand Engagement

Table 3. The Extent of Engagement of SPUP's Utilization of AI in Institutional Branding

Indicators	Teachers		Students		Alumni		Partners		Total	
	M	DI	M	DI	M	DI	M	DI	M	DI
SPUP uses AI platforms to engage stakeholders in reflective and spiritually grounded interactions.	3.28	VGE	3.36	VGE	3.13	GE	3.49	VGE	3.36	VGE
SPUP engages its audience through AI tools that showcase the unique talents, creativity, and leadership of the Paulinian community.	3.06	GE	3.21	GE	3.19	GE	3.49	VGE	3.24	VGE
SPUP promotes meaningful interaction and collaboration among students, alumni, and partners through AI-enabled communication.	3.25	VGE	3.27	VGE	3.25	VGE	3.44	VGE	3.30	VGE
SPUP encourages active involvement in institutional and outreach programs by using AI to connect with individuals aligned with its mission.	3.41	VGE	3.16	GE	3.64	VGE	3.58	VGE	3.45	VGE
SPUP fosters inclusive engagement through AI systems that promote	3.53	VGE	3.39	VGE	3.28	VGE	3.58	VGE	3.45	VGE

empathy, compassion, and social awareness.									
Category Mean	3.31	VGE	3.28	VGE	3.30	VGE	3.52	VGE	3.36	VGE

Table 3 discloses that SPUP's use of AI in institutional branding, in terms of engagement, is assessed to a Very Great Extent by teachers, students, alumni, and partners. Stakeholders agree that AI platforms have been instrumental in fostering spiritually grounded and reflective engagement across digital channels. Teachers and partners, in particular, see the alignment between SPUP's AI-powered branding and its vision-mission. This is consistent with Nwachukwu and Uzochukwu (2023), who noted that AI can support value-based communication in higher education when it is designed around an institution's identity and mission. As one teacher reflected, "What I appreciate is that even AI-generated messages don't lose the sense of spirituality we uphold—they still feel prayerful and purposeful." This confirms that SPUP's AI engagement strategies are not only technologically effective but also spiritually resonant.

Participants also acknowledged SPUP's use of AI in promoting collaboration and showcasing Paulinian excellence. Through digital campaigns and interactive platforms, students, alumni, and institutional partners are able to witness and take part in activities that highlight leadership, creativity, and service. This reflects the idea that AI systems can maintain strong engagement across varying levels of proximity to the institution. According to Park and Lee (2021), AI fosters participatory environments when content is community-based and personalized. A student affirmed this by stating, "SPUP's digital presence makes us feel seen—our contributions, programs, and advocacies are shared in ways that make people want to join in." This highlights how AI supports not only brand visibility, but active and meaningful stakeholder involvement.

SPUP's AI tools were recognized for promoting inclusive engagement that reflects values such as empathy, compassion, and social awareness. This aligns well with contemporary branding principles that prioritize ethical, human-centered communication. Partners especially emphasized how SPUP's branding reflects genuine concern for community well-being. This supports the view of Berman and Kim (2022), who assert that AI in branding should be designed to advance inclusive values and relational ethics. One partner remarked, "There's a certain warmth and sincerity in how SPUP uses its platforms—it doesn't just market, it moves people." Such responses validate that SPUP is not merely applying AI for reach or efficiency but is intentionally leveraging it to communicate in a way that honors its Paulinian identity and connects deeply with its audience.

4. AI and Brand Effectiveness
Table 4. The Level of Effectiveness of SPUP's Utilization of AI in Institutional Branding

Indicators	Teachers		Students		Alumni		Partners		Total	
	M	DI	M	DI	M	DI	M	DI	M	DI
SPUP effectively utilizes AI to communicate its Christ-centered identity and spiritual mission to the broader community.	3.47	VH	3.21	H	3.08	H	3.64	VH	3.35	VH
SPUP's use of AI highlights the creativity and giftedness	2.91	H	3.35	VH	3.45	VH	3.80	VH	3.38	VH

of its stakeholders in ways that inspire service and innovation.										
SPUP uses AI effectively to strengthen relationships and collaboration within its internal and external communities.	3.63	VH	3.34	VH	3.12	H	3.67	VH	3.44	VH
SPUP's AI-driven branding reflects its active commitment to mission, outreach, and social responsibility.	3.72	VH	3.14	H	3.14	H	3.61	VH	3.40	VH
SPUP leverages AI to promote messages of compassion, justice, and integrity in alignment with its commitment to charity and service.	3.47	VH	3.25	VH	3.38	VH	3.53	VH	3.41	VH
Category Mean	3.44	VH	3.26	VH	3.23	H	3.65	VH	3.40	VH

Table 4 reveals that SPUP's utilization of AI in institutional branding is assessed as Very High across all participants. Particularly, teachers and partners recognize how AI is used to communicate SPUP's identity and mission. This assessment suggests that SPUP has integrated AI in a manner that amplifies its values and messaging without compromising authenticity. According to Dawson and Mak (2022), the effectiveness of AI in educational branding depends on how well it reflects institutional mission while enhancing reach and relevance. One teacher said, "What makes SPUP's AI branding effective is how it never loses sight of our mission even in the digital space." This feedback affirms that SPUP's branding is both technologically efficient and spiritually grounded.

The data also show that SPUP's AI-driven branding is effective in highlighting the creativity and talents of its stakeholders, as well as promoting collaboration within and beyond the university community. The consistent recognition of AI's role in strengthening relationships and innovation aligns with Ghosh and Anand (2021), who emphasize that AI-enabled communication fosters deeper stakeholder connection when it facilitates storytelling and shared recognition. A student expressed this by saying, "SPUP's posts feel more personalized now—they celebrate students' achievements and show what's happening in ways that draw you in." This indicates that AI has enhanced the effectiveness of SPUP's branding by humanizing institutional narratives and fostering inclusion.

Moreover, SPUP's branding is assessed as effective in reflecting its mission of outreach, service, and compassion. Stakeholders recognize that the university leverages AI to consistently communicate messages rooted in justice, integrity, and community transformation. Partners and teachers rated this aspect highly, suggesting that external observers see SPUP's branding as socially responsive and ethically sound. As Martinez and Caballero (2023) note, institutions that apply AI in a values-driven manner are more likely to build credibility and trust among their publics. A partner commented, "SPUP's AI communications don't just inform—they inspire values and make you feel the university stands for

something bigger." This reinforces that SPUP's AI integration goes beyond function; it operates as a tool for deepening moral and social engagement, making its branding both effective and purpose-driven.

5. SPUP AI–Branding Innovation (AI-BI) Model

SPUP embraces AI not as a mere technological trend but as a transformative tool that supports its mission of delivering holistic and values-driven education. Figure 1 is the SPUP AI–Branding Innovation (AI-BI) Model. It is developed within the context of integrating the core institutional identity of SPUP, rooted in the Paulinian Core Values and strategic digital transformation, through AI. This model ensures that AI systems serve not only functional goals but also foster spiritual resonance, authenticity, ethical communication, and inclusive representation. The four key dimensions, visibility, consistency, engagement, and effectiveness, form the pillars of this model, shaping how SPUP leverages AI to communicate its mission to the broader academic, civic, and global community.

Figure 1. The SPUP-AI Branding Innovation (AI-BI) Model
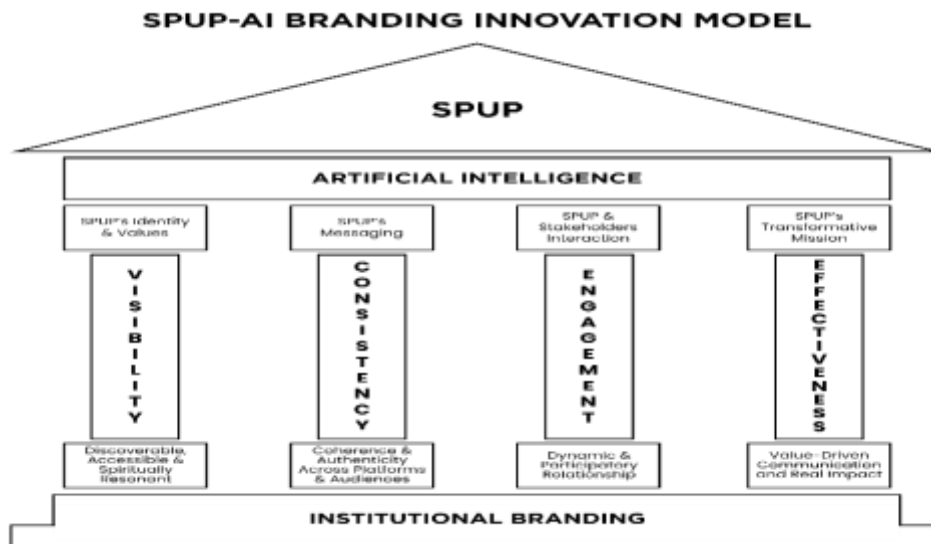
AI and Brand Visibility

The dimension of visibility within the SPUP AI-BI Model emphasizes enhancing the discoverability, accessibility, and spiritual alignment of the university's identity in the digital space. AI tools are employed to amplify SPUP's presence across multiple platforms through real-time content delivery, personalized messaging, and algorithmic targeting. Tools such as search engine optimization (SEO), predictive analytics, and automated content generation ensure that the university's values, programs, and accomplishments reach a broad yet strategically selected audience. By using AI to generate social media content, launch digital campaigns, and manage dynamic web platforms, SPUP makes its educational mission more visible and resonant to a diverse range of stakeholders. This implementation echoes Chen's (2025) argument that AI must move beyond simple visibility to foster meaningful resonance with audiences in ways that preserve ethical and cultural fidelity.

AI and Brand Consistency

SPUP places high importance on consistency to ensure coherence, clarity, and authenticity across all AI-mediated communications. The AI-BI Model enables the university to maintain a unified voice that reflects

Paulinian values in every touchpoint, social media posts, emails, or chatbot interactions. AI tools such as natural language processing (NLP), template-based content systems, and visual identity managers are employed to standardize tone, terminology, and branding aesthetics. This deliberate alignment helps SPUP establish a recognizable and trustworthy image while minimizing the risk of inconsistent or diluted messaging. As Martin and Taylor (2023) assert, consistent messaging across AI systems strengthens organizational authenticity and credibility. At SPUP, this consistency is more than a design principle, it is a manifestation of unity, mission-focus, and institutional integrity.

AI and Brand Engagement

Within the AI-BI Model, SPUP positions engagement as a human-centered strategy that strengthens participatory, value-driven relationships through responsive and inclusive communication. AI is used to foster dynamic, meaningful connections with students, alumni, faculty, and external partners through tools such as chatbots, sentiment analysis engines, and adaptive communication platforms. These technologies enable SPUP to deliver timely, personalized experiences that encourage involvement in university life, service initiatives, and mission-aligned projects. Engagement is not merely measured in clicks or views, but in the depth of participation it inspires. SPUP's approach mirrors Nwachukwu and Uzochukwu's (2023) call for AI in education to promote dialogue, empathy, and spiritual connection. By integrating compassion, community, and responsiveness into every AI interaction, SPUP ensures that engagement remains faithful to its Paulinian character.

AI and Brand Effectiveness

Effectiveness in the SPUP AI-BI Model focuses on demonstrating measurable and mission-aligned impact through AI-driven branding efforts. Rather than relying solely on superficial metrics, SPUP uses AI to assess awareness, alignment, trust, and stakeholder transformation—key indicators of its educational mission's success. The university leverages real-time feedback, performance analytics, and campaign monitoring tools to evaluate how AI communications contribute to stakeholder formation and institutional growth. This results-driven approach allows SPUP to continuously refine its strategies while remaining rooted in its core values. As Dawson and Mak (2022) emphasize, truly effective AI integration in branding should serve long-term vision, not just momentary visibility. At SPUP, AI is deployed to build a brand that informs, inspires, and ultimately transforms, in alignment with its holistic, values-driven educational purpose.

CONCLUSION

The findings of this study confirm that SPUP has embraced Artificial Intelligence not only as a functional enhancement to institutional branding but as a platform for mission-centered innovation. Across all dimensions: visibility, consistency, engagement, and effectiveness, stakeholders recognized AI as a strategic tool that amplifies the university's core values. SPUP's use of AI-driven tools such as automated content generation, sentiment analysis, and adaptive digital communication has made its brand more spiritually resonant, emotionally engaging, and widely accessible, without sacrificing ethical integrity or authenticity. More importantly, AI has served as a bridge between the university's digital transformation and its educational identity and mission, thus solidifying a values-based approach to branding.

The SPUP AI–Branding Innovation (AI-BI) Model that illustrates how a faith-based institution can navigate the demands of modern branding while preserving institutional identity. By integrating AI in ways that are ethical, inclusive, and mission-aligned, SPUP sets an example for other higher education institutions striving for relevance in a technologically advancing world. This study advocates for

intentional and reflective AI adoption in academic branding strategies, ensuring that digital transformation supports, rather than displaces, the enduring values and distinctiveness of educational institutions like SPUP.

RECOMMENDATION/S

To ensure the sustained and strategic integration of AI in institutional branding, the following recommendations are proposed: 1) For the ICT Office to continuously enhance AI infrastructure and tools that support mission-driven communication, ensuring that platforms remain responsive, secure, and aligned with the university's core values; 2) For the Alumni and External Relations Office to leverage AI-driven analytics to personalize outreach strategies and strengthen long-term engagement with alumni and partners through values-based storytelling; and, 3) For the Promotions and Marketing Office to utilize AI-generated content and campaign automation to consistently highlight SPUP's identity, achievements, and community impact across all digital channels.

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