



Republic of the Philippines
Department of Education

Tanggapan ng Kalihim
Office of the Secretary

MEMORANDUM

TO : All Regional Directors
All Schools Division Superintendents

FROM : ANNA CRISTINA M. GANZON
Assistant Secretary and Chief of Staff

SUBJECT : CAPABILITY BUILDING WORKSHOP FOR DEPED
INFORMATION/ ACTION OFFICERS

DATE : February 12, 2016

1. This is to inform the Regional Directors and Schools Division Superintendents that a Three-day Capability Building Workshop for DepEd Information/ Action Officers will be held on the following dates and venues:

CLUSTER	REGION/ OFFICE	DIVISION	VENUE	DATE
1	NCR	3	NCR (TBA)	March 16-18, 2016
	IV-A	3		
	V	3		
	CO	18		
2	VI	3	CEBU (TBA)	March 29-31, 2016
	VII	3		
	VIII	3		
	IX	3		
	NIR	3		
3	X	3	DAVAO (TBA)	March 2-4, 2016
	XI	3		
	XII	3		
	CARAGA	3		
	ARMM	3		
4	I	3	NCR (TBA)	March 9-11, 2016
	II	3		
	III	3		
	CAR	3		
	IV-B	3		

2. The workshop aims to strengthen the communication and crisis management skills of the Information and Action Officers, both in the regional and division levels; familiarize the participants on the communication flow of the Public Affairs Service; strengthen the collaboration efforts and confidence level among the Information and Action Officers; and enhance their knowledge and skills to respond to issues and concerns raised by the general public.
3. Three (3) representatives/ participants from the Regional Office and one participant from each Schools Division are expected to attend.
4. Regional Directors are asked to send their Regional Information Officers (RIO) or Action Officers to attend.
5. Schools Division Superintendents are advised to send their designated/ assigned Information / Action Officer.
6. Central Office participants/ representatives shall be from the Public Affairs Service.
7. Participants and members of the training team are expected to arrive and check-in by afternoon of Day 0. Check out will be no later than 12 noon of Day 4 (day after the last day of the activity).
8. Expenses for the workshop, travel and board and lodging of the training team, and board and lodging of the participants will be charged to OSEC Funds. The travel expenses of the training participants to and from the venue shall be charged to local funds, subject to the usual accounting and auditing rules and regulations.
9. Names of the training participants and their contact details shall be submitted via email on or before the following dates to Mr. Ernie Talaro of the Communications Division, (02) 6332120, ernie.talaro@deped.gov.ph

CLUSTER	REGIONS	DEADLINE
Cluster 1	CO, NCR, IV-A, V	March 11, 2016
Cluster 2	VI, VII, VIII, IX, NIR	March 25, 2016
Cluster 3	X, XI, XII, CARAGA, ARMM	February 26, 2016
Cluster 4	I, II, III, CAR, IV-B	March 5, 2016

10. Attached to this Memorandum is the copy of the training program (ANNEX A), for reference.
11. Immediate dissemination of this Memorandum is desired.

Capability Building for DepEd Public Affairs Officers

RATIONALE:

With the ongoing efforts of the Department of Education (DepEd) in the K to 12 Program, communication is essential in the continued and improved delivery of basic education services to the public. The training for DepEd information officers and public assistance officers aims to:

1. Strengthen the communication and crisis management skills of the information officers and public assistance officers, both in the regional and division levels;
2. Familiarize the information officers and public assistance officers on the communication flow of the Public Affairs Services;
3. Strengthen collaboration and confidence among the information officers and public assistance officers; and
4. Enhance the knowledge and skills of the participants to respond to issues and concerns raised by the general public.

DATE	VENUE	REGIONS	PAX
March 2-4, 2016	Davao	X, XI, XII, CARAGA, ARMM	57
March 9-11, 2016	NCR	I, II, III, CAR, IV-B	58
March 16-18, 2016	NCR	NCR, IV-A, V, CO	47
March 29-31, 2016	Cebu	VI, VII, VIII, IX, NIR	58

PROPOSED PROGRAM

DAY 0

TIME	TOPIC / SESSION	NOTES	SPEAKERS
1:00PM	Ingress	Prepare venue, activities, materials, tech, dry run	N/A
6:00 PM to 7:00 PM	Social Gathering	Getting-to-know over dinner	N/A

DAY 1

TIME	TOPIC / SESSION	NOTES	SPEAKERS
7:30 - 8:00	Registration		N/A
8:00 - 8:15	National Anthem Opening Prayer		N/A
8:15 - 10:00	Context setting: Orientation objectives and scope	Expectation setting Kumustahan on work	Dir. Rizalino Rosales

	Structure of Public Affairs Services (PAS) Roles and relationships (central, regional, and division offices) Identification of strengths, training needs of the RIO/DIO Competencies and attributes of a good RIO Protocols and code of conduct Direction of PAS in the coming months *snacks to be served in between*	
10:00 – 12:00	Introduction to Senior High School Voucher Program	Nicki Tenazas / Trissa
12:00 - 1:00	LUNCH	
1:00 - 2:30	Writing a press release	Writing a press release and statement Critique Elements of a press release - Audience, title, lead, body, conclusion - Substantial quotes - Recording, transcription after - Photo attachment A: Iza Gonzales B: Karl de Mesa C: Jonax de Santos
2:30 - 3:15	Photo journalism and Video Guidelines	Basic Elements Photo captioning Submission guidelines for photos and videos A: Jes Aznar B: Joser Dumbrique
3:15 - 3:30	MERIENDA	
3:30 - 5:00	Media handling and coordination	Media advisory Media request and Protocol B: Rhea Catada S: Ernie Talaro

DAY 2

TIME	TOPIC / SESSION	NOTES	SPEAKERS
8:00 - 9:30	Introduction to Social Media	Intro: Show samples of best DepEd social media posts online or viral videos online What is social media? - Facebook (Basics: Type of content, users, etc.) - Twitter (Basics: Hashtags, trending topics, retweeting, favoriting, etc.) - Youtube Why and how do we use it? (Sample cases: Sharing human interest, stories and information, crowdsourcing, etc.)	A:
9:30 - 10:00	Social Media Activity	Activity: Setting up regional social media accounts	B: Janette Toral S: Angel Santos

10:00 - 11:00	In-depth Social Media Discussion	Guidelines on the usage of regional social media accounts Introduction and Walk-through: Social Media Analytics Introduction to Social Media Content Plan	
11:00 - 12:00	Social Media Activity Question & Answer	Draft a two-week's worth of social media content plan	
12:00 - 1:00	LUNCH		
1:00 - 3:00	Website Basics: Knowing what's best for the user	Website Design: Creating and engaging user experiences Web Content Management and Strategy: Best practices	Abigail Godoy
3:00 - 3:15	MERIENDA		
3:15 - 5:00	Website Sustainability	DepEd Web Content Management Policy Overview Regional Website Roll-out Plan - Roll-out details - Website goals and content - Discussion on the website survey	Abigail Godoy

DAY 3

TIME	TOPIC / SESSION	NOTES	SPEAKERS
8:00 - 9:30	Introduction to Crisis Management	Communication flow / protocol during when there is an issue "First Aid" of Crisis Management - Initial actions during a crisis - Initial report (to be given to RO and CO) on affected learners, teachers, and school - Public assistance Crisis Management in the long run - News monitoring - Incident reporting - Handling of queries from the public (thru DeTXT) *Merienda to be served in between	A: Beting Dolor
9:30 - 12:00	Action Center	What is DeTXT? Legal mandate of government agencies for its frontline services	Dir. Demi
12:00 - 1:00	LUNCH		

1:00 - 5:00	DeTXT	What is DeTXT? Function of DeTXT Protocols in addressing issues Setting up DeTXT regional and division offices' communication flow	Jay Tanwangco
4:00 - 5:00	Synthesis	Synthesis and Reminders	Dir. Joriz Rosales