



Republika ng Pilipinas  
**Kagawaran ng Edukasyon**  
Tanggapan ng Pangalawang Kalihim

**MEMORANDUM**  
23 April 2018

**RELEASED**  
MAY 08 2018

DEPED-CAR Time: \_\_\_\_\_

For: **Regional Directors  
Schools Division Superintendents  
Principals and School Heads  
Division Chiefs, ESSD Chiefs, SGOD Chiefs  
DepEd Engineers  
IT Officers**

Subject: **BASELINE DATA SURVEY BY THE NIELSEN COMPANY**

Starting 02 May 2018, the Department of Education (DepEd), thru the Nielsen Company, will be gathering baseline data in every school nationwide.

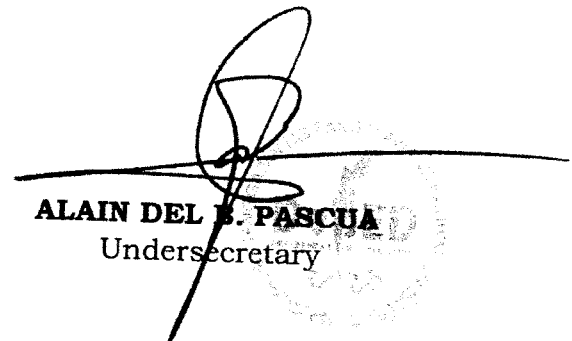
The Baseline Data Gathering Survey will focus on the DepEd Computerization Program (DCP), the DepEd Internet Connectivity Program (DICP), and the National School Building Inventory (NSBI). The data gathered will be used as comparison with the results of future monitoring and evaluation efforts to allow the Department of Education to measure the impact of the aforementioned programs.

The activity aims to establish the basic profile of each school; establish a baseline data of the DCP and DICP; and update the information and current state of school buildings.

Teams will be visiting schools conducting interviews and accomplishing forms, a sample of which is attached as Annex B.

All concerned, especially Principals and School Heads, are hereby instructed to facilitate the activity on the requested schedule (Annex A) by accomplishing the attached form on Annex B.

For information and strict compliance.

  
**ALAIN DEL B. PASCUA**  
Undersecretary

**Office of the Undersecretary for Administration**

*(Administrative Services, Information and Communications Technology, Disaster Risk Reduction and Management, Schools Health, Youth Formation, Baguio Teachers' Camp, Education Facilities/School Buildings)*  
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**GUIDELINES IN THE CONDUCT OF  
THE BASELINE DATA GATHERING FOR NSBI, DCP, AND DICP  
IN PUBLIC ELEMENTARY AND SECONDARY SCHOOLS**

**I. PROCEDURES**

**SCHOOL LEVEL**

The school principal is the appointed primary representative for each school. The school principal will receive a call from Nielsen's recruitment team to schedule the exact date and time for the school visit, within the time allotted for the municipality. The schedule for each municipality is provided in ANNEX A.

During the call, the school principal will be advised to fill up the forms in ANNEX B, which will be submitted to the field enumerator during the school visit. The schedule will allow the school principal enough time to accomplish the attached forms in ANNEX B. The school principal may assign other personnel within the school to fill up the form, but will still own the responsibility of ensuring the completeness and accuracy of the form. A sample form with answers is provided in ANNEX C. The form in ANNEX B must be fully accomplished upon the date of the school visit.

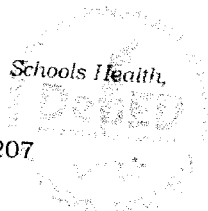
During the appointed date and time of the school visit, Nielsen's field enumerator will present the school principal with the letter of authorization issued by DEPED to allow the field enumerator to conduct the visit and audit certain facilities. The field enumerator will check the form for completeness and is authorized to validate the contents of the form through random checks of the facilities.

The interview is estimated to last for 120 minutes, which will entail the following activities:

- Verify details on the accomplished survey form
- Asking additional questions
- Taking pictures of the school façade, inside and outside e-classroom

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- Conducting the network assessment test indoor and outdoor
- Conducting network assessment test on one desktop computer in e-classroom
- Geo-tagging in the flagpole/or equivalent

Should there be discrepancies found when conducting the random checks, the form will be returned to the principal to re-evaluate the contents of the form. The field enumerator may opt to return later in the day to once again validate the revised form through another random check of the facilities. Should there still be any discrepancies found after the second round, the name of the school will be submitted to the central office for their action.

A follow up one on one interview may be requested for selected schools to help DEPED understand how to further improve its programs. A separate memo will be provided for the selected schools for the one on one interview.

### **DIVISION LEVEL**

Upon dissemination of this memo, the division superintendents will receive a call from Nielsen to schedule a courtesy call. The courtesy call will orient the superintendents on details about the project implementation, the required participation from schools and the requested supervision from the superintendents.

The division superintendent will be provided a copy of the weekly monitoring report from Nielsen to track the progress of schools within their division. The division supervisors will monitor and enforce the participation of all schools within their division. The division supervisors are to impose sanctions in case of non-participation or non-compliance of the required reports.

## **II. TIMELINES**

Upon release of this memo, Nielsen's recruitment team will start setting appointments for the school visits. Simultaneously Nielsen will conduct courtesy calls for each division superintendent to provide details and guidance on the data collection activity.

The attached form in ANNEX B, must be filled up and submitted to Nielsen's field enumerator on the day of the agreed school visit.

<b>ACTIVITY</b>	<b>DATE</b>
DEPED Memo Distribution	23 April 2018
Nielsen Appointment Setting	24 April - 27 July 2018
Nielsen Courtesy Call to Division Superintendent	24 April - 04 May 2018
Nielsen Interviews and Visits	14 May - 17 August 2018



### III. MONITORING

Nielsen will provide a weekly monitoring report to the central office to track the progress of the recruitment and the school visits. This report will entail the detailed updates on a per school basis, including efforts done to reach the school principal, the accuracy of the forms submitted, the completeness of the forms and other issues encountered. The division level will be provided a copy of this report, for their action.

The monitoring report will track the following:

a. Appointment setting for the school visit:

- % completion of appointments per division
- Number of attempts to reach the school principal
- Date and time called

b. Completion of the school visit

- % Completion of the school visit per division
- Completeness of the form submitted
- Accuracy of the form submitted
- List of schools with inaccurate data, even after re-evaluation

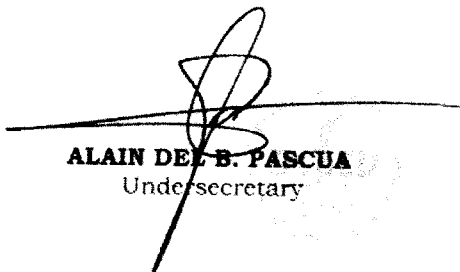
Kindly extend assistance in facilitating the smooth implementation of the aforementioned activities.




Any concerns and clarifications may be directed to **Viviane Cen Apostol** at 09988678719 and email [viviane.apostol@deped.gov.ph](mailto:viviane.apostol@deped.gov.ph). or to the Nielsen representative assigned to the region:[AUWU1]

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For information and strict compliance.

  
**ALAIN DEL B. PASCUA**  
 Undersecretary

	Republic of the Philippines <b>Department of Education</b> Cordillera Administrative Region Wangal, La Trinidad, Benguet	 May 4, 2018
<p>TO: <b>SCHOOLS DIVISION SUPERINTENDENTS ALL DIVISIONS</b></p> <p>For your information and strict compliance.</p>		
<p>   <b>MAY B. ECLAR Ph.D., CESO V</b>            Officer-In-Charge            Office of the Regional Director         </p>		