



Republic of the Philippines
DEPARTMENT OF EDUCATION
CORDILLERA ADMINISTRATIVE REGION

Wangal, La Trinidad, Benguet, 2601
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RELEASED
JUL 17 2018

July 17, 2018

REGIONAL MEMORANDUM
No. 223s: 2018

DEPED-CAR Time: _____

CRAFTING OF DIVISION COMMUNICATION PLANS FOR SCHOOL YEAR 2018-2019

TO: Schools Division Superintendents
Designated Division Information Officers
All Others Concerned

1. To ensure the utmost advocacy of DepEd Programs, Projects, and Activities (PPAs) through a variety of communications activities as well as to effectively reach our internal and external stakeholders, the Schools Division Offices through their Office of the Schools Division Superintendent and their Designated Division Information Officer shall prepare a comprehensive communication plan for School Year 2018-2019.
2. The division communication plan must include, among others, unique or localized PPAs and other relevant advocacies by both the Curriculum Instruction Division (CID) and School Governance and Operations Division (SGOD).
3. The said plan shall be the basis of the Public Affairs Unit under the Office of the Regional Director in crafting a Regional Communication Plan, likewise, a basis for monitoring and evaluation of division Media engagement activities.
4. A draft of the division plans shall be presented during the 1st Meeting and Benchmarking of DepEd Car Information Officers on July 26-27, 2018 at Bangued, Abra.
5. The final division communications plan signed and approved by the schools division superintendent shall be submitted on or before August 10, 2018 via email (pau.depedcar@gmail.com or car@deped.gov.ph).
6. Attached is the communication plan template for your reference.
7. Immediate dissemination of and compliance with this Memorandum is desired.

MAY B. ECLAR, Ph.D., CESO V
Officer-in-Charge
Office of the Regional Director

ORD/PAU/glip

Contact Numbers (Area Code: 074):

Office of the Regional Director	422-1318	Administrative Division	422-1804	CLMD	422-7096	HRDD	422-9590
Fax	422-4074	Cash Section	423-2215	LRMDS	422-0615	NEAP-R	422-5500
Office of the ARD	422-9590	Payroll Section	424-3993	ESSD	423-2218	PPRD	422-9590
ICT Unit	422-1318	Records Section	423-2213	Finance Division	422-5155	QUAD	422-5187
Public Affairs Unit	422-1318	Supply Section	422-2198	FTAD	424-5187	COA	422-7434
Legal Unit	423-2214	General Services Unit	422-1804				

SCHOOL YEAR 2018-2019 DIVISION COMMUNICATION PLAN
 DIVISION: _____

Overall Objective: _____

Program/Project/ Activity/Advocacy (e.g. Brigada Eskwela; Oplan Kalusugan)	Communication Activity (e.g. Press Release, Press Conference, Media Guesting, etc.)	Target Audience (e.g. parents, potential partners, LGUs, learners)	Key Message (Brief explanation of key message of the PPA – in statement form)	Modality (Specific Media Outlet/Entity) (e.g. Facebook, Twitter, Baguio Midland Courier, Cordillera Star, Bombo Radyo)	Time Frame	Budget	Focal Person/Division In-charge

Prepared and Submitted by:

 Designated Division Information Officer

Recommending Approval:

 Assistant Schools Division Superintendent

APPROVED:

 Schools Division Superintendent