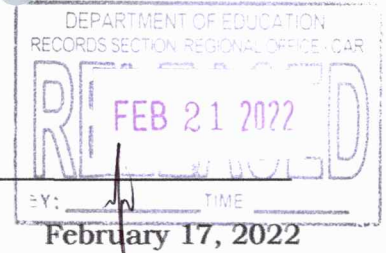




Republic of the Philippines
Department of Education
CORDILLERA ADMINISTRATIVE REGION



REGIONAL MEMORANDUM

No. 071-2022

**TRAINING OF SCHOOL INFORMATION OFFICERS (SICs)
CUM ONLINE ADVOCACY ON REGIONAL AUTONOMY**

To: Schools Division Superintendents
Division and District Information Officers and Alternates
School Heads of Elementary and Secondary Schools
School Information Coordinators
All Schools Division Offices
All Others Concerned

1. The Public Affairs Unit under the Office of the Regional Director in partnership with the National Economic and Development Authority – Social Preparation of CAR into an Autonomous Region (NEDA-SPCAR) and the Philippine Information Agency (PIA-CAR) will conduct a Training of School Information Officers (SICs) cum Online Advocacy on Regional Autonomy on March 1 to 3, 2022.
2. The three-day online training aims to:
 - a. capacitate School Information Officers with basic journalism skills necessary to strengthen DepEd CAR communication systems and processes;
 - b. orient them of the DepEd National Communications Framework and Social Media Policy; and
 - c. widen the reach of Regional Autonomy advocacy through the engagement of school personnel.
3. Interested participants must have a strong and stable internet connection and must be familiar with the Zoom platform. The Zoom platform package to be used can only accommodate 950 participants, hence, registration will be on “first come, first served” basis. Participants are requested to register through this link <https://bit.ly/SICRegistration>.
4. Participants are also encouraged to install on their phones or laptops the Canva Graphic Design application.
5. Enclosed is the draft training matrix for your reference. For queries, you may contact Mr. Georaloy I. Palao-ay at 0939-623-8037 and car.pau@deped.gov.ph.
6. Immediate dissemination of and compliance with this Memorandum is desired.

ESTELA L. CARIÑO EdD, CESO III
Director IV/Regional Director

ORD/PAU/glip/trainingSICs



071-2022

TRAINING MATRIX

**TRAINING OF SCHOOL INFORMATION COORDINATORS
CUM ONLINE ADVOCACY ON REGIONAL AUTONOMY
March 1 to 3, 2022**

A. DAY 1 (March 1)

PART I	REGIONAL AUTONOMY: WHAT'S IN IT FOR YOU AND ME?	
TIME	ACTIVITY	PERSON/S RESPONSIBLE
7:30 – 8:00 am	Registration	DepEd CAR and NEDA-SPCAR
8:00 – 8:10 am	Preliminaries: Lupang Hinirang Doxology Cordillera Hymn Isang Pangarap	DepEd CAR PAU
8:10 – 8:20	Opening Remarks (Acknowledgment of Participants/Statement of Purpose/House Rules)	Georaloy I. Palao-ay Public Affairs Officer DepEd CAR
8:20 – 8:30 am	Message	Estela L. Cariño EdD, CESO III Regional Director DepEd CAR
8:30 – 9:30 am	RDC-CAR Roadmap to Achieving Cordillera Autonomy and Basic Concepts of Cordillera Autonomy	Gary Pekas Supervising Administrative Officer PLGU – Mt. Province
9:30 – 10:30 am	The Cordillera Journey towards Regional Autonomy	
10:30 – 11:30 am	Core Messages of Cordillera Autonomy	
11:30 – 12:00 nn	Open Forum	Resource Speakers
12:00 – 12:40 p.m.	Lunch Break	
12:40 – 1:40 p.m.	Autonomy and DepEd CAR	Georaloy I. Palao-ay Public Affairs Officer DepEd CAR
1:40 – 3:00 p.m.	Open Forum and Wrapping Up	Gary Pekas Supervising Administrative Officer PLGU – Mt. Province and Georaloy I. Palao-ay Public Affairs Officer DepEd CAR
3:00 – 3:30 p.m.	Mock Plebiscite, Impressions, Quiz, and Evaluation	DepEd CAR PAU and NEDA-SPCAR

PART II	TRAINING OF SCHOOL INFORMATION COORDINATORS DMOS AND DSVIM	
TIME	ACTIVITY	PERSON/S RESPONSIBLE
3:30 – 5:00 p.m.	DMOS (DepEd Order No. 30. s. 2019/DepEd Manual of Style) and DSVIM (DepEd Order No. 31, s. 2019/DepEd Service Marks and Visual Identity Manual	Georaloy I. Palao-ay Public Affairs Officer DepEd CAR
5:00 – 5:20 p.m.	Quiz and Awarding	DepEd CAR PAU

Facilitator: *Cyrille Gaye B. Miranda*

B. DAY 2 (March 2)

PART I	TRAINING OF SCHOOL INFORMATION COORDINATORS BASIC JOURNALISM SKILLS	
TIME	ACTIVITY	PERSON/S RESPONSIBLE
7:30 – 8:00 a.m.	Registration	DepEd CAR PAU
8:00 – 8:20 a.m.	Preliminaries and Recap	SDO Abra/SDO Apayao/SDO Baguio
8:20 – 9:20 a.m.	Writing News for New Media/News Writing	Debbie Gasingan Information Officer II Philippine Information Agency - CAR
9:20 – 10:20 a.m.	Applying News Writing in Social Media	Debbie Gasingan Information Officer II Philippine Information Agency - CAR
10:20 – 11:00 a.m.	Activity or Writing Exercise and Critiquing	Debbie Gasingan Information Officer II Philippine Information Agency - CAR
11:00 – 12:00 p.m.	Focusing on People and Initiatives/Feature Writing – Personality Sketches	Jamie Joe Malingan Information Officer II Philippine Information Agency - CAR
12:00 – 1:00 p.m.	Lunch Break	
1:00 – 2:00 p.m.	Applying Feature Writing in Social Media	Jamie Joe Malingan Information Officer II Philippine Information Agency - CAR
2:00 – 2:40	Activity or Writing Exercise and Critiquing	Jamie Joe Malingan Information Officer II Philippine Information Agency - CAR
2:40 – 3:40 p.m.	Moving Stories thru Short Videos/Videography	Jamie Joe Malingan Information Officer II Philippine Information Agency - CAR
3:40 – 4:00 p.m.	Tips on Making Videos for Social Media	Jamie Joe Malingan Information Officer II Philippine Information Agency - CAR
4:00 – 5:00 p.m.	Conveying Stories thru Images/Photojournalism	Franz Kevin Palos SDO Abra

Facilitator: *Mary Cris Sotelo*

**TRAINING OF SCHOOL INFORMATION COORDINATORS
CUM ONLINE ADVOCACY ON REGIONAL AUTONOMY
March 1 to 3, 2022**

C. DAY 3 (March 3)

PART I	TRAINING OF SCHOOL INFORMATION COORDINATORS SOCIAL MEDIA MANAGEMENT	
TIME	ACTIVITY	PERSON/S RESPONSIBLE
7:30 – 8:00 a.m.	Registration	DepEd CAR PAU
8:00 – 8:10 a.m.	Recap	SDO Benguet/SDO Ifugao/SDO Kalinga
8:10 – 9:00 a.m.	Critiquing of Photo Outputs	Franz Kevin Palos SDO Abra
9:00 – 10:00 a.m.	Using Canva Graphic Design Platform	Kaye Shaira B. Dizon DepEd CAR PAU
10:00 – 11:00 a.m.	Creating Social Media Cards	Kaye Shaira B. Dizon DepEd CAR PAU
11:00 – 12:00 p.m.	Critiquing of Outputs and Open Forum	Kaye Shaira B. Dizon DepEd CAR PAU
12:00 – 1:00 p.m.	Lunch Break	
1:00 – 2:00 p.m.	Social Media Policy in DepEd	Georaloy I. Palao-ay Public Affairs Officer DepEd CAR
2:00 – 3:00 p.m.	#IAMDepEdCAR (Unified Social Media Platform in DepEd CAR)	
3:00 – 4:00 p.m.	Unified Incident Reporting in CAR	
4:00 – 4:30 p.m.	Impressions and Evaluation	DepEd CAR PAU
4:30 – 5:00 p.m.	Quiz and Awarding and Closing Program	DepEd CAR PAU

Facilitator: Mary Cris Sotelo

07.11.2022

LIST OF COMMITTEES/ MEMBERS
Training of School Information Coordinators (SICs) cum
Online Advocacy on Regional Autonomy
March 1-3, 2022

1. COMMITTEE ON PROGRAM/ ACTIVITIES

Chairperson: Georaloy I. Palao-ay
Co-Chairperson: Cyrille Gaye B. Miranda
Member: Kaye Shaira B. Dizon

Responsibilities:

- Oversees the whole event.
- Prepares the Activity Completion Report and facilitate the post-evaluation of the activity.

2. REGISTRATION / ATTENDANCE COMMITTEE

Chairperson: Cyrille Gaye B. Miranda
Member: Joshua Johanne Dumo

Responsibilities:

- Prepares the master list of expected and pre-registered participants
- Prepares the registration form and attendance links before and during the activity.
- Checks daily attendance of the participants.

3. COMMITTEE ON CERTIFICATES

Chairperson: Mary Cris B. Sotelo
Member: Raffy B. Calawa

Responsibilities:

- Collaborates with the registration committee for the copy of attendance.
- Designs and prints/ send e-Certificates to the participants.
- Prepares Certificates/ Plaque of Recognition to the speakers and facilitators.

4. COMMITTEE ON PHOTODOCUMENTATION

Chairperson: Kaye Shaira B. Dizon
Member: Jenny Taquio

Responsibilities:

- Documentation of the duration of the activity.
- Submits photo documentation of the activity to the Public Affairs Unit.