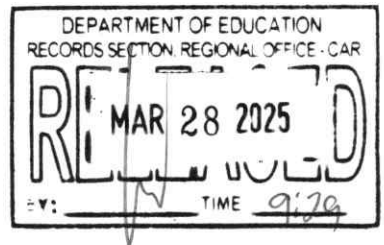




Republic of the Philippines
Department of Education
CORDILLERA ADMINISTRATIVE REGION



27 March 2025

REGIONAL MEMORANDUM

No. 229-2025

**SUBMISSION OF COMMUNICATION PLAN AND CRISIS COMMUNICATION
MANAGEMENT TEAM**

To: Assistant Regional Director
Schools Division Superintendents
Division Information Officers
School Heads
All others concerned

1. In line with the Department of Education's continuous efforts to improve internal and external communications within the education sector, **all Schools Division Offices (SDOs) through the Division Information Officers (DIOs)** are hereby directed to submit their respective Communication Plan and Crisis Communication Management Team for the current academic year.
2. This initiative aims to ensure that communication strategies are aligned with the Department's goals and information is effectively managed and disseminated to key stakeholders, including schools, parents, and the broader community.
3. The required components of the **Communication Plan (CP)** are indicated in the Template attached as **Enclosure 1**.
4. The components of the **Crisis Communication Management Team (CCMT)** as culled from Regional Memorandum No. 914, S. 2024 – *Establishment of Crisis Communication Management Protocol of DepEd-CAR*, is attached as **Enclosure 2**.
5. The DIOs shall oversee compliance of schools on their CCMT submission and consolidate these for reference at the SDO level.
6. The DIOs shall submit **both their CP and CCMT** to the Office of the Regional Director, attention: Cyrille Gaye Miranda, Public Affairs Officer, through **email addresses car@deped.gov.ph and car.pau@deped.gov.ph**, on or before **April 11, 2025**.
7. Immediate and widest dissemination of this memorandum is directed.


ESTELA P. LEON - CARIÑO EdD, CESO III
Director IV/Regional Director 

ORD/PAU/cbm
CommsPlanCrisisCommsTeam



Address: DepEd-CAR Complex, Wangal, La Trinidad, Benguet, 2601
Telephone No: (074) 422 – 1318
Email Address: car@deped.gov.ph



DepEd Tayo Cordillera



<https://depedcar.ph>



Certificate No. PHP QMS
24 93 0192

(Enclosure 1 to Regional Memorandum No. 229.2025)

COMMUNICATION PLAN TEMPLATE

Schools Division Office: _____

Objective	Target Audience	Key Message	Communication Strategy	Communication Channels/Tools	Budget (if needed)	Responsible Party	Timeline	Evaluation Method
Sample								
Increased public awareness of DepEd's goals	General public, stakeholders in education	"Every child deserves access to quality education"	Educational campaigns through multiple formats and platforms	TV ads, radio interviews, print media, social media campaigns	P107,000	PAU, DIOs, TV & Radio Partners	Quarterly	media impressions, social media reach
Managed Crisis Communication	Students, parents, media, general public	"Your safety and education are our priority"	Immediate response with updates, press conferences, and transparency, training of Information officers	Press releases, social media, DepEd-CAR website, media interviews	P178,000	Crisis Communication Management Team, PAU	As needed	Timeliness of response, media coverage, public perception tracking

(Enclosure 2 to Regional Memorandum No. 229.2025)

CRISIS COMMUNICATION MANAGEMENT TEAM

Response Team	Responsible		Contact Details (Must include Mobile Number, Messenger Account, Email Address)	Roles and Responsibilities
Chairperson	Schools Division Office	Schools Division Superintendent (SDS)		<ul style="list-style-type: none"> • Approves and authorizes the implementation of a crisis communication plan • Approves message for dissemination • Acts as spokesperson of the Department • Approves requests for outside resources • Determines when there is a need for an additional spokesperson, e.g., technical topic, etc. • Practices message points before interaction with internal and external audiences/stakeholders
	School	School Head		
Co-Chairperson	Schools Division Office	Assistant Schools Division Superintendent		<ul style="list-style-type: none"> • Assists the Chairperson • Acts as alternate Chairperson
	School	Assistant School Head/ SDRRM Coordinator (for schools with no Assistant School Head)		

Communication Management Group (CMG)	Schools Division Office	<p>Leader: Division Information Officer (DIO)</p> <p>Co-Leader: Division Public Assistance Coordinator (DPAC)</p> <p>Members: SOCMOB SEPS Alternate DIO SDO DRRM Focal ADAS/Secretary Office of the SDS Child Protection coordinator</p>	<p>LEADER and CO-LEADER:</p> <ul style="list-style-type: none"> • Oversees formation and release of information about an incident to internal and external audiences/stakeholders • Serves as the principal source of incident information to the Chairperson and/or Co-Chairperson on all matters relating to internal and external messaging • Works with the Chairperson and/or Co-Chairperson and the Legal Team to establish incident-specific communications to identified target audiences • Prepares, edits, and disseminates internal communications, such as voicemails or emails, addressing crisis details and guidelines • Prepares communication materials, such as public statements and/or messages, press releases, and fact sheets • Establishes lines of communication with the press, concerned citizens' groups, and public organizations • Oversees preparation of news conferences, media updates, interviews, press tours, etc., as appropriate for reporters, community group leaders, and others <p>MEMBERS:</p> <ul style="list-style-type: none"> • Collect and verify data on SitReps and Incident Reports
	School	<p>Leader: School Head/School Information Coordinator</p>	

		<p>Members: SDRRM Coordinator /PDO I Child Protection Focal – for child protection issues only</p>		<ul style="list-style-type: none"> • Establish a media hotline and directory of communication (media outfits, LGU/MLGU, concerned citizens' groups, and public organizations) • Arrange news conferences, media updates, interviews, press tours, etc., as appropriate for reporters, community group leaders, and others • Monitor media and social media coverage of the incident and provide follow-up information when necessary • Flag any coverage of incident with the Leader • Track and keep final copies of all communication materials and update material as needed e.g. e-copies of Incident Reports, SitReps, and approved messages for future reference) • Maintain a record of proceedings from all press briefings or other press contact • Assist the Leader by performing other assigned tasks
<p>Social Media Management Group (SMMG)</p>	<p>Schools Division Office</p>	<p>Leader: Division Information Officer (SEPS- SocMob) and ITO and Records Section Head</p> <p>Members: SOCMOB SEPS Alternate DIO ADAS/Secretary Office of the SDS SDO Records section Program/Project Owners</p>		<p>LEADER:</p> <ul style="list-style-type: none"> • Monitors and manages the institution's official social media platforms/channels • Oversees provision of prompt responses to inquiry/complaint/comment/suggestion received from official social media platforms/channels • Writes, edits, and publishes approved social media content on the official social media platforms • Serves as the voice and the representative of the social media platforms <p>MEMBERS: Write social media content for uploading in the official social media platforms</p> <ul style="list-style-type: none"> • Create social media visual branding through the editing of photographs, illustrations, and graphics-related content

	School	<p>Leader: School Head/ School Information Coordinator (SIC)</p> <p>Members: ADAS AO II/PDO I ICT Coordinator</p>	<ul style="list-style-type: none"> • Collect data, analyze page performance, and strategize boosting of social media posts to provide data-based communications directions, strategies, and insights • Assist in provision of prompt responses to inquiry/ complaint/comment/suggestion received from official social media and online platforms • The ICTU staff/ SDO ITO/School ICT Coordinator create, manage, and maintain IT systems and solve technical problems encountered by the SMMT • Always ensure the reliability, security, integrity, and performance of the official social media platforms • Assist the Leader by performing other assigned tasks
Website Management Group	Schools Division Office	<p>Leader: ITO</p> <p>Members: Records section, DIO Alternate DIO</p>	<p>LEADER:</p> <ul style="list-style-type: none"> • Oversees the official website contents as the primary content managers • Manages the system and technical infrastructure of the website content management system to ensure that the website is always up and running • Ensures updating the organization’s website, if appropriate • Ensures always the reliability, security, integrity, and performance of the official website • Does regular website maintenance checks • Has the authority to make the necessary screening and filtering of the information that needs to be uploaded to the official website • Oversees and coordinates with other content administrators who will be appointed per Office concerned • Provides technical support to the content administrators <p>MEMBERS:</p> <ul style="list-style-type: none"> • Handle uploading of official issuances such as Regional Memoranda (for RO), Division Memoranda (for SDO and schools), and Advisories
	School	<p>For schools with websites:</p> <p>Leader: School Head Member: ICT Coordinator</p>	

				<ul style="list-style-type: none"> • Generate and upload multimedia materials like photos, infographics, animation, videos, and other relevant and informative educational contents • Upload press releases, official statements, announcements, and stories • Assist the Leader by performing other assigned tasks
Legal Group	Schools Division Office and School	<p>Leader: Division Legal Officer</p> <p>Members: ADAS III AOII</p>		<p>LEADER:</p> <ul style="list-style-type: none"> • Provides legal advice on all aspects of response operations • Reviews policies, practices, and procedures related to response operations • Identifies and address legal issues that may arise from incidents • Advises the CMG on all legal matters related to the response • Advises the CMG on the type of documentation to compile and preserve to support the Department in incident-related litigation and/or claims • Reviews communication materials, including press releases and media statements, prior to their release. • Coordinates compliance with all regulatory reporting requirements • Supervises the activities of outside legal counsel, if utilized <p>MEMBERS:</p> <ul style="list-style-type: none"> • Prepare data, report, and other documents needed by the Leader • Assist the Leader by performing other assigned tasks