



Republic of the Philippines
Department of Education
CORDILLERA ADMINISTRATIVE REGION
Wangal, La Trinidad, Benguet



Office of the Regional Director Tel.No. (074)422-1318; Fax: 422-4074; Office of the ARD Tel. No.: 309-3013;
Admin. Office: 422-1804; Finance Division: 422-5155; Curriculum & Learning Mgt. Division: 422-7096; Quality Assurance Division: 422-5187

Regional Memorandum

No. 136.2014

TO : **Schools Division Superintendents
Members of CAR K to 12 Speakers' Bureau**

From : *EBD*
ELLEN B. DONATO, Ed. D., CESO III
Director IV

Subject : **K to 12 Communication Plan**

Date : **September 16, 2014**



In line with the implementation of the K to 12 Curriculum or the Enhanced Basic Education Act of 2013, attached is the K to 12 Communication Plan of the Cordillera Administrative Region, SY 2014-2015, for your information, reference and perusal.

It is advised that strategies can best be adjusted by the Divisions to suit unique division situations and stakeholder aspirations/schedules.

D3/ELC/csb



The round metal gong of the Cordillera known locally as "gangsa" is a symbol of the upland people's culture that has been passed on from generation to another.

The profile of a person blowing a "tanggujob" represents a community being called for an important matter or action.

The lines that shape the mountains, the rice terraces, clouds and rivers symbolize the connectivity and flow of human interaction in a geographic area such as the Cordillera.

All the symbols combined represent unity and harmony of its people with culture and environment in beating the gong for self-determination.

CORDILLERA ADMINISTRATIVE REGION

K TO 12 COMMUNICATION PLAN

I. SITUATION ANALYSIS

The K to 12 curriculum or the Enhanced Basic Education Act of 2013 is on its third year of implementation. While there have been information dissemination done by the Region and Division Offices about the K to 12 law, updates on the curriculum and Senior High School Implementation need to be disseminated for better understanding and appreciation. In the Cordillera Administrative Region, there are still some issues and concerns raised by some internal and external stakeholders on the 12 year program which must also be addressed, thus this communication plan.

II. COMMUNICATION OBJECTIVES

1. Increase stakeholders understanding and appreciation of:
 - a. K to 12 curriculum and Assessment
 - b. Senior High School Implementation
 - c. Senior High School Application for Private institutions
 - d. SHS voucher Program
 - e. Partnership for Senior High School
2. Equip School Heads and Supervisors with knowledge and skills in communicating the K to 12 curriculum to other internal stakeholders and to the public.

III. OPPORTUNITIES AND CHALLENGES

Opportunities :

1. The K to 12 is signed into law
2. DepEd Management supports the communication plan
3. Organization of the K to 12 speakers bureau
4. Supportive LGU

Challenges:

1. Unfavorable comments on the K to 12 by some authorities / stakeholders
2. Availability of time of resource speakers
3. Appropriate occasion for members of K to 12 speakers' bureau to talk about K to 12

IV. KEY MESSAGES

1. K to 12 curriculum is built on previous initiatives and the main legal bases are RA No. 10533 and RA no. 10157.
2. K to 12 curriculum addresses the needs and nature of the learner and the needs of the national and global community. K to 10 curriculum is spiral and SHS curriculum is disciplinal.
3. K to 12 has four exits namely : higher education, employment, entrepreneurship, and middle skills development.
4. The application procedures for non-depEd schools are ready and some schools were already given permit to operate.
5. Pure public provision would place enormous management and budgetary strain on DepEd thus the expansion of private provision in SHS and the need for partnership with GOs, NGOs, LGUs, and private sector/ companies.


V. STRATEGIES/ APPROACHES

1. Information dissemination after the flag ceremony, faculty meeting, PTA meeting
2. Three- day Orientation - workshop for school heads and supervisors
3. Attendance to activities by SUCs / CHED/HEIs
4. Listening and responding to queries about the K to 12 curriculum
5. Kapihan sa DepEd.

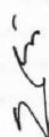
**Cordillera Administrative Region
K to 12 Communication Plan**

Activity	Purpose	Audience	Timing	Accountable
1. Orientation on K to 12 updates	<ul style="list-style-type: none"> ➤ Inform participants on new information and processes relative to K to 12 	<ul style="list-style-type: none"> ➤ Personnel in the Region/Division 	<ul style="list-style-type: none"> ➤ September 2014 after the flag ceremony 	<ul style="list-style-type: none"> ➤ All pax during the K to 12 Speakers' Bureau
2. Information dissemination on K to 12	<ul style="list-style-type: none"> ➤ Increase stakeholders understanding and appreciation of the K to 12 law 	<ul style="list-style-type: none"> ➤ Parents 	<ul style="list-style-type: none"> ➤ Oct – Nov 2014 during the PTA meeting or card giving day 	<ul style="list-style-type: none"> ➤ Members of the Regional K to 12 Speakers' Bureau
3. Training – Workshop on K to 12	<ul style="list-style-type: none"> ➤ Equip pax with KSA on: <ul style="list-style-type: none"> a. Implementation of K to 12 curriculum b. Assessment process under the K to 12 curriculum c. Partnership for SHS 	<ul style="list-style-type: none"> ➤ SDS, ASDS, School Heads, Supervisors 	<ul style="list-style-type: none"> ➤ Sept - October 2014 	<ul style="list-style-type: none"> ➤ Directorate ➤ Finance ➤ CLMD ➤ HRDD ➤ Members of the Regional K to 12 Speakers' Bureau
4. Attendance to meetings/fora	<ul style="list-style-type: none"> ➤ Discuss updates on K to 12 preparation and implementation 	<ul style="list-style-type: none"> ➤ Based on Invitations 	<ul style="list-style-type: none"> ➤ Based on Invitations 	<ul style="list-style-type: none"> ➤ Members of CAR K to 12 Speakers' Bureau
5. Kapihan sa DepEd	<ul style="list-style-type: none"> ➤ Information-dissemination on Implementation of SHS by SY 2015-2016 and 2016-2017 onward 	<ul style="list-style-type: none"> ➤ Selected DepEd personnel, media 	<ul style="list-style-type: none"> ➤ March 2015 - To be conducted by division 	<ul style="list-style-type: none"> ➤ Members of CAR K to 12 Speakers' Bureau

Prepared by:


ESTELA J. CARIÑO, Ed. D., CESO V
SDS, OIC – Office of the Asst. Regional Director

Approved:


ELLEN B. DONATO, Ed.D., CESO III
Director IV