



Republic of the Philippines
Department of Education
National Capital Region
DIVISION OF CITY SCHOOLS
City of Mandaluyong

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MEMORANDUM

TO: Education Program Supervisors/District Supervisor
Principals, Public Elementary and Secondary Schools

Subject: **STAKEHOLDERS SUPPORT TO K TO 12 PROGRAM THROUGH
BRIGADA ESKWELA**

Date: May 20, 2015

RUSH
DIVISION OF CITY SCHOOLS
RELEASED
BY: *[Signature]*
DATE: 5/21/2015
8:00am
MANDALUYONG

1. Attached is a unnumbered Regional Memorandum dated May 14, 2015 re: **Stakeholders Support to K to 12 Program Through Brigada Eskwela.**
2. Preferential attention is invited to paragraphs 2, 3 and 4 of the said memorandum.
3. In this regard, the field is hereby encouraged to actively participate and support its activities to ensure that all public school facilities are prepared for the forthcoming school opening.
4. Attached are the Template A, B, C & D to accomplish and Brigada Eskwela Documentation to be submitted to the Schools Division Office on or before May 21, 2015.
5. Immediate and wide dissemination of this **Memorandum** is desired.

[Signature]
NERISSA L. LOSARIA, CESO VI
Officer-In-Charge
Office of the Schools Division Superintendent



Republika ng Pilipinas
(Republic of the Philippines)
KAGAWARAN NG EDUKASYON
(DEPARTMENT OF EDUCATION)
PAMBANSANG PUNONG REHIYON
(NATIONAL CAPITAL REGION)
Daang Misamis, Bago Bantay, Lungsod Quezon
(Misamis St., Bago Bantay, Quezon City)

RUSH


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Department of Education
National Capital Region
RECORDS AND PUBLICATION UNIT

RELEASED

By: _____
Date: _____
Time: 05/14/15

MEMORANDUM

FROM : 
LUZ S. ALMEDA
Director IV

TO : SCHOOLS DIVISION SUPERINTENDENTS

SUBJECT : STAKEHOLDERS SUPPORT TO K TO 12 PROGRAM THROUGH BRIGADA ESKWELA

DATE : MAY 14, 2015

1. Anent to DepEd Memorandum No. 41, s. 2015 entitled "Implementing Brigada Eskwela", the field is hereby encouraged to actively participate and support its activities to ensure that public school facilities are prepared for the forthcoming school opening.
2. In line with this, the schools are also directed to undertake the following during the National Maintenance Week to increase awareness and give full support to the K to 12 Program.
 - a. School Heads are enjoined to invite and give updates to external stakeholders (e.g. Local Government Units, industry partners and parents) on the K to 12 Program and Senior High School (SHS) Implementation Plan (ImPlan). SDOs shall provide SHS ImPlan data using the attached template A.
 - b. During the presentation of SHS ImPlan, school heads are requested to elicit support to the K to 12 and SHS Program by signing the manifesto of support. Attached is the pro forma (template B).
 - c. Schools shall post tarpaulins, other information materials, balloons and buntings during the Kick Off Ceremony on May 18, 2015.
 - d. To broadly campaign for supporters of the K to 12 and the Senior High School (SHS) program, the "Brigada Eskwela" parade shall include K to 12 banners with slogan. The "Best K to 12 Banner and Slogan" and "Best K to 12 Jingle" shall be awarded during the K to 12 Anniversary Celebration using the enclosed mechanics. Deadline for submission of entries is on May 22, 2015.
 - e. Post a streamer (8x8 ft.) using the attached template C. This is where the parents and external stakeholders shall sign.

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DIVISION OF CITY SCHOOLS
RECEIVED

By: Mark

3. Please submit the report on the K to 12 Advocacy Campaign Monitoring Tool using the attached template D and signed manifesto of support to the Office of Undersecretary Rizalino D. Rivera at rizalino.rivera@deped.gov.ph copy furnished this Office (c/o MRS. JENNIFER F. VIVAS) or at shsdepedncr@gmail.com not later than May 25, 2015.
4. Expenses incident thereto shall be charged to local funds subject to usual accounting and auditing rules and regulations.
5. For compliance and immediate dissemination.

Senior High School Implementation Plan
 Division of _____
 "Tayo Para Sa Edukasyon"

Projected No. of Enrollees Grade 11: Grade 12:	<u>Data on SHS</u>
No. of Junior High Schools in the Division	
Proposed no. of Junior High School (JHS) to Offer Senior High School (SHS)	
Schools to offer SHS in the Division	
No. of learners that can be absorbed in DepEd Schools	
No. of learners to be absorbed by non-DepEd schools (private schools, HEIs, TVIs)	
List of Private Schools to Offer SHS in the Division	
Tracks/Strands	No. of Slots
Academic - Science Technology Engineering Mathematics (STEM) - Accountancy Business and Management (ABM) - Humanities and Social Sciences (HUMSS) - General Academic (GAS)	
Technical Vocational Livelihood Track (TVL) - Strand1 - Strand2 ...	
Sports - <i>Put the name of school that will offer this track</i>	
Arts and Design - <i>Put the name of school that will offer this track</i>	

Prepared by:

 K to 12/Senior High School Focal Person

Noted:

 Schools Division Superintendent

Mechanics on the Selection of the Best K to 12 Advocacy Materials
Theme: "Tayo Para Sa Edukasyon"

Banner and Slogan Contest Mechanics:

Completeness of Message Conveyed (50%) – talks about the end goals of the program: Trabaho, Negosyo at Kolehiyo

50% - Encapsulates the K to 12/Senior High School Program; in a nutshell was able to convey the K to 12/Senior High School program benefits

40% - conveys good message about the program but with one (1) missing element

30% - more than one element is missing

20% - more than two elements are missing

Visual Impact (30%) - Appropriateness of Symbols Used and relevance of symbols used

30% - Symbols/graphics used are appropriate and complements the slogan

20% - One or two symbols are not appropriate and may be misleading

10% - More than two symbols used are irrelevant to the theme

Originality (20%)

20% - Designs used are 100% original and symbols used complement the message in the slogan

10% - some symbols are not originally created (e.g. downloaded from the net, copied from the DepEd website)

Jingle Making Contest:

Message Conveyed (50%)

50% - message of the song is clear, complete and conveying

35% - message is clear but incomplete

25% - message is vague and incomplete

Originality of lyrics & Melody (50%)

50% - lyrics and tune are both original, attractive and pleasing

40% - lyrics and tune are both original but the tune is not pleasing in the ears

30% - lyrics is original but the tune is not original

Note: Each Division must have one (1) entry for the Banner & Slogan (in jpeg format) and one (1) entry for the jingle (in MP3/MP4 format) to be submitted to Quality Assurance Division (QAD) attention to: Ms. Jennifer F. Vivas, Senior High School Coordinator. Deadline for submission will be on May 22, 2015.

K to 12 Advocacy Campaign Monitoring Tool

“Tayo Para Sa Edukasyon”
The K to 12 and the Senior High School Program Supporters

External Stakeholders	No. of Signatures
Total No. of Parents’ signatures	
Total No. of political supporters	
Total No. of Parent supporters	
Total No. of industries that signed and expressed support to K to 12	
Total No. of associations/groups who indorsed K to 12 and signed for support	
Enumerate the Names of Politicians/organizations/industry partners that expressed their support to K to 12: <ul style="list-style-type: none"> - e.g. CEAP - congressman - Mayor - Bgy. Captain 	
Total No. of K to 12 supporters	
Total No. of Senior High School supporters	
Total No. of Brigada Eskwela participants	
Total No. of K to 12 and SHS supporters	
Grand total no. of brigada eskwela participants	

Prepared by:

K to 12/Senior High School Focal Person

Noted:

Schools Division Superintendent