



Republic of the Philippines  
Department of Education  
REGION VIII - EASTERN VISAYAS

June 28, 2022

REGIONAL MEMORANDUM

No. **732** 2022

**WEBINAR SERIES ON NATIONAL ECONOMIC DEVELOPMENT AND VALUES FORMATION FOR PRINCIPALS, ASSISTANT PRINCIPALS AND GUIDANCE COUNSELORS**

To: Schools Division Superintendents  
All Others Concerned

1. This Office, through the Human Resource Development Division (HRDD) in coordination with the City Savings Bank shall conduct a series of webinars on **National Economic Development and Values Formation for Principals, Assistant Principals and Guidance Counselors** of the seventy-five (75) schools in the region with two (2) representatives per school on July 6-8, 2022 at 10:00 a.m. to 12:00 noon.
2. The webinars are not National Educators Academy of the Philippines (NEAP) recognized programs but these aim to promote personal and professional growths among education leaders through incorporation of values or character formation in the curriculum.
3. The following is the number of schools for each Schools Division Office:

Division	No. of Schools	Division	No. of Schools
Baybay City	5	Biliran	6
Borongan City	5	Eastern Samar	7
Calbayog City	5	Leyte	8
Catbalogan City	5	Northern Samar	6
Maasin City	5	Samar	7
Ormoc City	5	Southern Leyte	6
Tacloban City	5		

4. For the list of participants, the HRD-SEPS of the Schools Division Office shall accomplish the Google Form with the link: <https://cb.run/valuesformation>.
5. Attached are the letter from Adrian G, Ruiz, Regional Business Head-Region 8, City Savings Bank, Inc. and the program design of the proposed webinar.



6. Further inquiries, contact Ms. Mercedes D. Sarmiento, HRDD Chief through [hrdd.region8@deped.gov.ph](mailto:hrdd.region8@deped.gov.ph).
7. Immediate dissemination of and strict compliance with this Memorandum are desired.

  
**EVELYN R. FETALVERO, CESO IV**  
Regional Director

Enclosures: As stated

References: None

To be indicated in the Perpetual Index under the following subjects:

**HUMAN RESOURCE DEVELOPMENT**

**PROGRAMS**

**VALUES**

HRDD-ABL



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June 27, 2022

**DR. EVELYN R. FETALVERO**

Regional Director  
DepEd Region VIII  
Candahug, Palo, Leyte

Dear Dr. Fetalvero,

Good day!

The Covid19 pandemic has undoubtedly challenged the way we deliver basic quality education. It has accelerated digital transformation globally but it also yielded challenges, particularly, in contactless physical interaction between teachers and students. To address the shift in educational needs, teachers are going beyond usual learning and teaching modalities, which the Bank recognized is also affecting how values or character formation are incorporated in the curriculum.

As City Savings Bank continues its effort to promote growth and capability building for our public educators, the Bank is organizing a 3-day webinar series on **National Economic Development and Values Formation for Principals on July 6-8, 2022 (10:00am-12:00nn)**. The details of this program are attached in this letter.

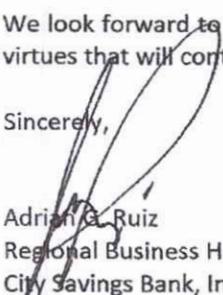
This webinar will be facilitated by our partners from the **University of Asia and the Pacific**, one of the leading institutions of higher learning in the Philippines that have pioneered programs for educators in values formation. **Dr. Bernardo M. Villegas**, a prominent economist and one of the initiators of values education courses will focus on the key concepts in economics, Philippine constitution and its impact to values and principles. Meanwhile, **Dr. Antonio N. Torralba**, an educator with tremendous experience in basic education will help the DepEd participants deliver and implement a program that will improve their ability to foster the appropriate virtues and values in their respective schools, even with the existing constraint of online learning.

In line with this, we would like to request your office to select **75 flagship schools in the region, with 2 representatives per school** - a Principal and either the Assistant Principal, Guidance Counselor, or select Department Chair, to attend the session and yield a tandem of champions to effectively carry out a Character Education Program for the school.

You may send the list of attendees with their designation, school, and email address to Mr. Adrian G. Ruiz, Regional Business Head via this email [adrian.ruiz@citysavings.com.ph](mailto:adrian.ruiz@citysavings.com.ph) on or before June 30. You can reach me as well at 0917-311-2779 should you have further clarifications on this program.

We look forward to your positive response on this initiative as we work together in propagating values and virtues that will contribute to our country's economic development.

Sincerely,

  
Adrian G. Ruiz  
Regional Business Head – Region 8  
City Savings Bank, Inc.



## **National Economic Development and Values Formation for Principals**

### **I. Introduction and Program Overview**

Almost all sectors of society are veering towards contactless transactions: Banks, malls, restaurants, sports, utilities, public services, telemedicine, and public entertainment. Even after the pandemic is put under reasonable control, it is expected that many features of the contactless culture will remain. For the education sector, blended learning is here to stay. Even when face to face classroom instruction will be allowed, both teachers and students will still want to continue to have recourse to online methods of instruction. The saving in transport time and the comfort of staying at home while attending or giving classes will convince most school communities to still depend on online learning for part of the delivery of the curriculum.

There is the worry, however, that the downside of a contactless world is the erosion or deterioration of human relations. Face to face contact is necessary for the cultivation of soft skills for which Filipinos are well known all over the world. There must be some way we can make sure that as we enter a more digitalised world, we do not lose this distinct advantage of Filipinos, not only for its value to the employability of our workforce here and abroad but also primarily to retain the social virtues for us to be on top of any measure of Gross National Happiness.

The need to strengthen Filipino values requires a home-school collaboration, a synergy and partnership between the teachers and parents in the character and values formation of the students. This initiative supports the campaign of #WAGI (Wastong Asal at Gawi, Isabuhay) that focuses on the long and delicate process of “pagsasabuhay” (living) “wastong asal” (right behavior) and “gawi” (human virtues). This is reflective of Good Manners and Right Conduct, with which Congress has replaced Values Education.

This program focuses on the importance and the role that school authorities play in exerting every effort to involve the parents of their pupils in the challenging task of values and virtues formation. Values are positive traits or characteristics every society wants to imbue in its members, such as respect for the dignity of every individual, caring attitude towards nature, respect for life and the institution of marriage, willingness to contribute to the common good, the promotion of the welfare of children, the aged and the handicapped, etc. Virtues are habits of the individual which make it easy for him or her to do what is good and right according to absolute moral principles that one can arrive at through the natural light of reason and further reinforced by religious beliefs. Values can be fostered by constant exhortation, reminder, and illustration in the curriculum and content of teaching materials. Virtues, on the other hand, are mainly “caught” rather than taught. Virtues will flourish among children and the youth only if they see the personal examples of virtues incarnated in the lives of their parents and teachers.

A close examination of the economic history of the Philippines over the last fifty years will also be discussed. This is to provide context of the development of the whole East Asian region and how values and virtues directly related to the goal of Philippine society to attain economic development that is inclusive and sustainable is tied together



**II. Program Objectives**

At the end of the program, participants shall be able to:

1. Deepen their knowledge of the Philippine Economic Development and how it impacts the National Education Sector
2. Understand how schools can help develop values and virtues that will contribute and support the economic development
3. Go through a school-based decision-making process to blend values (appreciation of moral norms) and virtues (practice of moral norms) in the school community: students, teachers, and parents.

**III. Program Outline**

Day 1 – July 6	Day 2 – July 7	Day 3 – July 8
<p><b>A. Brief History of Philippine Economic Development</b></p> <ol style="list-style-type: none"> <li>a.) Efforts at Industrialization in the 1950s and 1960s</li> <li>b.) Complete neglect of rural and agricultural development</li> <li>c.) Unequal Distribution of Income and Wealth</li> <li>d.) The "Sick Man of Asia" by the end of the Twentieth Century</li> </ol> <p><b>B. The Philippine Economy as a Top Emerging Market</b></p> <ol style="list-style-type: none"> <li>a.) Long Term Prospects from American to Asian Century</li> <li>b.) Long Term Opportunities</li> <li>c.) Long Term Challenges</li> <li>d.) Shapes of Economic Recovery after the Pandemic</li> </ol> <p><b>C. The New World of Education</b></p> <ol style="list-style-type: none"> <li>a.) Post Pandemic Realities</li> <li>b.) How realities have changed the the New Roles in the Education Sector</li> </ol>	<p><b>A. Integrating Foundational Knowledge with the Demands of the New World</b></p> <ol style="list-style-type: none"> <li>a.) Leveraging on the Philippine Constitution</li> <li>b.) Leveraging on the National Economic Development Plan</li> </ol> <p><b>B. The Expanded Role of Principals - Role of Schools within Digital World</b></p> <ol style="list-style-type: none"> <li>a.) Values and Virtues</li> <li>b.) Fostering Moral Guidance</li> </ol>	<p><b>Workshop:</b> Help the school think through their Character Education Program for the students, with the teachers and the parents as spearheads in homes and families.</p> <p><b>A. Short spiel and moderated forum with college students and young professionals who came from the public high school system on four areas of conversation, "What I Learned in School"</b></p> <p>Goal: To provide the school principals with a perspective of plus points in the elements of basic education</p> <ol style="list-style-type: none"> <li>a.) What Makes Good Schools</li> <li>b.) What Makes Good Principals</li> <li>c.) What Makes Good Teachers</li> <li>d.) What Makes Good Students</li> </ol> <p><b>B. Short spiel and assembly workshop defining key challenges in student life, with the help of young people exposed to public high school students.</b></p> <p>Goal: To help the student make good and responsible day-to-day decisions in the areas of:</p> <ol style="list-style-type: none"> <li>a.) Home and Family Life</li> <li>b.) Friends and Social Conscience</li> <li>c.) Studies and Career</li> <li>d.) Courtship and Relationships</li> <li>e.) Lifestyle and Life of Faith</li> </ol> <p><b>C. Personal Commitments Formulation and Wrap-up ... What Happens Monday Morning?</b></p>



#### **IV. Program Details**

##### **Schedule and Duration**

The webinar will be from July 6-8 (3 days) from 10am to 12nn/day

##### **Target Participants**

The Principal and either the Assistant Principal, Guidance Counselor, or select Department Chair, to yield a tandem of champions to effectively carry out a Character Education Program for the school.

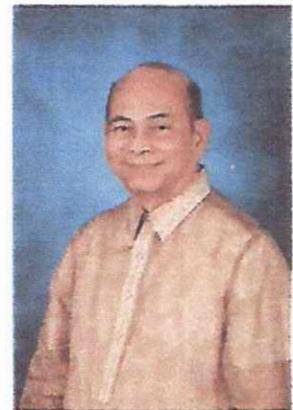
Total of 75 public schools, ideally 2 representatives per school - a principal and a next in command representative

#### **V. Background of Facilitators**

##### **Dr. Bernardo M. Villegas**

Dr. Bernardo Malvar Villegas is a Professor at the University of Asia and the Pacific (UA&P), Research Director of the Center for Research and Communication, Manila and Visiting Professor of IESE Business School in Barcelona.

He holds a Ph.D. in Economics from Harvard University and is a Certified Public Accountant, having been one of the CPA board topnotchers in 1958. He obtained Bachelor's degrees in Commerce and the Humanities (both Summa Cum Laude) from De La Salle University where he established a record by obtaining straight A's in the LIACOM course, a five-year program he finished in four years. At Harvard, at the age of 21, he was one of the youngest ever Teaching Fellows in the College of Arts and Sciences. His special fields of study, teaching and research are development economics, social economics, business economics and strategic management.



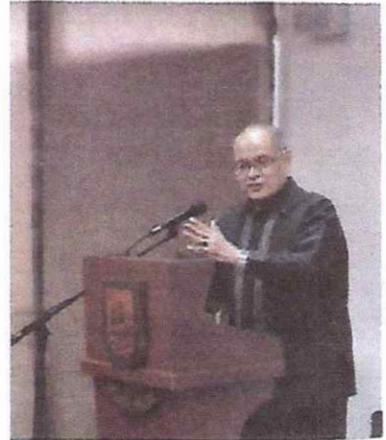
Dr. Villegas is the author of several economics textbooks widely used in Philippine schools and universities. He has also written a number of management best-sellers like *The Philippine Advantage*, *Book of Values*, *Productivity: Path to Global Competitiveness*, *The Filipino Phenomenon*, and *The Philippines at the Threshold of the Third Millennium*.

He has received several prestigious awards, such as the Ten Outstanding Young Men (TOYM) in 1972, and also recognition from the Asia Foundation, Fulbright Program, Instituto de Cultura Hispanica and the Johnson Foundation.



**Dr. Antonio N. Torralba**

Dr. Antonio N. Torralba, with ten years experience as dean of the College of Arts and Sciences (CAS) and the M.A. Humanities Program, and eight years as dean of the School of Education, is University Fellow (Associate Professor) and a member of the University's Board of Trustees. He is currently assigned to spearhead a wider spectrum of youth character education and family development education programs for the Philippines and the rest of Southeast Asia.



He finished his Doctor of Philosophy in Philosophy, with specialization in Pedagogy, sobresaliente, at the Universidad de Navarra in Pamplona, Spain (1977), his Master of Arts in Education (Administration and Supervision) at the Ateneo University (1974), his Master of Arts in Economics Education at the Center c Research and Communicationtxoxy (1974), and his A.B. Philosophy and English at San Beda College (1968), magna cum laude.

He is the founding dean of the School of Education of UA&P, the founding executive director of EDUCHILD Foundation, Inc., a private initiative of parents for the education of parents; the Founding Director of Southridge School for Boys in Alabang (1979 to 1989); the founding director of Westbridge School for Boys in Iloilo (1991 to 1994); the founding director of the Institute for Development Education of CRC (1987 to 1993); and the founding director of the Master of Arts in Values Education, also of CRC (1989 to 1993). He has taught in all levels of education from grade school to graduate school, in his 45 years in education.

He is currently the executive director of the newly created Institute for Marriage and Family Development of UA&P.

**VI. Course Fee: FREE**