



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

August 21, 2024

REGIONAL MEMORANDUM

No. **977**, s. 2024

**CONDUCT OF INFORMATION CARAVAN ON THE IMPLEMENTATION
OF THE MATATAG CURRICULUM**

To: Director III
Schools Division Superintendents
Division Information Officers
All Others Concerned

1. As part of DepEd Regional Office VIII's efforts in strengthening its advocacy and information campaign of DepEd's programs and projects, this Office through the Public Affairs Unit in partnership with the Philippine Information Agency (PIA) Regional Office VIII, shall conduct an Information Caravan on the Implementation of the MATATAG Curriculum and other salient programs and projects of DepEd. The information caravan will be done in 3 clusters with the following schedules:

Date	Venue
September 12-13, 2024	PIA Regional Office VIII
September 26-27, 2024	PIA Eastern Samar
October 10-11, 2024	PIA Biliran

2. The activity aims to provide the stakeholders at the grassroots with proper information and timely responses to concerns in regard to the Department's policies, programs and projects, and local issues pertinent to basic education.

3. The participants in the said activity are Division Information Officers of the concerned Schools Division Offices where the information caravan will be conducted, media personnel, resource persons from the Regional Office namely CLMD, LRPO, Planning Officer III, Public Affairs Unit personnel, media partners, and PIA personnel.

4. The expenses for meals which will be downloaded to Eastern Samar and Biliran divisions shall be charged to PAU PSF funds while the travel expenses and accommodation of the participants shall be charged to their respective funds subject to the usual accounting and auditing rules and regulations.

5. The Information Caravan shall be livestreamed via Department of Education Region VIII Facebook page. All SDOs and schools are encouraged to watch the said livestream.



Address: Government Center, Candahug, Palo, Leyte
Telephone No.: (053) 832-5738
Email Address: region8@deped.gov.ph
Website: region8.deped.gov.ph



6. Immediate dissemination of and strict compliance with this Memorandum are desired.


EVELYN R. FETALVERO, CESO IV
Regional Director

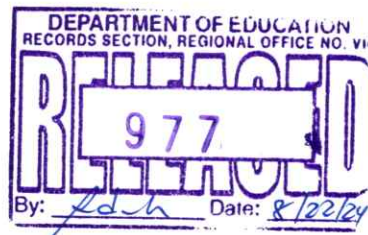
Enclosures: None

References: None

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

CONVERGENCE OPLAN BALIK ESKWELA PUBLIC ASSISTANCE

ORD-PAU-JFC



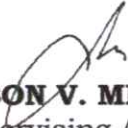


Republic of the Philippines
Department of Education
PUBLIC AFFAIRS SERVICE

MEMORANDUM
PAS-OD-2024-025

TO : **REGIONAL DIRECTORS**

ATTN : **REGIONAL AND DIVISION INFORMATION OFFICERS**

FROM : 
JASON V. MERCENE
Supervising Administrative Officer
Officer-in-Charge, Office of the Director
Public Affairs Service

SUBJECT : **DISSEMINATION OF THE IMPLEMENTING GUIDELINES ON THE UTILIZATION OF PROGRAM SUPPORT FUNDS (PSF) FOR ADVOCACY AND INFORMATION CAMPAIGN AND COMMUNICATION EXPENSE OF THE PUBLIC AFFAIRS UNITS (PAU) OF REGIONAL OFFICES**

DATE : April 18, 2024

The Public Affairs Service (PAS) respectfully transmits the Implementing Guidelines on the Utilization of Program Support Funds (PSF) for Advocacy and Information Campaign and Communication Expense of the Public Affairs Units (PAU) of Regional Offices.

Furthermore, **all Public Affairs Units (PAU) of Regional Offices shall submit their Work and Financial Plan (WFP) on or before May 15, 2024** through email at pas@deped.gov.ph as agreed upon during the orientation.

For more information, please contact Ms. Rowie Mae Ilagan of the **Public Affairs Service – Office of the Director (PAS-OD)** through the following:

Email address: pas.od@deped.gov.ph / rowie.ilagan@deped.gov.ph
Telephone number: (02) 8633-2120



Communications Division, DepEd Complex, Meralco Avenue, Pasig City 1600
Telephone No.: (02) 6316033/ 6332120



Republic of the Philippines
Department of Education
PUBLIC AFFAIRS SERVICE

Attached herewith is the Memorandum of the implementing guidelines.

For your information.

Thank you.



Communications Division, DepEd Complex, Meralco Avenue, Pasig City 1600
Telephone No.: (02) 6316033/ 6332120



Republic of the Philippines
Department of Education
OFFICE OF THE SECRETARY

Memorandum No: _____

FOR : **REGIONAL DIRECTORS
SCHOOL DIVISION SUPERINTENDENTS**

ATTN : **REGIONAL AND DIVISION INFORMATION OFFICERS**

FROM : **ATTY. MICHAEL WESLEY T. POA** *+*
Undersecretary and Chief of Staff

SUBJECT : **IMPLEMENTING GUIDELINES ON THE UTILIZATION OF
PROGRAM SUPPORT FUNDS FOR ADVOCACY AND
INFORMATION CAMPAIGN AND COMMUNICATION EXPENSE
OF THE PUBLIC AFFAIRS UNITS (PAU) OF REGIONAL
OFFICES**

DATE : **06 MARCH 2024**

As part of the Department of Education's (DepEd) effort in strengthening the communications activity of the field offices and in response of requests during the Assessment and Planning with Regional Information Officer (RIO) meeting, the Program Support Funds (PSF) for the Fiscal Year 2024 Current Funds under Education Information and Communication Services (EICS) in the total amount of **Two Million Sixty Thousand Pesos (Php 2,060,000.00)** shall be through Sub-Allotment Release Order (Sub-ARO) of DepEd Regional Offices.

The PSF shall cover the expenses to be incurred in the PAUs public affairs-related activities to ensure that stakeholders at the grassroots are guided with proper information and provided with timely responses to concerns in regard to the Department's policies, programs and projects, and local issues pertinent to basic education.

A consolidated accomplishment report relative to the fund utilization shall be submitted to the Public Affairs Service-Office of the Director (PAS-OD) within the first semester of FY 2024 or upon completion of the activity using the Google Drive link: [<https://bit.ly/PSFAccomplishmentReports>]. This shall be closely monitored by the PAS-OD to facilitate the completion of the report.

Annex A provides the Implementing Guidelines on the Utilization of Program Support Funds while Annex B provides a breakdown of the allocation of funds per region.

For more information, please contact the **Public Affairs Service – Office of the Director** (PAS-OD), 2nd Flr. Aguinaldo Bldg., Motorpool Area, DepEd Complex, Meralco Avenue, Pasig City through the email address pas@deped.gov.ph.

For your reference and approval.

Thank you.

ANNEX A

IMPLEMENTING GUIDELINES ON THE UTILIZATION OF PROGRAM SUPPORT FUNDS FOR ADVOCACY AND INFORMATION CAMPAIGN AND COMMUNICATION EXPENSE OF THE PUBLIC AFFAIRS UNITS (PAU) OF REGIONAL OFFICES

1. Background and Rationale

As the main communication arm of the Department of Education, the Public Affairs Service (PAS) of the Central Office is mandated to formulate and implement protocols, standards, activities, and guidelines in effectively communicating the agencies policies, programs, and projects. Along with that, PAS is likewise responsible in strengthening the capacity of the regional counterparts through the Public Affairs Units (PAUs).

For this purpose, funds are allocated to support the PAUs in their public affairs-related activities to ensure that stakeholders at the grassroots are guided with proper information and provided with timely responses to concerns in regard to the Department's policies, programs and projects, and local issues pertinent to basic education.

2. Scope

These guidelines shall provide the rules for release, utilization, and liquidation of the Program Support Funds for Advocacy and Information Campaign and Communication Expense of PAUs in Regional Offices.

3. Definition of Terms

For purposes of these guidelines, the following terms are defined and understood as follows:

- Advocacy - promotion of the Department's policies, programs, and projects for the benefit of its learners, teachers, and personnel.
- Communication - strategic development, delivery, and dissemination of information on the Department's policies, programs, and projects to increase awareness, improve understanding, and strengthen investment of key stakeholders and the general public in education.
- Local concerns/issues - challenges in the implementation of policies, programs, and projects within the purview of the Regional and Division Offices
- Public affairs - engagement of stakeholders in the government, media, private organizations and individuals to further and improve DepEd's policies, programs, and projects.

4. Objectives

DepEd hereby establishes the guidelines on the utilization of program support funds for advocacy and information campaign and the communication expense of PAUs in regional offices to enable Regional Information Officers (RIOs) to provide rapid responses to the queries of the education stakeholders and local media partners and to ensure that the field offices are armed with

sufficient assistance in communicating the agency's policies, programs, and projects.

5. Procedure

A. Allocation of Funds

Annual allocation for each Regional Office shall be released in a separate Memorandum.

- 5.1. All regions shall receive equal amount of Support to Operations (STO) fund under the budget line item Conduct of MATATAG information drive (AC-24-PAS-EICS-001) as indicated in Annex A
- 5.2. The STO indicated in Annex A shall be provided to regions for the conduct of advocacy and information campaign and communication expense. The amount per region, as indicated in Annex A, is divided equally based on the available Program Support Fund from PAS.

B. Eligible Activities

- a. The Program Support Funds herein shall be used for the following:
 1. Printing/reproduction of advocacy and IEC materials;
 2. Conduct of information caravan and related transportation expenses;
 3. Conduct of coordination meeting with Division Information Officers (DIOs) and inter-agency task force for school readiness;
 4. Set-up of public assistance command center;
 5. Communication Expenses such as load cards for field coverages; and
 6. Other expenses in support of the advocacy campaign.
- b. In no cases that these funds be used for the following:
 1. Procurement of Capital Outlay items;
 2. Payment of subscriptions (internet connection, cable TV, satellite TV subscription, and reading materials); and
 3. Advertising expenses

C. Availment, Release, Utilization, and Liquidation of Funds

Central Office

- 5.3. Preparation of Allocation and Procedure in the Release of Funds
 - 1) The template, process, and workflow involved in the approval of an Activity Request (AR) and Authority to Conduct (ATC) shall follow the most recent DepEd Order on Implementing Guidelines on the Release and Use of Funds for the corresponding year.
 - 2) The Budget Division-Finance Service shall issue the Sub-Allotment Release Order (Sub-ARO) to the Regional Budget Officers and the PAUs.

Regional Office (Public Affairs Unit)

5.4. Utilization and Liquidation

- 1) Upon receipt of the Sub-ARO, the budget officer shall make the allocated funds available to PAU, which is the designated implementing unit. The Regional Office shall also request Notice of Cash Allocation (NCA) to their Department of Budget and Management counterparts in the regions.
- 2) The disbursement and liquidation of funds shall be processed immediately.

6. Monitoring and Evaluation

The Central Office, through the PAS-Office of the Director (PAS-OD), shall conduct regular monitoring of activity implementation and fund utilization by Regional Offices, in coordination with the PAUs.

Using the prescribed template, which shall be directly generated by the PAU or the Regional Office from the Program Management Information System (PMIS), the PAUs shall prepare the WFP specific to the fund support and shall be subject to the appraisal of the Regional Office.

The PAUs shall submit monthly technical and financial reports, including the AR or the ATC, on the utilization of program support funds, duly signed by the Regional Directors, to PAS-OD through email pas@deped.gov.ph.

7. References

CSC-COA-DBM Joint Circular No. 1, s. 2018 (*Amendment to the CSC-COA-DBM Joint Circular No. 1, s. 2017*).

DepEd Order No. 15, s. 2017, Guidelines for the Allocations of Funds for Venue, Meals and Snacks, and Accommodation for Official Activities Organized and Conducted by the Department of Education.

ANNEX B

**ADVOCACY AND INFORMATION CAMPAIGN AND COMMUNICATION EXPENSE
OF THE PUBLIC AFFAIRS UNIT (PAU) OF REGIONAL OFFICES**

REGIONAL OFFICE	Advocacy and Information Campaign of PAUs	Communication Expense	Estimated Budget
Region I	100,000.00	28,750.00	128,750.00
Region II	100,000.00	28,750.00	128,750.00
Region III	100,000.00	28,750.00	128,750.00
Region IV-A	100,000.00	28,750.00	128,750.00
Region IV-B	100,000.00	28,750.00	128,750.00
Region V	100,000.00	28,750.00	128,750.00
Region VI	100,000.00	28,750.00	128,750.00
Region VII	100,000.00	28,750.00	128,750.00
Region VIII	100,000.00	28,750.00	128,750.00
Region IX	100,000.00	28,750.00	128,750.00
Region X	100,000.00	28,750.00	128,750.00
Region XI	100,000.00	28,750.00	128,750.00
Region XII	100,000.00	28,750.00	128,750.00
Region XIII (CARAGA)	100,000.00	28,750.00	128,750.00
CAR	100,000.00	28,750.00	128,750.00
NCR	100,000.00	28,750.00	128,750.00
TOTAL	1,600,000.00	460,000.00	2,060,000.00