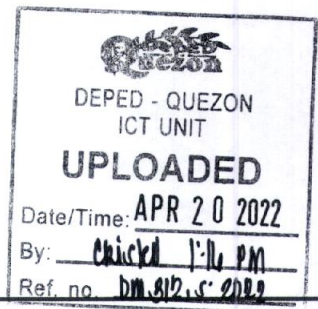




Republic of the Philippines  
**Department of Education**  
Region IV-A  
SCHOOLS DIVISION OF QUEZON PROVINCE




18 April 2022

**DIVISION MEMORANDUM**  
DM No. 312, s. 2022

**2022 ALITAPTAP AWARDS**

**To:** Assistant Schools Division Superintendents  
Division Chiefs  
District Information Coordinator  
School Information Coordinator  
Elementary and Secondary School Heads  
All Others Concerned

1. This Office, through the School Governance and Operations Division, announces the conduct of the **2022 ALITAPTAP Awards** [Advancing Leaders' Information and Technology Advocacy for the Public] in appreciation of the efforts and contributions of School Information Coordinators (SICs) and District Information Coordinators (DICs).
2. The said award aims to give appreciation to deserving schools and districts on information management and dissemination of implemented PAPs through various social advocacy campaigns to inform and empower education stakeholders in congruence with Memorandum PAS-OD-2021-035 on the Announcement of the 1st Information Leaders Awards (ILAW).
3. In line with the communication campaign of the Department, schools and districts are encouraged to participate.
4. The deadline of entry submission for pre-evaluation is on May 13, 2022. Submit through [tinyurl.com/applyALITAPTAP2022](http://tinyurl.com/applyALITAPTAP2022).
5. For detailed information on the ALITAPTAP Awards, please see the guidelines in Enclosure No. 1. To get a copy of the entry form, please download through: [tinyurl.com/entryALITAPTAP](http://tinyurl.com/entryALITAPTAP).
6. For immediate and wide dissemination.

  
**ELIAS A. ALICAYA JR., EdD**  
Assistant Schools Division Superintendent  
Officer-in-Charge  
Office of the Schools Division Superintendent

ordsmme04/18/2022

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Enclosure No. 1 to DM No. 312, s. 2022

## GUIDELINES FOR THE 2022 ALITAPTAP AWARDS

### I. RATIONALE

The ALITAPTAP [Advancing Leaders' Information and Technology Advocacy for the Public] Awards is a component of SGOD-SMME's Project APPRAISE [Applying Results-oriented Assessment for Improved School Effectiveness] which generally aims to give appreciation to deserving schools and districts on information management and dissemination of implemented PAPs through various social advocacy campaigns to inform and empower learners, teachers, parents and other education stakeholders in congruence with Memorandum PAS-OD-2021-035 on the Announcement of the 1<sup>st</sup> Information Leaders Awards (ILAW).

The title of this initiative relates to the metaphor of "alitaptap" or firefly, a seemingly small, insignificant glow of light but carries with it an appreciated glimmer in the dark. One "alitaptap" may bear a very minute source of "ILAW"; however, when seen as a group of sparks, the light produced will be considerably immense and awe-inspiring. This is the role of every information leader in the field as he/she uses the plume in shedding light to empower learners, teachers, school administrators, stakeholders, and the community at large.

Advancing Leaders' Information and Technology Advocacy for the Public is "ALITAP" for short, and the recurring "TAP" to complete the term "ALITAPTAP" signifies a repeated effort to improve government communications, as well as social media management for the betterment of basic education service delivery. As the quote from a firefly says: "Nothing can dim the light that shines from within."

In addition, instituting the ALITAPTAP Awards will be a mechanism to strengthen information management and dissemination in the SDO by showcasing PAPs implementation and inspiring "stories of people" through press releases, news features and/or documentaries—whether on print or broadcast media. This also intends to encourage field coordinators to maximize the use of their respective DepEd Tayo Facebook pages and other social media platforms, and reinforce dissemination of issuances/campaigns from DepEd/SDO.

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## II. OBJECTIVES

The specific objectives and contents of the 1<sup>st</sup> ILAW are adapted and localized, such as:

- to recognize the efforts of schools and districts, represented by the school and district information coordinators, in the mobilization of DepEd/Division advocacies;
- to provide an avenue to encourage more field coordinators to actively participate in information campaigns; and
- to promote best practices in government communications and public assistance.

## III. MECHANICS

1. The ALITAPTAP Awards is open to all schools and districts, represented by duly designated School Information Coordinators (SICs) and District Information Coordinators (DICs).
2. There shall be three award levels/groups: elementary, secondary and district levels.
3. There shall be five major award categories aligned with the 1<sup>st</sup> ILAW: 1) Most Outstanding in Information Dissemination- Print; 2) Most Outstanding in Information Dissemination- Broadcast/Non-print; 3) Most Outstanding in Social Media Management; 4) Most Outstanding in Public Assistance; and 5) Most Outstanding DMOS Implementer.

- a. **Most Outstanding in Information Dissemination (Print)**- displayed outstanding initiatives in information dissemination through press releases, statements, advisory, newsletter, and other print Information, Education and Communication (IEC) materials. See criteria below:

- i. Organization and Structure: 20%

- Crafted materials that had strong and clear organization and each part was carefully and logically arranged; and
- Crafted materials that were understandable and had clear information

- ii. Relevance and Substance: 30%

- Developed materials based on the situation values, attitudes, and beliefs of the target audience;
- Produced materials that have clear, timely, relevant, transparent, consistent and fair approaches; and

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- Crafted printed materials that were accurate, well-presented, updated, and the available platforms were maximized to reach stakeholders
- iii. Empowerment and Impact on People: 40%
- Crafted materials that reached the public and provided positive engagement from stakeholders;
  - Developed materials that maximized the support of stakeholders to the initiatives and programs of the Department and the Division, and created collaboration and participation of stakeholders
- iv. Upskilling of Personnel: 10%
- Conducted relevant training and seminars to upskill the capacity of staff in developing and producing press releases, statements, advisory, newsletter, and other IEC materials
- b. **Most Outstanding in Information Dissemination (Broadcast/Non-Print)**- displayed outstanding initiatives in information dissemination through broadcast (digital and traditional media). See criteria below:
- i. Efficiency of Program: 20%
- Conducted regular airing of regional or division level news and information programs showcasing BE-LCP and SIP implementation, and other updates; and
  - Utilized available materials to address concerns and issues despite limitations brought by pandemic
- ii. Relevance: 40%
- The broadcast program (via social media, tv, radio, etc.) discussed timely and relevant information for stakeholders;
  - The broadcast program effectively echoed the different programs and services of the Department and/or the Division; and
  - The broadcast program served as the main source of information.
- iii. Positive Results and Impact to Community: 30%

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- The contents of the broadcast were picked up by the local media and served as one of their major sources of information;
  - The live broadcast of the programs addressed concerns and queries of the audience/public; and
  - The broadcast program has regular implementation support from LGU and other stakeholders.
- iv. Upskilling of Personnel: 10%
- Conducted relevant trainings and seminars to equip and upskill personnel on how to utilize available resources in strengthening information campaigns
- c. **Most Outstanding in Social Media Management** - displayed outstanding work in maximizing social media as a tool to amplify advocacies of the Department and Division PAPs. See criteria below:
- i. Organization: 10%
- The social media page/s and/or account/s is/are regularly updated with timely information; and
  - The social media page/s and/or account/s follow/s a well-planned content calendar with defined content themes and posting schedules.
- ii. Creativity: 20%
- The social media page/s and/or account/s promote/s public awareness by presenting information creatively and effectively based on current communication trends; and
  - The social media page/s and/or account/s employ/s different kinds of media and strategies in presenting the content.
- iii. Community Engagement: 30%
- The social media page/s and/or account/s encourage/s stakeholder involvement and participation in disseminating information to maximize impact to various stakeholders.

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- The social media page/s and/or account/s regularly respond/s to messages and comments to clarify audience/public concern.
- iv. Content: 40%
- The social media page/s and/or account/s produce/s and releases content based on knowledge of the community's concerns and guided by the Department's core values, policies and programs at the national and regional/division level.
  - The social media page/s and/or account/s present/s information that is factual and accurate at all times.
- d. **Most Outstanding in Public Assistance** - displayed outstanding efforts in rendering public assistance through different channels of communications (email, Short Messaging System [SMS], hotlines, letters, walk-in, and social media). See criteria below:
- i. Access and Facilities: 20%
- Refers to the convenience of location, ambiance of the place, and ample amenities for a comfortable transaction (onsite and online);
  - The modes of communications or platforms used are accessible at all times, easy to locate or to communicate, and being attended most of the time; and
  - Important information, such as contact details are updated and well posted.
- ii. Responsiveness and Promptness: 35%
- Refers to the willingness to help, assist and provide feedback to client in accordance with policy, standards and protocols;
  - Is readily answering concerns received in a timely manner and consistently communicating progress; and
  - The concern or issue is being attended and acted upon at the soonest possible time. The timeliness and quality of service rendered is in accordance with the expected turnaround time to ensure client satisfaction.

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- iii. Effectiveness of Documentation System: 30%
- Refers to the accuracy, completeness and reliability of information gathered, processed and documented;
  - There is a systematic way of gathering the information, storing for easy retrieval, including proper reporting and feedback mechanisms; and
  - The information is used efficiently and effectively (e.g. basis of recommendations for further improvement).
- iv. Upskilling of Personnel: 15%
- Has exerted efforts to increase the knowledge and skills of the personnel on customer service, or the personnel have attended a related activity;
  - Has received commendations due to the efficiency demonstrated by the personnel; and
  - The seminars, training or workshops being organized or attended are in accordance with the provisions of the law.
- e. **Most Outstanding DMOS Implementer-** displayed outstanding efforts to implement the DepEd Manual of Style in their Issuances (Regional/Division Memorandum/Order, Office Memorandum/Order, and Memorandum with Limited Application). See criteria below:
- i. Process: 20%
- Releases issuances in a timely, systematic manner; and
  - Has a proper monitoring process for its issuances (from drafting, editing, approval, uploading, and dissemination through email and social media)
- ii. Application of DMOS: 30%
- Uses different typefaces in its issuances correctly;
  - Uses gender-neutral language in its issuances;
  - Uses politically correct terms in its issuances;
  - Italicizes non-English terms throughout the issuances correctly;
  - Uses DepEd House Style (common terms used in DepEd) correctly; and
  - Uses American English (Merriam Webster/Chicago Manual of Style- 17<sup>th</sup> Edition) correctly.

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iii. Impact on Community: 30%

- The issuances helped in informing and educating the DepEd community on the following:
  - Basic Education-Learning Continuity Plan
  - Online classes
  - Online trainings/webinars for teachers and employees
  - Learning Materials (Modules)
  - Teaching Guides
  - Alternative Work Arrangements
  - Skeleton Workforce
- Please share examples on how your issuances helped in the promotion of required health standards in schools and DepEd community.

iv. Seminars and Orientations on DMOS: 20%

- Conducted and attended Seminars, Workshops, and Orientations on the application of DMOS rules in issuances

4. Special/impromptu Awards shall be announced also in the Awarding Ceremony.
5. Participating schools and districts shall prepare a portfolio divided into the five award categories, which shall be submitted for screening/pre-evaluation.
6. The two-minute video presentation of accomplishments shall be presented during the validation of qualifying entries.
7. The entries will be judged by the evaluation committee composed of the Schools Division Superintendent, ASDS in-charge of SGOD, SGOD Chief, SGOD-EPS, Division Information Officer, and EPS-II for SMME.
8. The decision of the evaluation committee is final and irrevocable.

#### IV. SUBMISSION OF ENTRIES

1. Participating schools and districts, represented by the SIC and the DIC, shall accomplish the entry form they wish to participate in, and upload through Google Form: [tinyurl.com/applyALITAPTAP2022](https://tinyurl.com/applyALITAPTAP2022).

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2. Entry forms must be duly endorsed and signed by the school head (for SIC), or by the SHIGO and the PSDS (for DIC). Please see Enclosure No. 2: [tinyurl.com/entryALITAPTAP](http://tinyurl.com/entryALITAPTAP).
3. Incomplete and late entry forms shall be disqualified.
4. The indicative timeline of activities for the Search is as follows:
  - a. Submission of Entries (April 18- May 13)
  - b. Screening/Pre-evaluation (May 16-17)
  - c. Memo on Qualifiers (May 18)
  - d. Validation/Presentation (May 20, 23-25)
  - e. Final Evaluation (May 26)
  - f. Memo on Awarding (May 27)
  - g. Awarding Ceremony- virtual (May 31)
5. For inquiries, clarifications and feedback, please contact the Division Information Officer or the SMME-EPS II through the designated DIC.

**V. JUDGING**

1. The pre-evaluation of submitted entries shall be done by the Division Evaluation Committee and the list of validation qualifiers will be announced through a Division Memorandum.
2. The validation qualifiers shall also present briefly their video documentation.
3. Question-and-Answer shall follow.
4. The validation will be judged through the following:
  - a. Originality and Adequacy of Content- 40%
  - b. Clarity and Organization of Ideas- 20%
  - c. Presentation Skills and Language Facility- 20%
  - d. Creativity, Enthusiasm and General Impact- 20%
5. The overall final score will comprise 50% of the pre-evaluation score, and another 50% from the validation result.
6. In case of ties, the evaluation committee shall vote to break the tie.
7. Decisions of the evaluation committee shall be final and irrevocable. Representatives shall agree to the immunity of the said committee, the SGOD, SDO Quezon and its employees from any legal suit that may arise from or relative to the conduct of the Awards.

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**VI. AWARDING**

1. Winning SICs and DICs will receive a plaque and certificate of recognition signed by the Schools Division Superintendent. A separate certificate will be issued to respective schools and districts.
2. Winning entries will be announced through a Division Memorandum, and will be posted in the DepEd Quezon website and DepEd Tayo Quezon FB Page.
3. Final date of the Awarding Ceremony will be announced in a separate issuance.

*-Nothing follows.-*

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Enclosure No. 2 to DM No. 312, s. 2022

**ENTRY FORM**  
2022 ALITAPTAP AWARDS

**INSTRUCTION:** Please fill out this form completely. Tick a check mark ( / ) to confirm selection. The entry will not be processed unless all the necessary details have been provided. Submit in PDF.

School ID	
School Name	
Name of School Head/ SHIGO & PSDS	
District	
Level Applied	( ) Elementary ( ) Secondary ( ) District
School Size	( ) Small ( ) Medium ( ) Large ( ) Mega ( ) N/A [for district]
School/Office Address (Street, Barangay, Municipality/City, Province, Zip Code)	
Name of SIC or DIC	
Position/ Designation	
Contact Number	
Email	

Prepared:

\_\_\_\_\_  
Signature Over Printed Name of SIC or DIC

Endorsed:

\_\_\_\_\_/\_\_\_\_\_  
Signature Over Printed Name of SHIGO and PSDS

*-Nothing follows.-*

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