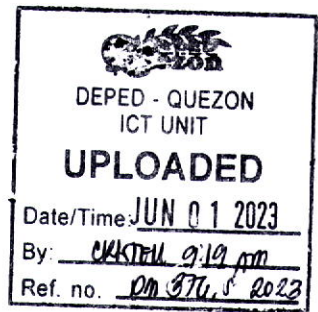




Republic of the Philippines  
**Department of Education**  
Region IV-A  
SCHOOLS DIVISION OF QUEZON PROVINCE



29 May 2023

**DIVISION MEMORANDUM**

**DM No. 376, s. 2023**

**ANNOUNCING THE 2023 ADVANCING LEADERS' INFORMATION AND TECHNOLOGY  
ADVOCACY FOR THE PUBLIC (ALITAPTAP) AWARDS FOR DISTRICT/SCHOOL  
INFORMATION COORDINATORS**

**To:** Assistant Schools Division Superintendents  
Division Chiefs  
Public Schools District Supervisors  
School/District 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 **2023 ALITAPTAP Awards** [Advancing Leaders' Information and Technology Advocacy for the Public] inspired by the First Information Leaders Awards (ILAW) of the Department of Education per Memorandum PAS-OD-2021-035, in recognition of the efforts and contributions of School Information Coordinators (SICs) and District Information Coordinators (DICs).
2. As evidenced by last year's successful awarding rites anchored on the Rewards and Recognition (R&R) program of the Division PRAISE committee, this Search aims to acknowledge deserving schools and districts on information management and dissemination of implemented PAPs through various social advocacy campaigns to inform and empower education stakeholders.
3. Specific objectives of the ILAW Awards are adapted and localized, as follows:
  - a. to recognize the efforts of schools and districts, represented by the school and district information coordinators, in the mobilization of DepEd/Division advocacies;
  - b. to provide an avenue to encourage more field coordinators to actively participate in information campaigns; and
  - c. to promote best practices in government communications and public assistance towards the realization of the MATATAG Agenda.

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4. Interested SICs and DICs are invited to participate in any or all of the following award categories:
  - a. Most Outstanding in Information Dissemination (print/non-print);
  - b. Most Outstanding in Social Media Management (DepEd Tayo/other platforms);
  - c. Most Outstanding DMOS/DSMVIM Implementer; and
  - d. Most Outstanding in Public Assistance.
5. The award levels are enumerated below:
  - a. Elementary Level (SIC),
  - b. Secondary Level (SIC), and
  - c. District Level (DIC).
6. Participating schools and districts are expected to submit their **portfolio of accomplishments** for the award category/ies applied for. Such a portfolio should clearly show an exemplary contribution along the functions of the SIC and DIC, which can be in the form of a report with photo documentation and other means of verification, and organized following the Search criteria.
7. For detailed information on the 2023 ALITAPTAP Awards, please see the **Search Guidelines** in Enclosure No. 1.
8. Together with the portfolios (in PDF), kindly submit entries for the shortlisting no later than **June 26, 2023**, through [tinyurl.com/entryALITAPTAP2023](https://tinyurl.com/entryALITAPTAP2023). The committee and the criteria for evaluation will be issued in a separate Memorandum.
9. A copy of the **Entry Form** in Enclosure No. 2 can be accessed from [tinyurl.com/eformALITAPTAP](https://tinyurl.com/eformALITAPTAP).
10. For immediate and wide dissemination.

  
**ROMMEL C. BAUTISTA, CESO V**  
Schools Division Superintendent

ordpar05/29/2023

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[Enclosure No. 1 to DM No. 37, s. 2023]

**SEARCH GUIDELINES FOR THE 2023 ALITAPTAP AWARDS**

**I. RATIONALE**

The ALITAPTAP [Advancing Leaders' Information and Technology Advocacy for the Public] Awards is a component of SDO Quezon's R&R program which generally aims to give recognition 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 regarding the First Information Leaders Awards (ILAW) of the Department.

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 or maximize the use of information and communication technology (ICT) 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

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pages and other social media platforms, and reinforce dissemination of issuances/campaigns from DepEd/SDO.

## II. OBJECTIVES

The specific objectives of the ILAW Awards are adapted and localized, as follows:

- 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), through a signed memorandum, letter or order of designation.
2. There shall be three award levels/groups: elementary, secondary, and district levels. Integrated schools may join any one of the award groups as shown in the Entry Form.
3. There shall be four major award categories, as follows: 1) Most Outstanding in Information Dissemination- Print/Non-print; 2) Most Outstanding in Social Media Management; 3) Most Outstanding DMOS/DSMVIM Implementer; and 4) Most Outstanding in Public Assistance.
  - a. **Most Outstanding in Information Dissemination (Print/Non-print)**- displayed outstanding initiatives in information dissemination through press releases, statements, advisory, newsletter, and other print

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Information, Education and Communication (IEC) materials through digital and traditional media. See the criteria below:

- i. Organization and Structure: 20%
  - Crafted materials that had strong and clear organization and each part was carefully and logically arranged;
  - Crafted materials that were understandable and had clear information;
  - Utilized available materials to address concerns and issues despite limitations on resources; and
  - Conducted regular airing of national, regional or division-level news and information programs showcasing the learning recovery plan, SIP implementation, and other updates.
- ii. Relevance and Substance: 30%
  - Developed materials aligned with the MATATAG Agenda and based on the situation values, attitudes, and beliefs of the target audience;
  - Produced materials that have clear, timely, relevant, transparent, consistent and fair approaches;
  - Crafted print/non-print materials that were accurate, well-presented, updated, and the available platforms were maximized to reach stakeholders
  - The broadcast program (via social media, tv, radio, YouTube, etc.) discussed timely and relevant information for stakeholders.
- iii. Empowerment and Impact on People: 40%
  - Crafted materials that reached the public and provided positive engagement from stakeholders;
  - Developed materials and broadcast program that maximized the support of stakeholders to the initiatives and programs of the Department and the Division, and created collaboration and participation of stakeholders

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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; and
- Attended relevant training and seminars on how to utilize available resources in strengthening information campaigns and how to combat misinformation, disinformation, and mal-information (MDM)

b. **Most Outstanding in Social Media Management** - displayed outstanding work in maximizing social media as a tool to amplify advocacies of the Department, Regional, and Division PAPs. See the 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.
- The social media page/s and/or account/s regularly respond/s to messages and comments to clarify audience/public concern.

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- 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 levels.
  - The social media page/s and/or account/s present/s information that is factual and accurate at all times.
- c. **Most Outstanding DMOS/DSMVIM Implementer**- displayed outstanding efforts to implement the DepEd Manual of Style (DMOS) per DO 30, s. 2019 and DepEd Service Marks and Visual Identity Manual (DSMVIM) per DO 31, s. 2019 in their issuances (e.g. Memorandum/Order, Office Memorandum/Order, and Memorandum with Limited Application). See the 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/DSMVIM: 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 Recovery Plan
    - Learning Modalities
    - Online training/webinars for teachers and employees
    - Learning Materials (Modules)
    - Teaching Guides
    - DepEd Programs and Projects
  - Please share examples of how the issuances helped in the promotion of required health standards in schools and DepEd community.
- iv. Seminars and Orientations on DMOS/DSMVIM: 20%
- Conducted and attended Seminars, Workshops, and Orientations on the application of DMOS/DSMVIM in issuances and DepEd IECs
- d. **Most Outstanding in Public Assistance** - displayed outstanding efforts in rendering public assistance through different channels of communication (email, Short Messaging System [SMS], hotlines, letters, walk-in, and social media). See the 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 to most of the time; and
  - Important information, such as contact details are updated and well-posted.

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- report with photo documentation and other means of verification, and organized following the Search criteria.
5. All accomplishments shall cover the current school year.
  6. The two-minute video presentation of accomplishments shall be prepared only upon issuance of a memorandum containing the list of qualifying entries.
  7. The entries will be judged by the evaluation committee composed of the Schools Division Superintendent, ASDS in-charge of SGOD, Division Chiefs, Division Information Officer, and select members of the Division PRAISE committee. The complete list of evaluators, including the scoring guide, shall be issued in a separate Memorandum.
  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 it through Google Form: **[tinyurl.com/entryALITAPTAP2023](https://tinyurl.com/entryALITAPTAP2023)**.
2. Entry forms must be duly endorsed and signed by the school head (for SIC), or by the PSDS (for DIC). Please see Enclosure No. 2: **[tinyurl.com/eformALITAPTAP](https://tinyurl.com/eformALITAPTAP)**.
3. Incomplete and late entry documents shall be disqualified.
4. For inquiries, clarifications and feedback, please contact the Division Information Officer.

#### **V. VALIDATION AND JUDGING**

1. The screening of submitted entries shall be done by the Evaluation/PRAISE Committee and the list of validation qualifiers will be announced through a Division Memorandum.
2. The qualifiers shall also present briefly their video documentation of accomplishments during the validation.
3. Question-and-Answer shall follow.

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- ii. Responsiveness and Promptness: 35%
    - Refers to the willingness to help, assist and provide feedback to clients 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 are in accordance with the expected turnaround time to ensure client satisfaction.
  - 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, and storing it 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.
4. Participating SICs and DICs shall prepare a portfolio of accomplishments divided into the award categories applied for, which shall be submitted for screening, together with the Entry Form. Such a portfolio should clearly show an exemplary contribution along the functions of the SIC and DIC, which can be in the form of a

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4. The overall final rating will comprise 40% of the pre-evaluation score, and another 60% from the validation result.
5. In case of ties, the evaluation committee shall vote to break the tie.
6. Decisions of the Evaluation Committee shall be final and irrevocable. Qualifiers or their representatives shall agree to the immunity of the said committee, SDO Quezon, and its employees from any legal suit that may arise from or relative to the conduct of the Search.

**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 also through a Division Memorandum, and will be posted in the DepEd Quezon website and DepEd Tayo Quezon FB Page.
3. Final date of the recognition rite will be announced in a separate issuance.

-Nothing follows.

Prepared:

  
**OSCAR R. DUMA JR.**  
Division Information Officer

Noted:

  
**ELIZABETH M. DE VILLA**  
SGOD Chief

Recommending Approval:

  
**HERBERT D. PEREZ**  
Assistant Schools Division Superintendent

Approved:

  
**ROMMEL C. BAUTISTA, CESO V**  
Schools Division Superintendent

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[Enclosure No. 2 to DM No. 374, s. 2023]

**ENTRY FORM**  
2023 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. Kindly submit in PDF.

School ID	
School Name	
Name of School Head/PSDS	
Schools District	
Level	<input type="checkbox"/> Elementary <input type="checkbox"/> Secondary <input type="checkbox"/> District
Category	<input type="checkbox"/> Most Outstanding in Information Dissemination <input type="checkbox"/> Most Outstanding in Social Media Management <input type="checkbox"/> Most Outstanding DMOS/DSMVIM Implementer <input type="checkbox"/> Most Outstanding in Public Assistance
School/Office Address ( <i>Barangay, Municipality, Province, Zip Code</i> )	
Name of SIC or DIC	
Plantilla Position	
Contact Number	
DepEd Email	

Prepared:

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

Endorsed:

\_\_\_\_\_  
Signature Over Printed Name of School Head/PSDS

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