



Republic of the Philippines
Department of Education

Region I
SCHOOLS DIVISION OFFICE OF ALAMINOS CITY

DIVISION MEMORANDUM
DM-2021-098

TO : School Heads of public elementary and secondary schools
FROM : Schools Division Superintendent
SUBJECT : Designation of Information Coordinators in the Schools
DATE : April 12, 2021

1. In reference to DepEd Memorandum No. 17, s. 2021 entitled "Designation of School Information Coordinators", all public elementary, secondary and senior high schools nationwide shall designate a School Information Coordinators (SICs) as counterparts of the Division and Regional Information Officers.

2. In this regard, all school heads are instructed to submit the name of their designated SICs on or before April 15, 2021 following the template below:

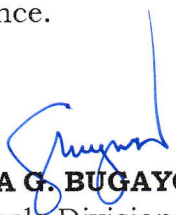
Name	Position	School	Mobile Number	FB account	DepEd email account

3. School heads shall also prepare and recommend the designation of their SICs to be approved by the Schools Division Superintendent.

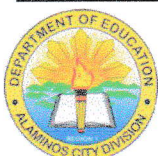
4. The designated SICs are advised to report directly to the Division Information Officers, namely: Mrs. Elnora T. Raroque, DEPS in English and OIC-School Principal IV of ACNHS and Mrs. Diana Marie G. Oiguan, SEPS-HRD with PR. However, the names of the SICs shall be submitted to Mrs. Oiguan at the Human Resource Development with Planning and Research unit.

5. For your reference, attached is DepEd Memorandum No. 17, s. 2021.

6. For your information, guidance and strict compliance.


LORNA G. BUGAYONG PhD, CESO V
Schools Division Superintendent

With hundred reasons to serve!



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Republic of the Philippines
Department of Education

05 APR 2021

DepEd MEMORANDUM
No. **017** s. 2021

DESIGNATION OF SCHOOL INFORMATION COORDINATORS

To: Regional Directors
Schools Division Superintendents
Public Elementary and Secondary School Heads
All Others Concerned

1. The Department of Education (DepEd) issues this DepEd Memorandum titled **Designation of School Information Coordinators (SICs)**. An SIC shall be designated in every public elementary, secondary, and senior high school nationwide as counterparts of the Division and Regional Information Officers.
2. The Department fully recognizes the importance of SICs in ensuring that communications convergence are coordinated and strengthened from the schools to the national level.
3. The designated SICs shall be tasked to:
 - a. Assist and act as focal persons in verifying and addressing issues and concerns raised by the public and the media involving their school or area;
 - b. Facilitate the conduct of verification of information based on protocols, data privacy, integrity and confidentiality;
 - c. Facilitate the communication of any untoward incidents in their respective areas, and submit a detailed report within 24 hours to DepEd Central Office (CO) Public Affairs Service (PAS) copy furnished their respective regional and schools division offices;
 - d. Provide updates to the schools division, region or CO that may be referred to in media releases to national media;
 - e. Support their respective schools, schools division, and regional offices in responding to media queries on local issues;
 - f. Coordinate with the schools division, regional or CO to request for official statements on existing issues;
 - g. Perform duties and responsibilities related to DepEd Public Affairs programs, projects, and activities; and
 - h. Perform other tasks related to the efficient communication, documentation and dissemination of information to DepEd CO and vice versa.
4. The designated SICs should be:
 - a. Holding a teaching or non-teaching position in the school;
 - b. At least two or three years employed in DepEd;
 - c. Able to communicate and write well, and have good public relations skills; and
 - d. Able to respond to issues and concerns requested by the schools division, regional, or the Central Office.

5. The designation of a teacher to perform as School Information Coordinator shall be recommended by the school head to the Schools Division Superintendent (SDS) for approval.

6. The SDS, through the Division Information Officer, is requested to submit the enclosed form with the name of the designated School Information Coordinator to the Regional Information Officer, copy furnished the DepEd Public Affairs Service through email at pas.od@deped.gov.ph not later than **May 15, 2021**.

7. Immediate and wide dissemination of this Memorandum is desired.


LEONOR MAGTOLIS BRIONES
Secretary

Encl.:

As stated

References:

DepEd Order No. 99, s. 2010

DepEd Memorandum Nos.: 145, s. 2005; 219, s. 2012; and 72, s. 2013}



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(Enclosure to DepEd Memorandum No. **017**, s. 2021)

Designation of School Information Coordinator (SIC)

Name: _____

Position: _____

School and District: _____

Contact details (mobile, email, FB account):

SIGNATURE:

RECOMMENDED by Principal or School Head:

APPROVED by PSDS or SDS