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By: *[Signature]* *02/19 AM*

16 Apr 2021

DIVISION MEMORANDUM
No. 124, s. 2021

DESIGNATION OF SCHOOL INFORMATION COORDINATORS

To : Assistant Schools Division Superintendent
Chief, School Governance and Operations Division
Chief, Curriculum Implementation Division
All School Heads
All Concerned

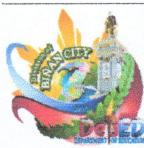
1. Pursuant to DepEd Memorandum No. 17, s. 2021, DESIGNATION OF SCHOOL INFORMATION COORDINATORS, this Office requests all schoolheads to designate and recommend a School Information Coordinators (SICs) to strengthen the importance of ensuring the communications convergence from the schools to national level and vice versa.
2. School Information Coordinators are 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 office;
 - 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.
3. The designation of a teaching or non-teaching personnel to perform as School Information Coordinator shall be recommended by the schoolhead to the Schools Division Superintendent (SDS) for approval. 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, have good public relations skills; and
 - d. Able to respond to issues and concerns requested by the schools division, regional, or the Central Office.



4. All schoolheads are enjoined to submit the enclosed form with the name of the designated School Information Coordinator to the Division Information Officer (DIO) through email at marilyn.macababbad@deped.gov.ph, copy furnished at deped.binancy@deped.gov.ph and binandiao@gmail.com not later than **April 30, 2021**. For inquiries, please contact the DIO through email.
5. Immediate compliance and dissemination of this Memorandum is desired.



EDNA FAURA AGUSTIN
Schools Division Superintendent



Address: P. Burgos St. Brgy. Sto. Domingo, Biñan City Laguna
Website: depedbinancy.com.ph
Email: deped.binancy@deped.gov.ph
Telephone no: 511-4143/ 511-8620/ 511-4191/ 511-8746

(Enclosure to Division Memorandum No. ____ s. 2021)

Designation of School Information Coordinator

Name: _____

Position: _____

School and District: _____

School contact numbers: _____

Contact Details:

mobile number _____

landline number _____

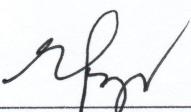
email _____

fb account _____

**SIGNATURE
OF SIC:** _____

Recommending Approval:

Approved:


EDNA FAURA-AGUSTIN
Schools Division Superintendent



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