



Republic of the Philippines  
**Department of Education**  
REGION IV-A CALABARZON  
CITY SCHOOLS DIVISION OF BIÑAN CITY

**PACCONNECT- PROMOTION AND ADVOCACY COMMITTEE IN CONNECTION WITH  
SCHOOL PROGRESS AND COMMUNITY LINKAGES**



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**ABSTRACT**

The research objectives discussed how the involvement of the school committee in updating information is indispensable to the management of any organization and cannot be overemphasized. That is why it is crucial for schools to ensure that information is properly circulated to the teacher, learners, parents/guardian and other stakeholders. The teachers need to be well informed before they can perform their tasks successfully. The process of transferring and receiving information is called communication. It is the process of passing information from one person to another. Today, social media platforms are applicable to many areas of life.

To lessen the gap of information dissemination, the researchers created a school committee that provided updates and information dissemination using Facebook Page, this is a social media platform which serves as a communicator of the school, learners, parents/guardian and other stakeholders. This project is called PACConnect (Promotion and Advocacy Committee in Connection with School Progress and Community Linkages), this platform provides updates and promotes school programs, projects and announcements regarding school activities. This includes posting announcements of recent events in Biñan Secondary School of Applied Academics.

The research subject consisted of understanding the role policy of school committee PACConnect and how far this school committee is involved in updating information and information dissemination. The data had been collected by interviewed teachers, parents/stakeholders, and students. The involvement of parents/stakeholders was not only limited to coming to school to drop out and pick up their children, but also parents shared their opinions, gave feedback and suggestions for the sustainability of the school, especially, in school activities and projects.

As the researchers conducted a survey it turned out that this committee served its purpose in relaying latest announcements, projects, advocacy campaigns and live streaming to the students, parents/guardians, stakeholders and teachers. This research can also inspire innovation in educational practices. If the use of social media platforms is found to be highly effective, it may encourage other institutions to adopt similar practices and explore new ways to integrate technology into education.

**Keywords:** *committee, information dissemination social media platform, live streaming*



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## INTRODUCTION

According to DepEd Order no. 012, s. 2020 implemented the "Adaptation of the Basic Education- Learning Continuity Plan for school year 2020-2021 in Light of the COVID-19 Public Health Emergency" which will use different teaching and learning methods in every school across the country. Some of them are as follows, Online Distance Learning, Television and Radio, Modular learning, and Blended Distance Learning. Therefore, in line with the main objective of DepEd in the midst of the pandemic we are facing, the Biñan Secondary School of Applied Academics (BSSAA) has adopted the BE-LCP to meet the various programs and strategies of continuing learning among its core clients. - the students. A variety of continuing education programs can help students continue their education in the comfort of their homes and school. As of now our school implemented Blended Distance Learning which are the combination of face-to-face classes and printed module.

To lessen the gap of information dissemination, the researchers will create a school committee to provide updates and information dissemination using Facebook Page in collaboration with DepEd Tayo Biñan Secondary School of Applied Academics, the official facebook page of the school. This is a social media platform which will serve as a communicator of the school, learners, parents/guardian and other stakeholders. This committee is called PACconnect (Promotion and Advocacy Committee in Connection with School Progress and Community Linkages), this platform provides updates and promotes school programs, projects and announcement regarding school activities. This includes posting of announcement of recent events in Biñan Secondary School of Applied Academics.

According to Jue, Marr, and Kassotakis (2010), the term social media is typically regarded by many as a relatively inexpensive tool that is widely accessible electronically and which enables individuals to access and publish information, build relationships, and collaborate together. From the definition above, social media may be simply described as any form of online Internet access that

allows interactive communication between and among two or more people. Examples of social media are purposely limited to Facebook, Twitter, YouTube, and What'sApp in this research. Schaffer (2013) disclosed that social media is all about transfer of information through proper communication. Wylie (2014) opined that the use of social media is transforming and enhancing the way people communicate with others at a great pace. This means that the goal of social media is to create and enhance new ways to communicate with each other. It also provides and creates equal information opportunities among all members.

The use of Facebook is appropriate and proper as a means of communication by the school administration. Once a school admin. creates a Facebook account, it allows for the possibility of adding all the teachers and parents of the students on it. This gives school the opportunity to disseminate vital school information to the teachers, such as urgent staff meetings, and other information relevant to the teachers. The platform also allows the school to disseminate information to the parents of the students such as invitations to SPTA meetings, and other relevant information that concerns their students. The platform creates an avenue to disseminate relevant information to all stakeholders.

This study is in line with one of the DepEd's four pillars under Basic Education Development Plan 2030 (BEDP 2030) – Equity. This research will target on its strategy 5 which aims to promote partnerships to benefit education for learners in situations of disadvantage.

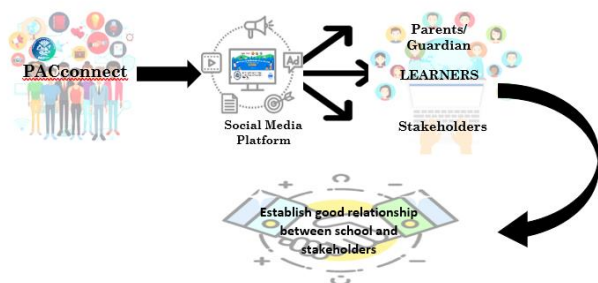
## METHODOLOGY

The researchers used an online platform specially Facebook Page in collaboration with DepEd Tayo Biñan Secondary School of Applied Academics, the official Facebook page of the school to help our school-Binan Secondary School of Applied Academics to properly disseminate formative and meaningful information through Project PACConnect or Promotion and Advocacy Committee in Connection with School Progress and Community Linkages aimed to

promote school programs and projects for the school year 2022-2023 using social media platforms and live streams. PACConnect builds relationships with parents/ guardians and the wider school community to facilitate involvement in the educational process. We also developed Effective Advocacy Campaigns that build good relationships between school and community through social media platforms and provide updated, meaningful, and informative information through live streaming.

School Committee PACConnect (Promotion and Advocacy Committee in Connection with School Progress and Community Linkages) provided updated information to parents and students to assist in reaching a variety of school announcements. The committee also wants the use of social media as a platform in relation to what is happening in our school to be effective and efficient.

Another reason for conducting this study was to facilitate school projects and programs using social media platforms and live streams. Facilitate mental health awareness through webinar and Implement livelihood program through on-sight training and seminar with collaboration of the TLE Department through virtual webinar or on-sight training and workshop. Encourage and motivate teachers to build good relationships with the community through social media platforms and ensure that using live streams and social media platforms can help our community to be informed and be updated on school programs and development.

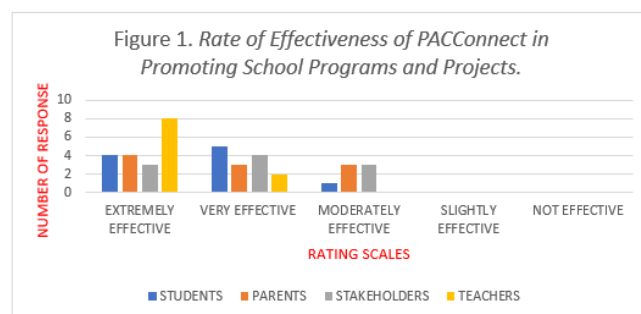


## RESULTS

School Committee PACConnect aims to develop advocacy campaigns and build good relationships between the school and its

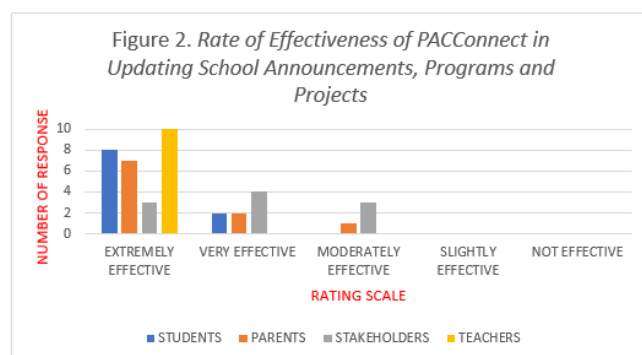
community. Specifically, this study will answer the following:

1. What is the rate of the Promotion and Advocacy Committee in Connection (PACConnect) in Promoting school programs and projects for school year 2022-2023 for students, parents/guardians, stakeholder, and teachers?



Results showed how different groups—students, parents, stakeholders, and teachers—perceived PACConnect's efficacy in promoting school programs and projects. According to the data, the committee was deemed extremely effective by 47.5% of respondents, very effective by 35%, and moderately effective by 17.5% of respondents.

2. What is the rate of the Promotion and Advocacy Committee in Connection (PACConnect) in Updating school programs and projects for the school year 2022-2023 for students, parents/guardians, stakeholder and teachers?



The viewpoints of teachers, parents, students, and stakeholders regarding the efficacy of PACConnect in disseminating school announcements, activities, and



projects were presented in the findings. Based on the findings, the committee was deemed highly effective in this regard by 70% of respondents, effective by 20%, and moderately effective by 10%.

3. Is the Promotion and Advocacy Committee in Connection (PACConnect) with School Progress and Community Linkages Beneficial in building the relationships with parents/ guardians and the wider school community to facilitate involvement in the educational process?

Table 1. Respondents' Response in the Beneficial Factor of PACConnect in building the relationships with parents/ guardians and the wider school community to facilitate involvement in the educational process

	STUDENT S	PARENTS	STAKEHOLDERS	TEACHERS
YES	10	10	10	10
NO	0	0	0	0

The findings indicated that all participants (100%) felt that PACConnect was successful in fostering relationships with guardians and parents as well as the larger school community to encourage involvement in the educational process.

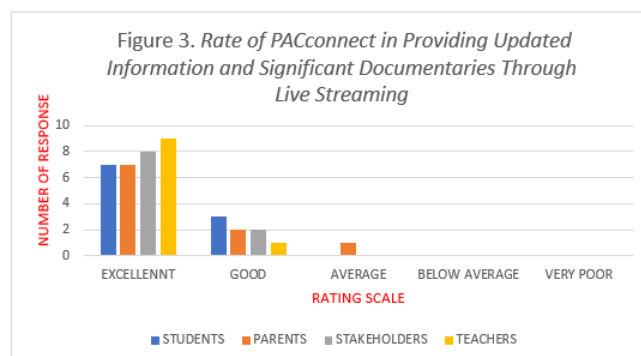
4. Does the Promotion and Advocacy Committee in Connection (PACConnect) with School Progress and Community Linkages help develop Effective Advocacy Campaigns that build good relationships between school and community?

Table 2. Respondents' Response in the Beneficial Factor of PACConnect in building the relationships with parents/ guardians and the wider school community to facilitate involvement in the educative process

	STUDENT S	PARENTS	STAKEHOLDERS	TEACHERS
YES	10	10	10	10
NO	0	0	0	0

The survey result revealed that 100% of the respondents agreed that PACConnect plays a role in fostering positive relationships between the community and the school.

5. What is the rate of the Promotion and Advocacy Committee in Connection (PACConnect) with School Progress and Community Linkages in providing updated information and significant documentaries through live streaming?



The data presented the frequency with which teachers, parents, stakeholders, and students believed PACConnect delivers important and up-to-date information through live streaming. According to the data, 78% of respondents found the committee's information delivery to be excellent, 20% considered it satisfactory, and 2% found it to be subpar.

## DISCUSSION

The study concluded by analyzing how well the Promotion and Advocacy Committee in Connection (PACConnect) served teachers, parents/guardians, stakeholders, and students over the 2022–2023 academic year by providing advocacy, information, and live streaming. The findings show that PACConnect had been extremely successful in all of its roles, including developing effective advocacy campaigns, providing up-to-date information and important documentaries through live streaming, promoting school programs and projects, updating school programs and projects, and fostering relationships with parents/guardians and the larger school community.

All things considered, the Promotion and Advocacy Committee in Connection (PACConnect) has shown itself to be quite successful in carrying out its mandate to provide advocacy, current information, and live streaming services, thus having a major positive influence on the school community, including students, parents/guardians, stakeholders, and teachers for the school year 2022-2023.

In the modern era, social media platforms have become a powerful and far-reaching means of communication, connecting people globally. This study capitalized on this trend by utilizing a Facebook Page, referred to as PACConnect, as a conduit for disseminating information and updates related to school programs and activities.

PACConnect, which stands for Promotion and Advocacy Committee in Connection with School Progress and Community Linkages, serves as a dynamic platform for promoting school initiatives, projects, and announcements. It goes beyond simply conveying event updates; it's a forum that engages with the entire school community, fostering collaboration and providing a channel for feedback and suggestions. This two-way communication with parents and stakeholders not only enhances their involvement but also contributed to the school's overall sustainability and growth. This research, which delved into understanding the school committee's policy and its involvement in information updates and dissemination, provided valuable insights into the mechanisms that ensure effective communication within an educational institution. It also demonstrates the broader role of parents and stakeholders in shaping school activities and projects.

In conclusion, this research reinforced the idea that in the digital age, effective communication and community engagement are pivotal for educational institutions. It's not only about information dissemination but also about creating a collaborative environment where all stakeholders are active participants in the school's progress. The integration of social media, such as the PACconnect Facebook Page, served as a valuable tool in achieving these goals and bridging the gap in information dissemination.

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