

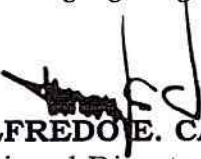


Republic of the Philippines
Department of Education
NATIONAL CAPITAL REGION

REGIONAL MEMORANDUM

ORD-2023-631

To : Schools Division Superintendents
*SDO- Caloocan City, Makati City, Manila City,
Muntinlupa City, Pasig City, Quezon City and
Taguig City and Pateros*

From : 
WILFREDO E. CABRAL, CESO III
Regional Director

Subject : **Strategic Communications Workshop of the Bureau of
Education Assessment National Assessment Results**

Date : July 14, 2023

This is in reference to the attached Memorandum dated July 13, 2023, from Gina O. Gonong, Undersecretary for Curriculum and Teaching, relative to the above-captioned activity, contents of which are self-explanatory, for information and appropriate action.

Attached is the list of participants.

Immediate dissemination of this Memorandum is desired.

Encl/s: as stated:

CLMD/mgp



Misamis St., Bago Bantay, Quezon City
Email Address: ncr@deped.gov.ph
Website: <http://www.depedncr.com.ph>

Doc. Ref. Code	RO-ORD-F004	Rev	00
Effectivity	01.26.23	Page	1 of 2



Republic of the Philippines
Department of Education
NATIONAL CAPITAL REGION

Participants to the Strategic Communications Workshop of the Bureau of
Education Assessment National Assessment Results
July 18 to 21, 2023

Venue: SEAMEO -INNOTECH Campus, QC
Accommodation: Microtel , UP Technohub, Quezon City

Participants	Name	Designation	Office/SDO
RD/ ARD Representative	Dennis Mendoza	EPS ,LRMS	DepEd NCR
SDS/ASDS	Cynthia L. Ayles	OIC-SDS	Taguig City and Pateros
	Nerissa Roxas Lomeda	OIC-ASDS	Muntinlupa City
Teacher Participants			
Key Stage 1	Jean D. Llorca	Teacher III	Quezon City
Key Stage 2	Marichu T.Sanchez	MT II	Manila City
Key Stage 3	Geline Prisca C. Pacon	MTII	Caloocan City
Key Stage 4	Marisol Barbara M. Fernandez	HT VI	Taguig City and Pateros
Principal Participants			
Key Stage 1	1. Gina J. Tolledo	Principal	Caloocan City
Key Stage 2	2. Emelita M. Cajigal	Principal III	Makati City
Key Stage 3	3. Reginaldo A. Reyes	Principal II	Pasig City
Key Stage 4	4. Edmund G. Villareal	Principal IV	Manila City



Misamis St., Bago Bantay, Quezon City
Email Address: ncr@deped.gov.ph
Website: <http://www.depedncr.com.ph>

Doc. Ref. Code	RO-ORD-F004	Rev	00
Effectivity	01.26.23	Page	2 of 2



Republic of the Philippines
Department of Education

OFFICE OF THE UNDERSECRETARY FOR CURRICULUM AND TEACHING

MEMORANDUM
DM-CT-2023-193

FOR : **MICHAEL WESLEY T. POA**
Undersecretary and Chief of Staff

CURRICULUM AND TEACHING STRAND BUREAU DIRECTORS
BCD, BEA, BLD, BLR


JENNIFER E. LOPEZ
OIC-Director IV, National Educators Academy of the Philippines

ROGER P. MASAPOL
Director, Planning Service

JASON V. MERCENE
OIC-Director, Public Affairs Service

WILFREDO E. CABRAL
Regional Director, National Capital Region

ALL OTHERS CONCERNED

FROM : 
GINA O. GONONG
Undersecretary

SUBJECT : **STRATEGIC COMMUNICATIONS WORKSHOP OF THE BUREAU OF EDUCATION ASSESSMENT NATIONAL ASSESSMENT RESULTS**

DATE : July 13, 2023

The Bureau of Education Assessment (BEA), with technical assistance from the USAID Improving Learning Outcomes in the Philippines (ILO-Ph)¹ is working to produce deeper analyses of the results of the National Achievement Tests (NATs) for Grade 6 (2018 and 2022), Grade 10 (2018 and 2020), Grade 12 (2019) and the Early Language, Literacy and Numeracy Assessment (ELLNA, 2018 and 2022). The **first workshop on Data Analysis** took place last July 3-7, 2023.

A follow-up workshop on **Strategic Communications (StratComms)** will take place from July 18 to 21, 2023 at SEAMEO INNOTECH, Quezon City. The workshop,

¹ USAID ILO-Ph is a USAID-funded multiyear US Agency for International Development (USAID) Mission buy-in under Improving Learning Outcomes for Asia (ILOA). This activity builds on previous USAID supported activities to boost DepEd's capacity for conducting large-scale assessments and strengthening their data analyses and strategic communications capabilities. ILO-Ph is being implemented by RTI International in partnership with SEAMEO INNOTECH, Delivery Associates and Long Story Short

facilitated by ILO-Ph consultants and experts, will bring together select Department of Education (DepEd) officials and specialists and potentially external partners to develop a series of communication products targeted for policy- and decision-makers at central, regional, and division levels, as well as school leaders and teachers, implementing partners and other stakeholders.

In relation to this, we invite you or representative/s from your respective offices to attend the said workshop:

OFFICE	NUMBER OF PARTICIPANTS
Office of the Secretary	1
Bureau of Education Assessment OD, EAD, and ERD	12
Bureau of Curriculum Development	1
Bureau of Learning Delivery	1
Bureau of Learning Resources	1
Public Affairs Service	1
Planning Service	1
National Educators Academy of the Philippines	1
National Capital Region	8
- Regional Director/Assistant Regional Director	1
- Schools Division Superintendent/ Assistant Schools Division Superintendent	2
- Teachers (1 per Key Stage)	4
- Principal/School Head	1

Travel expenses and board and lodging of all DepEd participants will be covered by ILO-Philippines from July 18 to 21, 2023. The complete Program of Activities is indicated in Attachment No. 1.

For confirmation of participation, questions, or clarifications, your office may contact **Ms. Ishadora S. Lim**, Executive Assistant, Office of the Assistant Secretary for Curriculum and Teaching, Education Assessment and Alternative Learning System (OASCT-EAALS) at the telephone number (02) 8631 849 or through email at ishadora.lim@deped.gov.ph.

Immediate dissemination of this Memorandum is directed.

Copy furnished:

ATTY. REVSEE A. ESCOBEDO
Undersecretary for Operations
Attachment No. 1 to DM-CT-2023-_____

Strategic Communications Workshop Agenda and Program Flow

Dates:

- Day 0, July 17 (BEA Technical Officers and ILO-Ph team only)
- Days 1-4, July 18-21 (stay-in workshop): arrive July 18 and depart July 21 (All Pax)

Venue:

- SEAMEO-INNOTECH Campus, Quezon City, NCR

Accommodation:

- Microtel by Wyndham, UP Technohub, Quezon City

Draft Program Flow

Time	Activity	Responsible Team (person)
DAY 0, July 17	StratComms Preparatory Tasks: <i>finalize outputs from Data Analysis Workshop and prep assessment reference analyses, dry-run presentations</i>	BEA Technical Officers and ILO-Ph, Full day, 9AM-5PM, at SEAMEO-INNOTECH
DAY 1	Tuesday, July 18	8:30AM-5:00PM
8:30AM-9:00AM	Arrival and registration	
9:00AM-10:30AM	Opening ceremonies: prayer, anthem, introductions, welcome remarks, and photo op	Dr. Tom LeBlanc., Asec G.H. Ambat, Kochakom Acidre
10:30AM-10:45AM	BREAK	
10:45AM-11:00AM	Presentation 1: Overview of workshop objectives and leveling of expectations	ILO-Ph Presenter + Q&A (Bennet)
11:00AM-11:30AM	Presentation 2: Why do data analysis of large-scale assessments?	DepEd/BEA Presenter + Q&A (Dir. Nella Benito)
11:30AM-12:00PM	Presentation 3: Knowing your audience: Guiding tips and pointers on effective strategic communications targeting your audiences	ILO-Ph Presenter + Q&A (Bob Yule, Long Story Short, recorded video)
12:00PM-1:00PM	LUNCH	
1:00PM-1:45PM	Breakout Session 1: Stakeholder information needs analysis. Identify learning questions for each group. Breakout groups organized by stakeholder groups.	Breakout groups. Central level Regional/Division-level School level
1:45-2:15PM	Plenary 1: organize learning questions by thematic area, report out and synthesize results	ILO-Ph moderated, breakout group representatives (Kat)
2:15PM-3:00PM	Presentation 4: overview of data analysis outputs and examples of data interpretation and insights and key messages	BEA Technical Officers (1 presenter per Assessment)
3:00PM-3:15PM	BREAK	
3:15PM-4:00PM	Breakout Session 2: Review of available data and existing analyses. Compare available data and analyses versus the audience-defined learning questions. Breakout groups organized by assessment.	Breakout groups: ELLNA (G3) NAT G6 NAT G10 NAT G12
4:00PM-5:00PM	Plenary 2: report out by breakout groups: what learning questions are already answered? What additional analyses/questions needed? Which questions cannot be answered due to lack of data? Share prelim insights and key messages	Breakout group representatives, ILO-Ph moderated (Christian)

DAY 2	Wednesday, July 19	9:00AM-5:00PM
9:00AM-9:45AM	Presentation 5: Storyboarding and PPT presentation outlining. Tips and guidance for developing the story and PPT outline	ILO-Ph Presenter - Q&A (Mitch R.)
9:45AM-12:00PM	Breakout Session 3: Development of storyboards and PPT outlines with analyses and key messages for target audiences. <i>(Includes working BREAK)</i>	Breakout groups: ELLNA (G3); NATG6; NATG10; NATG12
12:00PM-1:00PM	LUNCH	
1:00PM-2:00PM	Plenary 3: Presentation of storyboards and key messages for feedback and discussion	Breakout group reps, ILO-Ph moderated (Mitch R.)
2:00PM-2:45PM	Presentation 6: Best practices on developing PPTs and presenting data; data visualization do's and don'ts, bullet point messaging, exemplars	ILO-Ph Presenter + Q&A (Jelo) Share PowerPoint template
2:45PM-5:00PM	Breakout Session 4: Developing the PPT presentations: data visualizations and narrative talking points / key messages: <i>(working BREAK)</i>	Breakout groups: ELLNA (G3); NATG6; NATG10; NATG12
DAY 3	Thursday, July 20	9:00AM-5:00PM
9:00AM-10:15AM	Plenary 4: Demonstration of "First Pass" PPT presentations for feedback and discussion	Breakout group reps, ILO-Ph moderated (Jelo)
10:15AM-10:30AM	BREAK	
10:30AM-12:00PM	Breakout Session 5: Finalizing the PPT presentations (10 slides): data visualizations and narrative talking points / key messages	Breakout groups: ELLNA (G3); NATG6; NATG10; NATG12
12:00PM-1:00PM	LUNCH	
1:00PM-1:45PM	Presentation 7: Best practices developing audience-targeted "Results Briefs" (3-5 page narratives + data viz); do's and don'ts, exemplars	ILO-Ph Presenter + Q&A (Dr. Sheryne) Share Results Brief template
1:45PM-3:15PM	Breakout Session 5: Developing "results briefs" storyboards and outline for target audience information needs and key messaging. Breakout groups organized by stakeholder group.	Breakout groups: Central level Regional/Division-level School level
3:15PM-3:30PM	BREAK	
3:30PM-5:00PM	Plenary 5: Demonstration of "First Pass" Results Briefs outline for feedback and discussion	Breakout group reps, ILO-Ph moderated (Dr. She)
DAY 4	Friday, July 21	9:00AM-3:00PM
9:00AM-10:00AM	Presentation 8: Best practices developing Infographics for posters / pamphlets / result brief cover-page. Do's and don't and guiding tips for working with graphic designers. Example of how to develop mockups	ILO-Ph Presenter + Q&A (Nicole) Infographic mockup template and exemplars
10:00AM-12:00PM	Breakout Session 6: Developing infographic mockup guide. Breakout groups organized by stakeholder group. <i>(working BREAK)</i>	Breakout groups: Central level Regional/Division-level School level
12:00PM-1:00PM	LUNCH	
1:00PM-2:00PM	Plenary 6: Presentation of infographic mockup guides for feedback and discussion	Breakout group reps, ILO-Ph moderated (Nicole)
2:00PM-2:30PM	Wrap-up and Closing Remarks	ILO-Ph, INNOTECH / DepEd leadership (Dr. Dads, wrap-up) (Dr. Briones, inspiration)