DEPARTMENT OF EDUCATION
RELEASED
RECORDS SECTION, REGIONAL OFFICE-NCR

AUG 16 2024

BY: _____ DATE: _____

REGIONAL MEMORANDUM
ORD-2024-_8 1 4_

TO	:	**SCHOOLS DIVISION SUPERINTENDENTS** SDO Caloocan City SDO Quezon City
FROM	:	**JOCELYN DR ANDAYA** Director IV
SUBJECT	:	**REQUEST FOR LIST OF NON-TEACHING PERSONNEL FOR THE WORKSHOP ON THE FINALIZATION OF MICROLEARNING GUIDELINES AND STANDARDS AND DEVELOPMENT OF SELECTED PRIORITY LEARNING AREAS FOR GRADES 4 & & MICROLEARNING TYPES**
DATE	:	August 15, 2024

1.   This is in reference to the attached Memorandum DM-CT-2024-269 from Undersecretary Gina O. Gonong, Curriculum and Teaching, on the above-stated subject, for information and appropriate action.

2.   Relative to this, your SDOs are directed to submit to the Bureau of Learning Resources (BLR) the requested names for the non-teaching positions stated in the said Memorandum, and the other materials/documents needed through the links provided.

3.   For compliance.

Clmd/lrms/dmm

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Department of Education

OFFICE OF THE UNDERSECRETARY FOR CURRICULUM AND TEACHING

MEMORANDUM
DM-CT-2024-269

TO   :   **TOLENTINO G. AQUINO**, Regional Director, DepEd Region I
JESSIE L. AMIN, Assistant Regional Director, DepEd Region III
NICOLAS T. CAPULONG, Regional Director, DepEd Region IV-B
GILBERT T. SADSAD, Regional Director, DepEd Region V
RAMIR B. UYTICO, Regional Director, DepEd Region VI
RUTH L. FUENTES, Regional Director, DepEd Region IX
ALLAN G. FARNAZO, Regional Director, DepEd Region XI
CARLITO D. ROCAFORT, Regional Director, DepEd Region XII
JOCELYN DR. ANDAYA, Regional Director, DepEd NCR

FROM   :   **GINA O. GONONG**
Undersecretary for Curriculum and Teaching

SUBJECT :   **REQUEST FOR LIST OF NON-TEACHING PERSONNEL FOR THE WORKSHOP ON THE FINALIZATION OF MICROLEARNING GUIDELINES AND STANDARDS AND DEVELOPMENT OF SELECTED PRIORITY LEARNING AREAS FOR GRADES 4 AND 7 MICROLEARNING PROTOTYPES**

DATE   :   **August 1, 2024**

The Bureau of Learning Resource (BLR) will conduct the **Consultative Workshop on Finalizing Microlearning Guidelines and Standards and Developing Selected Priority Learning Areas for Grades 4 and 7 Microlearning Prototypes** in the third to fourth quarter of this year.

This workshop aims to develop microlearning resource (MLR) prototypes to address remote and virtual teaching environments, using bite-sized lessons designed for specific learning outcomes. These resources are accessible on multiple devices and platforms, providing equitable opportunities for all learners. In addition, the development of MLRs will increase the production of non-print text-based LRs that support digitized materials, which is one of the thrusts of the MATATAG Basic Education Agenda.

Remote teams are selected Schools Division Offices (SDOs) with installed setups that typically include a studio space outfitted with various equipment and materials necessary for producing educational content, such as cameras and tripods for recording video, microphones for clear audio capture, lighting setups, green screens, and computers with editing software. The studio serves as a central hub for enabling educators to create high-quality multimedia MLRs. Likewise, the teams consist of

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DepEdTV-trained teaching and non-teaching staff with highly commendable technical competencies in developing MLRs.

In line with this, this Office requests your Regional Offices to recommend non-teaching personnel (NTP) from the identified regions, preferably the remote teams or SDO mentioned in **Annex A**. Your recommended participants are expected to observe and perform the Terms of Reference (TOR) in **Annex B**, which outlines their responsibilities and tasks during the workshop and development.

The following personnel are also requested:
1. Learning Resource (LR) Supervisors for the identified regions to participate in and supervise the development of the MLR.
2. Education Program Supervisors for the identified learning areas in the SDO are requested to serve as subject matter specialists and scriptwriters for the MLR prototype development.
3. Regional Learning Resource Evaluators to be trained to evaluate the MLRs **(Annex C)**.

Additionally, in case you have existing quality-assured MLRs, this Office requests that these be uploaded to OneDrive via **https://bit.ly/HarvestedMLRs_SelectedROs**. These can be considered as supplementary MLRs.

Please complete and submit **all Annexes** using the link **https://bit.ly/MLRs_Annexes** on or before **August 9, 2024.**

Service credits, compensatory time off (CTO), and certificates of recognition will be issued to the participants. A separate memorandum for the final list of participants and program matrix per activity will be released.

Activities requiring onsite attendance, the necessary travel expenses, and venue accommodations will be provided to all participants, and the said funding will be charged against BLR funds.

The Bureau of Learning Resources-Production Division will coordinate with you regarding this endeavor. For advance coordination, you may also contact **Mr. Kelvin L. Tolentino**, focal person of this program, at kelvin.tolentino@deped.gov.ph copy furnished blr.lrpd@deped.gov.ph or at telephone number (02) 8631-4985.

For your appropriate action.

Attached: as stated

Annex A:

Recommended Content, Production, and Quality Assurance Team

Region	SDO	Name	DepEd Email	Expertise/Role/ Function
I	SDO I Pangasinan			
	SDO Urdaneta			
	SDO Laoag City			
III	SDO Angeles City			
	SDO Balanga City			
	SDO Olongapo			
	SDO Bataan			
	SDO Meycauayan			
IV-B	SDO Palawan			
V	SDO Tabaco City			
VI	SDO Negros Occidental			
IX	SDO Isabela City			
XI	SDO Davao City			
XII	SDO Sarangani			
NCR	SDO Caloocan			
	SDO Quezon City			

Annex B:
Terms of Reference (TOR)

A. Core Creative Team

1. Develops and produces official background music that reflects the tone and theme of the microlearning program, ensuring consistency and suitability for various content contexts.
2. Creates graphic templates for informational boards, cards, or visual aids used within microlearning resources, ensuring visual consistency and adherence to brand guidelines.
3. Identifies and establishes color schemes for different subject areas or modules within the microlearning program, reflecting the intended mood, tone, and content themes.
4. Ensures that all brand assets adhere to established brand guidelines, including logo usage, typography, color palettes, and design principles.
5. Collaborates closely with content development teams to integrate brand assets seamlessly into microlearning resources, aligning with content objectives and instructional strategies.
6. Utilizes creative skills and subject matter expertise to deliver training sessions and workshops, engaging learners effectively, and facilitating their understanding and application of training content.
7. Incorporates feedback and suggestions from stakeholders, including program managers, instructional designers, and content creators, to refine and enhance brand assets as needed.
8. Maintains version control and organized asset management systems to track revisions, updates, and usage of brand assets across the microlearning program.
9. Conducts regular quality assurance checks to ensure the consistency, accuracy, and effectiveness of brand assets across different microlearning modules and platforms.
10. Documents the creation process, design decisions, and revisions for brand assets, and provide regular reports on progress, challenges, and achievements to top management.
11. Contributes to the creation of training materials, including presentations, handouts, and visual aids, by incorporating brand assets and visual elements to enhance engagement and retention.

B. Content Team

Curriculum Implementation Division - Learning Resource Management Development Section (CID-LRMDS)

1. Oversees the development process of MLR from Needs Assessment, Development, QA, and Publication.
2. Prepares the design brief subject for approval.
3. Ensures that creative quality standards, as established by BLR and BQAD, are executed for each MLR.
4. Forms a development team and selects the talents to act if needed.
5. Drafts calendar of episodes based on the LO.
6. Drafts project proposals for the development of MLR activities and procurement of equipment when needed.
7. Leads in quality assurance activities including the preview of drafts.
8. Communicates updates and ways forward to the development team.
9. Prepares correspondence to identified stakeholders pertinent to the production or completion of MLR (e.g., shooting sites, traffic management, resource person(s), etc.).

Executive Producer (Learning Area Supervisor)

1. Acts as the Executive Producer of the MLR, assuming responsibility for the quality of the learning materials' content. The Executive Producer oversees the development process to ensure educational effectiveness and alignment with curriculum standards.
2. Organizes and leads pitch meetings and story conferences, guiding the creative process and ensuring seamless collaboration among team members *(The*

Executive Producers facilitate the discussions to refine concepts, enhance storytelling, and align production goals with educational objectives).

3. Reviews, approves, and oversees the execution of scripts and storylines for the MLR, ensuring accuracy, coherence, and relevance to the target audience. The Executive Producer monitors progress to ensure adherence to production timelines and adjusts plans as necessary to meet deadlines.
4. Collaborates closely with the Teacher Talents and Creative team or the technical crew, fostering a cohesive working environment and providing guidance and support to ensure that the creative vision is realized effectively while maintaining educational integrity.
5. Coordinates with external stakeholders, such as curriculum specialists, educators, and subject matter experts, to gather feedback and ensures that the MLRs meet educational standards and effectively address learners' needs.

Subject Area Specialist

1. Possesses specialized expertise in the relevant discipline and demonstrates proficiency in instructional design methodologies.
2. Has a comprehensive knowledge of the MLR development process, understanding its intricacies and requirements.
3. Assists in the preparation of design briefs for assigned Learning Objectives (LOs), collaborating with the NTWG-Content to ensure alignment with educational objectives.
4. Conducts thorough research to identify and gather relevant content and resources suitable for inclusion in the video lessons.
5. Consolidates materials and develops appropriate and pertinent activities for the designated LOs, ensuring their relevance and effectiveness in facilitating learning.
6. Designs storyboards in accordance with prescribed instructional design principles, effectively outlining the visual and narrative elements of the video lessons.
7. Schedules and budgets the necessary resources and activities required for the development of each episode, optimizing efficiency while maintaining quality standards.
8. Actively participates in the preview and quality assurance (QA) processes for both draft and produced video lessons, providing valuable feedback and insights to enhance their educational value and effectiveness.

Scriptwriter

1. Demonstrates a high understanding of the discipline being developed and proficiency in instructional design principles.
2. Attends pitch meetings and story conferences called by the executive producer to contribute ideas and insights to the project development process.
3. Collaborates with subject area specialists in the development of storyboards, shot lists, instructional design, and script outlines.
4. Conducts thorough research to gather relevant content and resources to inform script development.
5. Writes scripts based on learning objectives (LO) and other provided references, ensuring alignment with project requirements and stakeholder expectations.
6. Presents draft scripts to the Project Manager/Producer for review and quality assurance assessment.
7. Implements changes and revisions in the finalization of the script, incorporating feedback and recommendations from quality assurance findings.
   **(Subject Area Specialist can also be the scriptwriter)*

C. Production Team
Project Manager/Segment Producer
1. Oversees the development and production of microlearning resources and ensures alignment with project objectives, instructional design principles, and technical requirements.
2. Leads and facilitates the project lifecycle from design brief to publication on the Learning Management System (LMS) or National Education Portal (NEP).
3. Ensures that the necessary permissions are obtained through photography release forms, especially if the use of certain locations or individuals is integral to the visual aspects of the production.
4. Collaborates with subject matter experts, instructional designers, content creators, and technical teams to ensure the effective execution of project objectives.
5. Develops and maintains project timelines, budgets, and resource allocations, ensuring adherence to deadlines and project milestones.
6. Conducts regular meetings, status updates, and progress reports to keep all stakeholders informed and engaged throughout the project lifecycle.
7. Manages risk assessment and mitigation strategies to anticipate and address potential challenges or obstacles that may arise during project execution.
8. Ensures compliance with industry standards, legal requirements, and best practices for production, including copyright laws and intellectual property rights.
9. Oversees quality assurance processes to maintain the integrity, accuracy, and effectiveness of microlearning resources.
10. Collaborates with technical teams to ensure seamless integration and functionality of content within the LMS/NEP platform.

Illustrator
1. Ensures that creative quality standards and post-production standards, as set by its Head of Post-Production, are strictly adhered to.
2. Works on the illustration requirements of the script and materials endorsed by the Video Editor, as per instructions of the Project Manager.
3. Exhibits knowledge of good broadcast practices, including checking for image copyright-illustrations or images used for the episode/TV lesson must be copyright-free or the illustrator's original work.
4. Strictly follows production timelines and ensures the efficient and timely delivery of illustration requirements for each MLR.
5. Maintains constant communication with the Video Editor and Motion Graphics Artist for a smooth and swift workflow.
6. Submits all materials and project files for archiving.

Director of Photography-Videographers
1. Collaborates with the director and production team to understand the creative vision, mood, and aesthetic requirements of the project.
2. Participates in pre-production meetings to discuss shot lists, lighting setups, equipment needs, and scheduling.
3. Plans and executes camera setups, angles, movements, and framing to effectively convey the narrative and enhance visual storytelling.
4. Selects appropriate cameras, lenses, and other equipment to achieve desired visual effects and technical specifications.
5. Coordinates with the camera and lighting crew to ensure smooth operation and execution of shots on set.
6. Sets up and adjusts lighting equipment to achieve each scene's desired mood, atmosphere, and visual style.
7. Monitors and adjusts camera settings, exposure, focus, and composition during shooting to maintain image quality and consistency.

8. Directs camera operators and camera assistants to capture shots according to the storyboard or director's instructions, if applicable.
9. Collaborates with the director and post-production team to ensure seamless integration of visual elements during editing and color grading.
10. Stays updated on industry trends, technologies, and techniques related to cinematography and visual storytelling.
11. Ensures compliance with safety regulations and best practices for equipment operation and on-set procedures.

Graphic and Animation Artist

1. Ensures that creative quality standards, as established by the BLR, are executed for each MLR.
2. Works on the graphic requirements of the script and materials endorsed by the Editor, as per instructions of PM/EP.
3. Ensures that the motion graphics are relevant and appropriate to the lesson.
4. Exhibits on good broadcast practices, including checking for video copyright— illustrations or images used for the MLR must be copyright-free or MoGraph's original work.
5. Strictly follows production timelines and ensures the efficient and timely delivery of graphics requirements for each episode.
6. Maintains constant communication with the editor and illustrator for a smooth and swift workflow.
7. Distinguishes the difference between GFX animation and editing.
8. Submits all materials and project files for archiving.

Video Editor

1. Possesses proficient knowledge of industry-standard video editing programs, ensuring efficient and effective editing workflows.
2. Strictly adheres to creative quality standards established by the BLR and ensures that all content meets or exceeds these standards.
3. Receives and responsibly safeguards the data and files of their team, maintaining data security and integrity.
4. Seamlessly stitches together episodes according to the provided script, integrating spiels, voiceovers, footage, music, and other elements to achieve a cohesive narrative.
5. Collaborates with Motion Graphics/GFX artists and illustrators to incorporate their work into the episode, integrating music, stingers, transitions, and managing pacing as the Master Editor.
6. Revises materials as necessary and maintains clear communication with the Executive Producer (EP) and other members of the Post-Production Team, ensuring alignment and clarity regarding comments and corrections.
7. Demonstrates expertise in adhering to good broadcast practices, including verifying the copyright status of all visual and auditory elements used (**only utilize copyright-free illustrations, images, and music or possess written permission for use).
8. Adheres strictly to production timelines, ensuring the efficient and timely delivery of episodes to meet broadcasting schedules.
9. Facilitates the timely delivery of the master output for uploading to Learning Management Systems (LMS) or National Education Portal (NEP), maintaining regular communication with the Post Production Assistant (Post PA) and Production Coordinator (PC) to facilitate delivery to dedicated repository and airing channels if applicable.
10. Coordinates with the Post PA and PC for the proper archiving of SD Master, HD Master, raw materials, and project files in the Central archive.
11. Ensures that all necessary materials are archived in the Central archive before deleting files, ensuring accessibility and preservation of project assets.

Music Composer/Arranger

1. Analyzes project briefs and specifications, liaising with stakeholders to gather information and understand artistic vision and requirements.
2. Composes original musical scores and arrangements that complement the thematic and emotional elements of MLR.
3. Adapts musical compositions for different ensembles and performance settings, incorporating rhythm, tempo, tone, and harmony to achieve balance and coherence.
4. Participates in rehearsals and studio sessions, providing creative input to actors, musicians, and directors to ensure alignment with the overall vision.
5. Utilizes a variety of instruments, software packages, and technical recording techniques to achieve desired musical effects and textures.
6. Collaborates with directors and producers to synthesize creative ideas and provide innovative solutions to artistic challenges.
7. Receives and incorporates feedback, revising compositions as necessary to meet stakeholder expectations and project objectives.
8. Communicates effectively with the production team, addressing any issues or concerns in a timely manner and offering proactive solutions.
9. Networks with industry professionals, stay updated on musical trends and developments and attend performances and tapings to gain inspiration and insights.
10. Manages all aspects of musical projects, including scheduling, budgeting, and resource allocation, to ensure the timely delivery of high-quality compositions.

On-cam Talent

1. Exudes a camera-ready personality, possessing charisma and presence suitable for on-camera presentation.
2. Holds certification as a Filipino Sign Language (FSL) trained DepEd personnel if required for the role.
3. Demonstrates a neutral accent, with clear and articulate speech suitable for educational content delivery.
4. Actively participates in pitch meetings, story conferences, and preview activities, contributing insights and feedback to enhance project development.
5. Films or records approved scripts accurately, adhering to performance guidelines and directorial instructions.
6. Takes responsibility for selecting and arranging classroom settings when necessary for filming, ensuring appropriate backgrounds and settings for educational content.
7. Seeks approval for the use of additional filming locations such as the Principal's office, Faculty room, Laboratories, etc. Recognizing that all elements captured by the lens contribute to the learning environment, including the appearance of Teacher Models and learners.

D. Quality Assurance Team
Language Expert Quality Evaluator

1. Demonstrates advanced proficiency in the target language(s) and a deep understanding of linguistic principles relevant to language teaching and learning.
2. Utilizes experience in developing instructional materials to assess and enhance the effectiveness of language content for MLRs.
3. Applies knowledge of language proficiency frameworks and pedagogical principles to evaluate content alignment with learning objectives and instructional strategies.
4. Engages in effective communication and collaboration with scriptwriters to provide constructive feedback and guidance for optimizing language content.
5. Maintains a commitment to delivering high-quality language content that meets project standards and supports effective language acquisition and retention.

6. Adheres to project timelines and deliverables, contributing to the timely completion of language content evaluation and refinement processes.

Lesson Script Consultant – Pre-Production

1. Analyzes the accuracy, relevance, and effectiveness of educational content in conveying key concepts, skills, and learning outcomes.
2. Evaluates video content to ensure alignment with established educational objectives, learning outcomes, social content guidelines, and curriculum standards.
3. Ensures that scripts align with curriculum standards, social content guidelines, learning objectives, and educational guidelines relevant to the target audience and subject area.
4. Evaluates instructional strategies, learning activities, and assessment methods proposed in the script to ensure alignment with pedagogical principles and best practices.
5. Assesses the script's ability to engage learners effectively and promote active participation through interactive elements, resources, and engaging storytelling techniques.
6. Reviews scripts to ensure accessibility and inclusivity for all learners, including those with diverse learning needs or disabilities.
7. Evaluates the clarity, coherence, and readability of script language to ensure comprehension (consider whether the language used in the script aligns with the proficiency level and understanding of the target audience.
8. Assesses scripts to ensure compliance with copyright regulations and intellectual property rights, including proper attribution of sources and permissions for copyrighted materials.
9. Provides constructive feedback and recommendations to content creators, instructional designers, and production teams to improve the quality and effectiveness of scripts or lesson plans.
10. Monitors feedback and evaluation data to identify areas for improvement and contribute to the continuous enhancement of script quality and instructional effectiveness.

Video Curriculum Evaluator – Post-Production

1. Ensures that the approved script is properly and accurately implemented during the production phase, including the filming or development of video lessons or microlearning content.
2. Evaluates video content to ensure alignment with established educational objectives, learning outcomes, social content guidelines, and curriculum standards.
3. Assesses the quality, accuracy, and effectiveness of MLR in conveying educational concepts and facilitating learning.
4. Analyzes instructional strategies, visual design, and engagement techniques employed in video content to determine their effectiveness in supporting learning objectives.
5. Reviews video content to ensure accessibility and inclusivity for all learners, including those with diverse learning needs or disabilities.
6. Evaluates technical aspects of video production, including audiovisual quality, editing, and presentation, to maintain high production standards.
7. Collaborates with curriculum developers, subject matter experts, and instructional designers to integrate video content seamlessly into educational curricula.
8. Provides constructive feedback and recommendations to content creators and production teams for improving the quality and effectiveness of video content.
9. Monitors feedback and evaluation data to identify areas for improvement and contribute to the continuous enhancement of video curriculum offerings.

10. Ensures compliance with copyright laws, licensing agreements, and educational regulations governing the use of video content in educational settings.

Annex C:

C.1. Regional Learning Resource Supervisors

Region	Name	DepEd Email
I		
III		
IV-B		
V		
VI		
IX		
XI		
XII		
NCR		

C.2. Subject Area Specialists/Scriptwriters - *Education Program Supervisors*

Region/SDO	Learning Area	Name	DepEd Email
R I - SDO Pangasinan I	Music and Arts 4		
R III - SDO Angeles City			
R III - SDO Bataan	Edukasyong Pantahanan at Pangkabuhayan (EPP)/Technology and Livelihood Education (TLE) 4 *Focus: ICT and IA*		
R IV-B - SDO Palawan	Filipino 4		
R XI - SDO Davao City	Edukasyong Pantahanan at Pangkabuhayan (EPP)/Technology and Livelihood Education (TLE) 4 *Focus: AFA and HE*		
R III - SDO Meycauayan City	English 7		
R VI - SDO Negros Occidental			
NCR - SDO Caloocan City	Filipino 7		
NCR - SDO Quezon City			
R V - SDO Tabaco City	Music and Arts 7		
R IX - SDO Isabela City			
R I - SDO Laoag City	Values Education 7		
R III - SDO Olongapo City	Araling Panlipunan 7		
R III - SDO Balanga City			
R I - SDO Urdaneta City	Edukasyong Pantahanan at Pangkabuhayan (EPP)/Technology and Livelihood Education (TLE) 7 *Focus: ICT and HE*		

Region	SDO	Learning Area		
R XII - SDO Saranggani		Edukasyong Pantahanan at Pangkabuhayan (EPP)/Technology and Livelihood Education (TLE) 7 *Focus: IA and FCS*		

C.3. Learning Resource Evaluators

Region	SDO	Learning Area	Name	DepEd Email
I	SDO I Pangasinan	Music and Arts 4		
	SDO Urdaneta	Edukasyong Pantahanan at Pangkabuhayan (EPP)/Technology and Livelihood Education (TLE) 7 *Focus: ICT and HE*		
	SDO Laoag City	Values Education 7		
III	SDO Angeles City	Music and Arts 4		
	SDO Balanga City	Araling Panlipunan 7		
	SDO Olongapo	Araling Panlipunan 7		
	SDO Bataan	Edukasyong Pantahanan at Pangkabuhayan (EPP)/Technology and Livelihood Education (TLE) 4 *Focus: ICT and IA*		
	SDO Meycauayan	English 7		
IV-B	SDO Palawan	Filipino 4		
V	SDO Tabaco City	Music and Arts 7		
VI	SDO Negros Occidental	English 7		
IX	SDO Isabela City	Music and Arts 7		
XI	SDO Davao City	Edukasyong Pantahanan at Pangkabuhayan (EPP)/Technology and Livelihood Education (TLE) 4 *Focus: AFA and HE*		
XII	SDO Sarangani	Edukasyong Pantahanan at Pangkabuhayan (EPP)/Technology and Livelihood Education (TLE) 7 *Focus: IA and FCS*		
NCR	SDO Caloocan	Filipino 7		
	SDO Quezon City	Filipino 7		