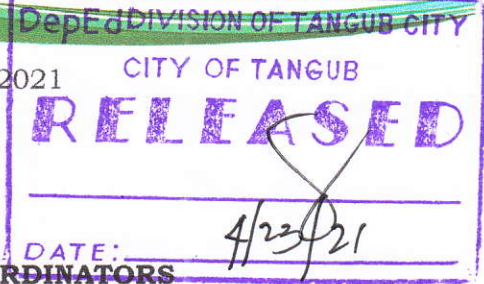




April 23, 2021



DIVISION MEMORANDUM
No. 81, s. 2021

DESIGNATION OF SCHOOL INFORMATION COORDINATORS

To: Division Public Information Officer
District In Charge/s
Public Elementary and Secondary School Heads
This Division

1. In compliance with Regional Memorandum No. 166, s. 2021 re: Designation of School Information Coordinators, this Office requires every school to designate School Information Coordinator (SIC) as counterpart of the Information Officer of this Division.
2. The designation shall be recommended by the school head/principal to the Schools Division Superintendent for approval.
3. It is expected that the District In Charge shall submit a consolidated list of School Information Officers by district and to be submitted to Mrs. Virginia S. Bagaboyboy, the Division Public Information Officer on or before April 27, 2021 for submission to the Regional Office via pau.region10@deped.gov.ph, following the template below:

SCHOOL INFORMATION COORDINATORS
OF _____ DISTRICT

NAME	SCHOOL	CONTACT DETAILS
1.		a. E-mail b. Mobile Number c. Office Landline Number d. Facebook Account e. Others
2.		
3.		

4. Attached are the qualifications and tasks of the School Information Coordinator and the template of Designation of School Information Coordinator (SIC).
5. Immediate and wide dissemination of this Memorandum is enjoined.

AGUSTINES E. CEPE, CESO V
Schools Division Superintendent





QUALIFICATION OF THE DESIGNATED SCHOOL INFORMATION COORDINATOR

1. Holding a teaching or non-teaching position in the school;
2. At least two or three years employed in DepEd;
3. Able to communicate and write well, and have good public relations skills;
and
4. Able to respond to issues and concerns requested by the schools division, regional, or the Central Office

TASK OF THE DESIGNATED SCHOOL INFORMATION COORDINATOR

1. 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;
2. Facilitate the conduct of verification of information based on protocols, data privacy, integrity and confidentiality;
3. 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 division offices;
4. Provide updates to the school division, region or CO that may be referred to in media releases to national media;
5. Support their respective schools division, and regional offices in responding to media queries on local issues;
6. Coordinate with the schools division, regional or CO to request for official statements on existing issues;
7. Perform duties and responsibilities related to DepEd Public Affairs programs, projects and activities; and
8. Performs other tasks related to the efficient communication, documentation and dissemination of information to DepEd CO and vice versa.

TEMPLATE FOR DESIGNATION OF SCHOOL INFORMATION COORDINATOR (SIC)

Name : _____

Position : _____

School and District : _____

Contact details (mobile number, landline number, email ad, FB Account, etc.)

Recommended by:

School Head/Principal

Approved by:

Schools Division Superintendent

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Note: Prepare 3 copies (1 for the D.O., 1 for DIC, 1 for the school)

