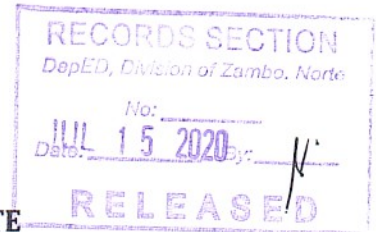




Republic of the Philippines
Department of Education
Region IX, Zamboanga Peninsula
SCHOOLS DIVISION OF ZAMBOANGA DEL NORTE



Division Memorandum No. 195, s. 2020

To: Assistant Schools Division Superintendents
Division Chiefs
EPSs/PSDSs
School Heads (Both Elementary and Secondary)
All Others Concerned

From:  MA. LIZA R. TABILON EdD, CESO V
Schools Division Superintendent

Subject: Establishment of the Division Information and Communication Management Center

1. Communication plays an essential role in the success of any workplace. This serves as the bloodline in the overall management and operation of an organization in the same way that it offers a number of advantages. Relative thereto and in furtherance of D.O. 99, s. 2010, the Division Information and Communication Management Center (DICMC) is hereby established.

2. The purposes of the establishment of DICMC are the following:

- a. Ensure the effective and efficient management of information and communication within the organization and those which have to be communicated to other offices/agencies;
- b. Expand the reach and coverage of the SDO in the dissemination of information and communication; and
- c. Streamline information and communication processes to promptly respond to, and address issues and concerns of interested parties.

3. The Center shall be under the direct supervision of the Office of the Assistant Schools Division Superintendents, with the officials as designated point persons who shall manage the Core Team and Sub-Committees to perform specific functions. Please see *Enclosure 1* for the composition and roles and functions, and *Enclosure 2* for the D'ITeam for references.

4. Alongside the creation of the DICMC is the reactivation of the functions of the D'ITeam created through Division Memorandum No. 231 s. 2017.

5. Service credits or Compensatory Overtime Credits (COC) shall be granted for services rendered beyond official time.

6. Henceforth, all communications to the field shall not be approved and released without passing through the sub-committee concerned and core team for review, scrutiny and refinement.

7. Immediate dissemination of and compliance with this memorandum is directed.

MLRT/mab/DICMC/M001-07132020

N-avigating
O-pportunities to
R-engineer for
T-ransformation &
E-mpowerment



Capitol Drive, Estaka, Dipolog City, 7100
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"Be and Do Much Better Each Day
with a
Sense of Urgency"



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Enclosure No. 1 to DM no. _____, s. 2020

A. CORE TEAM

Composition:

FE G. JEBONE, EdD	- Division Information Officer
MARIE ANTONETTE A. BARRERA, MPA	- Alternate Div. Info. Officer
ATTY. REY P. JANOLINO, JR.	- Legal Consultant

Roles and functions:

- a. Assist the SDS in addressing issues and concerns raised by the public and the media involving the schools, community learning centers and SD offices;
- b. Inform the SDO, RO and CO of any untoward incidents in the field offices, file and submit a detailed report within 24 hours to the CO;
- c. Oversee the performance of and provide guidance to sub-committees;
- d. Convene regularly (any or all) the sub-committees to resolve operational issues and concerns;
- e. Initiate/Propose relevant programs, projects and activities for funding to enhance operation of the DICMC;
- f. Recommend to the Executive Committee policies and guidelines to improve operation performance of the DICMC; and
- g. Perform the functions of the DICMC Core Team on top of their current duties.

B. SUB-COMMITTEES

1. Division Field Information Team (D'FIT)

Composition:

JULIUS O. BELAGANTOL	- Chairperson
SDO-based ICT Staff	- Member
School / District-based ICT Coordinators	- Member

Roles and Functions:

- a. Promote/Advertise School/District/Division events in School/District Division website/FB page;
- b. Keep track of issuances through DepEd website to update the field;
- c. Provide assistance to functional divisions in creating designs for identification cards, programs, tarpaulins and other information, education and communication materials for the SDO;
- d. Coordinate and collaborate with other sub-committees in the performance of functions to maintain good public image and organizational brand; and
- e. Perform the functions as may be necessary on top of their current duties.

2. Internal/External Communication Control (IECC)

Composition:

JUN LEONARD U. ROMARATE	- Chairperson
NORIZA JEAN L. DAGA	- Member





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SHELAMAE E. DAYAPDAPAN - Member
 Communication Editors / Functional Division
 Designated/Assigned by Chiefs and AO-V - Member

Roles and Functions:

- a. Filter/Edit all communication releases to include other forms of issuances such as memorandums, letters, notices, advisories, endorsements, transmittal, addendum, corrigendum, orders, etc.;
- b. Adopt a regulated communication process flow for the Division;
- c. Create and recommend for adoption of a unified format of various forms of communication;
- d. Keep a record/copy of unedited communications and a record of all edited communication as basis for future development; and
- e. Perform such other related functions as may be necessary.

3. Publication and Promotional Media (PPM)

Composition:

NICOLETTE RIA E. TANGON - Chairperson
 ETHYL KIMBERLY B. SALUT - Member
 ELLEN A. OLARIO - Member, ZN Focus Editor-in-Chief
 D'ITEAM MEMBERS - Member

Roles and Functions:

- a. Provide news feeds to Region/CO Communications Unit for possible inclusion in media releases in regional/national papers;
- b. Publish periodic brochure/newsletter or other printed media releases for the Schools Division;
- c. Coordinate with D'FIT on content and design of IECs and other promotional materials of the Schools Division; and
- d. Perform such other related functions as may be necessary.

4. Broadcast Media and Spokespersons (BMS)

Composition:

HAZEL J. RANJITH - Chairperson
 ROBERT I. POCULAN, III - Member
 JESSIE E. ELACAN - Member

Roles and Functions:

- a. Assist and act as point persons/spokespersons to support SDS in responding to media queries and other local news issues;
- b. Represent the SDS in media forums in Radio/TV when necessary;
- c. Coordinate with heads of offices/units/schools/RO/CO in official statements and reactions on existing issues;
- d. Perform such other related functions as may be necessary.

MLRT/mab/DICMC/Encl001-07132020





Republic of the Philippines
DEPARTMENT OF EDUCATION
Region IX, Zamboanga Peninsula
DIVISION OF ZAMBOANGA DEL NORTE
Dipolog City 7100

DEPARTMENT OF EDUCATION
OFFICE OF THE DIVISION SUPERINTENDENT
RELEASED
DATE: 17 JUL 2017
NAME / SIGNATURE

DIVISION MEORANDUM
NO. 231, s. 2017

TO: Education Program Supervisors
Public Schools District Supervisors
Elementary/ Secondary School Heads
Division Information Team (d'iteam) Correspondents

FROM: **PEDRO MELCHOR M. NATIVIDAD, CSEE**
Officer-In-Charge
Office of the Schools Division Superintendent

SUBJECT: **CREATION OF DIVISION INFORMATION TEAM (d'iteam)
via DIVISION NEWSLETTER (ZN FOCUS)**

DATE: July 10, 2017

1. This is to inform the field of the creation of the Division Information Team (d'iteam) in connection with the coming up of the division newsletter, (ZN FOCUS) in its maiden issue effective July, 2017.
2. The objectives of the creation of d'iteam and ZN FOCUS are to:
 - a. update the DepEd officials, administrators, teachers, students and stakeholders on recent news affecting them;
 - b. feature successful researches, CI projects, effective division-initiated programs and projects;
 - c. provide opportunities for our school paper advisers and student journalists to hone their journalistic skills and competence;
 - d. gather some information and updates from DepEd Central/ Regional Offices to include local events that the constituents of the ZN Division may benefit;
 - e. highlight holidays and special events that people need to know about;
 - f. establish connections among people from all walks of life in the community;
 - g. provide valid and reliable information about ZN division's updates and initiatives through press releases in a form of media practitioner's gathering or press briefing.

3. Following is the composition of the ZN FOCUS Editorial Board.

Editor-in-Chief	-	Ellen A. Olario MT II, Polanco NHS
Associate Editor/Layout Artist-		Merelyn M. Aranas MT I, Rizal NHS
News Editor	-	Ma. Laarni M. Recentes MT I, Katipunan NHS
Literary/Features Editor-		Mary Grace D. Agias Teacher II, Katipunan NHS
Cartoonist	-	Julito M. Los Baños MT I, Katipunan NHS
Sports Editor	-	Ricaldo E. Calunsag HT I, SNAS
Photojournalists/Writers-		Shuhani S.R. U. Wabe Teacher II, Salug CS
		Romel V. Banga Teacher II, Liloy CS
		Michael Alibangbang Teacher III, Kipit Agro-Fishery HS
		Perlita D. Gerzon MT II, Katipunan CS
		Iryne M. Albacite MT I, Katipunan CS
		Isagani M. Tamin Teacher III, Salug CS
		Hazel Ranjith Registrar Polanco NHS Detailed at ASDS' Catalan's Office
		Mon Rey B. Duran Teacher II, Liloy NHS
Adviser	-	Dr. Fe G. Jebone Education Program Supervisor



Board of Consultants-

Dr. Filma B. Catalan
Officer In-Charge
Office of the Assistant Schools Division Superintendent

Dr. Virgilio P. Batan, Jr., CESE
Officer In-Charge
Office of the Assistant Schools Division Superintendent

Dr. Pedro Melchor M. Natividad, CSEE
Officer In-Charge
Office of the Schools Division Superintendent

4. The ZN FOCUS is a monthly publication newsletter and the monthly issues will be released every first week of the month. Copies of which will be available at our division office' website www.depedzn.net. Only the division personnel, PSDSs and stakeholders will be provided with hard copies of the newsletter.

5. Aside from the fifteen (15) interim d'iteam, this office had identified fifty one (51) teacher-correspondents (Elementary level) and sixty one (61) teacher-correspondents (Secondary level) with their names, schools and contact nos. on the attached lists a total of ONE HUNDRED TWELVE (112) external correspondents. Their task is to work hand in hand with the internal correspondents by giving updates and feeding information about the monthly activities/ accomplishments in their respective school or district. All these will be emailed directly to: ELLEN A. OLARIO- editor-in-chief (email add: ellenolario@gmail.com / contact no. 09465982351) & MERELYN M. ARANAS, associate editor (email add: msmamereilyn@yahoo.com / contact no. 09202567718). For the districts or high schools without correspondents in the list, you are directed to send their names to DR. FE G. JEBONE (email add: felakian@yahoo.com / contact no. 09197911415).

6. Travel & incidental expenses of the fifteen (15) internal d'iteam members relative to the conduct of monthly meetings every 1st Wednesday of the month and the final editing/ layouting of copies for printing and during the turnover ceremony on July 6, 2017 shall be charged to Division Funds subject to the usual accounting, auditing rules and regulations

7. For information, compliance and dissemination.

