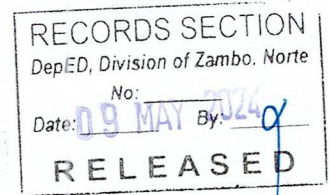




Republic of the Philippines  
**Department of Education**

REGION IX  
SCHOOLS DIVISION OF ZAMBOANGA DEL NORTE



**Office of the Schools Division Superintendent**

May 9, 2024

**Division Memorandum**  
No. 258, s. 2024

**UPSKILLING WITH DIVISION AND DISTRICT INFORMATION OFFICERS (DIOs)/  
DISTRICT PUBLIC ASSISTANCE COORDINATORS (DPACs)**

To: PSDSs and PICDs  
School Heads, Public Elementary and Secondary Schools  
Division and District Information Officers and Public Assistance Coordinators  
All others concerned

1. The Schools Division of Zamboanga del Norte will conduct a 2- day activity titled *Upskilling with the Division and District Information Officers (DIOs) and District Public Assistance Coordinators (DPACs)* on May 21-22, 2024 at Top Plaza Hotel, Dipolog City.
2. This activity aims to enhance the communication strategies to be more responsive to the needs of and transparent with the media and the public; evaluate the current efforts of the office amidst evolving communication landscapes and changing client expectations; and to strengthen client relationships for an increased satisfaction and organizational resonance.
3. With this, the expected participants are the designated District Information Officers and District Public Assistance Coordinators of the 35 districts or two (2) representatives per district. In case where the DIO and DPAC are represented by one person, please identify a non-teaching personnel who assists in the accomplishment of the Client Satisfaction Measurement (CSM).
4. Moreover, the District Information Officers are assigned to present an accomplishment report on the designated tasks including the results of the monthly CSM results.
5. Participants can check-in at the venue in the afternoon of May 20, 2024 with dinner as the first meal. The last meal to be served will be PM snacks and check-out time will be at 12:00 noon on May 22, 2024.
6. Expenses incurred in the training such as food, accommodation and other related expenses are chargeable against Division OSDS-HRTD Funds while the travel and incidental expenses of the participants are charged against their respective school MOOE and other local funds, subject to the usual government accounting and auditing rules and regulations.



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Email: [zn.division@deped.gov.ph](mailto:zn.division@deped.gov.ph) Website: [www.depedzn.net](http://www.depedzn.net)  
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7. For reference and guidance, attached is the activity matrix.
8. For queries, please contact DICMC at 09176335061 or email [nicolletteria.tangon@deped.gov.ph](mailto:nicolletteria.tangon@deped.gov.ph).
9. Widest dissemination and compliance with this memorandum are desired.

For the Schools Division Superintendent:

  
**JOY E. LETRAN- SINGSON EMD**  
Chief Education Supervisor, SGOD  
Office In-Charge 

DICMC/nret/Upskilling of DIOs and DPACs  
DM\_\_-2024/05092024



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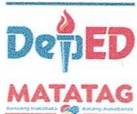
REGION IX  
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**ACTIVITY MATRIX**

**Upskilling of Division and District Information Officers (DIOs) and District Public Assistance Coordinators (DPACs)**

May 21- 22, 2024; Top Plaza Hotel, Dipolog City

<b>Time</b>	<b>Activity</b>	<b>Person/s In-Charge</b>
<b>Day 0 (May 20, 2024)</b> Arrival	Dinner	
<b>Day 1 (May 21, 2024)</b> 6:00 am- 7:45 am 8:00 am- 8: 30 am 8:30 am- 9: 40 am 9:40 am- 10:40 am 10:40 am- 12:00 nn 12:00 nn- 1:00 pm 1:00 pm- 1:10 pm 1:10 pm- 2:30 pm 2:30 pm- 3:30 pm 3:30 pm- 4:30 pm 4:30 pm- 5:30 pm	Registration and Breakfast Opening Program Presentation of Accomplishment Report and Best Practices from DIOs <b>Batch 1</b> Presentation of <b>Batch 2 (CD 2)</b> Presentation of <b>Batch 3 (CD 3)</b> Lunch MOL Essence of Public Affairs and Social Media Handling Building Responsive and Relevant Organizational Communication Strategic Competence and Its application to the Workplace DepEd Order 31, s. 2019 DepEd Service Marks and Visual Identity Manual	PMT PMT <b>CD 1</b> <b>CD 2</b> <b>CD 3</b>  <b>Hazel J. Ranjith</b>  <b>Kimberly Paul Solito</b>  <b>Beachie Beau Tromata</b>  <b>Marissa Pagasian</b>
<b>Day 2 (May 22, 2024)</b> 8:00 am- 8:15 am 8:15 am- 9:30 am 9:30 am- 10: 45 am 10:45 am- 12:00 nn 12:00 nn- 1:00 pm 1:00 pm- 3: 30 pm 3:30 pm- 4:30 pm 4: 30 pm- 5: 00 pm	MOL Fake News and Its Impact Proper handling of cases/ complaints Incident Reporting Lunch Accomplishment of Client Satisfaction Measurement (CSM) Report and Citizen's Charter Open Forum Closing Program	<b>Mae Jane Macatual</b>  <b>Harvey Pingkian</b>  <b>Nicollette Ria Tangon</b>  <b>Nicollette Ria Tangon</b>  <b>PMT</b> <b>PMT</b>



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