

Republic of the Philippines  
**Department of Education**  
REGION IV-A CALABARZON  
**SCHOOLS DIVISION OF LUCENA CITY**

20 January 2025

**DIVISION MEMORANDUM**

No. 021, s. 2025

**COMPOSITION OF THE DIVISION PUBLIC AFFAIRS MANAGEMENT COMMITTEE**

**TO** : OIC – Asst. Schools Division Superintendent  
Chief Education Supervisors – SGOD & CID  
Public Elementary and Secondary School Heads  
Public School District Supervisors  
Unit Heads  
All Others Concerned

1. To provide the stakeholders with accurate, adequate, and timely information and strengthen linkages with internal and external stakeholders towards enhanced awareness and perception of the division and of the Department, the Schools Division Office of Lucena City hereby reconstitute the composition of the Division Public Affairs Management Committee.

Team	Name	Designation	Function
<b>Overall Chair</b>	Susan DL. Oribiana	Schools Division Superintendent	Ensure the establishment of the Division Public Affairs Services Management in the organization.
<b>Overall Co-Chair</b>	Edenia O. Libranda	Chief Education Supervisor Officer-In-Charge Office of the Assistant Schools Division Superintendent	Lead in the formulation and implementation of the crisis communication management plan.
<b>Vice Chairs</b>	Atty. Ana Karmela S. Amante-Vergara	Attorney III/Legal Officer	Declare a crisis and activate the crisis plan and response.
	Cristina B. Rogelio	ITO I	Prepare an Official Statement which shall be submitted to the Public Affairs Service.
			Recommend post-crisis activities and intervention plans.



<p><b>TEAM 1:</b></p> <p><b>Information Management and Dissemination</b></p>	<p><b>Chairperson:</b> Cristina B. Rogelio</p> <p><b>Co-Chairpersons:</b> Mylene R. Dapol</p> <p>Rosebelle F. Castrillo</p> <p><b>Members:</b> Kale Nue D. Fundano Kristine Angelica A. Noa</p>	<p>ITO I/DIO</p> <p>EPS II-ALS/Alternate DIO</p> <p>PDO I-Alternate DIO</p> <p>Administrative Aide VI Administrative Aide I</p>	<p>Designate writers that can cover Regional and Division activities happening in the division.</p> <p>Help promote DepEd initiated activities in the official SDO social media platform, if any.</p> <p>Assist the RO and SDO in handling issues and concerns coming from the Central Office or from the field.</p> <p>Assist the RO and their SDO during crisis management, if needed.</p> <p>Inform the Regional Information Office (RO) and submit significant incident reports as stipulated in Regional Memorandum No. 736, s. 2022.</p> <p>Assist in the conduct of DepEd – initiated events (such as Oplan Balik Eskwela, Press Conference, etc.) where the Division Information Officer is needed.</p> <p><i>(Reference: Regional Memorandum No. 260, s. 2023)</i></p>
<p><b>Team 2:</b></p> <p><b>Reputation Management</b></p>	<p><b>Chairperson:</b> Dr. Rowela M. Caperiña</p> <p><b>Co-Chairperson:</b> Benjie C. Rivera</p> <p><b>Members:</b> Joey L. Jader Dr. Pascual C. La Rosa, Jr. Christian J. Gamier</p>	<p>EPS I – SPED</p> <p>Administrative Officer V</p> <p>EPS I – MAPEH SEPS - SMME</p> <p>Administrative Aide VI</p>	<p>Facilitate consolidation of client feedback satisfaction and the collection of data for the Citizen/Client Satisfaction Survey (CCSS) Report</p> <p>Submit and publish CSM report duly approved and signed by the Head of the Committee</p>



	QMS Client Feedback Team (CFT)		<p>Monitor and evaluate level of satisfaction of stakeholders on services rendered</p> <p><i>(Reference: QMS Manual:PAWIM-P-006 Citizen/Client Satisfaction Feedback Management)</i></p>
<b>Team 3: Crisis Communication Management and Media Relations</b>	<b>Chairperson:</b>  Atty. Ana Karmela S. Amante-Vergara	Attorney III/Legal Officer/Division Public Assistance Coordinator (DPAC)	Facilitate all concerns received or referred through Hotline 888, CSC, PCC, PMS, FOI, ARTA and Contact Center ng Bayan (CCB) in coordination with Public Affairs Service - Public Assistance Action Center (PAS-PAAC).
	<b>Co-Chairperson:</b>  Barbara Jane E. Barron	EPS II – HRD	Monitor all concerns referred by PAAC and assist in their resolution.
	<b>Members:</b> Dr. Rey Mark R. Queaño	Public School District Supervisor (PSDS)	Assist in the formulation of the crisis communication management plan.
	Preciosa Marie T. Alba	PDO II – DRRM	Attend meetings, workshops, and other related activities, and cascade the information to their respective offices and schools.
	Dr. Belen M. Andal  Andrea P. Tongo	SEPS – SMN  Administrative Assistant II	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 and perform duties and responsibilities related to DepEd Public Affairs programs, projects and activities.  Coordinate with the Public Affairs Service and facilitate media interview request regarding the incident



			<p>Facilitate the conduct of DepEd – initiated events (such as Oplan Balik Eskwela, Press Conference, etc.) assisted by the Division Information Officer and its alternate if needed. Gathers all necessary reports/documents and provide assistance in the drafting of official/holding statement.</p> <p><i>(References: DepEd Memorandum No. 046, s. 2022 Designation of Regional and Division Public Assistance Coordinator)</i></p>
<b>Team 4: Public Relations, Assistance and Complaint Desk</b>	<p><b>Chairperson:</b> Benjie C. Rivera</p> <p><b>Co-Chairpersons:</b>  Joey L. Jader Dr. Belen M. Andal</p> <p><b>Members:</b>  Mary Grace D. Lianillo Laiza Villamater  SDO Personnel from SG 11-22</p>	<p>Administrative Officer V</p> <p>EPS I - MAPEH SEPS-SMN</p> <p>Administrative Aide</p> <p>EPS II – SMN</p>	<p>Provide administrative assistance to the DepEd Committee on Anti-Red Tape (CART), as needed.</p> <p>Manage the communication channels and database of RA 11032 documents</p> <p>Establish and maintain systems and processes geared towards administrative effectiveness and efficiency</p> <p>Monitor the status of compliance with RA 11032 requirements</p> <p>Attend to clients who may adequately express their complaints, comments or suggestions.</p> <p><i>(References: Republic Act 11032 Ease of Doing Business and Efficient Government Service Delivery  DepEd Memorandum No. 502, s. 2008)</i></p>



			<i>Dissemination of Administrative Order No. 241 Mandating the Speedy Implementation of Republic Act. No. 9485 Otherwise known as the "Anti-Red Tape Act of 2007" and its Implementing Rules and Regulations and Strengthening the Applications Thereof)</i>
<b>Team 5:</b> <b>Awards and Recognition</b>	<b>Chairperson:</b> Dr. Epifania F. Carandang  <b>Co-Chairperson:</b> Myla K. Mendiola  <b>Members:</b> Dr. Karina R. Bautista Rhea A. Gallano-Mojica  Maria Katherine A. Panganiban  Rolan B. Catapang  Glenna M. Habito PRAISE COMMITTEE/ R&R	Chief, SGOD  EPS I- AP  EPS I – SGOD Accountant III  Budget Officer V  SEPS – HRDS  HRMO-AO IV	Lead the management of giving Awards and Recognition in relation to the implementation of Division Public Affairs Management
<b>Team 6:</b> <b>Materials Production</b>	<b>Chairperson:</b> Dr. Josephine T. Natividad <b>Co-Chairperson:</b> Anicia J. Villaruel  Mr. Noel Rey T. Estuita  <b>Members:</b> Cristina B. Rogelio Sayre M. Dialola Reina M. Albano  Rosebelle F. Castrillo Dr. Belen M. Andal  UGNAYAN Production Team	Chief, CID  EPS I – LR  PDO II – Learning Resources  IT Officer I/DIO Librarian II Administrative Assistant III  PDO I - SGOD SEPS - SMN	Reviews and edit publication/promotional Information Education Communication (IEC) Materials (Print and Non-Print)  Implement standards on issuances of print and non-print materials  Provide appropriate technical assistance (e.g., communication plan development, development of print and non-print materials)  Collaborate with contributors by providing guidance and helping them refine their ideas.

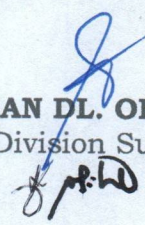


<b>Team 7: Article Writers and Content Editors</b>	<b>Chairperson:</b> Dr. Modesta R. Jaurigue	EPS I – Filipino	Proofread, re-structure and edit articles by content writers.
	<b>Co-Chairperson:</b> Dr. Leonora Fe M. Malabonga	EPS I – English	Collaborate with contributors by providing guidance and helping them refine their ideas.
	<b>Members:</b> <b>Content Editors</b> Xandra Leah S.Dames Carlos V. Villaester Ferlinda M. Briones Dr. Jennifer M. Oestar Sherin D. Bustamante	Principal I Principal II Principal II Head Teacher III Teacher III	
	<b>Division Writers:</b> Rosebelle Castrillo Donna Malasarte Kale Nue D. Fundano Eliseo Ladines Sayre Dialola Nessa Gabiana- Marte Reina M. Albano	SGOD – PDO I SGOD – PDO I AA VI EPS II- ALS Librarian II ADAS II ADAS III	
	<b>North District Writers:</b> Joe Anthony Basco  Krizza Dianne A. Porata Agnes S. Garcia John Andolf A. Abairo	Kanlurang Mayao ES Elvira Razon ES  Zaballero ES Gulang-Gulang ES	
	<b>East District Writers:</b> Beverly Clarete Melanie Zabala Sheryl Undag Rona Teresa Napoles	East I ES East II ES East V ES East IX ES	
	<b>West District Writers:</b> Ace Ferdinand O. Igloria Ressielyn Kates C. Vender Recie A. Paglinawan Jessica Marace	Ransohan Integrated School West I ES  West II ES West I ES	



	<b>South District Writers:</b> July M. Guerra Giselle Z. Remolona Jocel Marie Mendoza Jerome C. Dudas  <b>Secondary School Writers:</b> Dr. May Grace D. Salazar Jasmin J. Flores Rio A. Nerbes  Mariella Joy M. Belludo	Mayao Castillo ES Dalahican ES Talao-Talao ES Mayao Parada ES   Cotta NHS  Cotta NHS Lucena Dalahican NHS LCNHS – Mayao Crossing Ext.	
<b>Team 8: Publication of Issuances</b>	<b>Chairperson:</b> Erwin M. Montes  <b>Co-Chairperson:</b> Dennis Reazo  <b>Members:</b> Ron Mendiola Evangeline Suarez Kristine Angelica A. Noa	Records Officer/AO IV  Administrative Aide VI  Admin Aide I ADAS III Admin Aide I	Publish issuances to appropriate platform.

2. Immediate dissemination of and compliance with this Memorandum are highly expected.

  
**SUSAN D. ORIBIANA**  
Schools Division Superintendent

Encl.

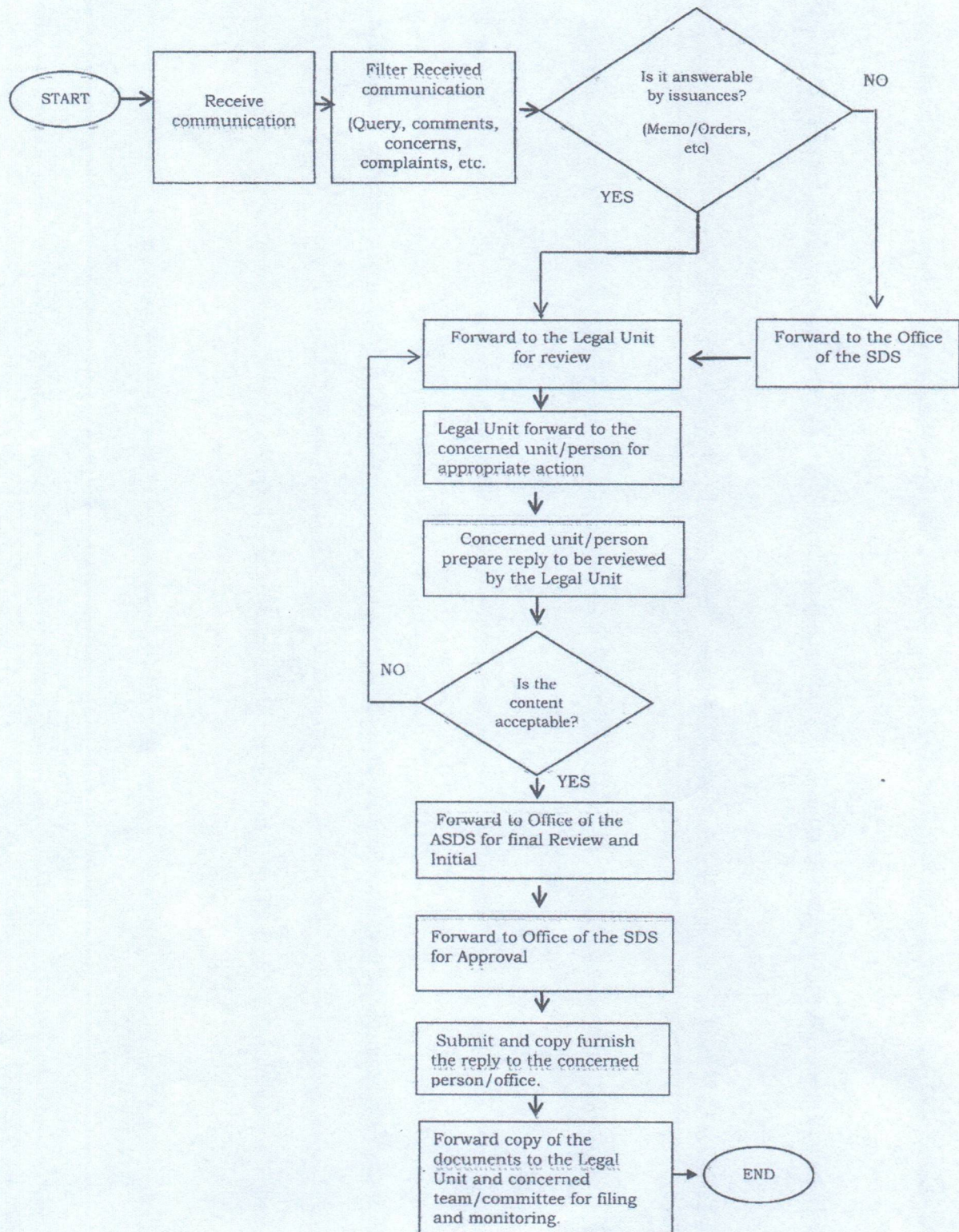
Enclosure 1: Communication Process Flow

Enclosure 2: Submission of Articles for Posting at the School Level

Enclosure 3: Submission of Articles/IEC Materials for posting at the Division Level



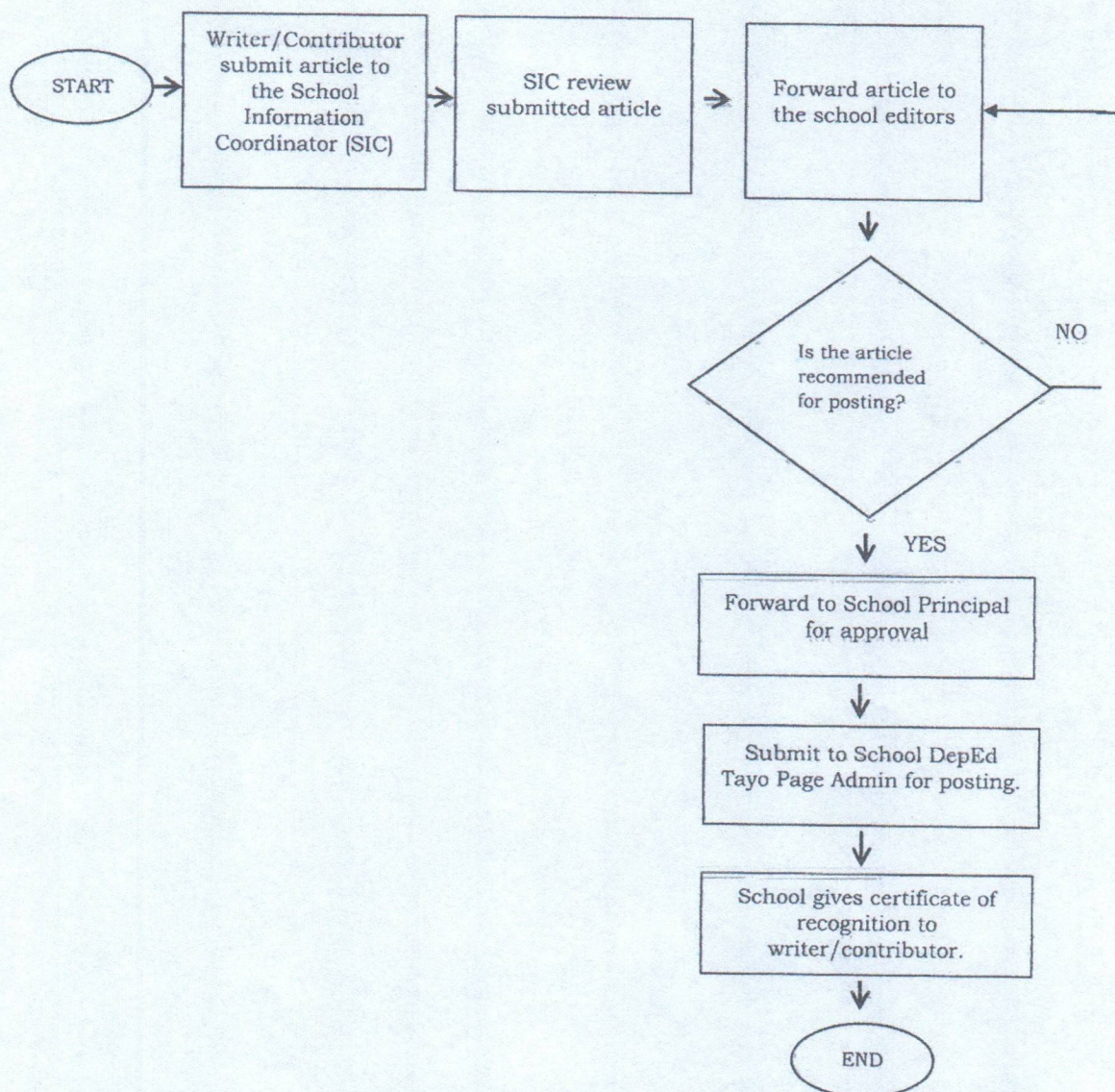
### Communication Process Flow





### Submission of Articles for Posting at the School Level

#### A. School Level (School Events)





Enclosure 3

**Submission of Articles/IEC Materials for posting at the Division Level**

