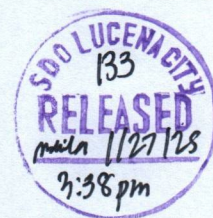




Republic of the Philippines
Department of Education
REGION IV-A CALABARZON
SCHOOLS DIVISION OF LUCENA CITY



24 January 2025

DIVISION MEMORANDUM

No. 040, s. 2025

PUBLIC RELATIONS, ASSISTANCE AND COMPLAINT DESK

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

1. In line with the Division Memorandum No. 021 s. 2025 dated January 20, 2025, titled “Composition of the Division Public Affairs Management Committee”, this Office announces the Public Relations, Assistance, and Complaint Desk (PRACD) and the following SDO Lucena City personnel who will provide assistance from January 2, 2025 – December 31, 2025.

Helpdesk Schedule

	Group A (Monday)	Group B (Tuesday)	Group C (Wednesday)	Group D (Thursday)	Group E (Friday)
L E A D :	CAPERINA, ROWELA M.	JADER, JOEY L.	MENDIOLA, MYLA K.	REAZO, EDEN E.	VALLE, DEXTER M.
M E M B E R S :	ALAY, PABLITO R.	CATAPAN G, ROLAN B.	LA ROSA, NANCY D.	MIGUEL, MARY CLEIRE D.	TENIDO, MA. CONSOLACION V.
	ALBA, PRECIOSA MARIE T.	DAPOL, MYLENE R.	LA ROSA, PASCUAL JR. C.	MOJICA, RHEA G.	PANGANIBAN, MARIA KATHERINE A.
	ALCANTARA, JOAM M.	DIALOLA, SAYRE M.	AMANTE- VERGARA, ANA KARMELA S.	MONTERO, KAREN JANE P.	TOLENTINO, YVAN JONAS A.
	BARRON, BARBARA JANE E.	ESTUITA, NOEL REY T.	LADINES, ELESIO JR.	MONTES, ERWIN M.	URSOLINO, SHEILA MAE A.
	BAUTISTA, KARINA R.	GLORIA, SORINA P.	LINDAIN, MILAGROS R.	NATIVIDAD, HARVEY T.	CABANA, ALOYSIUS D.

	BERNABE, MARCK ANDRO E.	ROGELIO, CRISTINA B.	MALABONGA , LEONORA FE M.	PALACIO, PATRICK MIGUEL T.	VALLE, DONALD M.
	ABRENCILL O, ERWIN R.	CASTRO, ARMIDA Y.	MALASARTE, DONNA L.	QUEANO, REY MARK R.	VILLAMATER, LAIZA P.
	CASTILLO, CARLO JOSEPH V.	JAURIGUE , MODESTA R.	VILLARUEL, ANICIA J.	MENDIOLA, RONALD V.	LA ROSA, JULIE CARMEL U.
	CASTRILLO, ROSEBELLE F.	ANDAL, BELEN M.	HABITO, GLENNA M.	AO II (PERSONNE L UNIT)	PSDS (VICE C. TOLENTINO)
	PINZA, MARIA ELEANOR A.	RIVERA, BENJIE C.	EPS I (ESP) (VICE J. LACERNA)	*	*

2. It is expected that the members of the PRACD will perform their duties and responsibilities as follows:
- Provide assistance to the DepEd Committee on the Anti-Red Tape as needed
 - Manage communication channels and database of RA 11032 documents
 - Establish and maintain systems and processes geared towards administrative effectiveness and efficiency
 - Monitor the status of compliance with RA 11032 requirements
 - Attending to clients who may adequately express their complaints, comments, or suggestions.
3. Immediate dissemination and compliance of this Memorandum is desired.

SUSAN DL. ORIBIANA

Schools Division Superintendent

For the Schools Division Superintendent

Edenia O. Libranda

EDENIA O. LIBRANDA

Chief Education Supervisor

Officer-In-Charge

Office of the Assistant Schools Division Superintendent

Date: Jan. 24, 2025

Encl: As stated

Reference: DepEd Division Memorandum No. 021, s. 2025 – Composition of the Division Public Affairs Management Committee

Annex A – Schedule of Duties Per Group

OSDS/AD / BCR / DM – PUBLIC RELATIONS, ASSISTANCE AND COMPLAINT DESK
002 / 01/24/2025

SCHEDULE OF DUTIES PER GROUP

Group	Jan uar y	Febr uary	Ma rch	Ap ril	M a y	Ju ne	J ul y	Au gus t	Septe mber	Oct obe r	Nove mber	Dece mber
Group A (Mond ays)	6, 13, 20, 27	3, 10, 17, 24	3, 10, 17, 24, 31	7, 14 , 21 , 28	5, 12 , 19 , 26	2, 9, 16 , 23 , 30	7, 14 , 21 , 28	4, 11, 18, 25	1, 8, 15, 22, 29	6, 13, 20, 27	3, 10, 17, 24	1, 8, 15, 22, 29
Group B (Tuesd ays)	7, 14, 21, 28	4, 11, 18, 25	4, 11, 18, 25	1, 8, 15 , 22 , 29	6, 13 , 20 , 27	3, 10 , 17 , 24	1, 8, 15 , 22 , 29	5, 12, 19, 26	2, 9, 16, 23, 30	7, 14, 21, 28	4, 11, 18, 25	2, 9, 16, 23, 30
Group C (Wedne sdays)	1, 8, 15, 22, 29	5, 12, 19, 26	5, 12, 19, 26	2, 9, 16 , 23 , 30	7, 14 , 21 , 28	4, 11 , 18 , 25	2, 9, 16 , 23 , 30	6, 13, 20, 27	3, 10, 17, 24	1, 8, 15, 22, 29	5, 12, 19, 26	3, 10, 17, 24
Group D (Thurs days)	2, 9, 16, 23, 30	6, 13, 20, 27	6, 13, 20, 27	3, 10 , 17 , 24	1, 8, 15 , 22 , 29	5, 12 , 19 , 26	3, 10 , 17 , 24 , 31	7, 14, 21, 28	4, 11, 18, 25	2, 9, 16, 23, 30	6, 13, 20, 27	4, 11, 18, 25
Group E (Friday s)	3, 10, 17, 24, 31	7, 14, 21, 28	7, 14, 21, 28	4, 11 , 18 , 25	2, 9, 16 , 23 , 30	6, 13 , 20 , 27	4, 11 , 18 , 25	1, 8, 15, 22, 29	5, 12, 19, 26	3, 10, 17, 24, 31	7, 14, 21, 28	5, 12, 19, 26



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
Overall Chair	Susan DL. Oribiana	Schools Division Superintendent	Ensure the establishment of the Division Public Affairs Services Management in the organization.
Overall Co-Chair	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.
Vice Chairs	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.

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

	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>
Team 3: Crisis Communicati on Management and Media Relations	Chairperson: 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).
	Co-Chairperson: Barbara Jane E. Barron	EPS II – HRD	Monitor all concerns referred by PAAC and assist in their resolution.
	Members: 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	SEPS – SMN	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.
	Andrea P. Tongo	Administrative Assistant II	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>
Team 4: Public Relations, Assistance and Complaint Desk	<p>Chairperson: Benjie C. Rivera</p> <p>Co-Chairpersons: Joey L. Jader Dr. Belen M. Andal</p> <p>Members: 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>
Team 5: Awards and Recognition	Chairperson: Dr. Epifania F. Carandang Co-Chairperson: Myla K. Mendiola Members: 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
Team 6: Materials Production	Chairperson: Dr. Josephine T. Natividad Co-Chairperson: Anicia J. Villaruel Mr. Noel Rey T. Estuita Members: 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.

Team 7: Article Writers and Content Editors	<p>Chairperson: Dr. Modesta R. Jaurigue</p> <p>Co-Chairperson: Dr. Leonora Fe M. Malabonga</p> <p>Members: Content Editors Xandra Leah S.Dames Carlos V. Villaester Ferlinda M. Briones Dr. Jennifer M. Oestar Sherin D. Bustamante</p> <p>Division Writers: Rosebelle Castrillo Donna Malasarte Kale Nue D. Fundano Eliseo Ladines Sayre Dialola Nessa Gabiana- Marte Reina M. Albano</p> <p>North District Writers: Joe Anthony Basco Krizza Dianne A. Porata Agnes S. Garcia John Andolf A. Abairo</p> <p>East District Writers: Beverly Clarete Melanie Zabala Sheryl Undag Rona Teresa Napoles</p> <p>West District Writers: Ace Ferdinand O. Igloria Ressilyn Kates C. Vender Recie A. Paglinawan Jessica Marace</p>	<p>EPS I – Filipino</p> <p>EPS I – English</p> <p>Principal I Principal II Principal II Head Teacher III Teacher III</p> <p>SGOD – PDO I SGOD – PDO I AA VI EPS II- ALS Librarian II ADAS II ADAS III</p> <p>Kanlurang Mayao ES Elvira Razon ES Zaballero ES Gulang-Gulang ES</p> <p>East I ES East II ES East V ES East IX ES</p> <p>Ransohan Integrated School West I ES West II ES West I ES</p>	<p>Proofread, re-structure and edit articles by content writers.</p> <p>Collaborate with contributors by providing guidance and helping them refine their ideas.</p>
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	South District Writers: July M. Guerra Giselle Z. Remolona Jocel Marie Mendoza Jerome C. Dudas Secondary School Writers: 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.	
Team 8: Publication of Issuances	Chairperson: Erwin M. Montes Co-Chairperson: Dennis Reazo Members: 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.L. ORIBIANA
Schools Division Superintendent

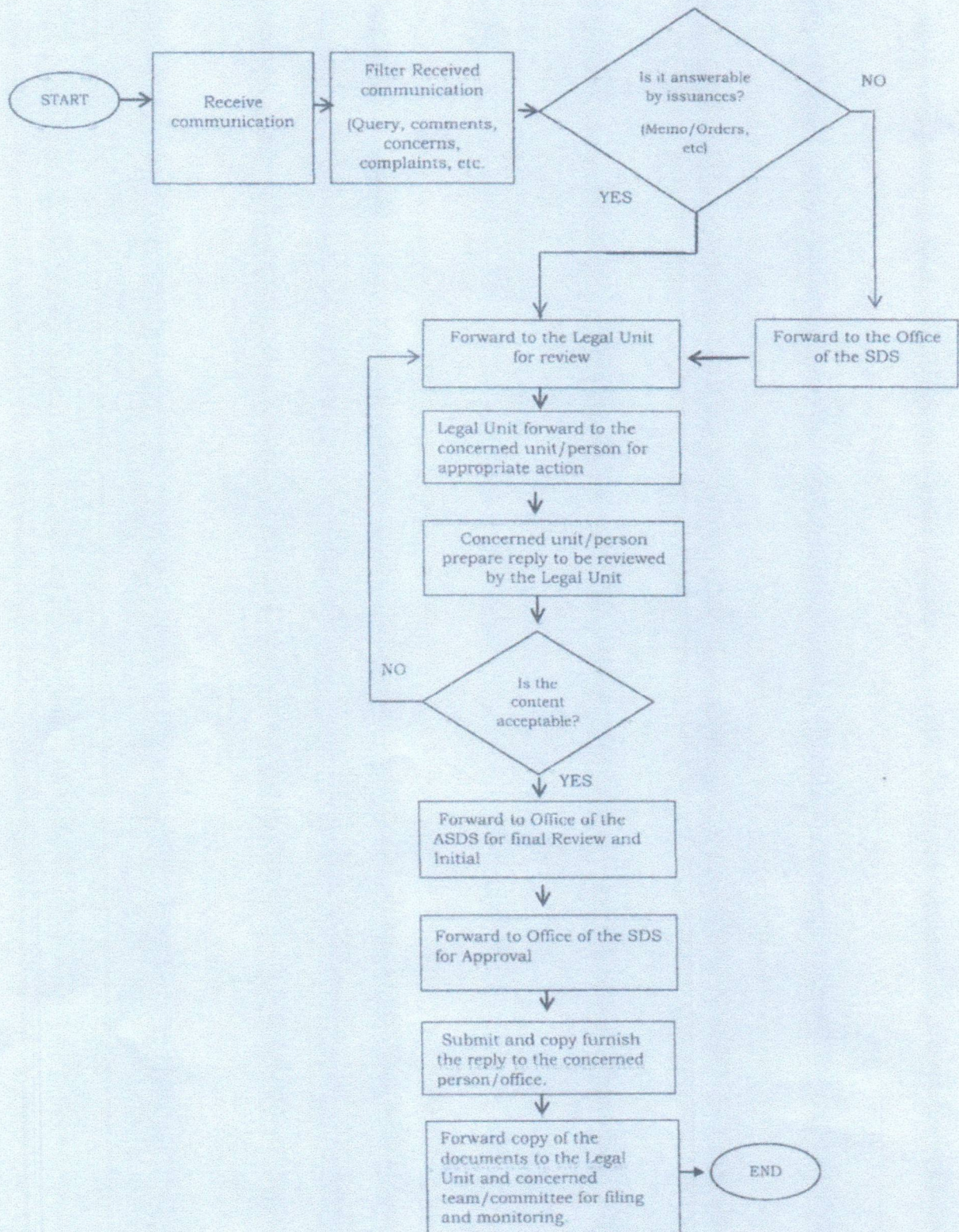
Encl.

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

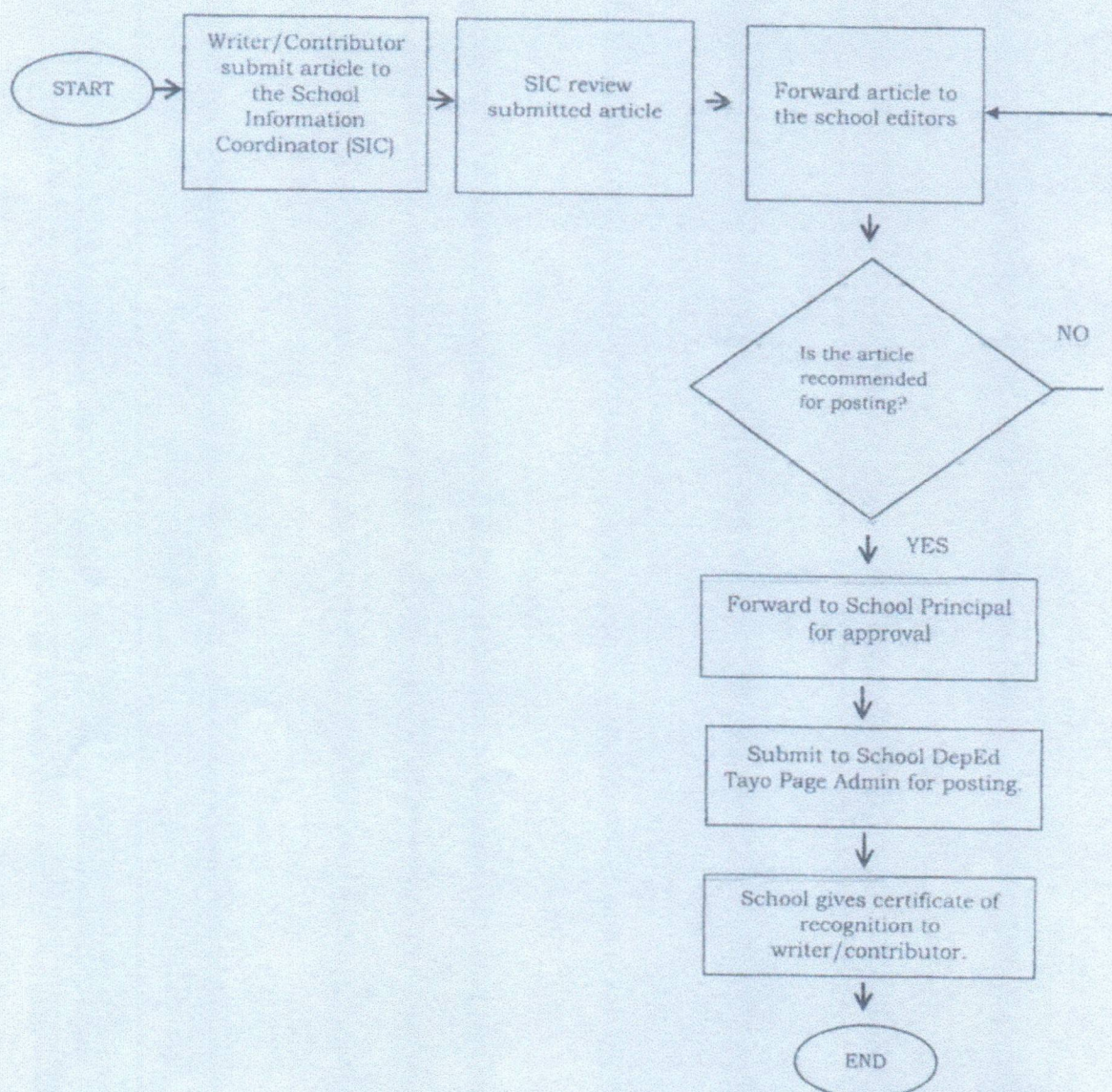
Communication Process Flow



Enclosure 2

Submission of Articles for Posting at the School Level

A. School Level (School Events)



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

