



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



12 August 2025

**DIVISION MEMORANDUM**  
OSDS-2025- 007

**PROJECT CuFEA (CUSTOMER FEEDBACK EXCELLENCE AWARD)**

**TO:** Asst. Schools Division Superintendent  
Chief Education Supervisors – SGOD & CID  
Administrative Officer V  
Unit Heads  
All Others Concerned

1. In line with the Department of Education's commitment to excellence public service and client satisfaction, the Schools Division Office of Lucena City thru Administrative Services Section shall implement the **Project CuFEA (Customer Feedback Excellence Award)** to recognize employees with outstanding service delivery based on the commendations by the client in the feedback form.
2. This award aims to promote culture of courtesy, efficiency and responsiveness aligned with the MATATAG agenda and to motivate, distinguish and reward employees for their exceptional work performance which contribute to achieving the DepEd's vision and mission.
3. The employee/s who will receive the CuFEA award will be assessed based on the consolidated monthly feedback report. The evaluation is based on the merit and impact of each commendation, such as exceptional service beyond duty, acts of professionalism, courtesy and helpfulness, unique or meaningful experiences. Scoring is done using an internal rubric such as High, Moderate or Low impact. The employee/s with the most commendable and meaningful feedback is selected.
4. The deliberation of awardees for the preceding month shall be conducted during the second week of the current month. The formal awarding shall follow during the flag-raising ceremony scheduled in the third week of the same month and in subsequent periods.
5. The following are the validation committee members:

Name	Designation	Responsibility
Benjie C. Rivera	Administrative Officer V	Oversees the process and ensures integrity of evaluation
Rowela M. Caperiña	Client Feedback Team Lead	Validates and monitors client feedback records

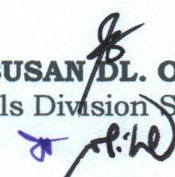


Address: Lucena West I ES Compound, M.L. Tagarao St. Brgy. Ilayang Iyam, Lucena City  
Contact Nos.: (042) 421-4161/421-4162/421-5137  
Email Address: lucena.city@deped.gov.ph  
Website: depedlucena.com



Cristina B. Rogelio	Information Technology Officer I	Assists in gathering online feedback.
Christian J. Gamier	Feedback Member	Prepares certificates, documentation and reports.  Compile and present the hard copies of validated client feedback forms, as needed, during the deliberation and validation process.
Mary Grace D. Lianillo	Feedback Member	
Eunice D. King	Feedback Member	
Carlo Joseph V. Castillo	Feedback Member	

6. Immediate dissemination of this Memorandum is desired.

  
**SUSAN D. ORIBIANA**  
 Schools Division Superintendent

#### Annex A - Internal Rubrics for Client Feedback Evaluation

**Internal Rubrics for Client Feedback Evaluation**

<b>Criteria</b>	<b>Outstanding (4)</b>	<b>Commendable (3)</b>	<b>Satisfactory (2)</b>	<b>Needs Improvement (1)</b>
<b>Clarity and Specificity of Feedback</b>	Clearly describes specific actions, names personnel, and provides detailed context of service rendered	Mentions specific service or individual with some details	General statement of satisfaction or dissatisfaction without specifics	Vague or unclear statements with no actionable information
<b>Tone and Sentiment</b>	Strongly positive, appreciative, and enthusiastic tone (e.g., "excellent," "above and beyond")	Positive tone with clear expression of satisfaction	Neutral tone, minimal emotional language	Negative or unclear tone; may suggest dissatisfaction
<b>Relevance to Service Provided</b>	Directly related to core services and staff performance	Related to service experience with minor unrelated comments	Feedback touches on general impression only	Unrelated or misdirected feedback
<b>Frequency of Acknowledgment</b>	The personnel's name is consistently acknowledged in client feedback every week of the month	The personnel's name is acknowledged in client feedback in 3 weeks of the month	The personnel's name is acknowledged in client feedback in 1–2 weeks of the month	The personnel's name is not acknowledged in client feedback for the month

**Scoring Guide:**

- 13 – 16 points – Highly Commendable Feedback (Eligible for CUFEA recognition)