



Republic of the Philippines
Department of Education
REGION I
SCHOOLS DIVISION OF THE CITY OF BATAC

DIVISION MEMORANDUM

No. 639 s. 2025

29 SEP 2025

**STRATEGIC COMMUNICATION PLANNING OF DIVISION AND
SCHOOL INFORMATION OFFICERS**

To: Assistant Schools Division Superintendent
Chief Education Supervisors
Unit and Section Heads
Public and Private Elementary and Secondary School Heads
All Others Concerned

1. To elevate the quality of public information management and empower the information officers of the division and schools, the Schools Division of the City of Batac (SDCB), shall conduct the Strategic Communication Planning of Division and School Information Officers at the Schools Division Office (SDO) Conference Hall on September 29-30, 2025.
2. Specifically, the participants are expected to:
 - a. develop the Strategic Communication Handbook;
 - b. establish a clear plan for its effective dissemination; and
 - c. align school-level communication strategies with the division-wide guidelines outlined in the handbook.
3. Participants are the information officers identified in Enclosure 1. They are requested to bring their laptop, extension cords, headset, and other gadgets needed in the development of the handbook.
4. Expenses related to this activity such as meals of participants and PMT members and supplies and materials shall be charged against SUB-ARO NO. RO1 25-1123 and SUB-ARO No. ROI-25-1128, subject to usual accounting and auditing procedures.
5. Enclosed are the List of Participants, Program Management Team (PMT), and Matrix of Activities, for reference.
6. Immediate and wide dissemination of this Memorandum is desired.

By the Authority of the SDS:


ARNEL S. BANDIOLA
Assistant Schools Division Superintendent

ANSELMO R. ALUDINO
Schools Division Superintendent



SDCB RECORDS UNIT

2514823



DepEd Batac City



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Encl.: as stated
Reference: None
To be included in the Perpetual Index
Under the following subject:

STRATEGIC COMMUNICATION INFORMATION

CID/JPP_DM_2025_StratCom
_____/25_____/ September 25, 2025



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Enclosure 1

List of Participants

September 29-30, 2025		
No.	Name	Station
1	Nemalyn M. Ulep	Chief Education Supervisor (SGOD)
2	Marilou B. Sales	Chief Education Supervisor (CID)
3	Joel P. Malunao	Administrative Officer V (OSDS)
4	Joycelyn P. Perdido	Curriculum Implementation Division
5	Deejay R. Opelac	School Governance and Operations Division
6	Rhaian A. Gamet	School Governance and Operations Division
7	Reyna Monique L. Lanuza	Office of the Schools Division Superintendent
8	Andrew Joel C. Aniñon	Office of the Schools Division Superintendent
9	Renalyn R. Alcantara	Office of the Schools Division Superintendent
10	Angelo M. Bangcud	School Governance and Operations Division
11	Mark Louie P. Duldulao	School Governance and Operations Division
12	Dale Justine S. Rabena	Curriculum Implementation Division
13	Mikko S. Bautista	OSDS
14	Jhen Abigail O. Ruadap	OASDS
15	Mark Anthony R. Bensan	ICTSU
16	Allan B. Garcia	Curriculum Implementation Division
17	Maylene R. Yasay	HRMU
18	Angelica D. Obiano	AMU
19	Claire Jasmine P. Cacatian	Budget Unit
20	Kristhel B. Pijera	Cash Unit
21	Divelyn P. Maddela	Alternative Learning System
22	Judith Ivy R. Mangoba	SHU
September 30, 2025 – 3-5 PM ONLY		
<i>School Information Officers of the 33 public schools (1 Information Officer only per school)</i>		

Program Management Team (PMT)

Role	Name	Position
Program Managers	Marilou B. Sales Nemalyn M. Ulep Joel P. Malunao Jaquelyn P. Mendoza	Chief Education Supervisor, CID Chief Education Supervisor, SGOD Administrative Officer V Administrative Officer V
Learning Managers and Facilitators	Joycelyn P. Perdido Reyna Monique L. Lanuza Rhaian A. Gamet Deejay R. Opelac	Education Program Supervisor Administrative Officer IV Project Development Officer II Planning Officer
M & E Coordinator	Dolores A. Ubiña	Senior Education Program Specialist, SMME
Documenter	Andrew Joel C. Aniñon Dale Justine S. Rabena	Administrative Assistant II Project Development Officer II
Secretariat	Renalyn R. Alcantara	Administrative Officer II
Welfare Officer	Jedidiah B. Jagto	Nurse II
Logistics Officers	Mark Louie P. Duldulao Angelo M. Bangcud	Education Program Specialist II Project Development Officer
Finance Officer	Jennifer C. Bungubung	Accountant III

Enclosure 2

Matrix of Activities

Date	Session/Activities	In-Charge
September 29, 2025 – Day 1 8:00-8:30	Opening Program	AVP
	• National Anthem	
	• Prayer	
	• Quality Policy Statement	
	Acknowledgment of the Participants	Reyna Monique L. Lanuza Administrative Officer IV
Statement of Purpose and Objectives	Marilou B. Sales Chief Education Supervisor	
Message	SDS Anselmo R. Aludino Schools Division Superintendent	
8:30-9:30	Setting the Context: Review of the Gaps and Issues on Current Practices	Deejay R. Opelac Planning Officer
9:30-9:45	Health Break	
9:45-12:00	Workshop on the Calendar of Activities	Rhaian A. Gamet Project Development Officer
12:00-1:00	Lunch Break	
1:00-4:00	Workshop on the Handbook (Posting Protocols and Messaging Guidelines)	Deejay R. Opelac Planning Officer
4:00-4:30	Presentation and Critiquing of the Handbook	Joycelyn P. Perdido Education Program Supervisor
4:00-5:00	Wrap-Up Activity/Clearinghouse	
September 30, 2025 – Day 2 8:00-8:30	Management of Learning	
8:30-12:00	Finalization of the Handbook	Deejay R. Opelac Planning Officer
12:00-1:00	Lunch Break	
1:00-3:00	Cont: Finalization of the Handbook	Deejay R. Opelac Planning Officer
3:00-4:00	Presentation of the Handbook to the School Information Officers	Reyna Monique L. Lanuza Administrative Officer IV
	Commitment Setting and Advocacy	
4:00-4:30	Wrap-Up Activity/Clearinghouse	
4:30-5:00	Closing Program	
	• Patriotic Song	AVP
	• Impressions	Select Participants
	• Ways Forward	ASDS Arnel S. Bandiola Assistant Schools Division Superintendent
	• Closing Remarks	Nemalyn M. Ulep Chief Education Supervisor

Mark Louie P. Duldulao
Program Host



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