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DepEd MEMORANDUM  
No. **35**, s. 2011

**STRENGTHENING THE PUBLIC-PRIVATE PARTNERSHIPS (PPP)  
IN EDUCATION THROUGH THE ADOPT-A-SCHOOL PROGRAM (ASP)**

To: Undersecretaries  
Assistant Secretaries  
Bureau Directors  
Directors of Services, Centers and Heads of Units  
Regional Directors  
Schools Division/City Superintendents  
All Others Concerned

1. In its continuous effort to provide the needed resources to public schools, the Department of Education (DepEd) is strengthening its Public-Private Partnership (PPP) under the Adopt-a-School Program (ASP).
2. Recently, the ASP National Secretariat has been assigned to the Office of Assistant Secretary Reynaldo D. Laguda, Chief-of-Staff. Personnel assigned to the Secretariat shall report directly to the above mentioned official.
3. The Secretariat shall coordinate with the bureaus, centers and offices on the planning and implementation of projects involving participation of the private sectors, particularly on projects covered by a Memorandum of Agreement (MOA).
4. Both central and field offices, including private entities are advised to coordinate matters concerning donor-driven projects with the ASP National Secretariat at telephone nos.: (02) 638-8637 or (02) 638-8639.
5. Immediate dissemination of this Memorandum is desired.

  
**BR. ARMIN A. LUISTRO FSC**  
Secretary 



Reference:

N o n e

To be indicated in the Perpetual Index  
under the following subjects:

BUREAUS & OFFICES

PROGRAMS

PROJECTS

SCHOOLS

JDV, DM-Strengthening Public-Private-Partnerships  
January 14, 2011