



DepEd MEMORANDUM
No. **110**, s. 2011

MAY 09 2011

OPLAN BALIK-ESKWELA (OBE) FOR SCHOOL YEAR (SY) 2011-2012

To: Undersecretaries
Assistant Secretaries
Bureau Directors
Directors of Services, Centers and Heads of Units
Regional Directors
Schools Division/City Superintendents
Heads, Public Elementary and Secondary Schools

1. The Department of Education (DepEd) will again implement *Oplan Balik-Eskwela* (OBE) Project from May 30 to June 10, 2011.
2. The DepEd through the OBE Project aims to ensure smooth opening of classes so that the school children are properly enrolled and are able to attend their classes on June 6, 2011, the first day of the SY 2011-2012.
3. The *Oplan Balik-Eskwela* (OBE) Project shall include the following components:
 - a. **Campaign.** This year, the OBE Campaign will be initiated by the regional directors (RDs) and schools division/city superintendents (SDSSs) who will be actively involved in campaigning for more enrolment of school children to public elementary and secondary schools in their areas of responsibility. Partnerships with local government units (LGUs), private individuals and groups, and non-government organizations (NGOs) are encouraged. A massive door-to-door campaign is desired at least one (1) week before the school opening.
 - b. **Convergence.** Coordination with other government agencies involved in school opening matters shall again be initiated by this Department. Hence, the *Oplan Balik-Eskwela* Inter-Agency Task Force (OBE-IATF) shall be assembled again. The OBE-IATF shall include the following:
 - (1) Department of Trade and Industry (DTI);
 - (2) Department of National Defense (DND);
 - (3) Department of Interior and Local Government (DILG);
 - (4) Department of Public Works and Highways (DPWH);
 - (5) Department of Health (DOH);
 - (6) Philippine National Police (PNP);
 - (7) Philippine Atmospheric, Geophysical and Astronomical Services Administration (PAGASA); and
 - (8) Metro Manila Development Authority (MMDA).

The schedule for the OBE-IATF meetings shall be announced on a separate advisory. Private corporations involved in the delivery of services for the education sector will also be invited.



- c. **Communication.** This Department shall communicate with and provide the public important information through press releases, press conferences, media interviews, website posting and other available medium. Also, the DepEd Information and Action Center text, telephone, and e-mail facilities shall provide access to the Department for the general public. ROs and DOs will also make their hotlines available for any public concerns regarding school opening.
- d. **Client Assistance.** To assist concerned clients by providing them helpful information, handling complaints and routing mechanism during the OBE implementation, the organizers of OBE shall set-up the *Information and Action Centers (IACs)* from May 30 to June 10 at the DepEd *Bulwagan ng Karunungan* for the CO and at local venues in ROs, DOs and schools.

4. The following offices and units are requested to assign representatives to the DepEd CO Information and Action Center (IAC):

- a. Office of the Secretary (OSEC)
 - 1. Communications Unit (CommUnit)
 - 2. DETxt Action Center
 - 3. Educational Information Division (EID)
 - 4. Center for Students and Co-Curricular Affairs (CSCA)
- b. Office of the Undersecretary for Regional Operations
- c. Office of the Undersecretary for Legal and Legislative Affairs
 - 1. Office of the Assistant Secretary for Legal and Legislative Affairs
 - 2. Legal Division (LD)
 - 3. Culture and Arts Office (CAO)
- d. Bureau of Elementary Education (BEE)
- e. Bureau of Secondary Education (BSE)
- f. Bureau of Alternative Learning System (BALS)
- g. Health and Nutrition Center (HNC)
- h. National Education Testing and Research Center (NETRC)
- i. Instructional Materials Council Secretariat (IMCS)
- j. Educational Development Projects Implementing Task Force (EDPITAF)
- k. Administrative Service (AS)
 - 1. General Services Division (GSD)
 - 2. Property Division
- l. Office of the Planning Service (OPS)
 - 1. Planning and Programming Division (PPD)
 - 2. Research and Statistics Division (RSD)
 - 3. Physical Facilities and Schools Engineering Division (PFSED)
- m. Technical Service (TS)
 - 1. Educational Audio-Visual Division (EAVD)
 - 2. Information Communication Technology Unit (ICTU)
 - 3. Materials Production and Publication (MPPD)
- n. Employees Welfare and Benefits Division (EWBD)

5. Likewise, the RDs and SDSs are directed to organize their local IACs by designating at least two (2) Senior Action Officers who shall oversee the regional, division and local concerns, and who shall report actions taken on these concerns to the DepEd CO Information and Action Center. The local IACs shall be composed of officers and personnel tasked with the following:

- a. designate at least four (4) support personnel from other staff members;
- b. set-up hotlines to receive calls, text and fax messages, and e-mails on complaints, requests, and suggestions from parents, students and other concerned citizens and provide information on the aforementioned to the DepEd CO Information and Action Center at 11:00 a.m. and 5:00 p.m. daily;
- c. set-up a help desk to accommodate walk-in concerns; and
- d. submit the names of those designated personnel and staff together with their hotline numbers to **Ms. Erna Aganon**, Head, DepEd CO Action Center on or before May 19, 2011.

6. All offices and units of the CO are requested to actively participate in the *Oplan Balik-Eskwela* and provide the support needed to ensure the success of this Project. Likewise, all field offices and school officials are enjoined to give their support to this Campaign to ensure that all school children are in schools.

7. Expenses that will be incurred for this Project including payment for extra services rendered by concerned personnel in addition to their regular workload shall be charged to OSEC funds for CO personnel, and to local funds for regional and division personnel, subject to the usual accounting and auditing rules and regulations.

8. For more information, please contact the DepEd CO-IAC at hotline no.: (02) 636-1663; fax no.: (02) 636-8641; text message service: 0919-456-0027; and e-mail address: action@deped.gov.ph.

9. Immediate dissemination of this Memorandum is desired.


BR. ARMIN A. LUISTRO FSC
Secretary 

Reference: DepEd Memorandum: No. 198, s. 2010

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

ADMISSION OR ENROLMENT
BUREAUS AND OFFICES
CAMPAIGN
COMMITTEES

PROJECTS
SCHOOLS