



JUL 26 2011

DepEd MEMORANDUM
No. **168**, s. 2011

2011 TEACHERS' MONTH CAMPAIGN AND WORLD TEACHERS' DAY

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

1. The Department of Education (DepEd) will celebrate the **Teachers' Month Campaign (TMC)** during the whole month of September. It will culminate on October 5, 2011 which is the **World Teachers' Day (WTD)**. The theme of these celebrations is **"My Teacher, My Hero."**

2. These celebrations aim to:

- a. highlight the unique role, service and commitment which teachers play in guiding the families, strengthening the communities, and building the nation;
- b. revitalize the image of and respect for teaching as a vocation by increasing public awareness on the value of teachers in Philippine society and in national development;
- c. use the occasion to call on everyone to contribute in making teaching as an attractive profession and in giving teachers the needed support and assistance;
- d. generate widespread support for teachers in particular and education in general; and,
- e. express gratitude sincerely for the positive influences teachers had on the Filipino learners.

3. All public and private elementary and secondary schools, division and regional offices are enjoined to conduct significant programs, projects and activities following those listed in Enclosure No. 1. The expenses to be incurred on these events shall be charged to local funds, or may be sourced from private organizations through solicitations.

4. To ensure that communities are aware of the **TMC** and the **WTD** celebrations, all schools and Deped Offices are required to post streamers. Please see Enclosure No. 2 for the design, and secure electronic copies by accessing it from CSCA website: **www.deped-csca.com** or by linking through **www.facebook.com/csca.deped** or **www.facebook.com/depeditmc**, or by providing the CSCA with e-mail addresses of the requesting DepEd offices or schools.



5. All school heads (SHs), schools division superintendents (SDSs) and regional directors (RDs) are enjoined to actively lead all activities for the **Teachers' Month Campaign** and the **World Teachers' Day**.

6. In accordance with the enclosed **Synchronized Programs, Projects and Activities**, all division and regional offices are required to submit their respective plans and list of the TMC/WTD Committees, including pertinent contact information, for the Teachers' Month Campaign and World Teachers' Day celebrations to the Office of the Secretary (OSEC) c/o the Department of Education-Center for Students and Co-Curricular Affairs (DepEd-CSCA), Ground Floor, Mabini Building, DepEd Complex, Meralco Avenue, Pasig City on or before **August 31, 2011** for monitoring purposes.

7. Reports on the activities conducted by the schools, districts, divisions and regions shall include clear pictures and a comprehensive documentation of the various activities. These reports, including announcements, greetings and others, shall be posted on **www.facebook.com/depedtmc** during the whole month of September and October 2011.

8. Compliance to these requirements shall be monitored by the OSEC c/o DepEd-CSCA.

9. For more information, please coordinate with **Executive Director Joey G. Pelaez**, DepEd-CSCA at telephone nos.: (02) 631-8495 or (02) 636-3603 or send a message through e-mail address: cscaportal@gmail.com. Kindly contact also the **Teachers' Month Campaign (TMC) Secretariat c/o Metrobank Foundation (MBF)** at telephone nos.: (02) 898-8898; (02) 818-5656, or send a message through e-mail address: yani.alonto@metrobank.com.ph for other queries.

10. Immediate dissemination of this Memorandum is desired.


BR. ARMIN A. LUISTRO FSC
Secretary 

Encls.: As stated

Reference: DepEd Memorandum: No. 352, s. 2010

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

CAMPAIGN
CELEBRATIONS & FESTIVALS
SCHOOLS
STUDENTS
TEACHERS

Department of Education
OFFICE OF THE SECRETARY
TEACHERS' MONTH CAMPAIGN AND WORLD TEACHERS' DAY CELEBRATION
SYNCHRONIZED PROGRAMS, PROJECTS AND ACTIVITIES

Programs, Projects and Activities	Objectives/Description	In-Charge	Involved Individuals or Groups	Time Frame
I. Preparations				
A. Conduct of Meetings to Plan School-Based Activities	To design school-based activities and plan for its implementation relative to the conduct of the Teachers' Month Campaign (TMC) and the World Teachers' Day (WTD) Celebration; to organize a School TMC and WTD Committee; to secure the support of school-based organizations for its implementation.	School Heads	Alumni Associations, Parents-Teachers Associations, Supreme Student Governments, Supreme Pupil Governments and other School-Based Organizations	August 1-7, 2011
B. Conduct of Meetings to Plan Division-Led Activities	To design set of activities which the schools division shall implement for the TMC and WTD; to constitute a Division Committee for TMC and WTD celebration; to require the submission of written individual plans of the School Heads relative to TMC and WTD celebration.	Schools Division Superintendents	Division Personnel District Supervisors All School Heads	August 8-14, 2011
C. Conduct of Meetings to Plan Regional-Led Activities	To design set of activities which the region shall implement for the TMC and WTD; to constitute a Regional Committee for TMC and WTD celebration; to require the submission of written plans of each Schools Division relative to TMC and WTD celebration.	Regional Directors	Regional Personnel Schools Division Superintendents	August 15-21, 2011
D. Finalization and Submission of Plans	To readjust plans pursuant to the results of the meetings; for the divisions and regions to submit their respective plans for the TMC and WTD celebration to the Central Office c/o the DepEd Center for Students and Co-Curricular Affairs.	School Heads, Schools Division Superintendents and Regional Directors	School, Division and Regional TMC and WTD Committees	August 22-31, 2011

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SYNCHRONIZED PROGRAMS, PROJECTS AND ACTIVITIES

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II. Teachers' Month Campaign				
A. Say "Thank You"	Everyone who has ever been a student is invited to say "THANK YOU" to at least one teacher who has made a difference in his or her life. Students can write a letter, send a card, offer a gift or post a greeting in their facebook accounts.	School Heads	Alumni Associations, Parents-Teachers Associations, Supreme Student Governments, Supreme Pupil Governments and other School-Based Organizations	September to October 5, 2011
	The Division and Regional Offices shall write letters enlisting the support of TV and Radio Stations, anchors, hosts and artists to say "THANK YOU" to their mentors and teachers in their respective programs.	Schools Division Superintendents and Regional Directors	Local TV and Radio stations, anchors, hosts and artists	August to October 5, 2011
B. Information Dissemination	Schools shall feature stories or write-ups on their teachers through their school papers, websites and facebook accounts. They can also submit these write-ups to local newspapers and national broadsheets.	School Heads	Filipino and English Campus Editorial Boards, writers, Local and National Newspapers, school-based organizations, Supreme Pupil/Student Governments, pupils and students active in social media	August to October 5, 2011
C. Mobilization of Support	Division and Regional Offices shall mobilize support of the community and commercial establishments in paying tribute to teachers by encouraging them to give discounts, freebies and special treats and promos for the whole month of September until October 5, 2011.	Schools Division Superintendents and Regional Directors	Rotary Clubs, Kiwanis Clubs, Chambers of Commerce, Business establishments	August to October 5, 2011

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D. Posting of Streamers and Announcements	<p>Schools shall hang streamers or post on their main bulletin board an announcement on the Teachers' Month Campaign and World Teachers' Day Celebration for the whole month of September until October 5, 2011.</p> <p>Division and Regional Offices shall post tarpaulin streamers following the approved design on conspicuous places within the offices' compound. They shall also encourage commercial establishments to do the same.</p>	<p>School Heads</p> <p>Schools Division Superintendents and Regional Directors</p>	<p>Supreme Pupil/Student Governments and other school-based organizations, Private Organizations for solicitations</p> <p>Division and Regional TMC and WTD Committees</p>	<p>September to October 5, 2011</p>
E. Conduct of Special Activities	<p>Schools shall conduct special activities to honor teachers in September such as contests (on-the-spot poster-making, essay-writing, THANK YOU card design and text contests and others) among pupils and students.</p> <p>The School, Division and Regional Offices may conduct a song-writing competition for elementary pupils and secondary students using their respective dialects focusing on the theme, "My Teacher, My Hero". Winning entries may be submitted to the DepEd Center for Students and Co-Curricular Affairs.</p>	<p>School Heads, Schools Division Superintendents and Regional Directors</p>	<p>School TMC and WTD Committees, Supreme Pupil/Student Governments, PTAs, Alumni Associations, Sponsors</p> <p>School, Division and Regional TMC and WTD Committees</p>	<p>September to October 5, 2011</p> <p>August</p>

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F. Conduct of Other Activities	Other activities may be held by the school, division and regional offices which highlight and honor the contributions of the teachers in society.	School Heads, Schools Division Superintendents and Regional Directors	School, Division and Regional TMC and WTD Committees	September to October 5, 2011
III. World Teachers' Day				
A. Ringing/Sounding of School Bells	At 10:05 AM of October 5, 2011, school bells shall be sounded as signal for the synchronized World Teachers' Day celebration.	School Heads	Supreme Pupil/Student Governments and other school-based organizations.	October 5, 2011
B. Special Activities for Teachers	All teachers nationwide shall take a break from their classroom duties to give way for special classroom/school programs. Schools may organize Grade VI pupils and Fourth Year High School Students to handle the classes on behalf of the teachers.	School Heads	Supreme Pupil/Student Governments and other school-based organizations.	October 5, 2011
	Teachers may be provided with free make-over and spa treatments (haircut, facial and foot spa, massage, pedicure, manicure and oterh services) from EPP/TLE/TVE/STEP students/members or from private sponsors.	Schools Heads, Schools Division Superintendents, Regional Directors	Division and Regional TMC and WTD Committees, Alumni Associations, Parents-Teachers Associations, Supreme Student Governments, Supreme Pupil Governments, EPP, TLE, TVE and STEP officers and members.	October 5, 2011
C. Religious Activities	Schools, Divisions and Regions may conduct religious ecumenical activities or liturgical celebrations where the National Prayer for Teachers will be recited at 10:05 AM.	Schools Heads, Schools Division Superintendents, Regional Directors	School, Division and Regional TMC and WTD Committees	October 5, 2011

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D. Synchronized Culminating Activities	Each Division and Region is REQUIRED to conduct one culminating activity for the teachers on World Teachers' Day on October 5, 2011 similar to the culminating activity that will be organized by the DepEd Central Office at the PhilSports Arena which will be participated by Regions III, IV-A and the National Capital Region.	Schools Division Superintendents and Regional Directors	Division and Regional TMC and WTD Committees	October 5, 2011

The
DEPARTMENT of
EDUCATION
SALUTES
the FILIPINO
TEACHER!

My Teacher,
My Hero

www.facebook.com/depedtmc

Teachers' Month Campaign

September 1-October 5, 2011

World Teachers' Day

October 5, 2011



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