SEP 0 7 2011

DepED MEMORANDUM
No. **201** , s. 2011

SECOND *DOON PO SA AMIN (DPSA)* QUEST OF THE SMART COMMUNICATIONS, INC. (SMART)

To: Bureau Directors
        Directors of Services, Centers and Heads of Units
        Regional Directors
        Schools Division/City Superintendents
        Heads, Public and Private Elementary Schools

1.   The Smart Communications, Inc. (SMART), through its Smart Schools Program (SSP) will conduct the **Second *Doon Po Sa Amin* (DPSA) Quest,** one of the three (3) major competitions under the *Doon Po Sa Amin* (DPSA) Project which provides the teacher-student teams opportunity perform basic community mapping exercises to research unique stories about their respective communities and narrate these stories on-line through their blog sites.

2.   The DPSA Quest aims to:

   a.   engage the teams composed of teachers and students nationwide to generate local content of the curriculum using community mapping techniques and information and communication technology (ICT);

   b.   promote ICT integration in basic education through curriculum-based topic categories, and to encourage teachers and students to use local content in curriculum applications;

   c.   develop students' skills in research, writing, leadership, teamwork, and technology; and

   d.   encourage the schools to build relationships with other Smart Schools partners and groups within their local communities, and to rouse students' community awareness.

3.   The contest is open to all bona fide teachers and students from Smart Schools Program (SSP) partner elementary schools and On-line Associates. A school may register and complete as many entries as preferred, provided each entry is qualified under any of the DPSA topic categories.

4.   The deadline for the contest registration is on **September 16, 2011**.

5.   All SSP partners and on-line associates (elementary schools) are required to submit at least one (1) contest entry for the **DPSA Quest Contest**. The participating schools shall be awarded points for *"School Mo Panalo."*

6. The teacher-student teams are expected to design and develop a blog site where they will present the stories of their respective communities. The stories will be based on the following topic categories:

    a. Science, Technology and Health;
    b. Environment and Disaster Preparedness;
    c. Livelihood and Economics;
    d. Arts and Culture;
    e. Language and Literature;
    f. History and Society; and
    g. Tourism and Entertainment.

7. The winners will be invited to exhibit their entries during the **Doon Po Sa Amin** Awarding Ceremony which will be held in Manila in February 2012. The winners of the **DPSA Quest** will receive the following prizes:

a.	**Grand Champion**	:	PhP30,000.00 for the DPSA school team and one (1) desktop for the school;
b.	**1st Runner-up**	:	PhP20,000.00 for the DPSA school team and one (1) desktop for the school;
c.	**2nd Runner-up**	:	PhP15,000.00 for the DPSA school team and one (1) desktop for the school;
d.	**3rd Runner-up**	:	PhP10,000.00 for the DPSA school team and one (1) desktop for the school; and
e.	**Special Awards**	:	PhP5,000.00 for the DPSA school team.

The Special Award are the following:

Best in Team Collaboration; Best Blog Site Design and Layout; Best in ICT Integration; and Best in Community Involvement.

8. The contest mechanics and the endorsement form are enclosed.

9. For more information, please contact the Adopt-A-School Secretariat at telephone no. (02) 638-8637 or DPSA-SSP Secretariat, 8th Floor, Smart Tower 1, 6799 Ayala Avenue, Makati City at telephone no.: (02) 527-7749, telefax no.: (02) 527-3743, or send a message through e-mail address: avj.javier@gmail.com (cc: smartschools@smart.com.ph).

10. Immediate dissemination of this Memorandum is desired.

BR. ARMIN A. LUISTRO FSC
Secretary

Encls.: As stated
Reference: DepEd Memorandum: No. 331, s. 2010
To be indicated in the Perpetual Index
    under the following subjects:

CONTESTS   TEACHERS
PUPILS   SCHOOLS

2nd DPSA Quest

CONTEST MECHANICS

I. Objectives

A. To engage teachers and students to generate local content using community mapping techniques and information and communication technology (ICT).
B. To promote ICT integration in basic education through curriculum-based topic categories, and to encourage teachers and students to use local content in curriculum applications
C. To develop students' skills in research, writing, leadership, teamwork, and technology.
D. To encourage schools to build relationships with other Smart Schools partners, SSP online associates, and groups within their local communities, and to rouse students' community awareness

II. Eligibility

A. The DPSA Quest is open to all bona fide teachers and students from Smart Schools Program partner elementary schools and Online Associates (elementary schools) nationwide.*
B. A school may register and complete as many entries as preferred, provided each entry is qualified under any of the DPSA Topic Categories (see section VI).

*As SSP Partners and Online Associates (elementary schools), your school is required to submit at least one (1) contest entry. Participating schools shall be awarded points for School Mo Panalo. Points system is as follows:

ITEM	POINTS	CORRESPONDING PRIZE
Submission of at least one (1) **valid** contest entry	10	-
School with at least one (1) shortlisted entry	20	-
School with at least one (1) entry which qualified as finalist	50	DVD Player with educational DVDs

Notes:
- Points are non-cumulative so the points for the highest position will be awarded.
- Points shall be awarded per school, not per school team. Points received will not depend on the number of entries. (Ex. If your school have more than one (1) shortlisted entry, you school gets a total of 20 points only.)

III. DPSA School Team

A. **"Doon Po Sa Amin" (DPSA) School Team**

A DPSA School Team is composed of:
   a. **Adviser** – may be a School Head (Principal, Asst. Principal, school administration official) or a Head Teacher who will provide guidance and practical assistance to the DPSA School Team
   b. **Moderator** – may be a member of the school faculty or an SSP ICT Coordinator who will provide community mapping and DPSA trainings to the DPSA School Team. Moderator will register the DPSA School Team in the DPSA Contest. Only one moderator is allowed per team.
   c. **Teacher Coach/es** – a bona fide full-time subject teacher who will provide administration, management, and facilitation of the activities/assignments/tasks of the members of the school team. A maximum of three (3) teacher coaches are allowed per team.
   d. **Student Groups** – comprised of bona fide students from within a single classroom or from

many different classrooms and levels. Each student group is headed by its respective Teacher Coach

Notes:

- *A school team may seek assistance from a local government office, community group/s, or parents who can provide practical assistance (interviews, statistical data, etc.) to the DPSA School Team*
- *Moderator and teacher coach can be the same person and can handle more than one group.*

B. A school team must be led by a bona fide subject teacher.

C. A school team may have eight (8) to ten (10) members only, from within a single classroom or from many different classrooms and levels.

IV. Requirements*

1. **Official School Website hosted by Smart Schools Program**
   The participating school's official website must be hosted by the Smart Schools Program.

2. **A "Doon Po Sa Amin" page**
   Participating school's SSP-hosted school website must have the "Doon Po Sa Amin" tab/page where all the titles of DPSA entries will be listed.

3. **Updated school website**
   Participating schools should have updated their SSP-hosted school website at least three (3) months prior to the contest deadline.

*Not required to Online Associates who were not trained and did not avail of the free hosting service of Smart.

V. Contest Entry/Output

A. The contest entry is a blog site containing, but not limited to the following:

a. **Title with English subtitle** – must follow the format "Doon Po Sa Amin…"
   Example:
   Title: "Doon Po Sa Amin, Itim ang Kulay ng Ginto"
   Subtitle: "The Duhat Fruit: Our Treasure, Our Pride"

b. **Community Profile:** Brief profile of the community/city/barangay you are featuring in your entry
c. **Brief Project Description:** Overview of what your entry is about.
d. **Team Profile:** Members of your team and their roles/responsibilities
e. **Methodology:** Methods/means your group did to gather data for your entry.
f. **Focus Study:** Discuss the details of your entry here.
g. **Media gallery:** To contain the photos/videos related to your entry.
h. **Conclusion:** Summary of your findings.
i. **Recommendation:** Based on your findings, list some things you can recommend to address the issues
j. **Bibliography:** List of all your references/sources, properly cited. You may follow this link to learn about proper attribution of sources: http://www.library.cornell.edu/resrch/citmanage/apa

Reminder: All materials (data, stories, photos, images, video clips, music/sound effects, blog page design, etc.) to be used in the contest entry must be original; references must be taken from reputable sources which should be cited properly in the contest entry. Failure of properly citing

sources will mean immediate disqualification of entry.

k. **Logos:** Upload logos of Doon Po Sa Amin, Smart Schools Program, and Smart Communications, Inc., in the entry homepage. You may download logos here: http://ssptrainings.wordpress.com/. See the right side of the page, "Links" section. Make sure to link the logos to their respective websites:

- Doon Po Sa Amin – http://www.doonposaamin.ph
- Smart Schools Program – http://www.smartschools.ph
- Smart Communications, Inc. – http://www.smart.com.ph

Notes:
- Entries lacking at least one of the said items above (Contest Entry/Output>Section A) will be disqualified.
- School teams are highly encouraged to upload images, photos, and/or videos to their blogsite entries.
- Incorporate ICT tools in your entries (e.g. links, widgets, plug-ins, comment box, etc.).

B. A school team may submit more than one (1) entry.

For reference, you may view last year's Doon Po Sa Amin Learning Challenge entries in Doon Po Sa Amin website (www.doonposaamin.ph). Select "Smart Reveals Winners of 2010 DPSA Contests" under the "news" tab or go to: http://www.doonposaamin.ph/news/2010DPSAAwardees.htm.

VI. Topic Categories

A Student Group, headed by its Teacher Coach, can choose from any of the seven (7) DPSA Topic Categories:

1. **Science, Technology, and Health**
    Use scientific methods and experiments to investigate and explain interesting facts or phenomena, and technology advancements in your community. Feature your community's health and wellness programs. Study and find solutions to community health issues.

    Topics in this category include, but are not limited to:
    - Biological life (flora and fauna) Physical geography and geology Weather phenomena
    - Health and wellness
    - Information and communications technology

2. **Environment and Disaster Preparedness**
    Study and find solutions to pressing environmental and disaster-related concerns.

    Topics in this category include, but are not limited to:
    - Pollution
    - Waste management
    - Energy conservation
    - Emergency response and disaster preparedness
    - Natural calamities

3. **Livelihood and Economics**
    Study and present your community's major livelihood, businesses, or industries. Investigate on the community's economic success or problem.

    Topics in this category include, but are not limited to:
    - Employment and labor

- Entrepreneurship
- Business and industries (community goods and services)

4. Arts and Culture
Showcase your community's arts, traditions, and cultural identity. Study and find solutions to your community's cultural issues.

Topics in this category include, but are not limited to:
- Values and customs Music and dances Fine arts and design Clothing
- Crafts
- Festivals
- Folktales, urban legends, folklore

5. Language and Literature
Study and present your community's unique language and literature.

Topics in this category include, but are not limited to:
- Dialect
- Writing system
- Literary works

6. History and Society
Present your community's history and social condition. Study and find solutions to pressing social issues.

Topics in this category include, but are not limited to:
- Religion
- Origin and history
- Governance and politics
- Famous people and local heroes (people who made an impact to the community)

7. Tourism and Entertainment
Feature your community's tourism industry and local attractions.

Topics in this category include, but are not limited to:
- Food and delicacy
- Tourist destinations and attractions
- State of local tourism industry
- Local events and entertainment

VII. Creating a blog account

A student group may create a free blog account in any of the following recommended blog hosting services:

- Wordpress – www.wordpress.com
- Blogger – www.blogger.com
- Blog.com – www.blog.com

VIII. Evaluation Criteria

DPSA School Team Collaboration ☐ How did the student groups and the DPSA School Team as a whole work together? ☐ Are the research activities/processes documented properly (Methodology and Team Profile)?	20%
Educational Content ☐ Did the DPSA School Team deeply explore the subject and apply community mapping techniques to generate data and stories? ☐ Are the stories clearly written and effectively presented? ☐ Are the stories original and are sources properly cited?	30%
ICT Integration ☐ Did the team effectively use multimedia and technology in presenting data and stories? ☐ Did the entry website use proper design and layout to effectively present the content or story?	30%
Community Impact ☐ Do the stories define the community and raise awareness on community issues? ☐ Are the stories appealing to a diverse audience? ☐ Do the stories contribute to promoting and developing the community?	20%

IX. Competition Timeline

2011	July 11 - August 30	Start of DPSA Competition (Registration)
	August 30	Deadline of Registration
	July 11-November 11	DPSA Competition Period: -Data gathering -Creation of blog site entry
	November 11	Deadline of Entry submission
	November 14	Shortlisting of Entries
	November 25	Final judging
2012	February 16-17	Awarding

X. Awards and Prizes

Awards		Prizes
Major Awards	Grand Champion (1)	PhP30,000 for student group 1 desktop for the school
	1st Runner-up	PhP20,000 for student group
	2nd Runner-up	PhP15,000 for student group
	3rd Runner-up	PhP10,000 for student group
Special Awards	Best Team Collaboration	Php5,000 for student group
	Best in Blog Site Design and layout	Php5,000 for student group
	Best in ICT integration	Php5,000 for student group
	Best in Community Involvement	Php5,000 for student group

XI. Reminders

Schools that will be joining more than one DPSA contest should not use the same subject/topic for their contest entries. If a school still submits entries of similar topic to more than one DPSA contest, only one entry will be accepted.

XII. Communications

For more information/inquiries, you may reach us at:

Doon Po Sa Amin / Smart Schools Program Team
Smart Communications Inc. Public Affairs Group '
8/F Smart Tower 1, 6799 Ayala Avenue, Makati City 1226 Philippines
Website: www.doonposaamin.ph
Email: avj.javier@gmail.com; cc: smartschools@smart.com.ph
Phone: (+632) 527-7749
Mobile: 0920-9181371
Fax: (+632) 527-3743

Doon Po Sa Amin Quest
School Registration Form

Name of School:	
Complete Address:	
Contact No.:	
Principal:	
DPSA Adviser:	
DPSA Moderator:	
	Contact No.: Email:

Please complete the table below (please use separate sheet for additional information):

DPSA School Team	
School Official Website URL	
Total No. of DPSA Student Groups	
Total No. of Entries	
STUDENT GROUPS	
Student Group 1	
Teacher Coach	
No. of Student-Members	
Topic Category	
Story Title	
Student Group 2	
Teacher Coach	
No. of Student-Members	
Topic Category	
Story Title	
Student Group 3	
Teacher Coach	
No. of Student-Members	
Topic Category	
Story Title	
Student Group 4	
Teacher Coach	
No. of Student-Members	
Topic Category	
Story Title	
Student Group 5	
Teacher Coach	
No. of Student-Members	
Topic Category	
Story Title	

With additional sheet? Y | N
No. of attached sheet: _____

Endorsement

In behalf of the school, I hereby endorse the abovementioned Student Groups and Focus Study/Story for the Doon Po Sa Amin Quest and certify that the members of the School Team are bona fide teachers and students of the school.

_____
Name of Adviser

_____
Signature

_____
Date signed

Forms accomplished by:

_____
Signature over Printed Name

_____
Designation

_____
Date Accomplished

_____
Date Submitted

Note: Should any member of the School Team (Adviser/Moderator/Coach/Student) withdraw his/her participation on the contest and/or should any Focus Study/Story be discontinued for whatever reason, please **immediately notify** the Smart Schools Program to update your school's registration. Thank you.

Please send the completed forms **on or before August 30, 2011** via fax, email, or post to:

Doon Po Sa Amin / Smart Schools Program Team
Smart Communications Inc. Public Affairs Group
8/F Smart Tower 1, 6799 Ayala Avenue, Makati City 1226 Philippines

Website: www.doonposaamin.ph
Email: avj.javier@gmail.com; cc: smartschools@smart.com.ph
Phone: (+632) 527-7749
Mobile: 0920-9181371
Fax: (+632) 527-3743

Please notify us via email or phone if any form has been faxed or sent via post/courier.