



Republic of the Philippines
Department of Education

06 AUG 2015

DepEd MEMORANDUM
No. **86**, s. 2015

**2015 NATIONAL COMPETITION ON THE DEVELOPMENT OF INFORMATION, EDUCATION
AND COMMUNICATION (IEC) MATERIALS FOR LEARNING FACILITATORS
OF ALTERNATIVE LEARNING SYSTEM (ALS)**

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

1. The Department of Education (DepEd), through the Bureau of Alternative Learning System (BALS), announces the **2015 National Competition on the Development of Information, Education and Communication (IEC) Materials for Learning Facilitators of Alternative Learning System (ALS)**.
2. The Competition is part of the Advocacy and Social Mobilization Strategy of the Bureau. The developed materials will serve as info materials to promote ALS to different audiences.
3. The Competition aims to:
 - a. come up with a pool of up-to-date and relevant information, education, and communication materials, both print and non-print for the advocacy of ALS in order to reach the target learners, and provide them with quality alternative education; and
 - b. hone and recognize the skills and talents of ALS learning facilitators on the development and production of ALS IEC materials.
4. The following documents are enclosed for reference and guidance of all concerned:
 - Enclosure No. 1 - Guidelines for the 2015 National Competition on the Development of Information, Education and Communication (IEC) Materials for Learning Facilitators of Alternative Learning System (ALS); and
 - Enclosure No. 2 - Official Entry Form.
5. For more information, all concerned may contact the **Literacy Division (LD), Bureau of Alternative Learning System (BALS)**, Department of Education (DepEd) Central Office, 3rd Floor, Mabini Building, DepEd Complex, Meralco Avenue, Pasig City at telephone no.: (02) 635-4694.
6. Immediate dissemination of this Memorandum is desired.


BR. ARMIN A. LUISTRO FSC
Secretary

Encls.:

As stated

Reference:

DepEd Memorandum No.: 60, s. 2014

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

ALTERNATIVE LEARNING SYSTEM
CONTESTS
CURRICULUM
PROGRAMS
TEACHERS

Madel/Sheila: ALS IEC
0411-July 7, 2015/7-/31

DEPARTMENT OF EDUCATION
BUREAU OF ALTERNATIVE LEARNING SYSTEM

**GUIDELINES FOR THE 2015 NATIONAL COMPETITION FOR ALTERNATIVE LEARNING SYSTEM (ALS)
LEARNING FACILITATORS ON THE DEVELOPMENT OF INFORMATION, EDUCATION (IEC) AND
COMMUNICATION MATERIALS FOR THE ALTERNATIVE LEARNING SYSTEM**

Millions of out-of-school children, youth, and adults in the Philippines are still yet to be reached and be provided with equitable learning opportunities through the Alternative Learning System in line with the inclusive education initiative of the Department of Education. In order to reach the said target learners, various advocacy and communication activities are being organized and implemented by ALS implementers at the local level. Availability of relevant and effective advocacy and communication tools are crucial in the realization of this goal. Since the participation of the primemovers in the field is of great importance, conduct of a National Competition for ALS learning facilitators on the Development of Advocacy and Communication Materials for the Alternative Learning System is hereby initiated with the following objectives:

1. To come up with a pool of up-to-date and relevant information, education and communication materials, both print and non-print for the advocacy of ALS in order to reach the target learners and provide them with quality alternative education
2. To hone and recognize the skills and talents of ALS learning facilitators on the development and production of ALS advocacy and communication materials

A. General Guidelines

1. The competition is open to all ALS DepEd Delivered and Procured Learning Facilitators (District ALS Coordinators, Mobile Teachers, Literacy Volunteers, and Instructional Managers) nationwide.
2. The competition will be conducted at the national level. However, only entries that will be nominated and endorsed by the DepEd Regional Office will be included in the national evaluation.
3. The competition with the theme, "Sa ALS, may Bagong Pag-asa" shall have two categories, Print and Non-Print. The theme must be emphasized in all entries.
4. All ALS Learning Facilitators are entitled to submit one entry each for any of the categories at the Regional level. All entries must be submitted in two copies.
5. Five (5) entries for each category shall be chosen by the Region from the entries submitted by the Schools Division Offices, and submit them to the Central Office.
6. Submission of an entry must be accompanied by a duly accomplished Entry Form (Enclosure 2). All regional level entries must be submitted to BALS in two (2) copies each for national evaluation.
7. All entries duly endorsed by the DepEd Regional Director must be submitted and addressed to:

The Office of the Director
Bureau of Alternative Learning System
Department of Education
3F Mabini Bldg., DepEd Complex, Meralco Ave., Pasig City

8. Receipt of entries may be confirmed with the BALS-Literacy Division at telephone number (02) 6354694 (direct line), (02) 6355189 (fax).
9. All national entries become property of the Department of Education.
10. **Deadline for submission of entries is on October 30, 2015.** Entries received by BALS after this date shall be disqualified from the competition.

B. Categories:

1. Print Category

- a. Print entries shall consist a poster, either colored or black & white, and printed on a 18" x 24" of any type of poster paper.
- b. All entries shall be pre-numbered. No registration sheet, signatures, names, or identifying marks shall appear at either side of the material.
- c. The ALS Learning Facilitator shall be held accountable to any issues that may arise with regards to the originality and authenticity of the entry. Any copyright materials used in the entry shall have secured permission from the owner.
- d. An electronic file of the poster, in jpeg format shall be stored in a Compact Disc (CD) or in a DVD. The CD or DVD must be properly labeled.
- e. Entries must be produced in Filipino language.

2. Non-Print Category

- a. Non-Print entries shall consist a digital audio-visual presentation or a video clip not exceeding sixty (60) seconds running time.
- b. All entries shall be pre-numbered. No registration sheet, signatures, names, or identifying marks shall appear at the material.
- c. Only entries with MPG and MP4 video file format shall be accepted. It shall be stored in a Compact Disc (CD) or in a DVD. The CD or DVD must be properly labeled.
- d. All information presented in the video must be cited, giving credit to the original source. Plagiarism of any kind will result in disqualification.
- e. Entries must be produced in Filipino language.

C. Evaluation of Entries and Criteria for Judging

1. The competition entries will be evaluated based on the following criteria:
 - a) Quality of Content (40%)
 - b) Creativity and Presentation (35%)
 - c) Originality (25%)
2. Regional offices may create their own selection strategy using their own resources in order to come up with regional entries.
3. All entries nominated by the DepEd Regional Director will undergo evaluation and judging at the national level.
4. Evaluation and judging at the national level will involve a panel of external evaluators and selected BALS technical staff who will evaluate the regional entries to determine the national winners.
5. The decision of the Panel of Evaluators is final and irrevocable.
6. Any entry found to be copied or imitated will be subjected to immediate disqualification and administrative sanction.
7. The winners and the schedule of awarding will be announced formally through a DepEd Advisory.

D. Awards and Prizes

1. National Winners in each category shall receive prizes in the form of cash (check) and plaque or certificate of recognition such that:

Prize	Print (Poster)	Non-Print (Audio-Visual Presentation)
1st Place	P35,000 and a Plaque of Recognition	P35,000 and a Plaque of Recognition
2nd Place	P30,000 and a Plaque of Recognition	P30,000 and a Plaque of Recognition
3rd Place	P25,000 and a Plaque of Recognition	P25,000 and a Plaque of Recognition
4th Place	P20,000 and a Plaque of Recognition	P20,000 and a Plaque of Recognition
5th Place	P15,000 and a Plaque of Recognition	P15,000 and a Plaque of Recognition
7 Consolation Prizes	P7,000 and a Certificate of Recognition	P7,000 and a Certificate of Recognition

2. All participating ALS Learning Facilitators whose entries reached the national evaluation but were not chosen as National Winners shall receive a Certificate of Participation from DepEd-BALS.

E. Timetable (August – December, 2015)

<u>Month</u>	<u>Activity</u>
August 2015	Information dissemination
September 2015	Material development and awarding of regional level entries
October 30, 2015	Deadline of submission of entries at the national level
November 10-13, 2015	Evaluation of national entries
December 2, 2015	Awarding ceremony

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OFFICIAL ENTRY FORM

Name : _____

Position : _____

Region : _____

Division : _____

District : _____

**District Address &
Telephone/Fax
Numbers** : _____

Mobile Number : _____

Email Address : _____

Category : _____

**Description of the
Entry** : _____

I solemnly swear on my honor that this entry is my original creation and not an imitation of any existing poster and/or audio video presentation in any government, non-government, private or commercial institution. I am fully aware of the consequences and penalties that may be imposed upon me should this material be proven copied or imitated, under existing laws, rules and regulations. I therefore affix my signature and that of my immediate supervisor to attest to the accuracy and truthfulness of this entry form.

Signed this _____ day of _____, 2015.

Name of Contestant
Signature Over Printed Name

Name of Supervisor
Signature Over Printed Name

Date received: _____ by: _____