



FEB 08 2008

DepED MEMORANDUM  
No. 59, s. 2008

2008 NATIONAL LITERACY AWARDS

To: Regional Directors  
Schools Division/City Superintendents  
Heads, Public and Private Elementary and Secondary Schools

1. The Department of Education (DepED) and the Literacy Coordinating Council (LCC) will resume the conduct of the National Literacy Awards (NLA) this year, 2008, based on the recommendations of the study on the Process and Impact Evaluation of the NLA.

2. The search for the 2008 National Literacy Awards aims to:

- a. contribute to the realization of the goal of universalizing literacy in the Philippines by creating public awareness of and interest in the programs and projects addressing this concern;
- b. sustain, expand and institutionalize literacy efforts by motivating and recognizing individuals, institutions and local government units through awards and appropriate recognition;
- c. encourage the development and replication of innovative, creative and indigenous literacy programs; and
- d. bestow honor and recognition to outstanding individuals, government and non-government organizations for the dedication, commitment and contribution to the universalization of literacy in their respective communities.

3. Outstanding literacy programs and local government units with literacy program/s responsive to community needs shall be chosen.

4. Nomination/s and selection of regional winners shall be conducted not later than May 23, 2008. Regional winners must be submitted to the LCC Secretariat on or before May 30, 2008. Any entry not received by said date will be disqualified from the shortlisting process.

5. Nominees should submit documents strictly in accordance with the following specifications:

- An Executive Summary of not more than five (5) pages, A-4 bond size, double-spaced, describing the nominated program or local government unit based on the set criteria;
- Three (3) copies of the nominee's folio/entry of not more than fifty (50) pages, A-4 bond, double-spaced containing only related documents and data in accordance with the category and criteria but limited to those in effect within two (2) years prior to the date of entry;

- Photographs (size "3x5") not exceeding 20 pieces may be attached. Video documentation is not encouraged.
- Individual score sheets of RSC members duly signed by the rater and countersigned by the RSC Chairperson.
- Documentation of all stages of the selection process signed by the Coordinator/Secretary and countersigned by the Chairperson.

6. The DepED regional directors and chiefs of Alternative Learning System (ALS) who are designated members of the Regional Steering Committee are enjoined to spearhead the nomination/selection process at the regional level. They are advised to apply the revised set of criteria and guidelines for selection and follow the new schedule provided. They are expected to submit to the LCC Secretariat a brief report on how the regional nominees were selected together with the list of nominees.

7. The Schools Division Superintendents, Division ALS Supervisors and District Coordinators are enjoined to identify non-government organizations and local government units implementing promising literacy programs and encourage them to join the National Literacy Awards.

8. The Bureau of Alternative Learning System (BALS) and its various divisions are directed to extend full support to the implementation of the 2008 National Literacy Awards.

9. For further inquiries, please contact Dr. Norma L. Salcedo, Head of the Literacy Coordinating Council Secretariat, Rm. 414, 4<sup>th</sup> Floor, Mabini Building, Department of Education, Meralco Avenue, Pasig City, or call tel. nos. 631-0567 or 635-9996, telefax nos. 631-0590 and 631-0579.

10. Immediate and wide dissemination of this Memorandum to all concerned is desired.

  
**JESLI A. LAPUS**  
 Secretary

Encls: As stated

Reference: DepED Memorandum: No. 138, s. 2006

Allotment: 1 - (D.O. 50-97)

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

- ~~ALTERNATIVE LEARNING SYSTEM~~
- ~~BOARD or COUNCIL~~
- ~~PRIZES or AWARDS~~
- ~~SEARCH~~

## ANNUAL NATIONAL LITERACY AWARDS

In support of the National Government's commitment to achieve the United Nations goal of reducing adult illiteracy by 50% in 2015 and consequently improve the quality of life of Filipinos, the Department of Education (DepED) and the Literacy Coordinating Council (LCC) mobilize all sectors of society, government agencies, non-government organizations, people's organizations, local government units, and the entire civil society to promote and disseminate the importance of literacy to national progress and consequently inspire them to develop, implement and sustain literacy programs/projects throughout the country.

It has been demonstrated that literacy programs/projects can help alleviate poverty, provide livelihood, address social welfare needs, promote freedom and make education facilities more accessible. It is likewise believed that through them, closer coordination among agencies can be developed and continuous capability building for literacy workers can be achieved.

Numerous stakeholders and advocates of literacy and continuing education presently conduct literacy projects nationwide to address our present problem of illiteracy.

In spite of difficulties such as poor compensation, hampered mobility due to geographical and peace and order problems, inadequacy of teaching materials, to name a few, the commitment and dedication of these workers and institutions have not dimmed even slightly.

These literacy workers and organization/institutions truly deserve special recognition for their devotion and dedication towards the campaign against illiteracy.

In its desire to recognize their significant contribution and bestow honor on these literacy workers, the LCC launched the National Literacy Awards (NLA) in 1994.

The NLA was held in abeyance in 2006-2007 to allow the conduct of its process and impact evaluation. Based on the favorable result of the evaluation and the researcher's recommendation to resume it, the NLA will be resumed effective February 4, 2008, its formal launching.

### AWARDS OBJECTIVES

- To create public awareness of the need for every Filipino to be literate in order to enjoy freedom.
- To contribute to the Millennium Development Goal of reducing adult illiteracy by 50% by the year 2015.
- To encourage the development and replication of innovative, creative and indigenous literacy programs/projects.

- To sustain, expand and institutionalize literacy efforts by motivating and recognizing individuals, institutions and local government units through awards and recognition.
- To honor and recognize outstanding government and non-government organizations for their dedication, commitment and contribution to literacy development in their respective communities.

## **AWARDS CATEGORIES**

**Outstanding Literacy Program Award.** This shall be awarded to a literacy program being implemented by a non-government or civic organization, academic institution, which has evident positive impact on the learners and the community. The program should have contributed to the transformation of learners into productive and more responsible community members.

**Outstanding Local Government Unit Award.** This shall be awarded to a local government unit (city/municipal government) which has developed policies, programs and projects conducive to literacy development and which have efficaciously made a positive impact on the barangays and the quality of life of the people.

## **CRITERIA FOR SELECTION**

### **For Outstanding Literacy Program Category**

The following constitute the basis for determining outstanding literacy programs.

#### **A. Program Orientation (20 points)**

##### **1. Program Plan ----- 10)**

- a. Census<sup>1</sup> on literacy situation of the community covered by the program/project: -----(5)
  - Total number of population
  - Number of literates
  - Number of illiterates
- b. Goals, objectives and strategies of implementation: ----- (5)
  - Desired results/performance outcomes
  - Method/s of implementing the program
  - Progress monitoring and evaluation
  - Timetable of activities

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<sup>1</sup> Census – data from the LGUs, municipalities, barangay indicating sectoral representations.

**2. Program Implementer ----- 10**

**a. Leadership Skills ----- (5)**

- Creativity, flexibility and resourcefulness
- Smooth interpersonal relations
- Critical judgment and decision-making

**b. Competence ----- (5)**

- Knowledge
- Expertise
- Experience

**B. Management and Implementation (30 points)**

**1. Program manifests relevant and effective approaches: ----- 10**

- At least two (2) alternative modes of delivery ----- (6)
- Implementation of at least three (3) projects<sup>2</sup> during the period under review ----- (2)
- Semestral status review ----- (2)

**2. Resource generation, networking and social mobilization: -----10**

- Advocacy and social mobilization schemes ----- (3)
- Budget and financial statements ----- (2)
- Number of donors/benefactors; description of activities, level of participation and extent of networking ----- (3)
- Minutes of at least three meetings during the period under review ----- (2)

**3. Program sustainability and institutionalization (program continues even if there is change in leadership): ----- 20**

- Sustainability and institutionalization plan  
- Should include evidences; board resolutions and ordinances, policies, etc.

**C. Effects of the Program on the Learners and Community (50 points)**

**1. Attendance and completion rates of learners: -----10**

- Low (below 50%) ----- (3)
- Average (50%-75%) ---- (7)
- High (76% and above) ----- (10)

**2. Increased number of learners ----- 20**

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<sup>2</sup> Program may be subdivided into different projects.

- List of program beneficiaries within the last three years
- 3. Improved economic and social status of the community: ----- 20**
- Health and nutrition; hygiene and sanitation; environmental awareness ----- (10)
  - Livelihood and other income-producing activities ----- (10)

**For Outstanding Local Government Units: Highly Urbanized, Component, Municipal Level Class A and B.**

**A. Planning and Development (30 points)**

**1. Literacy Profile<sup>1</sup> ----- 10**

- Total number of barangays ----- (1)
- Total number of population per barangay (male/female, age, specific groups if any) ----- (3)
- Number of illiterates per barangay (male/female, age, specific groups if any (e.g., IP's, street children, etc.) ----- (6)

**2. Policies ----- 20**

- Provision for literacy as part of the Comprehensive Development Plan of LGUs ----- (5)
- Ordinances and resolutions on literacy (provisions for sustainability, etc.) ----- (5)
- Structure for literacy program (e.g. local LCCs) ----- (5)
- Budgetary allocation for literacy program ----- (5)

**B. Management and Implementations (30 points)**

**1. Programs and Projects ----- 20**

- Advocacy/Information dissemination (target beneficiaries, stakeholders and partners) ----- (2)
- Management of operations ----- (5)
- Strategies for implementation ----- (5)
- Networks and partnerships e.g NGOs, POs, etc. ----- (3)
- Sustainability and institutionalization (continuity of the program even if leadership changes) ----- (5)

**2. Monitoring and Evaluation ----- 10**

- Follow-up activities ----- (2)
- Records keeping (accuracy and reliability of data and information) ----- (2)
- Designation of coordinator for literacy within LGU ----- (2)
- Presence of active local LCCs in city/municipality/ barangay ----- (3)

- Trac studies: identification of remaining challenges ----- (1)

**C. Impact (Individual or Collective/Community) (40 points)**

- Actual improvement in literacy rate/Increased number of literates ----- (10)
- Improved economic status ----- (10)
- Active participation in barangay activities ----- (8)
- Improvement in terms of health and nutrition, sanitation, hygiene, waste disposal, environmental protection, etc. ----- (10)
- Extent of barangay consciousness of the need for literacy ----- (2)

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<sup>1</sup> Documentation required for all relevant items.

**PROCEDURES**

- **Distribution of Nomination Forms**

The National Literacy Awards Selection Committee, through its National Secretariat, will distribute the application forms to the DepED regional offices nationwide and selected NGOs. These forms will be made available to all individuals and institutions, GOs, and NGOs who would like to nominate candidates.

- **Information Awareness Campaign**

The DepED Secretary shall issue an appropriate order requiring all divisions and district supervisors to disseminate the information regarding the awards.

Concerned non-government organizations will be requested to inform their members nationwide of the contest.

A nationwide tri-media campaign will be launched to create greater public awareness and participation.

- **Regional Selection Committee**

**Step I - Organization of Regional Selection Committee (RSC)**

A Regional Selection Committee shall be organized as follows:

Chairperson	-	Dept. of Education, Regional Director
Co-Chairperson	-	Dept. of the Interior and Local Government, Regional Director
Members	-	Phil. Information Agency, Regional Director National Economic and Development Authority, Regional Director Academe, President
Coordinator	-	DepED Regional Chief, ALS Division

Note: The RSC Chairperson shall vote only to break a tie.

TI. Coordinator must be able to document all stages of the selection process for submission to the LCC Secretariat together with entry documents. The Coordinator shall have no voting capacity.

**Step II - Selection**

The RSC shall evaluate all entries for the five (5) categories submitted by the different school divisions. It shall review the documents submitted and select the top three (3) nominees per category (using the prescribed individual score sheets) from which it will choose the final regional nominee/finalist for each category.

**Step III - Project Site Visit**

The RSC shall conduct on-site validation of the top three (3) nominees/ finalists for further verification. Interviews with concerned publics shall likewise be conducted in project sites.

**Step IV - Selection of Final Regional Nominee/Finalist**

The RSC shall select and submit individual rankings for the three (3) regional nominees / finalists for each category. Ranking shall be processed and the entry with the highest ranking (no. 1) shall be chosen as the regional entry to vie for the national awards.

**Step V - Submission of Regional Entries**

The RSC shall submit the regional entries to the LCC Secretariat according to specifications on or before the close of office hours on May 30, 2008. Entries submitted beyond due date shall not be accepted and shall be considered disqualified.

Likewise, the following must be included in the documents:

- Individual score sheets of RSC members duly signed by the rater and countersigned by the RSC Chairperson.
- Documentation of all stages of the selection process signed by the Coordinator and countersigned by the Chairperson.

• **NATIONAL SELECTION PROCESS**

**Step I** The Board of Judges (BOJs) shall be organized composed of not more than three (3) members per category.



- Step II** The BOJs shall review the entries and shortlist or select the top five (5) nominees for each category from which the final winners shall be chosen.
- Step III** The BOJs shall meet to discuss the strong and weak points of shortlisted entries and come-up with top five nominees to be visited.
- Step IV** The BOJs shall conduct on-site validation of selected project sites for further verification. Interviews with nominees/finalists, project managers, beneficiaries, community members, local officials, etc. shall likewise be conducted.
- The BOJs shall choose the three (3) best entries based on their findings during visitations as the final top three (3) national winners per category (1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup>) and endorse the recommendation to the Council. They shall keep their findings strictly confidential.
- Step V** LCC officials shall declare and award the winners during the celebration of National Literacy Week (September 2-8).

For further inquiries, you may address any questions/clarifications to:

**DR. NORMA L. SALCEDO**

**Head, Literacy Coordinating Council**

Department of Education

4<sup>th</sup> Floor, Mabini Building, DepED Complex, Meralco Avenue, Pasig City

Tel. Nos. : 631-05-67; 635-99-96

Telefax : 631-05-90; 631-05-79

**Literacy Coordinating Council  
2008 National Literacy Awards  
Timetable of Activities**

December 17-19, 2007	:	Workshop on the revision of the NLA criteria and guidelines for selection
January 10, 2008	:	Review and finalization of the draft of criteria and guidelines for selection
January 30	:	Presentation of the revised criteria and guidelines for selection to the Council
February 5	:	NLA media launching
February 6-March 27	:	Regional orientation/briefing with literacy implementers
March 17-April 17	:	Information campaign (country wide: local and national)
April 18-May 19	:	Regional search (by division)
May 23	:	Announcement of regional winners
May 30	:	Deadline for submission of regional entries to national LCC Secretariat
		Preparation of documents/materials for the briefing of the Board of Judges (BOJs)
June 2-6	:	Initial assessment/review of regional entries by LCC Secretariat
June 9	:	Organization/briefing of the BOJs
June 9-July 18	:	Shortlisting of entries by the BOJs
July 22	:	Initial deliberation meeting of the BOJs and LCC Secretariat
July 30-August 22	:	Ocular visits of BOJs to five (5) shortlisted entries
August 26	:	Final deliberation on winners by BOJs
August 28	:	Report on national winners to the Council