



JUL 29 2010

DepEd MEMORANDUM

No. **332**, s. 2010

SMART COMMUNICATIONS INC. 3RD "DOON PO SA AMIN" LEARNING CHALLENGE

To: Bureau Directors
Regional Directors
Schools Division/City Superintendents
Heads, Public Secondary Schools
All Others Concerned

1. The Smart Communications, Inc. (SMART), through its Smart Schools Program (SSP) will conduct the 3rd "Doon Po Sa Amin" (DPSA) Learning Challenge, one of the three major competitions under the *Doon Po Sa Amin* (DPSA) project, where teacher-student teams perform basic community mapping exercises to generate local content which will help their respective communities be educated about and/or address pertinent local problems or issues.

2. The DPSA Learning Challenge aims to:

- a. engage teachers and students from Smart Schools Program partner schools nationwide to generate local content 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 schools to build relationships with other SSPs and groups within their local communities, and to rouse students' community awareness.

3. The contest is open to all bonafide teachers and students of SSP partner high schools and online associates (high schools) nationwide. The deadline for the contest registration is **up to August 13, 2010**.

4. Teacher-student teams are expected to design and develop a website where they will present the stories of their respective communities. The stories will be based on seven (7) 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.




5. Winners will be invited to exhibit their entries at the DPSA Awarding Event that will be held in Manila on February 2011. Winners of the DPSA Learning Challenge will receive the following:

- Grand Champion PhP50,000.00 for the teacher-student team, and one (1) desktop for the school;
- Category Winner (One (1) winner per Topic Category): PhP30,000.00 for the teacher-student team, and one (1) desktop for the school; and
- Special Awards (Best Photos, Best Team, Best Community Involvement, Best Website Design): PhP10,000.00 for the teacher-student team.

6. The contest mechanics and other relevant information, including the registration form are found in the enclosures.

7. For inquiries, please contact the SSP-DPSA Secretariat at the 8th Floor, Smart Tower 1, 6799 Ayala Avenue, Makati City at telephone no.: (02) 511-3429; telefax no.: (02) 511-3100, or e-mail address: smartschool@smart.com.ph.

8. Immediate and wide dissemination of this Memorandum is desired.


BR. ARMIN A. LUISTRO FSC
Secretary

Encls.:
As stated

Reference:
None

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

CONTESTS
INFORMATION TECHNOLOGY
SCHOOLS
STUDENTS
TEACHERS

R-MCR/DM-Smart-DPSA Learning Challenge
07-15-10

**Doon Po Sa Amin Learning Challenge
S.Y. 2010-2011**

CONTEST MECHANICS

Objectives

- I. To engage teachers and students from Smart Schools Program partner schools nationwide to generate local content using community mapping techniques and information and communication technology (ICT)
- II. 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
- III. To develop students' skills in research, writing, leadership, teamwork, and technology
- IV. To encourage schools to build relationships with other Smart Schools partners and groups within their local communities, and to rouse students' community awareness

Requirements

1. "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 (Champion)* – 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
- c. *Teacher Coach/es* – a bona fide full-time subject teacher who will provide administration, management, and facilitation of the activities/assignments/tasks to be done by his/her respective participating class
- 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
- e. *Optional: Community Allies* – may be a local government office, community group/s, or parents who will provide practical assistance (interviews, statistical data, etc.) to the DPSA School Team

2. Official School Website hosted by Smart Schools Program

The participating school's official website must be hosted by the Smart Schools Program.

3. Contest Entry

A complete entry consists of the following:

- a. Accomplished DPSA Entry Form
- b. Collection and presentation of narrative, photos, videos, and other content generated throughout the contest period
- c. Documentation of tasks performed by the Student Group (Team Profile)
- d. A complete website containing all the gathered content and Team Profile (website must be uploaded in www.mysmartschools.ph)
- e. A "Doon Po Sa Amin" page in the official school website where all the titles of entries will be listed

Eligibility

1. The DPSA Learning Challenge is open to all Smart Schools Program partner high schools and Online Associates (high schools) nationwide.
2. A school may register and complete as many entries as preferred, provided each entry is:
 - a. qualified under any of the DPSA Topic Categories,
 - b. completed by a registered DPSA Teacher Coach and Student Group,
 - c. endorsed by the DPSA Adviser of the school.

3. All materials (data, stories, photos, images, web page design) 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.

Topic Categories

A Student Group, headed by its Teacher Coach, can choose any of the seven (7) DPSA Topic Categories. Each DPSA Topic Category has a scope description which will guide the Student Group in conducting research and presentation of related local content.

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

“Doon Po Sa Amin” Entry Content

One of the end goals of the “Doon Po Sa Amin” Project is to generate and consolidate *rich local content* for the promotion and development of communities. A *rich local content* defines the community, and its people, culture, and society--- thus the name “Doon Po Sa Amin,” which literally means “in our place”.

To be able to generate rich local content, basic community mapping techniques are applied. The DPSA Topic Categories are also aligned to the curriculum so students and teachers will be able to analyze and present the generated content using curriculum applications. The “Doon Po Sa Amin” project advises participants to carry out the D.P.S.A. Tasks in order to achieve the objectives of the competition.

The D.P.S.A Tasks

1. **Develop**

- Attend the Doon Po Sa Amin training programs
- Establish your DPSA School Team and Student Groups
- Choose a DPSA Topic Category which your Student Group can join in
- Plan and organize the Focus Study of your chosen DPSA Topic Category

2. **Produce**

- Determine the materials, resources, and processes needed for the focus story/study
- Conduct your research
- Validate and analyze your data and findings
- Document your mapping/research activities
- Consolidate your research and create your story

3. **Share**

- Publish your stories in your entry website

- Publish a documentation of your research activities in your entry website
- Update and maintain your entry website
- Promote your school entry website

4. Act

- Reflect on your research and stories and identify community issues
- Raise people's awareness on community issues based on your research findings
- Promote community action on the issues

Evaluation Criteria

DPSA School Team Collaboration <ul style="list-style-type: none"> <input type="checkbox"/> How did the student groups and the DPSA School Team as a whole work together? <input type="checkbox"/> Are the research activities/processes documented properly (Methodology and Team Profile)? 	20%
Educational Content <ul style="list-style-type: none"> <input type="checkbox"/> Did the DPSA School Team deeply explore the subject and apply community mapping techniques to generate data and stories? <input type="checkbox"/> Are the stories clearly written and effectively presented? <input type="checkbox"/> Are the stories original and are sources properly cited? 	30%
ICT Integration <ul style="list-style-type: none"> <input type="checkbox"/> Did the team effectively use multimedia and technology in presenting data and stories? <input type="checkbox"/> Does the entry website use proper design and layout to effectively present the content or story? 	30%
Community Impact <ul style="list-style-type: none"> <input type="checkbox"/> Do the stories define the community and raise awareness on community issues? <input type="checkbox"/> Are the stories appealing to a diverse audience? <input type="checkbox"/> Do the stories contribute to promoting and developing the community? 	20%

Awards and Prizes

	Awards	Prizes
Major Awards	Grand Champion (1)	PhP50,000 for Student Group 1 desktop for the school
	Best in Category (7)	PhP30,000 for Student Group 1 desktop for the school
Special Awards	Best DPSA School Team	Php10,000 for Student Group
	Best in Community Involvement	Php10,000 for Student Group
	Best in Website Design	Php10,000 for Student Group
	Best Photos	Php10,000 for Student Group

Competition Timeline

2010	June	Start of DPSA Competition (Registration)
	June-November	DPSA Competition Period: -Data gathering -Writing of Narrative -Publishing of blog site
	November	Deadline of Entry Completion
	December	Shortlisting and Judging of Entries
	2011	February

Communications

The SMART-DPSA Team will contact (via email and phone) all registered entrants, for details on entry submission and/or technical support.

For info/inquiries, you may also contact:

Doon Po Sa Amin / Smart Schools Program

Smart Communications Inc.
Public Affairs Group
8/F Smart Tower 1, 6799 Ayala Avenue,
Makati City 1226 Philippines

Website: www.doonposaamin.ph

Email: smartschools@smart.com.ph

Phone: (+632) 511 3106

**Doon Po Sa Amin Learning Challenge
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 DPSA Focus Study/Story Entries	
STUDENT GROUPS	
Student Group 1	
Teacher Coach	
No. of Student-Members	
Topic Category	
Focus Study/Story Title	
Student Group 2	
Teacher Coach	
No. of Student-Members	
Topic Category	
Focus Study/Story Title	
Student Group 3	
Teacher Coach	
No. of Student-Members	
Topic Category	
Focus Study/Story Title	
Student Group 4	
Teacher Coach	
No. of Student-Members	
Topic Category	
Focus Study/Story Title	
Student Group 5	
Teacher Coach	
No. of Student-Members	
Topic Category	
Focus Study/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" Learning Challenge 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 July 23, 2010** via fax, email, or post to:

"Doon Po Sa Amin"

c/o Smart Schools Program
Smart Communications, Inc.
8/F Smart Tower 1, 6799 Ayala Avenue,
Makati City 1226

Telephone No. : (+632) 511-3106

Fax: (+632) 511-3100

Website: www.doonposaamin.ph

Email: smartschools@smart.com.ph

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