



AUG 12 2010

DepED MEMORANDUM

No. **352**, s. 2010

2010 TEACHERS' MONTH CAMPAIGN AND WORLD TEACHERS' DAY

To: Undersecretaries
Assistant Secretaries
Bureau, Center and Regional Directors
Schools Division Superintendents
Public and Private Elementary and Secondary School Heads

1. October 5 is World Teachers' Day. It is a day to honor our teachers and recognize the central role they play in guiding children, youth and adults through the life-long learning process. To prepare for this special celebration annually, the Teachers' Month Campaign (TMC) was established in 2008 spearheaded by the TMC Council of Leaders and Steering Committee composed of key business and academic institutions and private organizations on education, with the support of various government agencies to contribute to the growth and development of teaching profession in the country as well as to publicly express recognition and appreciation to teachers and mentors.

2. With the theme, "*My Teacher, My Hero*", this year's Teachers' Month Campaign will be launched again during the Awarding Ceremony of 2010 Metrobank Foundation's Search for Outstanding Teachers on September 3, 2010 and will culminate on October 5, 2010 (World Teachers' Day). The Teachers' Month Campaign and the World Teachers' Day celebration aim to:

- a. generate widespread awareness and support for World Teachers' Day;
- b. use the occasion to celebrate the unique role and service that teachers play in guiding families, strengthening of communities, and building the nation;
- c. revitalize the image of teaching as a vocation by increasing public awareness on the value of teachers in Philippine society and national development;
- d. articulate the accessibility of a career in teaching by outlining available scholarship grants and school subsidy programs; and
- e. affirm current and retired Filipino teachers by coordinating with a chain of establishments to provide value added services or discounts for teachers.

3. Relative thereto, all public and private elementary and secondary schools are encouraged to cooperate in the celebration through the following activities:

- a. During the month starting September 3, 2010, 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/her life. Students can write a letter or send a card;
- b. Schools may conduct special activities to honor teachers during the one-month period and a major event on October 5, 2010;

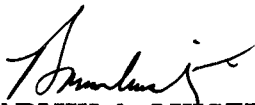


- c. At 10:05 AM of October 5, 2010, all teachers nationwide shall take a break from their classroom duties to give way for special classroom/school programs. School bells shall be sounded as signal for the synchronized World Teachers' Day celebration;
- d. Schools can help disseminate information on the campaign and feature stories or write-ups on teachers through their school organs/papers and websites;
- e. Schools can tap their Alumni Associations, Parents-Teachers Associations (PTAs), Supreme Student Governments (SSGs), Supreme Pupil Governments (SPGs) and other school-based clubs or organizations to initiate their own projects in support of the campaign;
- f. All DepEd Divisions shall mobilize the support of the community and commercial establishments in paying tribute to teachers (such as discounts/freebies or special promos for teachers for a particular period during the month leading to October 5);
- g. Schools shall hang streamers/tarpaulins honoring teachers during the month-long celebration; and
- h. Other authorized activities and other details supplementing the above-listed activities relative to the Teachers' Month Campaign and World Teachers' Day shall be issued hereafter.

4. All Regional Directors, Schools Division Superintendents and School Heads are encouraged to actively lead all activities for the Teachers' Month Campaign and the World Teachers' Day. Reports on the activities conducted by the schools shall include clear pictures and a comprehensive documentation which must be consolidated by the Division Offices, submitted to the Office of the Secretary c/o the Center for Students and Co-Curricular Affairs, G/F Mabini Building, DepEd Complex, Meralco Avenue, Pasig City, and copy-furnished their respective Regional Offices.

5. For queries, please coordinate with the DepEd-CSCA c/o Executive Director Joey G. Pelaez at telephone nos.: (02) 631-8495 or 636-3603 or thru csca website: **www.deped-csca.com** or e-mail address: **cscaportal@gmail.com** or the Teachers' Month Campaign Secretariat c/o Metrobank Foundation at telephone no.: (02) 898-8898 or e-mail addresses: **idlabitad@metrobank.com.ph** and **jlgivero@metrobank.com.ph**.

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


BR. ARMIN A. LUISTRO FSC
 Secretary

Reference: DepEd Memorandum: No. 378, s. 2009

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

CAMPAIGN	STUDENTS
CELEBRATIONS & FESTIVALS	TEACHERS
SCHOOLS	