



Republic of the Philippines  
Department of Education



AUG 19 2008

DepED MEMORANDUM  
No. 387, s. 2008

ACTIVITIES TO BE UNDERTAKEN TO IMPLEMENT THE PROJECT W.A.T.C.H.  
(We Are Time Conscious and Honest) MOVEMENT

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

1. The **W.A.T.C.H.** Movement, an advocacy program envisioned by the JCI Senate Philippines, in cooperation with the Department of Education (DepED) and the Philippine Association of Colleges and Universities (PACU), was launched to counter the stigma of Filipino Time (a.k.a. always late) which all over the world has become one of the reasons for the low work and productivity value put on the Filipinos.
2. The following are the activities to be undertaken to implement the program:
  - a. conduct of 30-minute to 1 hour workshops on time management and planning (to be given by the JCI Senate, free from professional fee charges to the students and to the teachers);
  - b. conduct of oratorical and time games in student activities;
  - c. distribution of time management tools and materials;
  - d. conduct of regional and national conferences on how to overcome the Filipino Time Stigma;
  - e. writing of press releases and media appearances; and
  - f. conduct of oratorical contests, debates, and essay writing contests intended to effectively promote W.A.T.C.H. among the students, pupils and public school teachers.
3. The target participants are elementary pupils, high school students, and public school teachers.
4. For more information, please visit the W.A.T.C.H. Office at JCI Senate Philippines, 2<sup>nd</sup> Floor Philippine Jaycees Bldg., 14 Chino Roces Avenue, Quezon City 1103 or contact the W.A.T.C.H. Operations Center, IETI Institute, ABC Commercial Complex, EDSA, Guadalupe, Makati City at telefax nos. 632-882-04-92 to 93; e-mail address: [jcisenatewatch@yahoo.com](mailto:jcisenatewatch@yahoo.com)
5. Immediate dissemination of this Memorandum is desired.

  
**TEODOSIO C. SANGIL, JR.**  
Undersecretary

Reference:

DepED Memorandum: No. 160, s. 2008

Allotment: 1—(D.O. 50-97)

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

PROJECTS  
PROGRAMS  
PUPILS  
STUDENTS  
TEACHERS

Sally: W.A.T.C.H.  
July 30, 2008