



DepED MEMORANDUM
No. 436, s. 2008

SEP 22 2008

2008 TEACHERS MONTH CAMPAIGN AND 2008 WORLD TEACHERS DAY

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

1. The Teachers Month Campaign Steering Committee, composed of De La Salle Philippines, MetroBank Foundation, Inc., Philippine Business for Education, Campaigns Social Response and the Department of Education, in cooperation with student councils, student organizations, educational institutions, business organizations and professional organizations, will launch the Teachers Month Campaign in the month of October 2008. The Campaign is intended to be an annual activity.

2. The goal of the Campaign is to generate public awareness so that the Filipino people can show their profound appreciation to the teachers. The objectives of the Campaign are to:

- a. revitalize the image of teaching as a vocation by increasing public awareness on the value of teachers in Philippine society and national development;
- b. articulate the accessibility of a career in teaching by outlining available scholarship grants and school subsidy programs; and
- c. affirm current and retired Filipino teachers by coordinating a chain of establishments to provide value-added service or discounts to teachers.

3. The Campaign is in line with UNESCO's designation of October 5 as World Teachers Day. However, previous celebrations of the said occasion usually last for one day only, unlike the month-long Campaign envisioned by the Steering Committee.

4. The Teachers Month Campaign will include the following activities:

Project	Collaborators	Date	Venue
Discounts and freebies in select restaurants, cinemas and services	SM and other establishments	October 5	Different malls and establishments nationwide
Big media event for the largest greeting card or collage in honor of teachers	Student councils and organizations from the different consortia-member schools	October 23	Rizal Park
Educators Congress	In coordination with NOTED	Whole month of October	Manila Hotel

Project	Collaborators	Date	Venue
Coordinated tributes for teachers, both active and retired	Various organizations	Whole month of October	Individual schools
Sale of teacher souvenir items	Papemelroti and other business establishments	Whole month of October	Papemelroti stores and at the Manila Hotel on October 5
Sunday Mass intentions for teachers	In coordination with St. Paul and Claretian Publications	Whole month of October	Parishes
Online greeting site for teachers	New website to be created	Whole month of October	Online
Media features on teachers	Led by Campaigns Social Response	Whole month of October	Tri-Media

5. All public and private schools are encouraged to cooperate in and support the activities. On October 5, attendance of public school participants in the World Teachers Day celebrations shall be considered on official time subject to prior approval by their respective school heads/supervisors of their absence from their teaching/official duties.

6. Wide and immediate dissemination of this Memorandum is desired.


JESLI A. LAPUS
Secretary

Reference: DepED Memorandum: No. 396, s. 2007

Allotment: 1—(D.O. 50-97)

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

CAMPAIGN
CELEBRATIONS & FESTIVALS
SCHOOLS
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TEACHERS

Madel:c:World Teachers Day
9-16-08