



APR 26 2010

DepEd MEMORANDUM  
 No. **179**, s. 2010

**SMART SCHOOLS PROGRAM ON CONTENT GENERATION AND WEB  
 DEVELOPMENT TRAINING FOR PUBLIC ELEMENTARY  
 SCHOOL TEACHERS AND STUDENTS**

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

1. The Department of Education (DepEd), in collaboration with Smart Communications, Inc. through its implementing partner, the Philippine Business for Social Progress (PBSP), will conduct the Content Generation and Web Development Training for selected partner public elementary school teachers and students with details on the following dates and venues:

Regions	Dates	Venues
Luzon	May 14-18, 2010	Colegio San Juan De Letran Intramuros, Manila
Visayas-Mindanao	May 21-25, 2010	University of San Jose-Recoletos Basak, Cebu City

2. Specifically, the training aims to provide the knowledge on local content and journalism, which subsequently develop the skills on website design and publishing of teachers and students.

3. The training course will be conducted in two (2) tracks: Track A on Content Generation and Development, and Track B on Web Development which will run simultaneously on Days 1 to 4. On Day 5, participants from both tracks will collaborate and integrate their outputs to create a website for their respective schools featuring various aspects of community life.

4. The list of said participating schools and the training design are found in Enclosure Nos. 1 and 2 respectively. The recommended participants from the SMART Schools Program (SSP) partners are as follows:

Track A: Content Generation	1 Teacher	Campus paper adviser or any subject area teacher (English, Social Studies), with good computing and internet skills
	1 Student	Incoming Grade V or VI student with good writing skills (e.g. member of campus paper) and proficient in computer applications (i.e. internet, MS office suite, etc.)
Track B: Web Development	1 Teacher	ICT Coordinator or TLE Teacher or Webmaster (a teacher assigned to maintain the school's website), with good computing and internet skills
	1 Student	Incoming Grade V or VI student, proficient in basic computer applications (i.e. internet, MS office suite, etc.)



Local arrangements shall be made such that the classes of the said teacher-student participants shall not be disrupted.

5. See Enclosure Nos. 3 and 4 for the Registration Form to be accomplished by the School Principal and Student Waiver Form to be signed by Parent/Guardian, respectively.

6. Attendance of participants shall be **on official time only**. All expenses (travel, accommodation and meals) for the training shall be borne by SMART, Inc. through PBSP.

7. For inquiries, please contact Ms. Riza Horcasitas, Senior Program Officer, PBSP at tel. no.: (02) 527-7749; mobile phone no.: 0920-9181-371 or through e-mail addresses: [avjavier@pbsp.org.ph](mailto:avjavier@pbsp.org.ph) and [avj.javier@gmail.com](mailto:avj.javier@gmail.com).

8. Immediate dissemination of this Memorandum is desired.

*K. - P. B. -*  
**RAMON C. BACANI**  
Undersecretary

Encls.:  
As stated

Reference:  
DepED Memorandum: No. 216, s. 2009

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

INFORMATION TECHNOLOGY  
SCHOOLS  
STUDENTS  
TEACHERS  
TRAINING PROGRAMS

Sheila, R-DM Smart Schools Program  
April 19, 2010

(Enclosure No. 1 to DepEd Memorandum No. 179, s. 2010)

**LIST OF PARTICIPATING SCHOOLS**

	SCHOOL NAME	REGION
1	Banaue CS	CAR
2	Bulanao CS	CAR
3	Lagawe ES	CAR
4	Sagada CS	CAR
5	Bontoc Central School	CAR
6	Data Elementary School	CAR
7	Labbay ES (Bun-ayan ES)	CAR
8	Sabangan CS	CAR
9	Malabon ES	NCR
10	East Central ES	I
11	Shamrock ES	I
12	Alicia CS	II
13	Basco CS	II
14	Tuguegarao North CS	II
15	Jose Escaler Mem. School	III
16	Olongapo City ES	III
17	San Miguel ES	III
18	Sta. Teresita ES	III
19	Bani ES	III
20	Cabog-Cabog ES	III
21	Calzadang Bayu ES	III
22	G.L. David Memorial ES	III
23	Our Lady of Lourdes ES	III
24	Tanato ES	III
25	Buenavista ES	IV B
26	El Nido CS	IV B
27	Irosin CS	V
28	Naga CS I	V
29	Tabaco Northwest CS	V
30	Celera-Inocencio CS	V
31	Paaralang Elementarya ng Mobo	V
32	Tomas M. Conde CS	V
33	Arevalo ES	VI
34	Jaro I ES	VI
35	La Paz I ES	VI
36	San Miguel CS	VI
37	Estefania ES	VI
38	La Carlota South ES II	VI
39	Argao Central ES	VII
40	Balamban Central ES	VII
41	Bantayan Central ES	VII
42	Mandaue City Central	VII
43	Suba-Masulog ES	VII
44	Bogo CS I	VII

45	Booy South ES	VII
46	Catmon Central ES	VII
47	Jagna CES	VII
48	Minglanilla CS	VII
49	Naga Central ES	VII
50	Rizal CS	VIII
51	Ormoc City CS	VIII
52	Sta. Maria CS	VIII
53	Sindangan Pilot Demo Sch	IX
54	Iligan City East CS	X
55	Ozamiz City CS - Special Education Center	X
56	Artemio Loyola ES	XI
57	Talomo Central ES	XI
58	Kiamba Central ES	XII
59	Upper Tumbler ES I	XII
60	Surigao City Special Science ES	CARAGA

(Enclosure No. 2 to DepEd Memorandum No. 179, s. 2010)

**Title: 5-DAY TRAINING ON CONTENT GENERATION AND WEB DEVELOPMENT**

**TRACK A: CONTENT GENERATION (Days 1-4)**

		<b>CONTENT TRACK</b>		
	Time	Key Result Areas/Objectives	Topics/Content	Methodology
<b>DAY 1</b>	AM	At the end of the session, the participants are able to explain and demonstrate skills on the following  1. Research Methodologies 2. News and Feature Writing 3. Photojournalism 4. Blogging	Introduction to the Course - Background and Rationale - Importance of Online Content Generation and Web Development to ICT integration in Teaching and Learning	Lecture, Discussion, Activity
	PM		Research Methodologies - Gathering & Analyzing Data - Citing Resources - Writing Research - Theory and Exercises - Writing for Web	
<b>DAY 2</b>	AM		News and Feature Writing - Composition, Techniques  Photojournalism - Using MS Picture Manager - Saving for Web	Lecture, Discussion, Hands-on
	PM		Blogging - Introduction to Blogging - How to Blog - Do's and Don't's	Lecture, Discussion, Hands-on
<b>DAY 3</b>	AM	At the end of the session, the participants are able to explain and demonstrate skills on journalism	Fundamentals and Principles of Journalism -Creation of Blog site -Blogging Hands-on	Lecture, workshop, critiquing
	PM			
<b>DAY 4</b>	AM			
	PM			

**TRACK B: WEB DEVELOPMENT (Days 1 to 4)**

<b>WEB TRACK</b>				
	<b>Time</b>	<b>Key Result Area/Objectives</b>	<b>Topics/Content</b>	<b>Methodology</b>
<b>DAY 1</b>	AM	At the end of the session, the participants are able to:  1. Explain websites and web servers 2. Conceptualize a website 3. Create a website using MS Frontpage 2003	Introduction to the Course - Background and Rationale - Importance of Online Content Generation and Web Development to ICT integration in Teaching and Learning  Introduction to Web Design - Overview of HTML - Guidelines & Standards - Web Pages, Websites, Domain name - Registration, & Web Hosting	Lecture, Discussion, Hands-on
	PM		Sketching the Sitemap Conceptualization of the Design Creating/Adding a new page Saving, Opening & Deleting	Lecture, Discussion, Hands-on
<b>DAY 2</b>	AM		Modifying page Properties Working with text Using tables	Lecture, Discussion,
	PM		Working with hyperlinks Working with images Inserting other web elements	Hands-on
<b>DAY 3</b>	AM	At the end of the session, the participants are able to publish and upload a website	Publishing and Uploading a website Inserting Contents	Hands-on, Coaching
	PM			
<b>DAY 4</b>	AM	At the end of the session, the participants are able to upload, edit and debug their respective schools' website	Uploading, Editing & Debugging of school's website	Lecture, Discussion, Hands-on
	PM			

**JOINT TRACK: INTEGRATING CONTENT GENERATION AND WED DEVELOPMENT (Day 5)**

		<b>CONTENT TRACK</b>		
	<b>Time</b>	<b>Key Result Areas/Objectives</b>	<b>Topics/Content</b>	<b>Methodology</b>
<b>DAY 5</b>	AM	At the end of the session, the participants are able to formulate a re-entry plan for the management of their websites; and conceptualize a specific topic or focus study based on the mechanics of DPSA Learning Challenge for their respective schools.		Discussions, Team collaboration and workshop
	PM			

(Enclosure No. 3 to DepEd Memorandum No. 179, s. 2010)



### REGISTRATION FORM

**“Content Generation and Web Development Training”**  
Training Venue: \_\_\_\_\_  
Training Dates: \_\_\_\_\_

Please accomplish the form completely. Please write legibly.

#### SCHOOL INFORMATION

Name of School	_____
School Address	_____ _____
Contact Number (s)	_____ Fax No. _____

#### PARTICIPANTS INFORMATION

##### Web Technology Track

<b>Teacher Participant #1</b>			
Name	_____	_____	_____
	(Last Name)	(First Name)	(Middle Name)
Designation	_____	Department	_____
Mobile Phone	_____	Landline (____)	Email _____
Computer Literacy Level:	Beginner ( )	Intermediate ( )	Advanced ( )

<b>Student Participant #1</b>			
Name	_____	_____	_____
	(Last Name)	(First Name)	(Middle Name)
Year Level	_____	Mobile Phone	_____
Home Landline (____)	_____	Email	_____
Computer Literacy Level:	Beginner ( )	Intermediate ( )	Advanced ( )
A	<i>Note: Please attach Waiver</i>		



**Web Content Track**

**Teacher Participant #2**

Name \_\_\_\_\_  
(Last Name) (First Name) (Middle Name)

Designation \_\_\_\_\_ Department \_\_\_\_\_

Mobile Phone \_\_\_\_\_ Landline (\_\_\_\_) \_\_\_\_\_ Email \_\_\_\_\_

Computer Literacy Level: Beginner ( ) Intermediate ( ) Advanced ( )

**Student Participant #2**

Name \_\_\_\_\_  
(Last Name) (First Name) (Middle Name)

Year Level \_\_\_\_\_ Mobile Phone \_\_\_\_\_

Home Landline (\_\_\_\_) \_\_\_\_\_ Email \_\_\_\_\_

Computer Literacy Level: Beginner ( ) Intermediate ( ) Advanced ( ) *Note: Please attach Waiver A*

**Availing of Room Accommodations? (Please check)**

Yes  
 No

If Yes, please specify details below:

**Check-in date:**

May __ (beginning 2PM)		
May __ (before 8AM)		

**Check-out date:**

May __ (after training)		
May __ (Before 12nn)		

**Any Food Restriction? (Please indicate)** \_\_\_\_\_

***By signing this registration, we commit ourselves to attend the whole duration of the training. In case we fail to comply and complete the 5-day training, we agree and understand that we will repay PBSP for the total or remaining equivalent training cost. Cancellation will only be accepted two (2) days prior to the actual training day.***

**Web Technology Track**

\_\_\_\_\_  
Signature over printed name/date  
Teacher Participant #1

\_\_\_\_\_  
Signature over printed name/date  
Student Participant #1

**Web Content Track**

\_\_\_\_\_  
Signature over printed name/date  
Teacher Participant #2

\_\_\_\_\_  
Signature over printed name/date  
Student Participant #2

**ENDORSED BY**

In behalf of the school, I hereby endorse this registration for SSP Training Program and certify that the applicants are bona fide, full-time faculty of the school.

**Principal** \_\_\_\_\_

**Signature above Printed Name**

**Contact No.** \_\_\_\_\_

**Date signed** \_\_\_\_\_

**For registered participants:** Correspondence will be made through email and mobile numbers. Please make sure you write your correct and active email addresses. Please check your email regularly for updates.

**Submit Accomplished Registration Forms on or before April 19, 2010 to:**

**Ms. AJ Javier-Catungal**

**PBSP-DPSA**

**Tel. 5277749**

**Fax (632) 5273743**

**Mobile 09209181371**

Email: [avjavier@pbsp.org.ph](mailto:avjavier@pbsp.org.ph) / [avj.javier@gmail.com](mailto:avj.javier@gmail.com)



**WAIVER A**

(for minors or participants below 18 years old)

I, \_\_\_\_\_, herein represented by my (father/mother/guardian, etc.), \_\_\_\_\_, desire to participate in the SMART Training on "**Content Generation and Web Development Training**", including the necessary travel to and from \_\_\_\_\_ City for such participation to be completed on May \_\_\_ to \_\_\_, 2010 at the \_\_\_\_\_ (the "EVENT"), and, in consideration of participation in the EVENT, I hereby acknowledge and agree as follows:

1. I fully and forever RELEASE, WAIVE AND DISCHARGE and COVENANT NOT TO SUE, Smart Communications, Inc. (SMART) and Philippine Business for Social Progress (PBSP) (including, but not limited to, its officers, directors, trustees, employees, agents and representatives), from any and all demands, claims, actions, suits, damages, losses, liabilities, costs and expenses arising, directly or indirectly, in connection with my participation in the EVENT from any cause whatsoever (including, but not limited to, damage or loss of property, bodily injuries, medical treatment and death), whether or not foreseeable or contributed to by the negligent acts or omissions of others.

2. I shall INDEMNIFY AND HOLD HARMLESS SMART and PBSP (including, but not limited to, its officers, directors, trustees, employees and representatives) for and from any and all demands, claims, actions, suits, damages, losses, liabilities, cost and expenses arising, directly or indirectly, as a result of my intentional or negligent acts or omissions from any cause whatsoever (including, but not limited to, damage and loss of property, bodily injury, medical treatment and death), whether or not foreseeable or contributed to by the negligent act of omissions of others.

3. This Waiver constitutes the entire agreement, and supersedes any prior or contemporaneous agreements, understandings or negotiations, with respect to the subject matter hereof. This Waiver (i) may not be amended or modified, by course of conduct or otherwise, and (ii) may not be assigned or transferred, in whole or in part, except in writing duly executed by me and SMART/PBSP. This Waiver shall be governed by, and construed and enforced in accordance with the laws of the Republic of the Philippines, and shall be as broad and inclusive as permitted by such laws. In the event any provision of this Waiver shall be held unenforceable by a court of competent jurisdiction, such unenforceability shall not affect any other provision, and this Waiver shall be construed as if such provision, to the extent of such unenforceability, had not been incorporated herein.

4. I (i) have read and fully understand this Waiver, (ii) intend that this Waiver be legally binding upon and enforceable against me and my family members, estate, heirs and legal representatives, (iii) intend that this Waiver inure to the benefit of SMART and PBSP, and (iv) confirm that I am fully competent, and entering into this Waiver voluntarily of my own judgment.

IN WITNESS WHEREOF, I have duly executed and delivered this Waiver as of \_\_\_\_\_, 2010.

-----

**Printed Name of Student:** \_\_\_\_\_

**Printed Name of Parent/Guardian:** \_\_\_\_\_

**Signature of Parent/Guardian:** \_\_\_\_\_

**Date:** \_\_\_\_\_