



JUL 21 2010

DepEd MEMORANDUM
No. **321**, s, 2010

**CHANGES IN DEPED MEMORANDUM NO. 224, S. 2010
(National Implementation and Monitoring Activity on Consumer
Education Project)**

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

1. This Department has issued DepEd Memorandum No. 224, s. 2010, entitled "National Pilot Implementation and Monitoring Activity in Consumer Education Project". Paragraphs 2, 3 and 5 of said DepEd Memorandum are hereby changed and should read as follows:

Paragraph 2. "In preparation for the national pilot implementation this School Year (SY 2010-2011), a planning conference shall be held to plan for the simultaneous pilot implementation of the Consumer Education in 180 secondary schools on August 12, 2010 at Tagaytay Country Hotel, Tagaytay City; (See Enclosure No. 1 for the Program of Activities);

Paragraph 3. The participants to this activity are the seventeen (17) Regional Secondary Education Chiefs and Assistant Chiefs, seventeen (17) Regional Chiefs, DTI and DepEd Technical Working Groups (TWG) and the monitoring teams which shall be composed of the following:

Region	Monitor from the DepEd	Monitor from the DTI	Staff
I, II, V, NCR	Corazon L. Echano	Carmen A. Avendaño	Frederick S. Gregorio
IV- MIMAROPA and CAR	Luzviminda F. Dela Rosa	Sheryl Pablo Shirley Vasquez	Albert C. Narag
III and IV- CALABARZON	Josefina B. Mariano	Gloria Urbano	Aurea P. Aquino Maridel T. Ignacio
VI, VII and VIII	Estrellita Y. Evangelista	Nida Altares	Joel M. Faustino
IX, X and Caraga	Cristina S. Chioco	Camille Castillo Cristina Bungay	Alpha B. Aurel
XI, XII and ARMM	Jesus L. Huenda	Raul Tidalgo Vincent Catalla	Roy G. Manuel



Paragraph 5. Travel expenses of the DepEd regional participants, baggage fee for the exemplars (8 sets x 4 year levels x no. of schools) and mobility expenses during the distribution of materials to different schools shall be charged to local funds. Travel expenses of the National Technical Working Committee (NTWC), monitoring team, supplies and materials, printing of exemplars, modest honoraria of the NTWC and consultants, documentation and communication, and board and lodging of all the participants shall be charged to OSEC funds subject to the usual accounting and auditing rules and regulations”.

2. Enclosure No. 2 contains the list and additional number of schools for the pilot implementation and monitoring activity of the Consumer Education Projects.
3. For more information, please contact Ms. Luzviminda F. Dela Rosa or the staff of Special Events Unit (SEU) located at Room 505 Bonifacio Bldg., DepEd Central Office, Meralco Avenue, Pasig City at telephone nos.: (02) 637-5832; (02) 637-5834; mobile nos.: 0919-516-4759; 0927-220-4951; 0928-607-5533.
4. Immediate and wide dissemination of this Memorandum is desired.


VILMA L. LABRADOR
Undersecretary

Encl.:

As stated

Reference:

DepEd Memorandum: No. 224, s. 2010

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

CHANGE
PROJECTS
OFFICIALS

R: sally - changes to DM No. 224, 2010
July 15, 2010

**PLANNING CONFERENCE ON THE
SIMULTANEOUS PILOT IMPLEMENTATION OF THE CONSUMER EDUCATION PROGRAM
August 12, 2010 at Tagaytay Country Hotel, Tagaytay City**

PROGRAM OF ACTIVITIES

August 11	2:00PM	Arrival of Participants
(Wednesday)	5:00PM	Orientation and Briefing
August 12	6:00AM	Breakfast
(Thursday)	7:00 AM	Registration of Participants
	8:00 AM	Opening Program <ul style="list-style-type: none">- Welcome Remarks- Introduction of the Participants- Statement of Purpose- Mechanics
	8:30 AM	The Status of the Consumer Education Program The Roll Out of Information Materials DTI – Ms. Carmen Avendaño, Chief, BTRCP
	9:00 AM	The Monitoring/ Evaluation Process of the Consumer Education Program DepED – Estrellita Y. Evangelista
	9:30 AM	The Pilot Testing Process of the Consumer Education Programs DepED – Dr. Corazon L. Echano
	10:00 AM	Administrative Concerns on the Development of the Lesson Exemplars DepED – Ms. Luzviminda F. Dela Rosa, Head, SEU
	10:15 AM	Break
	10:30 AM	Open Forum
	11:00 AM	Planning Conference by Clusters <ul style="list-style-type: none">Luzon Cluster 1 Regions I, II, III, CAR Cluster 2 Regions IV-A, IV-B, V, NCRVisayas Cluster 3 Regions VI, VII, VIIIMindanao Cluster 4 Regions X, XI, Caraga Cluster 5 Regions IX, XII, ARMM
	12:00 NN	Lunch Break
	1:00 PM	Action Planning
	3:00 PM	Break
	3:30 PM	Reporting
	4:30 PM	Closing Program and Awarding of Certificates
August 13	6:00AM	Breakfast
(Friday)		Home-Sweet-Home

**LIST OF NAMES AND ADDITIONAL NUMBER OF SCHOOLS FOR THE PILOT IMPLEMENTATION
OF THE CONSUMER EDUCATION EXEMPLARS**

REGION	DIVISION		NAME OF SCHOOLS	ADDITIONAL NO. OF SCHOOLS FOR PILOT IMPLEMENTATION
I	Dagupan City	1	Dagupan City National High School	4
I	Laoag City	2	Ilocos National High School	
I	La Union	3	Don Eulogio De Guzman MNHS	
I	La Union	4	BHC Educational Institution, Inc	
I	Pangasinan I	5	Tayug National HS	
II	Santiago City	1	Santiago National High School	4
II	Isabela	2	Regional Science High School	
II	Quirino	3	Cabarroguis NSAT	
II	Quirino	4	Solana School of Fisheries	
II	Quirino	5	Philippine Yuh Chiau	
III	Bulacan	1	San Miguel National HS	7
III	Nueva Ecija	2	Talavera National HS	
III	Bataan	3	Bataan Christian School	
IV-A	Cavite	1	Tagaytay City National Science HS	6
IV-A	Rizal	2	Casimiro Ynares Sr. Mem. HS	
IV-A	Quezon	3	Buenavista National HS	
IV-A	Laguna	4	Liceo de San Pedro	
IV-A	Batangas	5	Dacanlao Gregorio Agoncillo NHS	
IV-B	Calapan City	1	Jose J. Leido Memorial NHS	0
IV-B	Calapan City	2	Pedro Panaligan MNHS	
IV-B	Calapan City	3	Holy Infant Academy	
IV-B	Marinduque	4	Marinduque National HS	
IV-B	Marinduque	5	Buenavista NHS	
IV-B	Occidental Mindoro	6	San Jose NHS	
IV-B	Occidental Mindoro	7	San Vicente NHS	
IV-B	Occidental Mindoro	8	Calintaan NHS	
IV-B	Occidental Mindoro	9	Divine Word College of San Jose	
IV-B	Oriental Mindoro	10	Leuteboro National HS	
IV-B	Oriental Mindoro	11	Fe del Mundo NHS	
IV-B	Oriental Mindoro	12	Immaculate Heart of Mary Academy	
IV-B	Palawan	13	Quezon NHS	
IV-B	Palawan	14	Roxas National Comprehensive HS	
IV-B	Palawan	15	San Francisco Javier College	
IV-B	Palawan	16	Quezon National HS	
IV-B	Puerto Princesa	17	Marcelino Javarez NHS	
IV-B	Puerto Princesa	18	Marcelino Abadiano National HS	
IV-B	Puerto Princesa	19	Holy Trinity College	
IV-B	Romblon	20	Virginia Centurione Barceli School	
IV-B	Romblon	21	Looc National HS	
IV-B	Romblon	22	Corcuera NHS	

REGION	DIVISION	NAME OF SCHOOLS		ADDITIONAL NO. OF SCHOOLS FOR PILOT IMPLEMENTATION
V	Ligao City	1	Ligao National HS	5
V	Naga City	2	Naga City Science HS	
V	Tabaco City	3	San Antonio National HS	
V	Iriga City	4	Sto. Niño National HS	
V	Iriga City	5	University of Saint Anthony	
VI	Bacolod City	1	Domingo Lacson NHS	5
VI	San Carlos City	2	Julio Ledesma NHS	
VI	Capiz	3	Cuartero NHS	
VI	Aklan	4	Altavas NHS	
VI	Roxas City	5	Filamer Christina College	
VII	Mandaue City	1	Don Gerardo LL. Ouano MNHS	5
VII	Mandaue City	2	Mandaue Christian School	
VII	Lapu- Lapu City	3	Pajo National High School	
VII	Cebu Prov.	4	Daanbantayan National HS	
VII	Siquijor	5	Banban National HS	
VIII	Eastern Samar	1	MSH Sisters Academy	4
VIII	Eastern Samar	2	Missionary Sister of the Sacred Heart Academy	
VIII	Samar	3	Samar National High School	
VIII	Tacloban	4	Sagkahan National HS	
VIII	Leyte	5	Javier National HS	
VIII	Ormoc	6	Genaro B. Lureñana National HS	
IX	Zamboanga del Sur	1	Tambulig National High School	4
IX	Zamboanga del Sur	2	Molave Vocational Technical School	
IX	Zamboanga del Norte	3	Tampilisan National High School	
IX	Zamboanga City	4	Zamboanga City High School	
IX	Dipolog City	5	Zamboanga del Norte National HS	
IX	Zamboanga City	7	Immaculate Conception Archdiocesan School	
X	Bukidnon	1	Manolo Fortich National HS	5
X	Cagayan de Oro City	2	Lapasan National High School	
X	Iligan City	3	Iligan City National High School	
X	Misamis Oriental	4	Misamis Oriental General Comprehensive HS	
X	Misamis Oriental	5	St. Mary's Academy	
XI	Davao City	1	Holy Cross Academy of Sasa Inc.	5
XI	Compostela Valley	2	Lorenzo S. Sarmiento National HS	
XI	Panabo City	3	A.O. Floirendo National High School	
XI	Davao City	4	Daniel R. Aguinaldo National High School	
XI	Davao City	5	Davao City National High School	

REGION	DIVISION	NAME OF SCHOOLS		ADDITIONAL NO. OF SCHOOLS FOR PILOT IMPLEMENTATION
XII	Sultan Kudarat	1	Esperanza National High School	5
XII	Sultan Kudarat	2	San Emmanuel National High School	
XII	Sultan Kudarat	3	Kalanawe II National High School	
XII	Tacurong City	4	Tacurong National High School	
XII	Koronadal City	5	Notre Dame- Siena School of Marbel	
CARAGA	Surigao City	1	Surigao City National High School	5
CARAGA	Butuan City	2	Libertad National High School	
CARAGA	Butuan City	3	Enfant Cheri Study Center, Inc.	
CARAGA	Dinagat Is.	4	Dinagat School of Fisheries	
CARAGA	Agusan del Norte	5	Magallanes National HS	
ARMM	Marawi City	1	Cali Paramedical College Foundation, Inc.	6
ARMM	Maguindanao	2	Datu Malambut Limok'n Memorial High School	
ARMM	Maguindanao	3	ARMM regional Science High School	
ARMM	Lanao del Sur II-B	4	Malabang National High School	
CAR	Baguio City	1	Baguio City National High School	5
CAR	Baguio City	2	Pines City National High School	
CAR	Mountain Prov.	3	Mountain Province Gen. CHS	
CAR	Mountain Prov.	4	Tabuk National High School	
CAR	Benguet	5	Cordillera Career Development College Lab. HS	
NCR	Manila	1	Lakandula High School	0
NCR	Quezon City	2	Ernesto Rondon High School	
NCR	Valenzuela	3	Dalandanan National High School	
NCR	Taguig City/ Pateros	4	Pateros National High School	
NCR	Taguig City/ Pateros	5	Notre Dame Greater Manila	
NCR	Pasig City	6	Rizal High School (Main)	
NCR	Quezon city	7	Balingasa High School	
NCR	Quezon City	8	Sta. Lucia High School	
NCR	Mandaluyong City	9	Mandaluyong Science High School	
NCR	Mandaluyong City	10	Mataas na Paaralang Neptali Gonzales	
NCR	Pasig City	11	Sta. Lucia High School	