



Republic of the Philippines
Department of Education

09 SEP 2019

DepEd ORDER
No. **024** s. 2019

IMPLEMENTING GUIDELINES ON THE UTILIZATION OF OPERATION SUPPORT FUNDS TO THE ADVOCACY AND INFORMATION CAMPAIGN AND THE QUARTERLY PRESS CONFERENCES OF PUBLIC AFFAIRS UNITS IN REGIONAL OFFICES FOR CY 2019

To: Undersecretaries
Assistant Secretaries
Bureau and Service Directors
Regional Directors
Schools Division Superintendents
Public Elementary and Secondary School Heads
All Others Concerned

1. The Department of Education (DepEd) issues the enclosed **Implementing Guidelines on the Utilization of Operation Support Funds to the Advocacy and Information Campaign and the Quarterly Press Conferences of Public Affairs Units (PAUs) in Regional Offices for Calendar Year (CY) 2019**.
2. The guidelines shall provide the rules for the release, utilization, and liquidation of the Operation Support Funds to the Advocacy and Information Campaign and the Quarterly Press Conferences of PAUs. The Operation Support Funds shall be utilized to promote and support DepEd's commitment to strengthen its communication initiatives and expand its information advocacy in its field offices and schools.
3. All DepEd Orders and other related issuances, rules and regulations, and provisions, which are inconsistent with these guidelines, are hereby repealed, rescinded, or modified accordingly.
4. For more information, contact the **Public Affairs Service-Communications Division (PAS-CD)**, 2nd Floor, Rizal Building, DepEd Complex, Meralco Avenue, Pasig City at telephone no. (02) 633-7254, or through email at pas.cd@deped.gov.ph.
5. Immediate dissemination of and strict compliance with this Order is directed.


LEONOR MAGTOLIS BRIONES
Secretary

Encl.: As stated
To be indicated in the Perpetual Index
under the following subjects:

BUREAUS AND OFFICES
CAMPAIGN
CONFERENCES

FUNDS
POLICY
RULES AND REGULATION

MCDJ, DO-Implementing Guidelines on the Utilization of Operation Support Funds
0440-July 3, 2019

Implementing Guidelines on the Utilization of Operation Support Funds to the Advocacy and Information Campaign and the Quarterly Press Conferences of the Public Affairs Unit (PAU) of Regional Offices for CY 2019

1. Rationale and Objectives

Pursuant to its mandate of formulating and implementing protocols, standards, activities, and guidelines in effectively communicating the Department's policies, programs, and projects not just to its field offices but to key stakeholders as well, the Public Affairs Service (PAS) of the Central Office is strengthening the operation and initiatives of its counterparts in the regional offices through the Public Affairs Units (PAUs).

For this purpose, funds are allocated to support the PAUs in their public affairs-related activities to ensure that stakeholders at the grassroots are guided with proper information and provided with timely responses to concerns in regard to the Department's policies, programs and projects, and local issues pertinent to basic education.

2. Scope

These guidelines shall provide the rules for release, utilization, and liquidation of the Operation Support Funds to the Advocacy and Information Campaign and the Quarterly Press Conferences of PAUs in Regional Offices for CY 2019.

3. Definition of Terms

For purposes of these guidelines, the following terms are defined and understood as follows:

- **Advocacy** – promotion of the Department's policies, programs, and projects for the benefit of its learners, teachers, and personnel
- **Communication** – strategic development, delivery, and dissemination of information on the Department's policies, programs, and projects to increase awareness, improve understanding, and strengthen investment of key stakeholders and the general public in education
- **Local concerns/issues** – challenges in the implementation of policies, programs, and projects within the purview of the Regional and Division Offices
- **Public affairs** – engagement of stakeholders in the government, media, private organizations and individuals to further and improve DepEd's policies, programs, and projects

4. Policy Statement

The DepEd hereby establishes the guidelines on the utilization of operation support funds to the advocacy and information campaign and the quarterly press conferences of PAUs in regional offices for CY 2019 to enable our Regional Information Officers (RIOs) to immediately and efficiently promote the Department's policies, programs, and projects, and to provide prompt responses to parochial concerns, in line with the thrust to strengthen its communication initiatives and expand its information advocacy in its field offices and schools.

5. Procedure

A. Allocation of Funds

- 5.1 All Regions shall receive equal amount of Support to Operations (STO) fund as indicated in Annex 1.
- 5.2 The STO indicated in Annex 1 shall be provided to Regions for the conduct of advocacy and information campaign and the quarterly regional press conferences. The amount per Region, as indicated in Annex 1, is based on the average number of PAU personnel per region and on the average number of media members that attend DepEd press conferences, multiplied by the number of days each activity will be conducted within CY 2019.

B. Eligible Activities

The Operation Support Fund shall be used by the PAUs for the activities related to the following:

a. **Advocacy and Information Campaign** such as the dissemination of updated and accurate information on DepEd's policies, programs, and projects through the development of innovative and easy-to-understand IEC materials; the strengthening of existing public affairs initiatives, including but not limited to the conduct of regional school readiness campaign and the establishment of public assistance desks in schools;

b. **Quarterly Regional Press Conferences** that proactively promote the policies, programs, and projects of the Department in the field and enable the PAUs, through the authorized Regional officials, to promptly address issues and concerns unique to their purview.

- 5.4 The Allowable Expenses in the Utilization of STO Fund include:
 - a. Printing/reproduction of advocacy and IEC materials;
 - b. Conduct of information caravan and related transportation expenses;
 - c. Conduct of coordination meeting with Division Information Officers (DIOs) and inter-agency task force for school readiness;
 - d. Set-up of public assistance command center;
 - e. Meals during conduct of quarterly regional press conference;
 - f. Other expenses in support of the abovementioned activities, provided that the expenses are classified under Maintenance and Other Operating Expenses (MOOE).
- 5.5 The Ineligible Expenses are:
 - a. Purchase of capital outlay items (e.g. equipment and gadgets);
 - b. Payment of subscriptions (internet connection, cable TV, satellite TV subscription, and reading materials);
 - c. Advertising expenses;
 - d. Operational expenses such as payment of utilities (water, electricity, janitorial, and security services).
- 5.6 To ensure that the resources are maximized, using DepEd facilities such as Regional Education Learning Centers (RELC), National Educators Academy of the Philippines (NEAP-R), Ecotech, or Baguio Teachers Camp and other government-owned venues for activities is highly encouraged.

C. Availment, Release, Utilization, and Liquidation of Funds

Central Office

- 5.7 Preparation of Allocation and Procedure in the Release of Funds
- After receipt of Sub-Allotment Release Order (Sub-ARO), Regional Offices shall request from their respective DBM-Regional Offices the Notice of Cash Allocation (NCA).
 - The Budget Division-Finance Management Service shall issue the Sub-ARO to the Regional Offices, and furnish advance copy of the signed Sub-ARO to the Regional Budget Officers and the PAUs.
 - The template, process, and workflow involved in the approval of an Activity Request (AR) and Authority to Conduct (ATC) shall follow the most recent DepEd Order on Implementing Guidelines on the Release and Use of Funds for the corresponding year.

Regional Office (Public Affairs Unit)

- 5.8 Utilization and Liquidation
- Upon receipt of the Sub-ARO, the budget officer shall assign the allocation to PAU, which is the designated implementing unit.
 - Cash advance/s must be liquidated immediately and any unexpended balance must be refunded within five (5) working days after the conduct of the activity.
 - The template, process, and workflow involved, upon the approval of PAU's Work and Financial Plan (WFP), the AR and the ATC shall follow the most recent DepEd Order on Implementing Guidelines on the Release and Use of Funds for the corresponding year.
 - Payment of allowable expenses shall be subject to the usual budgeting, accounting, auditing, and procurement rules and regulations.

3. Monitoring and Evaluation

The Central Office, through the PAS-Communications Division (PAS-CD), shall conduct regular monitoring of activity implementation and fund utilization by Regional Offices, in coordination with the PAUs.

Using the prescribed template, which shall be directly generated by the PAU or the Regional Office from the Program Management Information System (PMIS), the PAUs shall prepare the WFP specific to the fund support and shall be subject to the appraisal of the Regional Office.

The PAUs shall submit monthly technical and financial reports, including the AR or the ATC, on the utilization of operation support funds, duly signed by the Regional Directors, to PAS-CD through email pas.cd@deped.gov.ph.

4. Effectivity

This Order shall take effect immediately.

5. References

CSC-COA-DBM Joint Circular No. 1, s. 2018 (*Amendment to the CSC-COA-DBM Joint Circular No. 1, s. 2017*).

DepEd Order No. 15, s. 2017, Guidelines for the Allocations of Funds for Venue, Meals and Snacks, and Accommodation for Official Activities Organized and Conducted by the Department of Education.
(Annex 1)

**ADVOCACY AND INFORMATION CAMPAIGN AND QUARTERLY PRESS
CONFERENCES OF PUBLIC AFFAIRS UNIT (PAU) IN REGIONAL OFFICES FOR
CY 2019**

REGIONAL OFFICE	Advocacy and Information Campaign of PAUs	Quarterly Regional Press Conferences	Estimated Budget
I	264,000.00	120,000.00	384,000.00
II	264,000.00	120,000.00	384,000.00
III	264,000.00	120,000.00	384,000.00
IVA	264,000.00	120,000.00	384,000.00
IVB	264,000.00	120,000.00	384,000.00
V	264,000.00	120,000.00	384,000.00
VI	264,000.00	120,000.00	384,000.00
VII	264,000.00	120,000.00	384,000.00
VIII	264,000.00	120,000.00	384,000.00
IX	264,000.00	120,000.00	384,000.00
X	264,000.00	120,000.00	384,000.00
XI	264,000.00	120,000.00	384,000.00
XII	264,000.00	120,000.00	384,000.00
XIII (CARAGA)	264,000.00	120,000.00	384,000.00
BARMM	264,000.00	120,000.00	384,000.00
CAR	264,000.00	120,000.00	384,000.00
NCR	264,000.00	120,000.00	384,000.00
TOTAL	4,488,000.00	2,040,000.00	6,528,000.00