



Republic of the Philippines  
**Department of Education**  
REGION III  
SCHOOLS DIVISION OFFICE OF BATAAN

SEP 17 2021

**DIVISION MEMORANDUM**  
No. 438, s. 2021

**RECOMMENDED ENGAGEMENT AND COMMUNICATION ACTIVITIES FOR  
OPLAN BALIK ESKWELA 2021**

To: Assistant Schools Division Superintendent  
Chiefs of Division, CID and SGOD  
Education Program Supervisors  
Public Schools District Supervisors  
School Information Coordinators  
All Others Concerned

1. In accordance with Memorandum OM-PAS-2021-044 from the Office of the Director, this Office encourages the School Information Coordinators to conduct the following localized communication activities as part of the national campaign for the Oplan Balik Eskwela:
  - a. Sharing of local Oplan Balik Eskwela kick – off, virtual activities, and other communication materials to local partners;
  - b. Posting of OBE banners and enrolment hotlines in public areas;
  - c. Publishing of enrolment status updates or stories;
  - d. Sharing and posting of local enrolment frequently asked questions (FAQs) online;
  - e. Local media interviews of OBE chair/School Heads;
  - f. Online orientation for parents and learners;
  - g. Share DepEd Philippines updates on respective social media pages;
  - h. Coordination with LGUs and local information offices for information disseminations;
  - i. Production of outdoor promotional materials, subject to funding availability; and
  - j. Submission of relevant press releases to the Public Affairs Service for national syndication.
2. School Information Coordinators are likewise free to conduct other public engagement activities that can help SDO Bataan's goal of achieving a hundred percent enrolment for this school year.



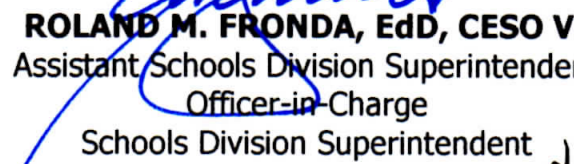
*"We Mould Heroes"*

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CSC PRIME-HRM BRONZE AWARD

3. For unified branding efforts for all aforementioned activities, OBE template materials can be accessed through [bit.ly/OBE2021Editable](https://bit.ly/OBE2021Editable).
4. Wide dissemination of the Memorandum to all concerned is desired.

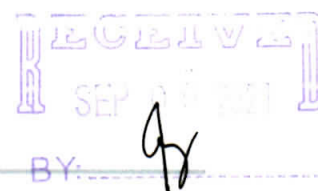


**ROLAND M. FRONDA, EdD, CESO VI**  
Assistant Schools Division Superintendent  
Officer-in-Charge  
Schools Division Superintendent

SO9  
Sept. 15, 2021




Republic of the Philippines  
**Department of Education**  
PUBLIC AFFAIRS SERVICE



*Office of the Director*

**MEMORANDUM**  
**OM-PAS-2021-044**

FOR : **REGIONAL INFORMATION OFFICERS**  
**DIVISION INFORMATION OFFICERS**  
**SCHOOL INFORMATION COORDINATORS**

FROM :   
**JUNE ARVIN C. GUDOY**  
Director IV

SUBJECT : **RECOMMENDED ENGAGEMENT AND COMMUNICATION**  
**ACTIVITIES FOR OPLAN BALIK-ESKWELA 2021**

DATE : September 3, 2021

As part of the national communications campaign for the Oplan Balik Eskwela, the Public Affairs Service would like to respectfully request for the usual support of Regional (RIOs) and Division Information Officers (DIOs), in coordination with School Information Coordinators (SICs), to encourage the following suggested localized communication activities:

- Crossposting of local Oplan Balik Eskwela kickoff, virtual activities, and other communication materials to local partners (LGU, media, private sector, etc.)
- Posting of OBE banners and enrollment hotlines in public areas (school and office gates, barangay halls, parks, etc.)
- Publishing of local enrollment status updates or stories online
- Sharing and posting of local enrollment frequently asked questions (FAQs) online
- Local media interviews of OBE chair/School Heads
- Online orientation for parents and learners
- Share DepEd Philippines updates on respective social media pages
- Coordinate with LGUs and local information offices for information dissemination
- Production of outdoor promotional materials, subject to funding availability
- Submission relevant press releases to the Public Affairs Service for national syndication.

RIOs, DIOs, and SICs are likewise free to conduct other public engagement activities that can help the Department's goal of achieving a hundred percent enrollment for this school year.







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For unified branding efforts for all aforementioned activities, OBE template materials can be accessed through [bit.ly/OBE2021Editable](https://bit.ly/OBE2021Editable).

- Regional Directors may refer to a list of FAQs as guide for media engagements which can be accessed through <https://bit.ly/3I2H9UH>.
- RIOs and DIO's may also refer to the DepEd Philippines Viber Community group which they can join through <https://bit.ly/3DUNmug>.

For your guidance.

Thank you.