



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

JUL 08 2025

**DIVISION ADVISORY**

No. 155, s. 2025

To: Assistant Schools Division Superintendent  
Chief Education Supervisors  
Education Program Supervisors  
Public Schools District Supervisors  
Elementary and Secondary School Heads  
All Others Concerned

Pursuant to Regional Memorandum No. 217, s. 2025, titled "2025 Confluence for School Heads v2.0," this Office announces the conduct of Confluence for School Heads v2.0 with the theme "Futures-Ready Leadership: Marketing Minds, Strategic Moves, and Visionary Thinking" on July 18, 2025, at Pampanga State University (formerly Don Honorio Ventura State University), Bacolor, Pampanga.

Attached herewith is Regional Memorandum No. 217, s. 2025, for further details and inquiries.

  
**CAROLINA S. VIOLETA, EdD, CESO V**  
Schools Division Superintendent

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C110/ci28  
July 7, 2025

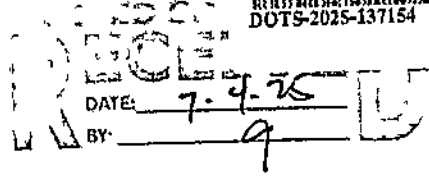


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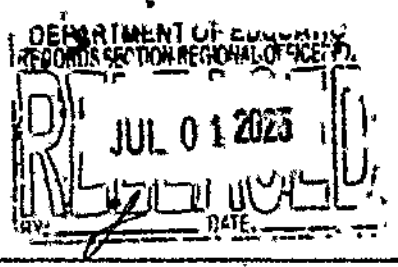
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"We Mould Heroes"





Republic of the Philippines  
**Department of Education**  
REGION III-CENTRAL LUZON



**REGIONAL MEMORANDUM**  
No. 217, s. 2025

**2025 CONFLUENCE FOR SCHOOL HEADS v2.0**

To : Schools Divisions Superintendents

1. The Department of Education Regional Office III, through the Human Resource Development Division, announces the conduct of Confluence for School Heads v2.0 with the theme "Futures-Ready Leadership: Marketing Minds, Strategic Moves, and Visionary Thinking" on July 18, 2025, at Pampanga State University (formerly Don Honorio Ventura State University), Bacolor, Pampanga.
2. This one-day Confluence for school heads aims to:
  - a. enhance participants' understanding of social marketing strategies and how these can be applied effectively to promote positive behaviors, strengthen stakeholder relationships, and improve the public image and engagement of schools;
  - b. develop strategic and critical thinking skills among school leaders and educators in order to improve decision-making, problem-solving, and planning processes in response to complex educational challenges; and
  - c. introduce futures thinking as a leadership and planning tool, enabling participants to anticipate emerging trends, explore future scenarios, and design proactive and innovative responses that align with long-term educational goals.
3. Target participants in this activity are the elementary or secondary school heads. Interested participants are requested to register through this link and Code on or before July 11, 2025, on a first-come, first-served basis. School heads will receive a confirmation message upon the completion of the required number of participants.



<https://forms.office.com/r/5y2iSaPSa9>



Address: Matalino St. D.M. Government Center, Maimpls,  
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Telephone Number: (045) 598-8580 to 89  
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5. The first meal to be served is breakfast. Travel and other incidental expenses of the participants shall be charged to SDO/School/local funds, subject to the usual accounting and auditing rules and regulations.
6. For inquiries and other concerns relative to this activity, participants may contact Rigette Ryan S. Ramos, EdD, Education Program Supervisor-HRDD, through [rigetteryan.ramos@deped.gov.ph](mailto:rigetteryan.ramos@deped.gov.ph).
7. Wide dissemination of this Memorandum is earnestly desired.

**RONNIE S. MALLARI, PhD, CESO V**  
Regional Director

HRDD1/hrdd4  
July 3, 2025

To send feedback  
regarding any of  
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Enclosure No. 1

**PROGRAM MATRIX**  
**CONFLUENCE FOR SCHOOL HEADS v2.0**  
**"Futures-Ready Leadership: Marketing Minds, Strategic Moves,**  
**and Visionary Thinking"**

Time	Activity	In-charge
7:00 – 8:00 AM	Registration	PMT
8:00 – 8:30 AM	Opening Program	PMT
8:30 – 9:15 AM	Learning Session 1: Sharpening the Edge: Strategy and Critical Thinking for Adaptive Leaders	Resource Person:  Kim Jayson Villezca EPS, RO3 DAP Batch 2025
9:15 – 10:00 AM	Learning Session 2: Social Marketing for Schools	Resource Person:  John Denver Desolo EPS, RO3
10:00 – 10:15 AM	Break	
10:15 – 11:15 AM	Learning Session 3: Leading with Vision, Values, and Velocity: Shaping Education for an Uncertain Tomorrow through Partnership	Resource Person:  Dir. Margarita Ballesteros Director IV, OUROD-NEAP
11:15 – 12:00 PM	Learning Session 4: Updates on Public Spending in School Governance	Resource Person:  Dr. Mina Gracia L. Acosta ASDS, SDO CSJSM DAP Batch 2023
12:00 – 1:00 PM	Lunch Break	
1:00 – 2:00 PM	Learning Session 5: Driving Execution through Futures Thinking Skills	Resource Person:  Dr. Imelda Macaspac SDS, SDO Olongapo City DAP Batch 2024
2:00 – 3:00 PM	Learning Session 6 PAGTANAW 2050	Resource Person:  Jesito Ponio SEDS, PDIPBD-NEDA
3:00 – 3:15 PM	Break	
3:15 – 4:15 PM	Learning Session 7 Upscaling School Management through Breakthroughs	Resource Person:  Dr. Dolores T. Quiambao VP-SAS, PSU
4:15 – 4:30 PM	Closing Program	



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Enclosure No. 2

**PROGRAM OVERVIEW**  
**CONFLUENCE FOR SCHOOL HEADS v2.0**  
**"Futures-Ready Leadership: Marketing Minds, Strategic Moves,  
and Visionary Thinking"**

**PROGRAM DESCRIPTION:**

This confluence v2.0 sees the crucial role of the school leaders in transforming schools into adaptive and future-ready institutions. With increasing societal expectations and technological disruptions, school leaders must learn to communicate value, influence behavior, and mobilize support through targeted social marketing efforts. At the same time, fostering strategic and critical thinking enables educational leaders to diagnose root problems, explore alternative solutions, and make informed, data-driven decisions and by incorporating futures thinking, schools are better positioned to anticipate change, embrace innovation, and implement forward-looking strategies that align with both current realities and future aspirations.

**LEARNING SESSION 1: SHARPENING THE EDGE: STRATEGY AND CRITICAL THINKING FOR ADAPTIVE LEADERS**

The participants are expected to understand the core principles of strategic thinking and how they intersect with critical thinking to drive effective decision-making, apply practical frameworks and tools to analyze complex scenarios, identify assumptions, and craft adaptive strategies and develop actionable habits to cultivate a strategic mindset and foster a culture of critical inquiry within the team or organization.

**LEARNING SESSION 2: SOCIAL MARKETING FOR SCHOOLS**

The participants are expected to familiarize educators and school leaders with the concepts and applications of social marketing as a strategic means for encouraging positive behavior and attitude shifts within the school and its community. It intends to provide participants with the expertise and tools necessary to design, execute, and assess social marketing campaigns that tackle critical school challenges such as student absenteeism, inadequate hygiene habits, insufficient parental involvement, environmental issues, and value development.

**LEARNING SESSION 3: LEADING WITH VISION, VALUES, AND VELOCITY: SHAPING EDUCATION FOR AN UNCERTAIN TOMORROW**

The participants are expected to enhance the abilities of educational leaders to effectively navigate and steer their institutions in a swiftly evolving and unpredictable landscape through partnership. The initiative seeks to enrich their comprehension of the significance of a clear and compelling vision in directing schools towards their long-term objectives, while remaining firmly rooted in ethical values that foster integrity, inclusiveness, and learner-centered methodologies.



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**LEARNING SESSION 4: UPDATES ON PUBLIC SPENDING IN SCHOOL GOVERNANCE**

The participants are expected to improve the comprehension of school leaders, education stakeholders, and governing bodies regarding the efficient and transparent use of public funds within the education sector. It seeks to highlight the vital role that public expenditure plays in advancing equitable access to high-quality education, enhancing school facilities, and supporting initiatives that directly influence student learning and growth.

**LEARNING SESSION 5: DRIVING EXECUTION THROUGH FUTURES THINKING SKILLS**

The participants are expected to equip educational leaders and stakeholders with the mindset and tools needed to foresee change, examine various potential futures, and make strategic choices that facilitate effective action. It highlights the importance of incorporating futures thinking—such as trend analysis, scenario planning, and strategic foresight—into the planning and execution processes of schools to improve adaptability and innovation. The aim is to enhance the ability of participants to go beyond mere reactive problem-solving by fostering proactive, long-term thinking and flexible implementation.

**LEARNING SESSION 6: PAGTANAW 2050**

The participants are expected to understand the initiative of "PAGTANAW 2050" which is designed to encourage a forward-looking perspective among educators, leaders, and policymakers by motivating them to foresee, conceptualize, and ready themselves for the long-term future of education and society. It aims to foster the application of foresight strategies and futures thinking tools to create sustainable policies, programs, and innovations that address emerging trends, global changes, and local issues. PAGTANAW 2050 envisions harnessing the talent and tools in science and technology to innovate towards a prosperous, archipelagic, maritime nation by 2050.

**LEARNING SESSION 7: UPSCALING SCHOOL MANAGEMENT THROUGH BREAKTHROUGHS**

The participants are expected to improve the quality and efficiency of school administration by adopting innovative practices, bold strategies, and transformative solutions. It emphasizes the identification and expansion of successful breakthrough practices in governance, instruction, resource management, and stakeholder involvement that result in measurable enhancements in school performance. This also aims to strengthen the capabilities of school managers to assess challenges, make data-informed decisions, and maintain effective reforms, and to motivate education leaders to drive change, replicate effective practices, and institutionalize innovations that enhance the overall quality of educational delivery within their schools and communities.