



Department of Education  
Region X-Northern Mindanao  
**DIVISION OF MALAYBALAY CITY**  
Corner Don Carlos-Guingona Sts., Malaybalay City  
Telefax (0880 or (088) 221-4597 email: [depedmlblycity@yahoo.com](mailto:depedmlblycity@yahoo.com)

Deped-MALAYBALAY CITY DIVISION  
**RELEASED**

Date: 9/6/13 Time: 4:30 PM  
By: Jane Annabelle



**MEMORANDUM TO:**

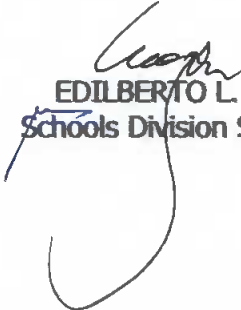
**PARISO L. ORONG** - Secondary School Principal IV  
**AMPARO C. BAUTISTA** - Secondary School Principal II  
**NOEMIE A. MACASLANG** - Officer In-Charge (MNHS)

DATE: September 6, 2013

SUBJECT: CAMPAIGN FOR CHARACTER EDUCATION TENACITY SUMMIT STRATEGIC  
PLANNING CONFERENCE

Pursuant to Regional Letter dated September 3, 2013 and Unnumbered Regional Memorandum dated August 13, 2013 re: Campaign for character Education Tenacity Summit Strategic Planning Conference, your school is identified by this office to send participants.

For more details please see attached letter and memorandum.

  
EDILBERTO L. OPLENARIA  
Schools Division Superintendent

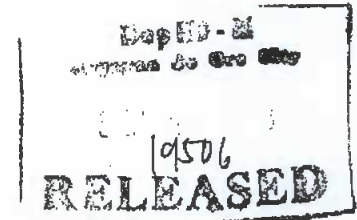


Republic of the Philippines  
Department of Education  
**REGION X -- NORTHERN MINDANAO**  
Gregorio A. Pelaez, Sr. Memorial Sports Center  
Velez Street, Cagayan de Oro City



**REGIONAL LETTER**

September 3, 2013



**THE SCHOOLS DIVISION SUPERINTENDENTS**

This Region

Dear Sir/Madam

This is line with the Unnumbered Memorandum uploaded on August 13, 2013 signed by Director ALLan G. Farnazo re: Campaign for Character Education Tenacity Summit Strategic Planning Conference this coming September 13, 2013 at the Xavier Sport and Country Club, Cagayan De Oro City.

Deadline for the submission of the list of participants to this office will be on September 5, 2013 for consolidation and submission to the management at 104B Cedar Mansion Street, Jose Maria Scriva Drive, Ortigas Center, Pasig City.

Reiterating herein your urgent submission of list of participants and email the same to [elesio.maribao@yahoo.com](mailto:elesio.maribao@yahoo.com).

Your concerted gesture of concern of support and cooperation to this laudable cause is highly enjoined.

Very truly yours,

**INGRID G. RACOMA, Ph. D., CESO V**  
Schools Division Superintendent  
Officer-In-Charge  
Office of the Regional Director



Republic of the Philippines  
Department of Education  
**REGION X – NORTHERN MINDANAO**  
Gregorio A. Palenz, Sr. Memorial Sports Center  
Velasco Street, Cagayan de Oro City

**DepED**  
DEPARTMENT OF EDUCATION

**MEMORANDUM**

**To: Schools Division Superintendents**  
This Region

**From: ALLAN G. FERNANDEZ, Ph. D., CESO V**  
Regional Director

**Subject: CAMPAIGN FOR CHARACTER EDUCATION TENACITY SUMMIT**  
**STRATEGIC PLANNING CONFERENCE**

**Date: August 13, 2013**

DepED - X  
Cagayan de Oro City  
2013  
1924K  
**RELEASED**  
Cristel Brown  
Regional Office  
OR. ELISED MAH

The Alalay sa Pamilya at Bayan Foundation (APB), the Defending Family Values Foundation (DFV) and the University of Asia and the Pacific (UAAP) will hold a Campaign for Character Education Tenacity (CACHET) Summit Strategic Planning Conference on September 13, 2013 from 7:30 AM to 5:30 PM at the Xavier Sport and Country Club, Cagayan De Oro City.

With this, you are hereby required to identify 3 high schools either public or private. Each school should send 2 students who met the qualifications stipulated herein, the school principal, one teacher probably handling Values Education and a parent. A total of 5 participants each school or 15 participants each division. The Schools division Superintendent or the Assistant Schools Division Superintendent is most welcome to attend.

It is highly desired that list of participants be submitted to this office on or before **August 30, 2013** for consolidation and submission to the management on **September 2, 2013**.

Attached is the letter signed by the chairman and president of APB Foundation Inc., **Annabelle P. Brown** and the University Fellow and Trustee of the University of Asia and the Pacific, **Antonio N. Torralba**, the program matrix and other relevant documents for your reference.

No registration fees will be charged. Expenses of participants to and from the venue shall be charged to any available school funds. Snacks and lunch will be served.

For immediate dissemination and compliance.



104B Cedar Mansion St. Josemaria Escriva Drive,  
Ortigas Center, Pasig City \* Tel. no. 6320103 \* 5029917 \*  
Fax no.: 6375200 \* Email Add: apbfoundation@ymail.com

30 July 2013

**DR. ALLAN G. FARNAZO**

Regional Director  
DepEd region 10  
Cagayan de Oro City

Dear Dr. Farnazo:

We are most pleased to inform you that Defending Family Values Foundation (DFV), Alalay sa Pamilya at Bayan Foundation (APB), and University of Asia and the Pacific (UA&P) intend to hold a CACHET summit strategic planning conference, scheduled for Friday, 13 September 2013, from 7:30 A.M. to 5:30 P.M. at the Xavier Sports & Country Club, Cagayan de Oro City. You are most cordially invited to send 3-delegates from your jurisdiction to this activity.

We suggest that the participants come from three schools per division, to be chosen by your office. The intention is that each of the three regional representative schools is to be requested to send two (2) high school students, one (1) high school teacher, one (1) parent, and the school principal, for a total of five (5) per school. The schools division superintendents or the assistant is most welcome to attend as well.

CACHET, which stands for Campaign for Character Education Tenacity is a program jointly handled by the above-mentioned entities. Essentially, the campaign is a continuing search for exemplars of public high schools, identified and assessed on the basis of specific criteria areas: a) noteworthiness (qualitative effectiveness) of existing character education programs; b) scholastic competence of students and faculty; c) solidarity of students, as manifested in their collaboration with the school in character education; d) collaboration of parents in the education of their children and in the life of the school; and e) good governance (management and administration), particularly of the character education thrust and programs.


Using the framework of school accreditation developed by the Ford Foundation-UA&P Project Sterling Silver inclusive of a self-survey instrument and peer verification, the Cachet Schools Search and Award, would thus be the contribution of the private sector to encouraging quality and sustainability among public high schools, and eventually, all schools in the country.

The planning conference seeks to be a consultative exercise to give flesh to the search. We have successfully conducted one recently for the NCR. We enclose the proposed schedule of the conference for your information. Please note that there is a separate set of activities for the students, on one hand, and the educators, on the other hand.

**NO REGISTRATION FEES** will be charged for the summit. We thus request that the expenses of participants to and from their stations be made chargeable to available funds in the schools.

We hope you find this request worth your favor. As stated in the brief below, "character education is the most indispensable element of the effectiveness and efficiency of the nation's education system and programs. Ensuring the people's character is ensuring the socio-economic and cultural development of the nation. There can be no development without the strengthening of the character of the people, and particularly the youth." The currently envisioned search and award is one more small effort towards this direction.

May we call up your designated point person to discuss the details of your disposition and the activity itself? Thank you and warmest regards!

  
ANTONIO N. TORRALBA  
University Fellow & Trustee

  
ANNABELLE P. BROWN  
Chairman & President

104B Cedar Mansion St. Josemaria Escriva Drive  
Ortigas Center Pasig City\*

Tel no. 6320103 \* 5029917 \* Fax no.: 6375200 \*  
Email Add: apbfoundation@vmail.com

**PROGRAM MATRIX**

TIME	STUDENTS	PRINCIPALS, TEACHERS, & PARENTS A. Brown, A. Torralba, and G. Leon
7 30 a.m.	Registration	
8:15	Opening Preliminaries and Technical Keynote Address <b>Cachet Schools Program: The What and How</b> Antonio N. Torralba	
9 30	<b>S.T.R.O.N.G. Virtues: The Showcase of Character</b>	Commission Work (By School) <b>Leveling of Expectations Towards Page One</b> Possible Questions – Possible Answers
11 00	<b>My Home ... My School ... My Friends ... and Me</b>	Conference Forum 1 <b>The How: The Makings of a Noteworthy School Character Education Program</b> Gia Leon
12 00	Lunch	
1 30	<b>Freedom and Responsibility: Two Ends of One Stick</b> S.T.R.O.N.G. Team	Workshop <b>The Basics of a Cachet School</b>
2 30	<b>Keeping Love Real ... A Matter of "I"</b>	Conference Forum 2 <b>The What Next: The Makings of a Noteworthy School Character Education Program</b> Gia Leon
3 30	<b>Matters Concerning Young Men and Young Women</b> S.T.R.O.N.G. Team	Workshop <b>The Implementation &amp; Rollout Guidelines</b>
4:30	Wrap-up and Closing Ceremonies	
5:30	End of Strategic Planning Conference ... Departure for Stations	

Note: The conference and workshops are intended to look more closely into the five elements of a cachet school (see above). At the end of these sessions, the participants should have acquired more-or-less a firm grasp of the five elements and be better disposed to craft the standards, rubrics, procedures and operations of the search for *cachet school exemplars*.

104B Cedar Mansion St. Josemaria Escrivá Drive,  
Ortigas Center Pasig City \*  
Tel. no. 6320103 \* 5029917 \* Fax no. 6375200 \*  
Email Add: apbfoundation@gmail.com

#### 5. TIMETABLE 2013-2014

30 September	-	Deadline for Application Submission Pre-Selection of 50 Qualifying Entries
15 October	-	Announcement of Qualifier Schools
31 March	-	Submission of Cachet School Report (Period Covered: 10 October 2013 to 28 February 2014)
30 April	-	Selection of Top 10 Finalists
07 July	-	Awards Night

Notes: Application forms, to be made available during the strategic planning conference, shall also be available on-line

Submission of application forms and Cachet School entry reports may be done on-line or sent to the Cachet School Award Office, Alalay sa Pamilya at Bayan, Unit 104 Cedar Mansions, Escrivá Drive, Ortigas Center, Pasig City

Inquiries may be made via e-mail [manevicmaat@gmail.com](mailto:manevicmaat@gmail.com) or mobile no. 09175026612 or land line no. 5029917

#### 6. CONSULTATION CONFERENCE (Xavier Estate, Saturday, 13 September 2013)

##### PARTICIPANTS

To help guarantee coherence in the deliberations of the Mindanao summit conference, participation is by school, selected by the corresponding Office of the Regional Director from among its flagship high schools.

Each school, private or public, is requested to send five delegates: the principal, a master teacher in the 20s or 30s, a parent, and two student leaders. The principals, teachers, and parents in attendance shall have a separate session from that of the students. The student session will follow the I Am S.T.R.O.N.G. – I Keep Love Real basic seminar structure. The educators' session shall comprise in assembly talks and workshops by sector further divided into subgroups of five to eight participants.

##### FUND SOURCES

All expenses attributable to the conference shall be funded by *Defending Family Values Foundation* and *Alalay sa Pamilya at Bayan*. No fees shall be charged for the conference. Snacks and lunch on the conference day shall be served.

Given the significance of character education in the lifeline of Philippine education system, it is suggested that the Regional Office deem attendance in the summit conference an official business, with expenses to and from the conference chargeable to local funds or local school board fund or other sources.