



Republic of the Philippines  
**Department of Education**  
Region X- Northern Mindanao  
Division of Malaybalay City

DM- 2021-04-201  
DEPED MALAYBALAY CITY DIVISION  
RELEASED 11:09 AM  
DATE: APR 20 2021  
BY: [Signature]  
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**DIVISION MEMORANDUM**  
No. 201 s. of 2021

TO: Assistant Schools Division Superintendent  
Chief Education Supervisor, CID and SGOD  
Public Elementary and School Heads  
All Others Concerned

FROM: VICTORIA V. GAZO, PhD, CESO IV  
Schools Division Superintendent

DATE: April 19, 2021

SUBJECT: **DISSEMINATION OF THE REGIONAL MEMORANDUM NO. 166 s. 2021 re: DESIGNATION OF SCHOOL INFORMATION COORDINATORS**

1. Anent to Regional Memorandum 166 series of 2021 re: Designation of School Information Coordinators, all schools are required to designate an information coordinator to coordinate and strengthen communication from schools to the national level.
2. Likewise, all designated school information coordinators are to communicate their basic information to the division office via <https://tinyurl.com/SchoolInfoCoord> not later than Friday, April 23, 2021.
3. Attached herewith is a copy of the regional memorandum for your reference. Likewise, you may utilize the attached template of the designation order to be modified and given to the designated School Information Coordinator.
4. Queries relative to this can be relayed to Rio G. Arbutante, *Education Program Specialist II for Social Mobilization and Networking* and *Division Information Officer-Designate* at 0917 845 6602.

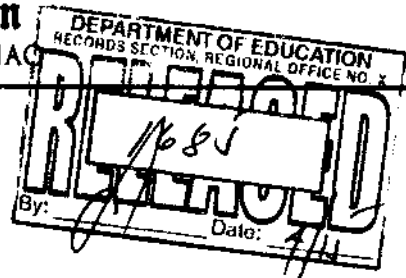
**TO BE POSTED IN THE WEBSITE**



Purok 6, Casisang, Malaybalay City  
Telefax (088) 314-0094  
Email: Malaybalay.city@gmail.com



Republic of the Philippines  
**Department of Education**  
 REGION X - NORTHERN MINDANAO



Office of the Regional Director

April 14, 2021

REGIONAL MEMORANDUM  
 No. 166, s. 2021

**DESIGNATION OF SCHOOL INFORMATION COORDINATORS**

To: Schools Division Superintendents  
 All Others Concerned

- Through the attached DepEd Memorandum No. 17, s. 2021, DepEd Central Office (CO) is directing all DepEd schools to designate their School Information Coordinators (SICs) as counterparts of the information officers at the regional and divisional levels.
- The designation shall be recommended by the school head/principal to the Schools Division Superintendents (SDSs) for approval.
- Following the template below (**WORD format**), the Divisional Information Officers (DIOs) shall consolidate and submit their lists to the Regional Office (RO) via \_\_\_\_\_ not later than **April 30** for consolidation and submission to the CO:

**REGION X SCHOOL INFORMATION COORDINATORS**

Name	School	Division, District	Contact Details
1.			a. E-mail b. Mobile Number c. Office Landline Number d. Facebook Account e. Others
2.			
3.			

- Immediate and wide dissemination of this Memorandum is desired.

*[Signature]*  
**DR. ARTURO B. BAYOCOT, CESO III**  
 Regional Director

ORD-PAU/moon





Republic of the Philippines  
**Department of Education**

05 APR 2021

DepEd MEMORANDUM

No. **017** s. 2021

**DESIGNATION OF SCHOOL INFORMATION COORDINATORS**

To: Regional Directors  
Schools Division Superintendents  
Public Elementary and Secondary School Heads  
All Others Concerned

1. The Department of Education (DepEd) issues this DepEd Memorandum titled **Designation of School Information Coordinators (SICs)**. An SIC shall be designated in every public elementary, secondary, and senior high school nationwide as counterparts of the Division and Regional Information Officers.
2. The Department fully recognizes the importance of SICs in ensuring that communications convergence are coordinated and strengthened from the schools to the national level.
3. The designated SICs shall be tasked to:
  - a. Assist and act as focal persons in verifying and addressing issues and concerns raised by the public and the media involving their school or area;
  - b. Facilitate the conduct of verification of information based on protocols, data privacy, integrity and confidentiality;
  - c. Facilitate the communication of any untoward incidents in their respective areas, and submit a detailed report within 24 hours to DepEd Central Office (CO) Public Affairs Service (PAS) copy furnished their respective regional and schools division offices;
  - d. Provide updates to the schools division, region or CO that may be referred to in media releases to national media;
  - e. Support their respective schools, schools division, and regional offices in responding to media queries on local issues;
  - f. Coordinate with the schools division, regional or CO to request for official statements on existing issues;
  - g. Perform duties and responsibilities related to DepEd Public Affairs programs, projects, and activities; and
  - h. Perform other tasks related to the efficient communication, documentation and dissemination of information to DepEd CO and vice versa.
4. The designated SICs should be:
  - a. Holding a teaching or non-teaching position in the school;
  - b. At least two or three years employed in DepEd;
  - c. Able to communicate and write well, and have good public relations skills; and
  - d. Able to respond to issues and concerns requested by the schools division, regional, or the Central Office.

5. The designation of a teacher to perform as School Information Coordinator shall be recommended by the school head to the Schools Division Superintendent (SDS) for approval.
6. The SDS, through the Division Information Officer, is requested to submit the enclosed form with the name of the designated School Information Coordinator to the Regional Information Officer, copy furnished the DepEd Public Affairs Service through email at [pas.od@deped.gov.ph](mailto:pas.od@deped.gov.ph) not later than **May 15, 2021**.
7. Immediate and wide dissemination of this Memorandum is desired.

  
**LEONOR MAGTOLIS BRIONES**  
Secretary

Encl.:  
As stated

References:

DepEd Order No. 99, s. 2010  
DepEd Memorandum Nos.: 145, s. 2005; 219, s. 2012; and 72, s. 2013)



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

BUREAUS AND OFFICES  
OFFICIALS  
MEDIA  
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PROJECTS  
SERVICE  
TEACHERS

JDMC/SMMA/APA/MPC, DM Designation of School Information Coordinators  
0059 - February 24/March 22, 2021

(Enclosure to DepEd Memorandum No. **017**, s. 2021)

**Designation of School Information Coordinator (SIC)**

Name: \_\_\_\_\_

Position: \_\_\_\_\_

School and District: \_\_\_\_\_

Contact details (mobile, email, FB account):  
\_\_\_\_\_

SIGNATURE:

RECOMMENDED by Principal or School Head:

APPROVED by PSDS or SDS

Note: Please send this Form to Division Information Officers for consolidation. The DIOs will send the consolidated list of SICs to regional office. The RIOs will send the consolidated list of SICs to PAS, Central Office ([pas.oda@deped.gov.ph](mailto:pas.oda@deped.gov.ph)) following this format:

**REGION 1 SCHOOL INFORMATION COORDINATORS**

Name	School	District	Contact Details (email, mobile, landline, fb account, etc.)
1.			
2.			
3.			