



MAR 29 2011

DepEd MEMORANDUM  
 No. **79**, s. 2011

**SMART SCHOOLS PROGRAM “CONTENT GENERATION AND WEB DEVELOPMENT TRAINING” FOR PUBLIC ELEMENTARY AND HIGH SCHOOL TEACHERS, PUPILS AND STUDENTS**

To: Bureau Directors  
 Regional Directors  
 Schools Division/City Superintendents  
 Heads, Public Elementary and Secondary Schools

1. The Department of Education (DepEd), in collaboration with Smart Communications, Inc. through its implementing partner, the Philippine Business for Social Progress (PBSP), will conduct the **Content Generation and Web Development Training** for selected public elementary and high school teachers, pupils and students on the following schedule and venues:

Region	Schedule	Venue
Luzon	May 2-6, 2011	Colegio San Juan De Letran, Intramuros, Manila
Visayas-Mindanao	May 11-15, 2011	University of San Jose-Recoletos, Basak, Cebu City

2. The training program aims to provide the teachers, pupils and students knowledge on local content and journalism, which subsequently develop their skills on website design and publishing.

3. The participants from the participating schools (Please see Enclosure No. 1) are as follows:

Track	Participant	Pre-requirement
Track A: Web Development	2 Teachers	ICT Coordinator or EPP/TLE Teacher or Webmaster (a teacher assigned to maintain the school’s website), with good computer and internet skills
Track B: Content Generation	1 Teacher	Campus paper adviser or teacher of any subject (English, Social Science) with good computer and internet skills  Incoming Grades V or VI pupils proficient in basic computer applications (i.e. internet, MS Office, etc.)
	1 Pupil	

4. The training course will be conducted in two tracks: Track A on Content Generation and Development; and Track B on Web Development, which will run simultaneously on Days 1 to 4. On Day 5, participants from both tracks will collaborate and integrate their outputs to create a website for their respective schools featuring various aspects of community life. Please see Enclosure No. 2 for the Program of Activities.

5. Enclosure No. 3 contains the Registration Form which will be accomplished by the School Principal, and Enclosure No. 4 for Pupil Waiver to be signed by the Parent-Guardian.



6. Attendance of participants shall be **on official time only**. All expenses (travel from school to training venue and vice versa, accommodation and meals) for the training shall be borne by Smart, Inc. through PBSP. It is understood that local arrangements shall be made such that the classes of the said teacher-pupil-student participants shall not be disrupted.

7. For more information, please contact Ms. Riza Horcasitas-Verano, Senior Program Officer, PBSP at telephone no.: (632) 527-7749, e-mail at [riza Horcasitas@yahoo.com](mailto:riza Horcasitas@yahoo.com). or AJ Javier-Catungal, Project Officer, PBSP at telephone no.: (632) 527-7749, mobile phone no.: 0920-918-1371 or through e-mail at [avjavier@pbsp.org.ph](mailto:avjavier@pbsp.org.ph)/[avj.javier@gmail.com](mailto:avj.javier@gmail.com).

8. Immediate dissemination of this Memorandum is desired.

  
**BR. ARMIN A. LUISTRO FSC**  
Secretary

Encls.:

As stated

Reference:

N o n e

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

INFORMATION TECHNOLOGY  
PUPILS  
TEACHERS  
TRAINING PROGRAMS

(Enclosure No. 1 to DepEd Memorandum No. 79, s. 2011)

### LIST OF PARTICIPATING SCHOOLS

1	Malabon ES	Malabon
2	Balele ES	Batangas
3	Bernardo Lirio Memorial School	Batangas
4	Binubusan ES	Batangas
5	Calulut Elementary School	Pampanga
6	CM Azcarate ES	Laguna
7	Dasmarinas ES	Cavite
8	Dona Consuelo Salazar Perez ES	Pangasinan
9	Francisco E. Barzaga Memorial School	Cavite
10	Humayao ES	Cavite
11	Ilagan South CS	Isabela
12	Kasiglahan Village ES	Rizal
13	Ramona S. Tirona Mem. ES	Cavite
14	San Vicente CS	Pampanga
15	Tanauan North Central School	Batangas
16	Tanauan South Central School	Batangas
17	Tapia ES	Batangas
18	Pacita Complex NHS	Laguna
19	Sapang Bato NHS	Pampanga
20	Eduardo Cojuangco NHS	Tarlac
21	Buhangin CES	Davao del Sur
22	Cabantian ES	Davao del Sur
23	Kapitan T. Monteverde Sr. CES	Davao del Sur
24	Magallanes ES	Davao del Sur
25	San Roque CES	Davao del Sur
26	Dapitan City CES	Zamboanga del Norte
27	Cogon ES	Bohol
28	Tagbilaran City ES	Bohol
29	Ubujan ES	Bohol
30	Loboc CES	Bohol
31	Dauin CES	Negros Oriental
32	Maslog ES	Negros Oriental
33	Lapu-Lapu City CES	Cebu
34	Buagsong ES	Cebu
35	Dapa NHS	Zamboanga del Norte

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**Title: 5-DAY TRAINING ON CONTENT GENERATION AND WEB DEVELOPMENT**

**TRACK B: CONTENT GENERATION (Days 1-4)**

		<b>CONTENT TRACK</b>		
	Time	Key Result Areas/Objectives	Topics/Content	Methodology
<b>DAY 1</b>	AM	At the end of the session, the participants are able to explain and demonstrate skills on the following  1. Research Methodologies 2. News and Feature Writing 3. Photojournalism 4. Blogging	Introduction to the Course - Background and Rationale - Importance of Online Content Generation and Web Development to ICT integration in Teaching and Learning	Lecture, Discussion, Activity
	PM		Research Methodologies - Gathering & Analyzing Data - Citing Resources - Writing Research - Theory and Exercises - Writing for Web	
<b>DAY 2</b>	AM	At the end of the session, the participants are able to explain and demonstrate skills on journalism	News and Feature Writing - Composition, Techniques	Lecture, Discussion, Hands-on
	PM		Photojournalism - Using MS Picture Manager - Saving for Web  Blogging - Introduction to Blogging - How to Blog - Do's and Don't's	
<b>DAY 3</b>	AM		Fundamentals and Principles of Journalism - Creation of Blog site - Blogging Hands-on	Lecture, workshop, critiquing
<b>DAY 4</b>	PM			

*Handwritten mark*

**JOINT TRACK: INTEGRATING CONTENT GENERATION AND WED DEVELOPMENT (Day 5)**

		<b>CONTENT TRACK</b>		
	Time	Key Result Areas/Objectives	Topics/Content	Methodology
<b>DAY 5</b>	AM	At the end of the session, the participants are able to formulate a re-entry plan for the management of their websites; and conceptualize a specific topic or focus study based on the mechanics of DPSA Learning Challenge for their respective schools.		Discussions, Team collaboration and workshop
	PM			

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(Enclosure No. 3 to DepEd Memorandum No. 79, s. 2011)



## REGISTRATION FORM

### "Content Generation and Web Development Training"

Training Venue: University of San Jose – Recoletos, Basak, Cebu City

HOTAC: Golden Valley Hotel, Pelaez St., Cebu City

May 11 to 15, 2011 (Wednesday - Sunday)

Please accomplish the form completely. Please write legibly.

#### SCHOOL INFORMATION

Name of School	_____
School Address	_____
Principal	_____
Contact Number /s	_____
Email Address	_____

#### PARTICIPANTS INFORMATION

##### Web Technology Track

###### Teacher 1

###### Teacher 2

	Teacher 1	Teacher 2
Name		
Gender		
Subject Taught		
Contact #/s:		
Email:		
Computer Literacy Level	Beginner / Intermediate	Beginner / Intermediate

##### Web Content Track

###### Teacher 3

###### Student 1

	Teacher 3	Student 1
Name		
Gender		
Subject Taught / Grade Level		
Contact #/s:		
Email:		
Computer Literacy Level	Beginner / Intermediate	Beginner / Intermediate

Note: Please attach Waiver A

*\*For Mindanao (to Cebu) participants: Please ensure of final participants to be sent. Flight changes (Rebooking / Cancellation) will be charged to the school's account.*

MJ

**Availing of Room Accommodations? (Please check)**

\_\_\_ Yes                      \_\_\_ No

If Yes, please specify details below:

**Check-in date:**

May 10 (beginning 2PM)	
May 11 (before 8AM)	

**Check-out date:**

May 15 (after training)	
May 16 (Before 12nn)	

**Any Food Restriction? (Please indicate)** \_\_\_\_\_

*By signing this registration, we commit ourselves to attend the whole duration of the training. In case we fail to comply and complete the 5-day training, we agree and understand that we will repay PBSP for the total or remaining equivalent training cost. Cancellation will only be accepted Five (5) days prior to the actual training day.*

**Web Technology Track**

\_\_\_\_\_  
Signature over printed name/date  
Teacher Participant #1

\_\_\_\_\_  
Signature over printed name/date  
Teacher Participant #2

**Web Content Track**

\_\_\_\_\_  
Signature over printed name/date  
Teacher Participant #3

\_\_\_\_\_  
Signature over printed name/date  
Student Participant #1

**ENDORSED BY**

In behalf of the school, I hereby endorse this registration for SSP Training Program and certify that the applicants are bona fide, full-time faculty & student of the school.

Principal \_\_\_\_\_

**Signature above Printed Name / Date Signed**

**For registered participants:** Correspondence will be made through email and mobile numbers. Please make sure you write your correct and active email addresses. Please check your email regularly for updates.

**Submit Accomplished Registration Forms thru email on or before March 23, 2011 to:**

**Ms. AJ Javier-Catungal**

**PBSP**

**Tel. (02) 5277749 / Fax : 5277750**

**Mobile 0920 9181371**

Email: [avj.javier@gmail.com](mailto:avj.javier@gmail.com) / [avjavier@pbsp.org.ph](mailto:avjavier@pbsp.org.ph)



(Enclosure No. 4 to DepEd Memorandum No. 79, s. 2011)



**WAIVER A**

(for minors or participants below 18 years old)

I, \_\_\_\_\_, herein represented by my (father/mother/guardian, etc.), \_\_\_\_\_, desire to participate in the SMART Training on "**Content Generation and Web Development Training**", including the necessary travel to and from **Cebu City** for such participation to be completed on **May 10 to 16, 2010** at the **University of San Jose-Recoletos, Basak, Cebu City** (the "EVENT"), and, in consideration of participation in the EVENT, I hereby acknowledge and agree as follows:

1. I fully and forever RELEASE, WAIVE AND DISCHARGE and COVENANT NOT TO SUE, Smart Communications, Inc. (SMART) and Philippines Business for Social Progress (PBSP) (including, but not limited to, its officers, directors, trustees, employees, agents and representatives), from any and all demands, claims, actions, suits, damages, losses, liabilities, costs and expenses arising, directly or indirectly, in connection with my participation in the EVENT from any cause whatsoever (including, but not limited to, damage or loss of property, bodily injuries, medical treatment and death), whether or not foreseeable or contributed to by the negligent acts or omissions of others.
2. I shall INDEMNIFY AND HOLD HARMLESS SMART and PBSP (including, but not limited to, its officers, directors, trustees, employees and representatives) for and from any and all demands, claims, actions, suits, damages, losses, liabilities, cost and expenses arising, directly or indirectly, as a result of my intentional or negligent acts or omissions from any cause whatsoever (including, but not limited to, damage and loss of property, bodily injury, medical treatment and death), whether or not foreseeable or contributed to by the negligent act of omissions of others.
3. This Waiver constitutes the entire agreement, and supersedes any prior or contemporaneous agreements, understandings or negotiations, with respect to the subject matter hereof. This Waiver (i) may not be amended or modified, by course of conduct or otherwise, and (ii) may not be assigned or transferred, in whole or in part, except in writing duly executed by me and SMART/PBSP. This Waiver shall be governed by, and construed and enforced in accordance with the laws of the Republic of the Philippines, and shall be as broad and inclusive as permitted by such laws. In the event any provision of this Waiver shall be held unenforceable by a court of competent jurisdiction, such unenforceability shall not affect any other provision, and this Waiver shall be construed as if such provision, to the extent of such unenforceability, had not been incorporated herein.
4. I (i) have read and fully understand this Waiver, (ii) intend that this Waiver be legally binding upon and enforceable against me and my family members, estate, heirs and legal representatives, (iii) intend that this Waiver inure to the benefit of SMART/PBSP, and (iv) confirm that I am fully competent, and entering into this Waiver voluntarily of my own judgment.

IN WITNESS WHEREOF, I have duly executed and delivered this Waiver as of \_\_\_\_\_, 2011.

A handwritten signature in black ink, appearing to be the initials "KJ" or similar, located at the bottom right of the page.

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**Printed Name of Student:** \_\_\_\_\_

**Printed Name of Parent/Guardian:** \_\_\_\_\_

**Contact Number of Parent / Guardian:** \_\_\_\_\_

**Signature of Parent/Guardian:** \_\_\_\_\_

**Date:** \_\_\_\_\_