



June 13, 2016

Division Memorandum  
No. 275, s. 2016

**BALIK ESKWELA 2016 CAMPAIGN: TAYO -HANDANG  
MAGSIMULA PARA SA KABATAANG PILIPINO**

To: All School Heads – Public Elementary and Secondary Schools  
Curriculum Implementation Division  
School Governance and Operations Division  
All Concerned

1. Office Memorandum of the Office of the Assistant Secretary for Governance and Operations No. 0163 dated June 2, 2016 and Regional Memorandum 0340 series 2016 announces the launching of **#TayoParaSaEdukasyon** and **#BestSchoolOpeningEver** an internal campaign with the theme “ **Tayo- Handang Magsimula Para sa Kabataang Pilipino** ” to all schools in the region. This campaign stresses the uniqueness and historical relevance of this year’s opening of classes in celebrating the official beginning of Senior High School. This year’s Balik Eskwela aimed at heightening the feeling of excitement of our students in their coming back to school, although we have done it every year, public educators and administrators are expected to do beyond their utmost best to prepare school facilities, staff and materials ready in welcoming back the learners.
2. Schools are asked to take extra step to ensure smooth operations and create a fiesta-like atmosphere during the first week of school by welcoming students with a simple ceremony, while capturing and showcasing their stories through social media. It is encouraged that all schools and field personnel should capture images, videos, and stories of how we are making this year’s Balik Eskwela orderly, exciting, and truly historic. As we unify our communication efforts through the **#TayoParaSaEdukasyon** and **#BestSchoolOpeningEver** hashtags, we mark the first time that the entire DepEd system, from Luzon, Visayas, and Mindanao, will simultaneously engage the public and virtually welcome them to our schools on the opening day. Field personnel also have the option to send their stories and materials via email to [communications@deped.gov.ph](mailto:communications@deped.gov.ph) and to use the DepEd Website ([bit.ly/CBE2016form](http://bit.ly/CBE2016form)) in inputting concerns raised by stakeholders for tracking purposes.
3. Outstanding stories and posts from schools will be handpicked and published in our official national DepEd communications channels. Moreover, these will be the stories and materials that the Department of Education will submit to various media partners and outlets.
4. This Balik Eskwela campaign reminded everyone in the Division and in the Schools not to have extravagant preparations and expenditures in this activity. Ensuring of an orderly and systematic welcoming of learners is the heart of the campaign while in a way celebrating a new beginning of the educational system of the country.
7. Immediate dissemination and compliance of this memorandum is directed.

  
VIRGINIA C. ZAPANTA, Ed.D., CESO V  
Schools Division Superintendent