



Republic of the Philippines  
**Department of Education**  
REGION VII – CENTRAL VISAYAS  
DIVISION OF CITY SCHOOLS – TAGBILARAN CITY

**Office of the Schools Division  
Superintendent**

DIVISION MEMORANDUM  
OSDS-2024- 204

TO : **RUBEN C. LOREJO**  
Administrative Officer II

FROM : **WILFREDA D. BONGALOS PhD, CESO V**  
Schools Division Superintendent *[Signature]*

SUBJECT : **DESIGNATION AS DIVISION PUBLIC ASSISTANCE COORDINATOR**

DATE : **October 31, 2024**

In addition to your load as Administrative Officer II and in the exigency of service, you are hereby designated as the Division Public Assistance Coordinator (DPAC), effective immediately.

As DPAC, you are tasked to do the following:

- facilitate all concerns received or referred through Hotline 8888 and Contact Center ng Bayan (CCB) in coordination with Public Affairs Service-Public Assistance Action Center (PAS-PAAC);
- Monitor all concerns referred by PAAC and assist in their resolution;
- Facilitate the collection of data for the Citizen/Client Satisfaction Measurement (CSM);
- Attend meetings, workshops and other related activities, and cascade the information to their respective offices and schools;
- Prepare reports and related communications;
- Coordinate with DepEd Central Office and provide feedback if necessary; and
- Perform other tasks related to DepEd PAS-PAAC programs, projects, and activities.

This designation will not entitle you to any financial remuneration, however, this can be used for your promotion.

For your information, guidance, and compliance.

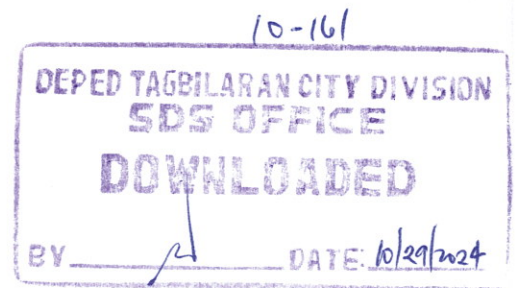
WDB/ADMIN/atm



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Republic of the Philippines  
**Department of Education**  
REGION VII - CENTRAL VISAYAS



Office of the Regional Director

**REGIONAL MEMORANDUM**

No. **008** s. 2024

28 OCT 2024

**SUBMISSION OF THE UPDATED PROFILES OF DESIGNATED DIVISION  
INFORMATION OFFICERS, DIVISION PUBLIC ASSISTANCE COORDINATORS AND  
THEIR ALTERNATES**

To: Schools Division Superintendents  
Assistant Schools Division Superintendents  
All Others Concerned

1. In line with the ongoing communication efforts and initiatives of the Department of Education, this Office, through its Public Affairs Unit, requests for the updated profiles of your designated Division Information Officers (DIOs), Division Public Assistance Coordinators (DPACs) and their Alternates.
2. The designation of Division Information Officers (DIOs) and Division Public Assistance Coordinators (DPACs) is in reference with Regional Memorandum No. 179, s. 2020 and DepEd Memorandum No. 46, s. 2022, respectively. Their designation shall strengthen public information convergence and improve the facilitation of news dissemination and the reinforcement of public assistance in this region.
3. The designated DIOs, DPACs and their Alternates shall perform the duties of a communications/information officer and public assistance coordinator, respectively, on top of their current duties and shall assist and work closely with the Regional Information Officer and the Regional Public Assistance Coordinator in the performance of the functions declared and stipulated in RM No. 179, s. 2020 and DM No. 46, s. 2022.
4. Kindly submit the names and contact details of your designated DIOs, DPACs and Alternates through this link: <https://forms.office.com/r/sEwUuWhkUm> on or before **October 31, 2024**. For more inquiries, please email [ro7.pau@deped.gov.ph](mailto:ro7.pau@deped.gov.ph) or call +639773295904 local 739.
5. Further, copies of the said DepEd Memoranda relevant to this request are attached for reference.
6. Immediate dissemination of and compliance with this Memorandum is enjoined.

**SALUSTIANO T. JIMENEZ JD, EdD, CESO III**  
Director IV  
Regional Director

STJ/FYA/PAU/ARV



Doña M. Gaisano St., Sudlon, Lahug, Cebu City  
Telephone Number: 639773295904 local 700

DepEd Tayo Region VII

[region7.deped.gov.ph](http://region7.deped.gov.ph)





Republic of the Philippines  
Department of Education  
REGION VII - CENTRAL VISAYAS

Office of the Regional Director

MAR 13 2020

REGIONAL MEMORANDUM  
No. 0179, s. 2020

**DESIGNATION OF DIVISION INFORMATION OFFICERS AND ALTERNATES**

To: Schools Division Superintendents/OICs  
All Others Concerned

1. To uphold reformed initiatives for the Department of Education Regional Office VII (DepEd RO VII) public affairs, strengthen public information convergence and improve the facilitation of news dissemination, this Office, through its Public Affairs Unit, hereby directs the designation of your respective Division Information Officers (DIOs) and their Alternates, when DIOs are unavailable.
2. In reference to DepEd Order No. 99, s. 2010, the designated Information Officers and Alternates shall have the following:

**Qualifications:**

- a. hold a position of a unit head or higher;
- b. be familiar with the operations of their respective offices (must be working in DepEd for not less than five years);
- c. be able to quickly get information on specific concerns; and
- d. be able to have access with different channels of communication and accurately respond to concerns regarding their respective offices.

**Functions:**

As communications/information officer:

- a. operationalize the DepEd National Communications Framework by crafting/designing a Communications Plan in the context of the regional and division offices;
- b. gather data, assist and act as point/focal persons in addressing issues and concerns raised by the public and the media involving their Offices;
- c. support their Schools Division Superintendents in responding to media queries and local issues;



Address: Doña M. Gaisano St., Sudlon, Lahug, Cebu City  
Telephone Nos.: (032) 231-1433; (032) 414-7399  
Email Address: region7@deped.gov.ph

- d. submit incident reports concerning their respective divisions within 24 hours to the Public Affairs Unit;
- e. provide newsfeeds to Public Affairs Unit for possible inclusion in press releases to local and national media;
- f. coordinate with the Public Affairs Unit on official statements and reactions on existing issues; assist in providing full coverage (photo, video, press and photo release) to the Secretary and Executive Committee members during regional events;
- g. conduct local media briefings or press conferences for newsworthy events of their Schools Division Offices (SDOs), which may include, but not limited to the launching of national and local programs, projects, and activities of the region and of the central office;
- h. assist the Public Affairs Unit during regional press conferences with the Secretary; and
- i. mentor or coach their support staff on the principles of effective writing for official documents, and on the standard use of the official DepEd logo and seal, on the standards for print and non-print communications, on creating stories through photo and video coverage with impact on quality education.

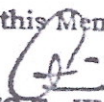
As Public Affairs Assistance Officer:

- j. facilitate all concerns and issues received from the internal and external stakeholders (8888 Citizen's Complaint Hotline);
- k. help monitor the actions taken or responses on the issues received;
- l. ensure that all responses bear endorsements from the region or division or schools for documentation purposes; and
- m. recommend strategies deemed important for faster and easier ways of resolving issues and concerns from their schools and offices.

3. The designated Information Officers and Alternates shall perform the duties of a communications/information officer and Public Affairs Assistance Officer on top of their current duties and shall assist and work closely with the Regional Information Officer in the performance of the above-mentioned functions.

4. Upon submitting the names of your designated DIOs and Alternates, kindly accomplish the form enclosed in this Memorandum and email at [region7@deped.gov.ph](mailto:region7@deped.gov.ph) on or before **March 20, 2020**. For further inquiries, please email at [amaryllis.villarmia@deped.gov.ph](mailto:amaryllis.villarmia@deped.gov.ph).

5. Immediate dissemination of and compliance with this Memorandum is enjoined.

  
SALUSTIANO T. JIMENEZ JD, EDD, CESO V  
Director III  
OIC-Office of the Regional Director



Republic of the Philippines  
**Department of Education**  
REGION VII – CENTRAL VISAYAS

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**DESIGNATED DIVISION INFORMATION OFFICER**

Name	Position	Mobile Number	Office Landline Number	E-mail Address

**ALTERNATE DIVISION INFORMATION OFFICER**

Name	Position	Mobile Number	Office Landline Number	E-mail Address

Date Submitted:

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Approved by:

\_\_\_\_\_



Address: Doña M. Gaisano St., Sudlon, Lahug, Cebu City  
Telephone Nos.: (032) 231-1433; (032) 414-7399  
Email Address: region7@deped.gov.ph



Republic of the Philippines  
Department of Education

18 MAY 2022

DepEd MEMORANDUM  
No. **046**, s. 2022

**DESIGNATION OF REGIONAL AND DIVISION PUBLIC ASSISTANCE COORDINATOR**

To: Undersecretaries  
Assistant Secretaries  
Bureau and Service Directors  
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 Regional and Division Public Assistance Coordinator** in all regional and schools division offices nationwide. The designation of a PAC aims to improve the frontline services of the Department through the provision of satisfactory assistance and faster resolution of concerns received by DepEd offices.

2. This is in compliance with Republic Act (RA) No. 11032 titled **Ease of Doing Business and Efficient Government Service Delivery Act of 2018** and Memorandum Circular (MC) No. 2019-002 of the Anti-Red Tape Authority (ARTA) titled **Guidelines on the Implementation of the Citizen's Charter in Compliance with Republic Act 11032**.

3. The role of the PAC is likewise critical in the Citizen/Client Satisfaction Survey (CCSS), which is one of the Good Governance Condition (GGC) criteria for the Grant of Performance-Based Bonus for Fiscal Year (FY) 2021 cited in MC 2021-01 of the Department of Budget Management (DBM) titled **Guidelines on the Grant of Performance-Based Bonus (PBB) for FY 2021 under Executive Order No. 80 s. 2012** and Executive Order No. 201, s. 2016 issued by the Administrative Order (AO) No. 25 Inter-Agency Task Force (IATF) and DepEd Order No. 005, s. 2022 titled **Performance Based-Bonus Guidelines on Eligibility Requirements and Accountability Matrix**.

4. The Department is currently requesting for additional workforce to reinforce public assistance in DepEd offices. In the interim, the field offices are requested to designate a Public Assistance Coordinator (PAC).

5. Specifically, the designated PAC shall be tasked to:

- a. Facilitate all concerns received or referred through Hotline 8888 and Contact Center ng Bayan (CCB) in coordination with Public Affairs Service-Public Assistance Action Center (PAS-PAAC);
- b. Monitor all concerns referred by PAAC and assist in their resolution;
- c. Facilitate the collection of data for the Citizen/Client Satisfaction Survey (CCSS) Report;
- d. Attend meetings, workshops and other related activities, and cascade the information to their respective offices and schools;



- e. Prepare reports and related communications;
  - f. Coordinate with DepEd Central Office and provide feedback if necessary; and
  - g. Perform other tasks related to DepEd PAS-PAAC programs, projects, and activities.
6. The designated PAC shall be:
- a. Part of the Public Affairs Unit at the regional level, and of the Office of the Schools Division Superintendent at the division level;
  - b. Either a regular personnel designated to perform the role of the PAC, or a Contract of Service/Job Order employee hired exclusively for this role;
  - c. Of good verbal and written communication and public relations skills; and
  - d. Knowledgeable in the protocols of responding to or facilitating the concerns received from the general public.
7. The Office of the Regional Director, as well as the Office of the Schools Division Superintendent of each region and division are requested to send the names of their respective Public Assistance Coordinators and their contact details through this link: <https://bit.ly/PAAC-PAC> on or before **June 15, 2022**.
8. For more information, please contact Ms. Beverly G. Berame, **Administrative Officer V and Officer-in-Charge of the Public Affairs Service-Communications Division, Public Assistance Action Center, Ground Floor, Mabini Building, Department of Education Central Office, DepEd Complex, Meralco Avenue, Pasig City** through email address at [depedactioncenter@deped.gov.ph](mailto:depedactioncenter@deped.gov.ph).
9. Immediate dissemination of this Memorandum is desired.

  
**LEONOR MAGTOLIS BRIONES**  
 Secretary

Reference:  
 DepEd Order (No. 005, s. 2022)



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

**ASSIGNMENT/REASSIGNMENT**  
**BUREAUS AND OFFICES**  
**COMMUNICATIONS**  
**EMPLOYEES**  
**OFFICIALS**  
**REQUIREMENTS**  
**SURVEY**