



Republic of the Philippines  
**Department of Education**  
REGION VI – WESTERN VISAYAS  
**SCHOOLS DIVISION OF AKLAN**

March 5, 2026

**DIVISION MEMORANDUM**

No. 141, s. 2026

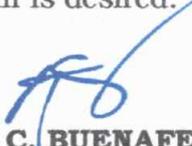
**HYBRID TRAINING FOR DIVISION, DISTRICT, AND SCHOOL  
INFORMATION OFFICERS**

- To: Assistant Schools Division Superintendent  
Chief Education Supervisors  
Senior Education Program Specialists for Social Mobilization and Networking  
Public School District Supervisors (PSDSs) / Principals In-Charge of the  
District (PIDs) / Head Teacher In-Charge of the District (HTID)  
Division Information Technology Officer  
Division Information Officers  
District Information Officers (DIOs)  
School Information Officers (SIOs)  
Social Mobilization and Networking Coordinators  
Technical Working Group (TWG)  
All Others Concerned
1. In line with the Division's continuing efforts to strengthen public information dissemination, stakeholder engagement, and communication management across all governance levels, a **Hybrid Training for Division, District, and School Information Officers** will be conducted on **March 12-13, 2026** at the **Ati-atihan Festival Hostel**, XIX Martyrs St., Kalibo, Aklan.
  2. The activity shall be conducted in a hybrid modality:
    - a. Face-to-Face: Division and District Information Officers, SocMob Coordinators, and designated TWG members
    - b. Online Platform: School Information Officers (SIOs)
  3. The training aims to:
    - a. Enhance the competencies of Information Officers in strategic communication and media engagement;
    - b. Align division-wide information dissemination protocols and branding standards;



Poblacion, Numancia, Aklan  
Tel/Fax No. (265 3740 | 265 3741 | 265 3743)  
Website: <http://www.depedaklan.org>  
Email Address: [aklan.1958@deped.gov.ph](mailto:aklan.1958@deped.gov.ph)

- c. Strengthen coordination between Information Officers and SocMob Coordinators in stakeholder partnerships; and
  - d. Establish clear reporting workflows and digital content management systems across schools and districts.
4. Participants to this activity are:
    - a. Division Information Officers
    - b. District Information Officers
    - c. School Information Officers (SIOs)
    - d. Social Mobilization and Networking (SocMob) Coordinators
    - e. Members of the Technical Working Group (TWG)
  5. Online participants shall receive the meeting link and technical guidelines prior to the scheduled activity.
  6. Travel expenses incurred shall be charged against local funds subject to the usual accounting and auditing rules and regulations.
  7. All concerned are enjoined to ensure full participation and strict compliance with this Memorandum.
  8. Immediate dissemination of this Memorandum is desired.

  
**FELICIANO C. BUENAFE, JR., CESO VI**  
Schools Division Superintendent 

Enclosure: Annexes A & B

Reference: none

To indicate in the Perpetual Index under  
the following subjects:

**TRAINING  
INFORMATION OFFICERS  
SOCIAL MOBILIZATION AND NETWORKING (SOCMOB)  
TECHNICAL WORKING GROUP (TWG)**

/mbggp

**Annex A**

**DETAILED TRAINING MATRIX**

**Hybrid Training for Division, District, and School Information Officers**

March 12–13, 2026  
 Ati-atihan Festival Hostel  
 (Hybrid Modality)

**DAY 1 — March 12, 2026**

**Focus: Foundations of Public Communication and Media Practice**

<b>Time</b>	<b>Session Title</b>	<b>Learning Objectives</b>	<b>Topic Highlights</b>	<b>Methodology</b>	<b>Proposed Speaker/Facilitator</b>
7:30 – 8:00	Registration / Online Platform Opens	Ensure attendance and technical readiness	Registration and orientation	Registration	TWG
8:00 – 8:20	Opening Program	Set expectations and clarify objectives of the training	Training overview; house rules; expected outputs	Plenary	SDS / ASDS
8:20 – 9:00	<b>Mandates and Roles of Information Officers</b>	1. Clarify roles of Division, District, and School Information Officers.	Mandates and functions; communication flow; ethics in	Lecture-Discussion	Division Information Officer

<b>Time</b>	<b>Session Title</b>	<b>Learning Objectives</b>	<b>Topic Highlights</b>	<b>Methodology</b>	<b>Proposed Speaker/Facilitator</b>
		2. Understand communication structure in the Division. 3. Promote professionalism in public communication.	information dissemination		
9:00 – 10:00	<b>Strategic Communication in DepEd</b>	1. Understand principles of strategic communication. 2. Align messaging with DepEd priorities. 3. Promote consistent institutional branding.	Strategic messaging; communication planning; audience targeting	Lecture	External Communications / Division IO
10:00 – 10:15	Health Break				
10:15 – 11:30	<b>News and Feature Writing for Schools</b>	1. Improve news writing skills. 2. Learn structure of effective school news reports. 3. Apply editorial standards.	Inverted pyramid style; headline writing; editorial guidelines	Lecture + Writing Exercise	Media Practitioner
11:30 – 12:00	<b>Workshop 1: News Writing Exercise</b>	Apply writing skills in producing a news article	Drafting of school news stories	Workshop	TWG Facilitators

<b>Time</b>	<b>Session Title</b>	<b>Learning Objectives</b>	<b>Topic Highlights</b>	<b>Methodology</b>	<b>Proposed Speaker/Facilitator</b>
12:00 – 1:00	Lunch Break				
1:00 – 2:00	<b>Photo and Video Documentation for School Activities</b>	<ol style="list-style-type: none"> <li>1. Learn proper documentation techniques.</li> <li>2. Improve visual storytelling.</li> <li>3. Understand ethical documentation.</li> </ol>	Composition; captions; event coverage techniques	Demonstration	Division ICT / Media Specialist
2:00 – 3:00	<b>Social Media Management and Digital Engagement</b>	<ol style="list-style-type: none"> <li>1. Strengthen use of official school pages.</li> <li>2. Learn digital content strategies.</li> <li>3. Interpret engagement metrics.</li> </ol>	Posting strategies; visual branding; analytics basics	Lecture-Demo	ICT Focal Person
3:00 – 3:15	Health Break				
3:15 – 4:30	<b>Workshop 2: Creating Social Media Content</b>	<ol style="list-style-type: none"> <li>1. Produce sample posts for school pages.</li> <li>2. Apply visual and writing standards.</li> </ol>	Social media post creation; caption writing	Workshop	TWG
4:30 – 5:00	Reflection and Synthesis	Consolidate Day 1 learning	Key insights and reflections	Open forum	Facilitator

## DAY 2 — March 13, 2026

Focus: Information Management, Partnerships, and Action Planning

Time	Session Title	Learning Objectives	Topic Highlights	Methodology	Proposed Speaker/Facilitator
8:00 – 8:15	Recap of Day 1	Reinforce key concepts from Day 1	Summary of learning points	Interactive recap	Facilitator
8:15 – 9:15	<b>SocMob and Information Officers Collaboration</b>	<ol style="list-style-type: none"> <li>1. Strengthen coordination between IOs and SocMob coordinators.</li> <li>2. Improve documentation of partnerships.</li> <li>3. Promote community engagement.</li> </ol>	Stakeholder engagement; documentation of partnerships	Lecture-Discussion	SGOD Chief / SocMob Coordinator
9:15 – 10:15	<b>Data Management and Responsible Digital Communication</b>	<ol style="list-style-type: none"> <li>1. Understand responsible handling of data.</li> <li>2. Promote cyber responsibility in digital posting.</li> <li>3. Align reporting with Division data protocols.</li> </ol>	Data privacy; file management; digital ethics	Lecture	Division ITO
10:15 – 10:30	Health Break				
10:30 – 11:30	<b>Crisis Communication and Issue Management</b>	<ol style="list-style-type: none"> <li>1. Prepare IOs to respond to sensitive issues.</li> </ol>	Media response protocols;	Lecture + Case Analysis	Senior Communications Practitioner

<b>Time</b>	<b>Session Title</b>	<b>Learning Objectives</b>	<b>Topic Highlights</b>	<b>Methodology</b>	<b>Proposed Speaker/Facilitator</b>
		2. Understand proper messaging during crises. 3. Protect institutional credibility.	messaging strategy		
11:30 – 12:00	<b>Workshop 3: Crisis Communication Simulation</b>	Practice responding to a hypothetical issue	Scenario analysis and messaging	Workshop	Facilitators
12:00 – 1:00	Lunch Break				
1:00 – 2:30	<b>Action Planning Workshop</b>	1. Develop district and school communication plans. 2. Establish reporting timelines. 3. Set communication targets for the year.	Planning templates; communication calendar	Guided Planning	Planning Officer / Division IO
2:30 – 3:30	<b>Presentation of Action Plans</b>	Share district and school communication strategies	Output presentation and feedback	Plenary	Panel of Facilitators
3:30 – 3:45	Health Break				
3:45 – 4:15	<b>Training Evaluation and Commitment Setting</b>	Assess effectiveness of training and set commitments	Evaluation; participant feedback	Reflection	TWG
4:15 – 4:30	Closing Program	Conclude training and recognize participation	Closing remarks	Plenary	SDS / ASDS

**Annex B**

**Division & District Participants**

**Dr. FELICIANO C. BUENAFE, JR., CESO VI**  
Schools Division Superintendent

**Dr. RAMON D. PARAS**  
Asst. Schools Division Superintendent

**MICHAEL T. RAPIZ**  
Chief Education Supervisor  
Schools Governance and Ordinance Division

**MILGIE C. VILLAREAL**  
Planning Officer III

**FLORADEL P. JAMERO**  
Information Technology Officer I  
Information Technology Office

**JULES LIANCARLO P. JAMERO**  
Technical Assistant II

**ATTY. LANCE JESTER R. DANTES**  
Office of the Attorney III  
Legal Unit

**RITCHELLE ANN G. REYES**  
Administrative Aide VI

<b>District</b>	<b>Name of Designated DSMNC and DIC Coordinator</b>	<b>Position</b>	<b>Station</b>	<b>PSDS / PID / HTID</b>
Altavas	Roland Milo, DSMNC Ur F. Marcelino, DIO	HT I / DSMNC T I / DIO	Ginictan ES ANS	Apolonio C. Payba PhD, PSDS
Balete	Mirasol C. Peralta	SP II	JBLMNHS	Ma. Rowena L. Birol HT IV, HTID
Banga	Judith Z. Moriente	SP I	Bacan NHS	Lucita P. Recidoro EdD, PSDS
Batan	Mechel O. Traje	HT II	Talangban ES	Louie B. Zorolla EdD, PSDS
Buruanga	Olive N. Tanodra	AO II	Katipunan ES	Rosa R. Sualog, PID

<b>District</b>	<b>Name of Designated DSMNC and DIC Coordinator</b>	<b>Position</b>	<b>Station</b>	<b>PSDS / PID / HTID</b>
Ibajay East	Andro T. Tabiolo PhD	SP I	Bugtong-Bato ES	Idy R. Pedrita, PSDS
Ibajay West	Melvin D. Serrano	SP I	Maloco ES	Idy R. Pedrita, PSDS
Kalibo I	Maria Salvacion R. Abad	SP I	Nalook ES	Marcelle I. Briones PhD, PSDS
Kalibo II	Jacquelyn M. Chu	SP I	Estancia ES	Marcelle I. Briones PhD, PSDS
Lezo	Ginalyn A. Rapiz	HT I	Bugasongan ES	Kenneth B. Revestir
Libacao	Jocelyn A. Saldivia, PhD.	HT I	Loctuga NHS	Jude Ulysses V. Ruiz, PSDS
Madalag	Rowel B. Nagamos, DSMNC	HT III	Mamba ES	Wilma N. Castro, PID
	Jade Keenabelle A. Luis, DIO	ADAs III	Madalag ES Calimbajan-Tina ES	Wilma N. Castro, PID  Kenneth B. Revestir, PSDS
Makato	Anthony Aaron O. Castillo	SP I	ES	Kenneth B. Revestir, PSDS
Malay	Sajid P. Pelayo	HT II	Yapak ES	Democrito V. Barrientos, PID
Malinao	Maricris I. Villaruel	HT III	MSPC	Jim I. Regno, PID
Nabas	Alexis Tubang	SP I	Nabas ES	JESSIE S. FLORES, PSDS
New Washington	Clarissa B. Recibe	SP II	Candelaria NHS	Ariel Z. Zubiaga, PSDS
Numancia	Gie C. Magdaluyo	HT II	Albasan ES	Joyce M. Toriaga PhD, PSDS
Tangalan	Mark T. Daroy	SPI / DSMNC	Tangalan ES	Mark T. Daroy, PID
	Queennie Anne T. Ordas	AO II / DIO	Tondog ES	Mark T. Daroy, PID