



Republic of the Philippines
Department of Education
REGION IV-A CALABARZON
SCHOOLS DIVISION OF IMUS CITY

28 OCT 2025

DIVISION MEMORANDUM

No. 678, s. 2025

**CAPACITY BUILDING WORKSHOP ON PUBLIC RELATIONS,
ASSISTANCE, RISK, AND CRISIS COMMUNICATION
MANAGEMENT FOR SCHOOL INFORMATION COORDINATORS**

To: OIC – Assistant Schools Division Superintendent
OIC – Curriculum Implementation Division
OIC – Schools Governance and Operations Division
Administrative Officer V
School Heads/OICs (All Public Schools)
School Information Coordinators
All Others Concerned

1. The Schools Division of Imus City, through the Office of the Schools Division Superintendent, Public Affairs Team, will conduct the Capacity Building Workshop on Public Relations, Assistance, Risk, and Crisis Communication Management for School Information Coordinators on November 27, 2025, at Bulwagang Imuseño, SDO Old Building 3rd Floor.

2. This one-day Capacity Building activity aims to strengthen the competencies of School Information Coordinators in handling public communication, assistance, and crisis response. The workshop shall enhance their skills in managing school information dissemination, risk and crisis communication, and media relations, anchored on transparency, accountability, and learner protection as mandated by DepEd policies.

3. Specifically, this training aims to:

- a. equip participants with practical skills in public relations and stakeholder engagement.
- b. strengthen their ability to manage school information and communication during emergencies and crises.
- c. develop their competence in crafting ethical and effective media and public advisories.
- d. promote responsible communication aligned with DepEd's Child Protection and Risk Reduction policies.

4. Participants in this activity are the designated **School Information Coordinators** from all public elementary and secondary schools in the Division of Imus City. All participants must register on or before November 26, 2025 through this link. <https://forms.gle/8opePCzPmKCFaC7G9>



Address: Toclong I-C, Imus City, Cavite
Telephone No.: (046) 4198450 to 53
Email Address: imus.city@deped.gov.ph
Website: www.depedimuscity.com
Facebook Page: @sdoimuscity



PRIME-HRM
BRONZE AWARDEE

5. Participants are required to bring portable computers/ laptops. They are likewise advised to bring extension cords.
6. There will be no registration fees to be collected. Funds for this purpose shall be charged against the Division MOOE subject to usual accounting and auditing rules and regulations.
7. All members of the technical working group shall convene on November 26, 2025 at 3:00 pm via an online platform. Access to the virtual room shall be sent via email to all members prior the date of the meeting.
8. School heads are requested to monitor the workplace application of the learned competencies of the participating personnel.
9. Enclosed are the training guidelines, program management team, and training matrix.
10. For immediate dissemination and compliance.


HOMER N. MENDOZA

Assistant Schools Division Superintendent
Officer-in-Charge
Office of the Schools Division Superintendent

Encl.: As stated
Reference: As stated
To be indicated in the Perpetual Index
under the following subject:
TRAINING PROGRAM

osds/dmd/102725

Enclosure No. 01 to Division Memorandum No. 678 s. 2025

TRAINING GUIDELINES

Meals

First meal to be served is AM snack and last meal is PM snack. Kindly advise the management team for any food restriction.

Attire

All participants are expected to wear smart-casual attire for the whole duration of the training. Whereas, the learning facilitators/resource persons are expected to wear business formal attire.

Health Protocol

All participants must observe the minimum health standards. Also, they must bring their maintenance medicine (if there's any). Those who are showing any symptom/s related to COVID-19 or whooping cough are not allowed to participate in the said event. They must inform the medical officer regarding this matter.

Training Evaluation

Daily evaluation and end of program evaluation of the training is needed to further improve the conduct of training program. In this regard, the participants are expected to evaluate daily and to accomplish end of the program evaluation.

Departure of the Participants

No one is allowed to go home ahead of schedule. Everyone is expected to depart after the closing ceremony.

Activities

There will be a writing workshop every after session.

Participants are advised to be mindful of their belongings and ensure personal safety. The organizers will not be liable for any lost or damage of property.

Enclosure No. 02 to Division Memorandum No. 678 s. 2025

PROGRAM MANAGEMENT STRUCTURE

PD PROGRAM MANAGEMENT TEAM	NAME
Program Manager	Homer N. Mendoza
Assistant Program Manager	Glenda DS. Catadman
Program Owner/ Learning Manager	Genesis T. Pasilan
Resource Speaker	Darlferhen M. Dancel June Bence L. Adelan Anthony C. Bungay Danny S. Barba Genesis T. Pasilan
M&E Coordinator	Darlferhen M. Dancel
Documenter	Shaina Montano
Secretariat	Carla Timbang
Welfare Officer	Gabriel C. Ynieto
Logistics Officer	Josephus Perseus M. Banaag
Finance Officer	Jona B. Ramos

Enclosure No. 03 to Division Memorandum No. 678 s. 2025**PROGRAM MATRIX****Date: November 27, 2025**

Time	Session / Activity Title	Resource Person / Facilitator	Expected Output
8:00 – 8:30 AM	Registration and Opening Program	Program Management Team	Participants officially registered and oriented on the program objectives
8:30 – 9:30 AM	Session 1: Foundations of Public Relations and Strategic Communication in Schools	Darlferhen M. Dancel	Participants understand the roles and responsibilities of School Information Coordinators in maintaining positive public relations and stakeholder engagement.
9:30 – 10:30 AM	Session 2: Crisis and Risk Communication Management in Schools	Anthony C. Bungay	Participants identify crisis scenarios and formulate appropriate communication strategies and response protocols.
10:30 – 10:45 AM	Health Break	—	—
10:45 AM – 12:00 NN	Session 3: Media Relations and Public Assistance Protocols	Genesis T. Pasilan	Participants apply strategies in handling media, managing interviews, and providing accurate and safe information to the public.
12:00 – 1:00 PM	Lunch Break	—	—
1:00 – 2:00 PM	Session 4: Producing Responsible Multimedia and Digital Content During Emergencies	Danny S. Barba	Participants create accurate, ethical, and sensitive multimedia content for public advisories or updates.
2:00 – 3:00 PM	Session 5: Building School-Level Public	June Bence L. Adelan	Participants develop a practical school

	Information and Risk Communication Plan		communication plan integrating risk management and child protection protocols.
3:00 – 3:15 PM	Health Break	—	—
3:15 – 4:00 PM	Session 6: Presentation of Outputs and Synthesis	Assigned Group Facilitators	Participants present their school communication plan and sample media outputs
4:00 – 4:30 PM	Synthesis, Evaluation, and Closing Program	Program Management Team	Consolidated learnings, evaluation accomplished, and certificates awarded