



April 3, 2017

**Division Memorandum**  
 No. 130 s. 2017

0-16-040317

**COMPOSITION OF DIVISION OPLAN BALIK ESKWELA  
 INFORMATION ACTION CENTER**

To : **Education Program Supervisors**  
**Senior Education Program Specialist- SOCMOB**  
**Education Program Specialist II- SOCMOB**  
**Public Schools District Supervisors**  
**All School Heads**  
**This Division**

1. Pursuant to DepEd Order No. 55, series of 2017 re: *2017 Oplan Balik Eskwela (OBE)*, this Office hereby announces the launch of the Oplan Balik Eskwela and the Public Assistance Station (PAS) for School Year 2017-2018 to ensure smooth opening of classes. This annual campaign shall run from May 29 to June 16, 2017.
2. The following Division Office personnel are hereby designated as members of the Division Oplan Balik Eskwela Task Force:

|          | <b>Name of Division Personnel</b> | <b>Designation</b> | <b>Contact No.</b> |
|----------|-----------------------------------|--------------------|--------------------|
| Chairman | Jean G. Veloso                    | ASDS               | 09770813933        |
| Members  | Rudy O. Magdugo                   | Chief, SGOD        | 09065375677        |
|          | Erlinda G. Dael, Ph.D.            | Chief, CID         | 09173119490        |
|          | Edwin L. Gamorot                  | Planning Officer   | 09174386075        |
|          | Vevian T. Tuason, Ph.D.           | SEPS- SocMob       | 09163456979        |
|          | Irish Karylle D. Monte            | EPS II- SocMob     | 09174309881        |
|          | Atty. Stacykitz J. Dagbay         | Legal Officer      | 09356947022        |

3. Attached to this Division Memorandum is DepEd Memorandum No. 55, series of 2017 for reference.
4. Wide dissemination of this Memorandum is hereby enjoined.

**CHERRY MAE I. LIMBACO, Ph.D., CESO V**  
 Schools Division Superintendent *[Signature]*

CLL/rom/vtt/ikm  
 Encl: As stated  
 To be indicated in the Perpetual Index  
 under the following subjects: ADMISSION

CAMPAIGN

ENROLMENT



Republic of the Philippines  
**Department of Education**

17 MAR 2017

DepEd MEMORANDUM  
No. **55**, s. 2017

**2017 OPLAN BALIK ESKWELA**

To: Undersecretaries  
Assistant Secretaries  
Bureau and Service Directors  
Regional Directors  
Schools Division Superintendents  
Public Elementary and Secondary Schools Heads  
All Others Concerned

1. The Department of Education (DepEd) shall launch the **Oplan Balik Eskwela (OBE)**, and the **Public Assistance Station (PAS) for School Year (SY) 2017-2018** to ensure the smooth opening of classes. This year, the annual campaign will run from May 29 to June 16, 2017.

2. The OBE and the PAS primarily aim to address the problems commonly encountered at the start of the school year to ensure that learners are already properly enroled and able to attend school by the first day of classes.

3. The OBE and the PAS shall include the following components:

a. **Convergence.** The Department shall coordinate with the following government agencies involved in school opening matters to assemble the annual OBE Inter-Agency Task Force (OBE-IATF):

- i. Department of Energy (DOE);
- ii. Department of Interior and Local Government (DILG);
- iii. Department of Health (DOH);
- iv. Department of National Defense (DND);
- v. Department of Public Works and Highways (DPWH);
- vi. Department of Social Welfare and Development (DSWD);
- vii. Department of Trade and Industry (DTI);
- viii. Manila Electric Company (MERALCO);
- ix. Metropolitan Waterworks and Sewerage System (MWSS);
- x. Metro Manila Development Authority (MMDA);
- xi. Office of Civil Defense (OCD);
- xii. Philippine Atmospheric, Geophysical and Astronomical Services Administration (PAGASA); and
- xiii. Philippine National Police (PNP).

The OBE-IATF meeting/orientation shall be on **May 19, 2017**.

b. **Command Conference.** A Command Conference among the DepEd Officials, partner agencies, Presidential Management Staff (PMS), State Universities and Colleges (SUCs), Local Universities and Colleges (LUCs), private schools, K to 12 Champions, media, private corporations, and other stakeholders shall be held at the *Bulwagan ng Karunungan*, DepEd Central Office (CO) on **May 30, 2017**.

c. **Information Dissemination.** DepEd shall provide the public with important information through press releases, media interviews, and social media updates.

d. **Information and Action Center**

**DepEd CO OBEIAC.** The DepEd CO OBE Information and Action Center (OBEIAC) shall be set up on **May 27, 2017** at the *Bulwagan ng Karunungan* to serve as the information and complaints processing and routing zone for the duration of the project. To ensure the success of this project, the following offices/units are directed to actively participate and assign representative(s) to the OBEIAC:

**Office of the Assistant Secretary for Public Affairs Service**

- Public Affairs Service
  - Communications Division
    - Public Assistance Action Center (PAAC)
  - Publications Division

**Office of the Undersecretary for Planning and Field Operations**

- Planning Service
  - Policy Research and Development Division
  - Educational Management Information System Division

**Office of the Undersecretary for Curriculum and Instruction**

- Bureau of Curriculum Development
- Bureau of Learning Delivery
- Bureau of Education Assessment
- Bureau of Learning Resources

**Office of the Undersecretary for Finance - Accounting**

- Finance Service
  - Accounting Division
- Bureau of Human Resource and Organizational Development
  - Personnel Division
  - Employee Welfare Division

**Office of the Undersecretary for Finance - Budget**

- Budget Division

**Office of the Undersecretary for Administrative Service**

- Administrative Service
  - Asset Management Division
  - Education Facilities Division
  - General Services Division
- Information and Communications Technology Service
- Bureau and Learner Support Services
  - School Health Division

**Office of the Assistant Secretary for Procurement Service**

- Project Management Service

**Office of the Undersecretary for Legal Service**

- Investigation Division
- Legal Division

**Office of the Assistant Secretary for Legal Affairs**

**Regional and Division OBEIAC.** All regional directors (RDs) and schools division superintendents (SDSs) are hereby directed to set up their local OBEIACs, which shall be composed of the following:

i. Regional OBEIAC:

Chair: Assistant Regional Director (ARD)  
Members: Public Affairs Unit  
Field Technical Assistance Division (FTAD)  
Policy, Planning and Research Division (PPRD)  
Quality Assurance Division (QAD) for Private Schools  
Curriculum and Learning Management Division (CLMD)  
Senior High School/K to 12 Focal Person/s  
Legal Unit

ii. Division OBEIAC:

Chair: Assistant Schools Division Superintendent (ASDS)  
Members: School Governance and Operations Division (SGOD)  
Curriculum Implementation Division (CID)  
Planning and Research Section  
Social Mobilization and Networking (SocMob)  
Legal Division

The names, designation, and contact details of the local OBEIAC chair and members shall be submitted to the Public Assistance Action Center on or before **April 15, 2017**.

The local OBEIAC shall oversee implementation of the project and address local concerns. It shall set up hotlines to receive calls, text messages, fax messages, and emails on complaints, requests and suggestions from parents, students, and other concerned citizens; set-up a help desk to accommodate walk-in concerns; and update/submit daily reports to the DepEd CO every 11 a.m. and 5 p.m. A copy of the Terms of Reference is enclosed.

4. The project shall be under the general supervision of **Undersecretary for Planning and Field Operations Jesus L.R. Mateo** and **Assistant Secretary for Public Affairs G.H. S. Ambat** as co-chairs of *Oplan Balik Eskwela 2017*.

5. All expenses incurred during this activity shall be charged to Education Information and Communication Services Funds, and the payment for the services by the concerned personnel during the OBE, in addition to, or over and above their regular workload, shall be charged to OSEC Funds for CO personnel, and to local funds for regional and division personnel, subject to the usual accounting and auditing rules and regulations.

6. For more information, all concerned officials and individuals may contact:

**The DepEd Central Office–Information and Action Center  
(DepEd CO–IAC)**

Department of Education (DepEd) Central Office  
DepEd Complex, Meralco Avenue, Pasig City  
Telephone No.: (02) 636-1663  
Fax No.: (02) 638-8641  
Mobile Phone No.: 0919-456-0027  
Email Address: action@deped.gov.ph

7. All field and school officials are enjoined to support this campaign to ensure a smooth school opening.
8. Immediate dissemination of this Memorandum is desired.

  
**LEONOR MAGTOLIS BRIONES**  
Secretary

Encl.:  
As stated

Reference:  
DepEd Memorandum No. 68, s. 2016

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

ADMISSION  
BUREAUS AND OFFICES  
CAMPAIGN  
CENTER  
COMMITTEES  
ENROLMENT  
LEARNERS  
OFFICIALS  
PROJECTS  
SCHOOLS

(Enclosure to DepEd Memorandum No 55, s. 2017)

**2017 DepEd Oplan Balik Eskwela Information and Action Center  
May 29-June 16, 2017  
7:00 a.m.-6:00 p.m.**

### **TERMS OF REFERENCE**

#### **A. Public Assistance Hotline**

1. Attend to callers with queries, complaints, problems, requests, among others concerning school opening and other education matters.
2. Provide immediate appropriate actions/solutions for issues/concerns received from callers.
3. Refer complaints/cases that need immediate investigation to the Quick Response Team.
4. Submit the required daily morning and afternoon reports to the Monitoring Unit for consolidation and evaluation.

#### **B. Email/DEText (Text Messaging) Service**

1. Print email/text messages received.
2. Reply/respond to text messages received.
3. Refer complaints/cases that need immediate investigation to the Quick Response Team.
4. Submit the required daily morning and afternoon reports to the Monitoring Unit for consolidation and evaluation.

#### **C. Walk-In Assistance**

1. Attend to issues/concerns/complaints of walk-in clients.
2. Prepare endorsement letters/communications to schools concerned.
3. Provide information needed by the clients.
4. Submit the required daily morning and afternoon reports to the Monitoring Unit for consolidation and evaluation.

#### **D. Quick Response Team**

1. Provide immediate resolution to complaints that are classified as urgent.
2. Conduct on-the-spot investigation and monitoring of schools as the need arises.
3. Submit the required daily morning and afternoon reports to the Monitoring Unit for consolidation and evaluation.

#### **E. Monitoring Unit**

1. Gather and encode data from the different units of the OBEIAC, and generate all reports daily.
2. Prepare daily reports, and update data for the Secretary's information.
3. Submit the required consolidated daily report to the Secretariat.
4. Document and finalize the 2017 *Oplan Balik Eskwela* Narrative Report.
5. Submit all the reports immediately.

#### **F. Secretariat/Officer of the Day**

1. Handle/process the daily reports for the Secretary's Information, based on the submitted reports of the Monitoring Unit.
2. Handle print/video documentation.
3. Oversee the general flow of the *Oplan Balik Eskwela*-Information and Action Center (OBE-IAC).

#### **G. Media Relations**

1. Send invitations to the members of the OBE Interagency Task Force.
2. Set and coordinate schedules for press conferences.
3. Prepare media advisories and briefers.
4. Handle the daily issues/ concerns of the media.
5. Attend to media requests for data and interviews.

#### **H. Logistics And Support Unit**

The Logistics and Support Unit shall be composed of the following sub-committees:

1. **Finance.** Handle OBE financial requirements.
2. **Food.** Take charge of the food to be served during the three-week conduct of OBE.
3. **Physical Arrangement/Set-up, Security, Sound System and Transportation.** Set up the OBE Command Center at the *Bulwagan ng Karunungan* following the floor plan. Maintain the cleanliness and orderliness of the OBE Command Center. Ensure peace and order during OBE.
4. **Registration and Attendance.** Record all guests and participants in OBE, and take daily attendance of committee members.
5. **Supplies and Equipment.** Provide the materials and equipment needed for OBE.