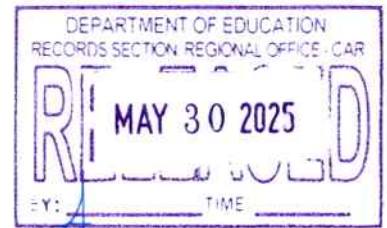




Republic of the Philippines
Department of Education
CORDILLERA ADMINISTRATIVE REGION



30 May 2025

REGIONAL MEMORANDUM
No. 374.2025

**DOWNLOADING OF PROGRAM SUPPORT FUND FOR ADVOCACY AND
INFORMATION CAMPAIGN OF THE DIVISION OFFICES**

To: Assistant Regional Director
Schools Division Superintendents
Division Information Officers and Alternates
All Others Concerned

1. Relative to Sub-Allotment Release Order No. OSEC-CAR-25-02804, the Office of the Regional Director through its Public Affairs Unit (PAU) downloads the **Program Support Funds (PSF) attached as Enclosure 1**, and transmits the **Implementing Guidelines for Advocacy and Information Campaign of the Division Offices as Enclosure 2**.
2. PSF shall cover the costs of the division's public affairs activities to ensure stakeholders at the grassroots level are well-informed and promptly addressed regarding the Department's policies, programs, projects, and activities.
3. Division Information Officers (DIOs) are required to **submit their approved Work and Financial Plan on or before June 11, 2025**, for consolidation of PAU and submission to the Public Affairs Service on or before June 15, 2025.
4. **Signed by the Division Accountant and approved by the Schools Division Superintendent**, DIOs are further required to **submit their accomplishment report** relative to the fund utilization upon completion of the activity.
5. All required reports are to be **submitted through email address car@deped.gov.ph, copy furnish the PAU through car.pau@deped.gov.ph**
6. For further queries, contact Ms. Cyrille Gaye B. Miranda at 0961-141-4424 or email her at car.pau@deped.gov.ph.
7. Immediate dissemination of and compliance with this Memorandum is desired.

Digitally signed by
ESTELA P. LEON-
CARIÑO EdD, CESO III
Date: 2025.05.30
12:03:17 +08'00'

ESTELA P. LEON- CARIÑO EdD, CESO III
Director IV/Regional Director

ORD/PAU/cbm/2nd QKapitani



Address: DepEd-CAR Compound, Wangal, La Trinidad, Benguet, 2601
Telephone No: (074) 422 – 1318
Email Address: car@deped.gov.ph



DepEd Tayo Cordillera



<https://depedcar.ph>



Enclosure 1 to RM No. 374.2025

Program Support Funds per Schools Division Office

Schools Division Office	Amount
Abra	P14,400.00
Apayao	P14,400.00
Baguio City	P14,400.00
Benguet	P14,400.00
Ifugao	P14,400.00
Kalinga	P14,400.00
Mt. Province	P14,400.00
Tabuk City	P14,400.00
TOTAL	P115,200.00

Enclosure 2 to RM No. _____

374.2025



Republic of the Philippines
Department of Education
OFFICE OF THE SECRETARY

Memorandum No. _____

FOR : **REGIONAL DIRECTORS
SCHOOL DIVISION SUPERINTENDENTS**

ATTN : **REGIONAL AND DIVISION INFORMATION OFFICERS**

FROM : **FATIMA LIPP D. PANONTONGAN**
Undersecretary and Chief of Staff

SUBJECT : **IMPLEMENTING GUIDELINES ON THE UTILIZATION OF
PROGRAM SUPPORT FUNDS FOR ADVOCACY AND
INFORMATION CAMPAIGN OF THE PUBLIC AFFAIRS UNITS
OF REGIONAL AND DIVISION OFFICES**

DATE : April 8, 2025

As part of the Department of Education's (DepEd) effort to strengthen the communications activity of the field offices and in response to requests during the Assessment Planning with the Regional Information Officer (RIO) meeting, the Program Support Funds (PSF) for the Fiscal Year 2025 Funds under Education Information and Communication Services (EICS) in the total amount of **Two Million Eighty Thousand Pesos (Php 2,080,000.00)** and **Four Million Four Hundred Fifty-Nine Thousand Nine Hundred Forty-One and Ninety-Two centavos (Php 4,459,941.92)** shall be through the Sub-Allotment Release Order (Sub-ARO) of DepEd Regional Offices.

PSF shall cover the expenses to be incurred in the PAUs in their public affairs-related activities to ensure the stakeholders at the grassroots are guided with proper information and provided with timely responses to concerns regarding the Department's policies programs, projects, and local issues pertinent to basic education.

A consolidated accomplishment report relative to the fund utilization shall be submitted to the Public Affairs Service - Office of the Director (PAS-OD) within the first semester of FY 2025 or upon completion of the activity using the One Drive link: <https://tinyurl.com/PSF2025AccomplishmentReport>. This shall be closely monitored by the PAS-OD to facilitate the report's completion.

Attachment I provides the Implementing Guidelines on the Utilization of the Program Support Funds while Annexes A and B provide the breakdown of the allocation of funds per region.

For more information, please contact the Public Affairs Service – Office of the Director (PAS-OD), 2nd Flr. Aguinaldo Bldg., Motorpool Area, DepEd Complex, Meralco Avenue, Pasig City through email address pas@deped.gov.ph.

For reference and approval.

Thank you.

Encl: As stated

2nd Flr. Aguinaldo Bldg. - Motorpool Area, DepEd Complex, Meralco Avenue, Pasig City
Telephone No.: (02) 6316033; 6332120; 6337254

IMPLEMENTING GUIDELINES ON THE UTILIZATION OF PROGRAM SUPPORT FUNDS FOR ADVOCACY AND INFORMATION CAMPAIGN OF THE PUBLIC AFFAIRS UNITS (PAUs) OF REGIONAL AND DIVISION OFFICES

I. Background and Rationale

As the main communication arm of the Department of Education, the Public Affairs Service (PAS) of the Central Office is mandated to formulate and implement protocols, standards, activities, and guidelines in effectively communicating the agency's policies, programs, and projects. Along with that, PAS is also responsible for strengthening the capacity of its regional counterparts through the Public Affairs Units (PAUs).

For this purpose, funds are allocated to support the PAUs in their public affairs-related activities to ensure the stakeholders at the grassroots are guided with proper information and provided with timely responses to concerns regarding the Department's policies, programs, projects, and local issues pertinent to basic education.

II. Scope

The policy provides guidelines for the strategic and efficient utilization of Education Information and Communication Services (EICS) funds across Regional and School Division Offices within the Department of Education. It establishes clear mechanisms for the release, allocation, utilization, and monitoring of the Program Support Funds, which are intended for advocacy and information campaigns.

III. Definition of Terms

For the purpose of these Guidelines, the following terms are defined and understood as follows:

1. **Advocacy** – promotion of the Department's policies, programs, and projects for the benefit of its learners, teachers, and personnel.
2. **Communication** – strategy development delivery and dissemination of information on the Department's policies, programs, and projects to increase awareness, improve understanding, and strengthen investment of key stakeholders and the general public in education.
3. **Concerns/Issues** – challenges in the implementation of policies, programs, and projects within the purview of the regional and division offices.

IV. Objectives

These Guidelines, the utility issue of program support funds for advocacy and information campaigns, and the communication expense of PAUs in the Regional and Division offices are established by DepEd to ensure that the field offices have sufficient support in communicating the agency, policies, programs, and projects, as well as to allow Division and Regional Information Officers (DIOs/RIOs) to promptly respond to inquiries from education, stakeholders, and local media partners.

V. Release of Funds

The funding required for the implementation of this policy shall be sourced from the Education Information and Communication Services (EICS), classified under the Maintenance and Other Operating Expenses (MOOE) category.

From the funds appropriated under Republic Act No. 12116, of the FY 2025 General Appropriations Act (GAA) Current Funds, a total of Two Million Eighty Thousand Pesos (Php 2,080,000) will be downloaded to the Regional Offices.

Additionally, funds appropriated under Republic Act 11975, or the FY 2024 GAA Continuing Funds, an amount of Four Million Four Hundred Fifty-Nine Thousand Four Hundred Forty-One Pesos and Ninety-Two Cents (Php 4,459,941.92) will also be downloaded to the Regional Offices.

These funds are intended for the conduct of advocacy information campaigns at the field offices. For a detailed allocation list of the funds to be downloaded to the regions, please refer to Annex A.

The release of these funds will be facilitated through Sub-Allotment Release Orders (Sub-AROs) from the Central Office (CO) to the respective Regional Offices (ROs). When necessary, ROs shall promptly download the funds through the issuance of the Sub-AROs to the corresponding School Division Offices (SDOs).

VI. Procedure

1. Regional Offices (ROs) and Schools Division Offices (SDOs) are required to prepare the Expenditure Matrix (EM). The EM, once approved by the Regional Director and the School Division Superintendent, must be uploaded to the Project Management Information System (PMIS) for the generation of the Work and Financial Plan (WFP).

2. Collaborative planning and close coordination between and among RIOs and DIOs are expected, especially for activities related to information and campaign advocacies.

VII. Eligible Activities and Expenses

1. Eligible Activities

The following are the eligible expenses for the program and shall be allowed, provided that they are necessary for the conduct of allowable/prescribed activities:

- a. Printing or reproduction of advocacy in Information education and Communication (IEC) materials;
- b. Conduct of information and advocacy caravan (e.g., meetings to provide the public with timely and accurate information regarding DepEd's initiatives and address concerns related to basic education);
- c. Conduct of coordination meetings with the inter-agency task force for school readiness;
- d. Conduct of seminars. The Regional Office shall submit **the agenda, concept note, and program flow** of any proposed seminar to the Central Office through the Public Affairs Service (PAS). These documents are subject to approval by the Office of the Director of PAS prior to the event's execution.
- e. Setting up a Public Assistance Command Center in a designated space, such as a vacant room or a corner of an existing or repurposed office.

2. Eligible Expenses

The following expenses are eligible for the program and will be permitted, provided they are deemed essential for the effective execution of approved or prescribed activities:

- a. Board and lodging, meals, and snacks for Participants, Technical Working Groups (TWGs), and Resource Speakers are eligible, in accordance with DepEd Order No. 2, s. 2018, titled Amendment to DepEd Order No. 15, s. 2017 (*Guidelines on the Allocation of Funds for Venue, Meals, Snacks, and Accommodation for Official Activities Organized and Conducted by the Department of Education*), including expenses related to pre- and post-event activities
- b. Honorarium for Resource Speakers shall be provided in accordance with the Department of Budget and Management (DBM) Budget Circular No. 2007-1, which outlines the guidelines for granting

honoraria to Lecturers, Resource Persons, Coordinators, and Facilitators.

- c. Supplies and materials at standard cost, which may include the purchase of paper materials, writing tools, promotional shirts, and other supplies as may be required.
- d. Production, reproduction, and dissemination of IEC materials and other digital print resources, including the payment of shipping costs for delivery.
- e. Procurement or purchase of furniture, supplies, materials, and semi-expendable equipment for the establishment of a Public Assistance Command Center must adhere to the MOOE capitalization threshold of Fifty Thousand Pesos (Php50,000), in accordance with COA Circular No. 2022-004.
- f. Travel and transportation expenses related to program activities shall be in accordance with Executive Order No. 77, s. 2019, titled *Prescribing Rules and Regulations and Rates of Expenses and Allowances for Official Local and Foreign Travels of Government Personnel*, and DepEd Order No. 22, s. 2019, titled *Guidelines on Official Local Travels in the Department of Education*.
- g. Other incidental expenses that are not included in the budget estimate but are necessary in the conduct of the said activity shall be charged in the contingency fund.

VIII. Utilization of Funds

The utilization of these funds shall be in accordance with the existing budgeting, accounting, auditing, and procurement rules and regulations.

The FY 2025 current funds shall be valid for obligation and disbursement until December 31, 2026. Meanwhile, the FY 2024 continuing funds shall be valid for obligation and disbursement until December 31, 2025.

Should there be a deficiency in the downloaded funds, the RO and SDO may request additional funds, subject to the availability of funds.

IX. Use of Balances

Any excess, unutilized, or unexpended EICS funds, may be utilized for other EICS-related programs, projects, and activities, subject to the existing budgeting, accounting, auditing, and procurement rules and regulations.

X. Monitoring and Evaluation

The Central Office through the PAS Office of the Director shall conduct regular monitoring, activity, implementation, and fund utilization by the Regional Offices in coordination with the PAUs.

Using the prescribed template, which shall be directly generated by the PAU of the Regional Office from the Program Management Information System (PMIS) the PAUs shall prepare the Work and Financial Plan (WFP) specific to the fund support and shall be subjected to the appraisal of the Regional Office.

The PAUs shall submit monthly technical and financial reports, including the AR or the ATC on the utilization of program support funds duly signed by the Regional Directors to PAS through email pas@deped.gov.ph.

XI. References

1. CSC-COA-DBM Joint Circular No. 1, s. 2018 (*Amendment to the CSC-COA-DBM-Joint Circular No. 1, s. 2017*)
2. DepEd Order No. 15, s. 2017, Guidelines for the Allocations, Venue, Meals, Snacks, and Accommodation for Official Activities Organized and Conducted by the Department of Education

ANNEX A

**REGIONAL ALLOCATION FOR ADVOCACY AND INFORMATION CAMPAIGN
OF THE PUBLIC AFFAIRS UNIT (PAU) OF REGIONAL AND
DIVISION OFFICES**

Regional Office	Estimated Budget per Region (FY 2025 Current Fund)	Estimated Budget per Region (FY 2024 Continuing Fund)
Region I	130,000.00	278,746.37
Region II	130,000.00	278,746.37
Region III	130,000.00	278,746.37
Region IV-A	130,000.00	278,746.37
Region IV-B	130,000.00	278,746.37
Region V	130,000.00	278,746.37
Region VI	130,000.00	278,746.37
Region VII	130,000.00	278,746.37
Region VIII	130,000.00	278,746.37
Region IX	130,000.00	278,746.37
Region X	130,000.00	278,746.37
Region XI	130,000.00	278,746.37
Region XII	130,000.00	278,746.37
Region XIII (CARAGA)	130,000.00	278,746.37
CAR	130,000.00	278,746.37
NCR	130,000.00	278,746.37
Total	2,080,000.00	4,459,941.92



Republic of the Philippines
Department of Education
OFFICE OF THE UNDERSECRETARY FOR FINANCE

MEMORANDUM

OUF-2025-0 03 19

FOR : ATTY. FATIMA LIPP D. PANONTONGAN
Undersecretary and Chief of Staff

JAN KEVIN M. RIVERA
Director IV, Public Affairs Service (PAS)

FROM : ATTY. EDSON BYRON K. SY
Assistant Secretary
Officer-in-Charge, Office of the Undersecretary for Finance

SUBJECT : CLEARANCE ON THE REVISED IMPLEMENTING GUIDELINES FOR THE UTILIZATION OF PROGRAM SUPPORT FUNDS FOR ADVOCACY AND INFORMATION CAMPAIGN OF PUBLIC AFFAIRS UNIT OF REGIONAL AND DIVISION OFFICES

DATE : April 3, 2025

This refers to the request from the Public Affairs Service – office of the Director (PAS-OD), seeking clearance from the Finance Strand on the revised *Implementing Guidelines for the Utilization of Program Support Funds for Advocacy and Information Campaign of Public Affairs Unit of Regional and Division Offices*.

The Finance Strand has previously provided feedback outlined in the Office of the Undersecretary for Finance Memorandum (OUF-2025-0219) dated March 17, 2025. This Office acknowledges that the Finance Strand's recommendations were incorporated in the revised guidelines.

In light of the above, this Office has no further input and grants clearance on the financial-related provisions.

Should you require any further assistance, please contact this Office through the Education Programs Management Office at epmo@deped.gov.ph or call (02) 8637-411.

Thank you.