

Republika ng Pilipinas  
(Republic of the Philippines)  
KAGAWARAN NG EDUKASYON AT KULTURA  
(DEPARTMENT OF EDUCATION AND CULTURE)  
Maynila

April 12, 1978

DEPARTMENT MEMORANDUM  
No. 114, s. 1978

1978 CONFERENCE OF THE PHILIPPINE ASSOCIATION  
OF SCHOOLS SUPERINTENDENTS

To: Bureau Directors  
Regional Directors  
Coordinator, State Colleges  
and Universities  
Schools Superintendents

1. The 1978 Conference of Schools Superintendents will be held from April 26 to May 2 at Teachers Camp, Baguio City. The theme of the conference is "Managing Education for Countryside Development."
2. All members of the PASS, Inc. are authorized to attend this Conference.
3. Inclosed is the tentative program for the conference. Also inclosed are materials on countryside development for the guidance of participants, as well as a list of committee members and conference officials. It is desired that, to insure fruitful discussions in the group sessions, superintendents bring with them the following:
  - a. List of programs and projects in the division to promote countryside development. The description of each project should be provided and linkages established should be indicated.
  - b. Problems met in the management of the programs and projects.
  - c. Data on enrolment by levels, number of teachers by levels and number of schools by districts.
4. A conference fee of P300 will be charged each participant. The conference fee and all travel expenses incident to attendance in this conference

shall be charged against local funds subject to the usual accounting and auditing regulations.

5. Bureau directors, regional directors, assistant bureau directors, assistant regional directors, and chiefs of services will serve as consultants and resource persons in the group sessions.

6. Accommodations at the Senior Mass, Teachers Camp, for the duration of the conference will be limited to participating superintendents and PASS members. Superintendents who may wish to bring their families may have to arrange for accommodations for their families elsewhere.

(SGD.) JUAN L. MANUEL  
Secretary of Education and Culture

Incls.:  
As stated

References:  
Department Memorandums: Nos. 68 and 82, d. 1977

Allotment: 1-2-3--(D.O. 1-76)

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

~~CONVENTION~~  
~~SOCIETY or ASSOCIATIONS~~  
~~SUPERINTENDENTS~~

TENTATIVE PROGRAM

1978 CONFERENCE OF SCHOOLS SUPERINTENDENTS  
Teachers Camp, Baguio City

THEME: Managing Education for Countryside  
Development

Tuesday - April 25 - 3:00 p.m. Registration

Wednesday - April 26 -

7:00 a.m. Flag Raising Ceremony  
7 - 5:30 a.m. Continuation of Registration  
9:00 a.m. Opening Ceremony  
10:00 a.m. B r e a k  
10:30 a.m. Plenary Session  
Keynote Speech  
12:00 noon B r e a k  
1:30 p.m. Briefing on Conference  
Procedure  
2:00 p.m. Group Sessions  
3:30 p.m. B r e a k  
4:00 p.m. Group Sessions  
5:00 p.m. Pre-initiation orientation  
6:00 p.m. Initiation Rites  
7:00 p.m. Fellowship Dinner

Thursday - April 27) Group Sessions  
Friday - April 28)

Saturday - April 29

a.m. Plenary Session  
Presentation of Reports  
by Groups  
1:30 p.m. Presentation of IMPACT Report  
3:30 p.m. Finalization of Group Reports  
Preparation of Conference  
Report  
3:30 p.m. Elections

Sunday .. April 30

9:00 a.m. Presentation of Conference Report  
to  
12:00 noon Approval

Afternoon and Evening - P r e s e n t

Monday - May 1

8:00 a.m. PASS Business Meeting  
to Report of the President  
Report of the Treasurer  
Other Business  
Discussion on Code of Ethics,  
Performance Rating of  
Superintendents

12:00 noon B r e a k  
1:30 p.m. Continuation of Plenary Ses-  
sion: Problems and  
to Issues  
- Salaries of Super-  
intendents  
- Salaries of Teachers  
- The Master Teacher Plan

5:00 p.m.

Tuesday - May 2

8:00 a.m. Continuation of Plenary Ses-  
sion and Business  
to Meeting  
10:00 a.m. Plenary Session  
10:30 a.m. Resolutions  
to Amendments  
Recommendations  
12:00 noon Closing Ceremony  
2:00 p.m. - Musical Number  
- Induction of Officers  
- Awards  
- Inspirational Message

## COUNTRYSIDE DEVELOPMENT

The basic objective of the current thrust in regional development is to effect equity of opportunity for each region; to exploit its full potential with respect to its demographic, economic, social, political and environmental resources. The intent here is to make the development of depressed and lagging regions grow at rates faster than the relatively more developed regions in order to lessen regional inequalities without unduly hindering the growth of the latter regions nor slowing total national development.

Specifically, regional development will proceed through a concerted scheme of integrated rural development expressly designed to hasten the pace of growth of lagging areas. The approach focuses on the integration and coordination of development activities into one massive undertaking to achieve the desired end of socio-economic progress for backward areas. This will be complemented by the setting up of an effective development communication network which is anticipated to strengthen and mobilize popular participation in planning and project execution both at the regional and local levels. In this way, regional planning and development should be viewed both as goals of national development and also as major instrument by which the ultimate aims of promoting social equity, increasing per capita income and affecting a more equitable income distribution are being achieved and harmonized.

### Towards A Definition of Countryside Development

In the past, development was considered simply as the movement towards economic progress and growth, measured in terms of sustained increases in per capita income and gross national product (GNP).

#### Reference:

Five-Year Philippine Development Plan, 1978-1982.  
Manila: National Economic Development Authority,  
1977, p. 49.

In the new society, development does not only imply economic advancement. It also means the improvement in the quality of life and well-being of the broad masses of the Filipino people.

It means getting down and reaching the poorest segments of our population: the urban and rural poor, the unemployed, the underemployed, the homeless dweller, the out-of-school youth, the landless worker, the seacade, and the sustenance fisherman, etc.

It is also a human and social process, requiring political will, commitment and sacrifices.

Considering the visible disparities in our society, development should also mean the sharing or, more appropriately, the democratizing of social and economic opportunities - the substantiation of the true meaning of social justice.

Philippine countryside development is aimed primarily at rectifying grave economic and social inequities that have accumulated in the course of our ascent to nationhood. Development must reach all regions in our country, even the remotest area, whether it be in Luzon, Visayas or Mindanao.

With countryside development, we must strive to create conditions in which our people will be assured not only of the satisfaction of the material necessities of life but also of those needs that the spirit cannot do without. Each individual Filipino must be given of a decent shelter for his family, and have access to other social amenities. All of these obviously require that he be provided with a stable and reliable source of livelihood.

#### Basic Approaches to Countryside Development

1. Plans for the country's development seek to harness to the tremendous human resources potential of our country which calls for vigorous effort to improve the physical, intellectual, and material well-

being of the individual. Toward this end, more attention will be devoted to problems of health, nutrition and housing. The delivery of basic social services must be widened to cover not only the cities but also the remote rural communities. Moreover, we must invest a greater portion of our resources in the education and cultural development of our people, which should include the out-of-school youths and adults.

2. In order to insure the balanced growth of the whole economy and of the country, there is a need to develop our rural sector. A great number of our people continue to derive their livelihood in the rural areas. Countryside development should therefore be emphasized through a number of projects such as expanded credit and technological support to agriculture, compact farming, vocational education, rural irrigation and feeder roads, and the promotion of cottage and small-scale industries.

Through the creation of more development ventures in these areas, a wider volume and higher level of beneficial trading and business can evolve between our rural and urban centers.

3. Trade diversification and expansion should be given priority in order to stabilize the position of our foreign trade.

4. To keep up with the demand for greater productivity, scientific and technological skills to meet the requirements of growth should be developed.

5. The progressive transformation of our energy source structure is envisioned to utilize more effectively energy supplies for development purposes and to achieve a safer mix of primary supplies.

6. Development activities should provide a more effective program for the management of the environment in order to meet environmental standards for air, water and land.

## Program of Action

Future development will address itself to the betterment of the conditions of the poor, which will be realized through the more vigorous pursuit of the land reform program and the rural cooperatives program.

Roads, irrigation facilities, hospitals and health services, school buildings and training facilities, and other forms of social-oriented facilities will be provided in the regions virtually neglected in the past; will disperse industries to the regions, thereby providing better employment prospects and a meaningful utilization of local resources for industrialization; the protection of our environment, particularly the agricultural lands, forests and seabeds, will be emphasized; our forests will be conserved to reduce damage caused by floods, erosion and other environmental imbalance, and to safeguard plant and animal life; will focus attention on controlling air and water pollution; will build future communities on the concept of human settlement, to provide a decent and livable environment for the Filipino people, complete with facilities and income-generating activities to enable it to stand on its own; will achieve a higher and more sustained economic growth by creating institutions to assist producers in increasing productivity and expanding the markets for their products; self-sufficiency in food will be attained by improving agricultural technology and diffusing it even to the smallest farms.

Despite the growth, industrial expansion and the rise in the standards of living envisioned, we will see to it that our people do not suffer the ill effects of spiralling prices.

More importantly, we will make our environment more conducive to an ideal future by maintaining peace and order and internal security, and by promoting harmonious relations with other nations.



Countryside and Rural Development Projects

The commitment to rural development emanates from four main concerns:

- a. alleviation of poverty in the rural areas where the bulk of the poor people are found;
- b. creation of employment opportunities in rural areas to prevent excessive rural-to-urban migration of underdeveloped and unemployed productive segments of society;
- c. ensuring minimum food supplies to cover basic requirements of rural people; and
- d. production of export products and import-substituting goods to increase the flow of foreign exchange in the rural areas.

The complex elements interwoven with the rural systems and the diversity of the attendant problems demand an integrated approach to the development of the various regions. Since current problems and conditions are perpetuated by the combined interaction of social, cultural, economic, political and historical forces, it is therefore highly improbable that a single program intervention will prove effective in rural mobilization. Hence, depressed and lagging regions or provinces will be developed, emphasizing the integration of various existing and proposed programs and projects intended for countryside development.

Attached is a guide list for programs and projects relevant to countryside development.

GUIDE LIST FOR PROJECTS FOR COUNTRYSIDE  
DEVELOPMENT

Participation and Involvement  
(No. of Schools, participants,  
or beneficiaries)

A. Health and Nutrition

- Applied Nutrition \_\_\_\_\_
- School Nutrition Program \_\_\_\_\_
- Nutrition Education \_\_\_\_\_
- Deworming Project \_\_\_\_\_
- Operation Timbang \_\_\_\_\_
- School Health Guardian \_\_\_\_\_
- Distance Study \_\_\_\_\_
- Others (Specify) \_\_\_\_\_

B. Agricultural Productivity

- Vegetable Seed Production \_\_\_\_\_
- Orchard Development \_\_\_\_\_
- Dairy Development \_\_\_\_\_
- Future Farmers of the Phil. \_\_\_\_\_
- MATEA \_\_\_\_\_
- Cattle Dispersal Program \_\_\_\_\_
- Supervised Farming \_\_\_\_\_
- Agrarian Reform \_\_\_\_\_
- Green Revolution \_\_\_\_\_
- Alay Tania \_\_\_\_\_
- Others (Specify) \_\_\_\_\_

C. Social Uplift

- Faculty Development \_\_\_\_\_
- Functional Literacy \_\_\_\_\_
- Community Beautification \_\_\_\_\_
- Environmental Sanitation \_\_\_\_\_
- Population Education \_\_\_\_\_
- Human Settlement or  
Relocation \_\_\_\_\_
- Study Now Pay Later \_\_\_\_\_
- PANAMIN Educational Assist-  
ance Program \_\_\_\_\_
- Others (Specify) \_\_\_\_\_

D. Moral Rejuvenation

- Community Outreach \_\_\_\_\_
- Centers on Wheels \_\_\_\_\_
- Others (Specify) \_\_\_\_\_

E. Leadership Training

- Boy Scouts \_\_\_\_\_
- Girl Scouts \_\_\_\_\_
- Others (Specify) \_\_\_\_\_

F. Non-Formal Education

- National Survey of Out-of-School Youth \_\_\_\_\_
- Establishment of Pilot Centers \_\_\_\_\_
- Lingap ng Pangulo sa Barangay \_\_\_\_\_
- Mental Feeding Program Course in Turo, Bocaue, Bulacan \_\_\_\_\_
- Training Program on Literacy, Continuing Education and Vocational Courses \_\_\_\_\_
- Others (Specify) \_\_\_\_\_

G. Youth Involvement Projects

- Educational Care and Reform \_\_\_\_\_
- Animal Care \_\_\_\_\_
- Treeplanting Action Program-ICAP \_\_\_\_\_
- Kabataang Barangay-ICAP \_\_\_\_\_
- Adopt a Barrio for Community Development \_\_\_\_\_
- Drug Abuse Prevention Program \_\_\_\_\_
- Non-formal Science and Literacy Education \_\_\_\_\_
- Barangayette \_\_\_\_\_
- Batarisan \_\_\_\_\_
- Others (Specify) \_\_\_\_\_

H. Sports Development

1978 CONFERENCE OF SCHOOLS SUPERINTENDENTS

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Chairman

Co-Chairman                      Narciso Albarracin  
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Conference Coordinator: Hortensia S. Benosa

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		Josefina R. Navarro
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	Florencio Buen	Ricardo Gonzales
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		Florencio Herrin
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	Ricardo Wagan	Comemoracion M. Concepcion
	Consultant	Benito Santaromana

Elections

	Chairman	Gavino J. Mabagos
Members:	Alberto T. Talens	Enrica L. Pandy
	Tecla A. Espiritu	Bienvenido A. Icasiano
	All PASS Regional Officers	

Resolutions & Amendments

	Chairmen	Fidel Anacta
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	Arturo Carunungan	Simeon F. Adan
	Arturo Coronel	Salvador M. Tuy
	Domingo L. Martinez	Juan de Guzman
	Antonio A. Orozco	Pedro Gomez

Conference Officials

Group Chairmen, Vice Chairmen and Rapporteurs

Group	I	Florencio Buen, Chairman
		Concepcion R. Blavore, Vice Chairman
		Lirio M. Ruiz, Rapporteur
Group	II	Bienvenida B. Espiritu, Chairman
		Jose R. Ravallo, Vice Chairman
		Miguel Alarcón, Rapporteur

- Group III Vicente Alcera, Chairman  
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