

Republika ng Pilipinas
(Republic of the Philippines)
MINISTRU NG EDUKASYON, KULTURA AT ISPORTS
(MINISTRY OF EDUCATION, CULTURE AND SPORTS)
Manila

January 9, 1984

MECS M E M O R A N D U M
No. 1, s. 1984

OPLAY PLEB '84 (PROJECT LUMAHOK)

To: Bureau Directors
Cultural Agency Directors
Chiefs of Services and Heads of Units
Schools Superintendents
Presidents, State Colleges and Universities
Heads of Private Schools, Colleges and Universities
Vocational School Superintendents/Administrators

1. In response to the presidential directive of January 8, 1984 contained in the memorandum-advise of the Presidential Executive Assistant to the undersigned, all concerned are enjoined to participate in a massive mobilization of a citizen-wide involvement on the forthcoming national plebiscite for January 27, 1984 thru appropriate activities accredited by the Commission on Elections to be undertaken in coordination with other government ministries/agencies and socio-civic-cultural groups and community-based organizations.

2. Rationale:

The educational/informational campaign for citizens' participation in the democratic referral exercises accords the opportunity for the experiential application of the training imparted on Filipino ideology, civics and culture to 57,000 elementary school teachers, who, when mobilized, become the vanguard for the mobilization of a mass-based response to the national plebiscite on January 27.

3. Objectives:

- a. To generate massive citizens' participation in the national plebiscite on January 27 with an out-reach goal of at least 7 million voters within the campaign period (January 8 to 26, 1984) with a view of evoking from them the appropriate responses to the issues thru specific COMELEC accredited activities;
- b. To carry out consultation activities thru identified mechanisms for purposes of identifying the key issues, achieve an intelligent under-

standing thereof, evoke proper questions and the formulation of alternative decision-choices on the proposed amendments to the Philippine Constitution;

- c. To operationalize a support/linkage system with the regional COMELEC registrars, the local government agencies involved in the dissemination of information on the forthcoming national plebiscite including local leaders and kabataang barangays, community-based organizations, and socio-civic-cultural groups; and
- d. To enhance the efficiency and effectiveness of the LACs network and strengthen its systems and procedures thereby enabling LACs to plan, implement, and evaluate educational/informational/cultural programs/projects of similar nature when undertaking academic objectives and instructional functions in the future.

4. Activity Plan for a Typical LACs Unit:

Consistent with the overall program goals, a typical LAC unit will undertake the planning, implementation and evaluation of an activity plan as follows:

- a. The holding of improvisation sessions within the LACs units to test-run the plebiscite materials and to refine organizational structures, roles, and systems and procedures, proper to the LACs.
- b. The conduct of teaching sessions in all classes (elementary and secondary) as frequently as may be necessary for the discussion of the proposed amendments; their significance and the changes they will effect in our political administrative machinery and governmental system.
- c. The planning, organization and/or participation in the holding of community assemblies, symposia, teach-ins, discussion forum with parents, barangay leaders/members, kabataang barangay members and civic/cultural leaders, groups, associations or organizations.
- d. The distribution of educational/information materials while undertaking group activities in coordination with COMELEC, and other government agencies.

- e. The identification, orientation, recruitment and detail of resource persons as speakers, moderators, panel discussants, and facilitators whenever requested or needed by local participating groups in the national plebiscite.
- f. The establishment of liaison/linkage structures at the local level with the agencies likewise involved in the plebiscite such as: the Office of the Media Affairs (OMA), the Ministry of Local Governments and Kabataang Barangay Centers; the Local Autonomous Governments, and socio-civic-cultural leaders and organizations and ethnic groups.
- g. The drawing up of a monitoring and reporting system during and post-implementation of the project, and the post-mortem review and evaluation of the planning, organization, and implementation of activities for future educational/informational programs/projects of similar nature.

5. Project Implementation:

The implementation of OPLAN Pleb '84 (Project Luma-hok) will be undertaken thru the organizational structure as outlined herein with the National Project Director exercising general supervision and administration over the Project, assisted by such assistant national project coordinators as may be necessary with a technical and administrative support from a Project Secretariat.

At the local level, the implementation shall be carried out by a Project Team at the local school district level with the regional coordinators directly responsible to the National Project Director for the results/outputs in his region. However, on a functional basis, the regional coordinator/s exercises supervision over the project teams operating within his region. The regional coordinator will manage the organizational requirements and the logistic/material resources, and supervision will be done at the regional director/schools superintendent/supervisor levels.

The Project Secretariat will be made up of an Executive Staff, Planning/Monitoring/Evaluation Staff, Press Relations Staff, field supervisors/coordinators and a secretarial pool, to provide technical and administrative support to the National Project Director.

The organization chart is inclosed.

6. Material Sources, Distribution Scheme and Utilization Plan:

The primary sources for materials on the proposed amendments to the Philippine Constitution will be the Commission on Elections and OMA to be supplemented by adaptations, translations, illustrations especially developed by the Project Team for effective use and communication during discussions in organized group sessions.

Following are the materials from COMELEC: Primers and sample ballots. The OMA materials are composed of posters and plebiscite handouts.

These materials may be obtained as follows: The LAC staff may secure the COMELEC materials from the regional, provincial and municipal centers. Since OMA does not have municipal distribution centers, materials may be obtained at OMA regional and provincial centers. However, OMA will assist the project in the identification of sources of materials at the district and local levels.

The materials will be distributed by COMELEC and OMA from January 16 to 26.

The utilization of the plebiscite materials will be programmed by the LAC coordinator/s in accordance with the planned schedule of activities.

7. Monitoring and Reporting:

There will be two types of reports required by the project: Regular Project Reports and Special Situations.

The regular project reports will contain the following information: a) basic data such as the name of the LAC location and name of LAC teacher-leader, b) number of LAC sessions thus far conducted, c) community attendance in the sessions, and d) problems and action lines undertaken. These reports will be submitted every Mondays, Wednesdays, and Saturdays and will go through the existing LAC machinery, as follows: teacher-leader to principal to district supervisor to division coordinator to regional coordinator to regional director to the National Project Director. Regular communication to the school LACs will also follow this route.

The special situations are critical, urgent issues that need immediate attention by the National Project Director. Any LAC staff at the school, district, division and regional level may contact the Assistant for Operations of the National Project Director as needed. Emergency mat-

ters that have to be transmitted by the National Project Director and Assistant for Operations, will also be communicated to the LAC staff concerned. Channels of communication for the special situations will be the MECS SCS; CMA flex radio radio system, PLDT and the existing carriers.

8. Project Headquarters:

- a. 4th Floor, Marvin Plaza Bldg.
Pasong Tamo, Makati, Metro Manila
Telephones: 88-48-71 to 8; 88-85-10;
88-85-70; 88-32-88
- b. Regional MECS Offices
LAC Regional Coordinating Offices
- c. MECS Division/District/School LACs

9. Additional Directives and Issuances:

As may be necessary for the effective and efficient implementation of the project additional directives and issuances shall be made from time to time.

10. Immediate dissemination of this Memorandum to all concerned is requested.

(SGD.) ABRAMAM I. FELIPE
Deputy Minister

Incl.:

As stated

Reference:

N o n e

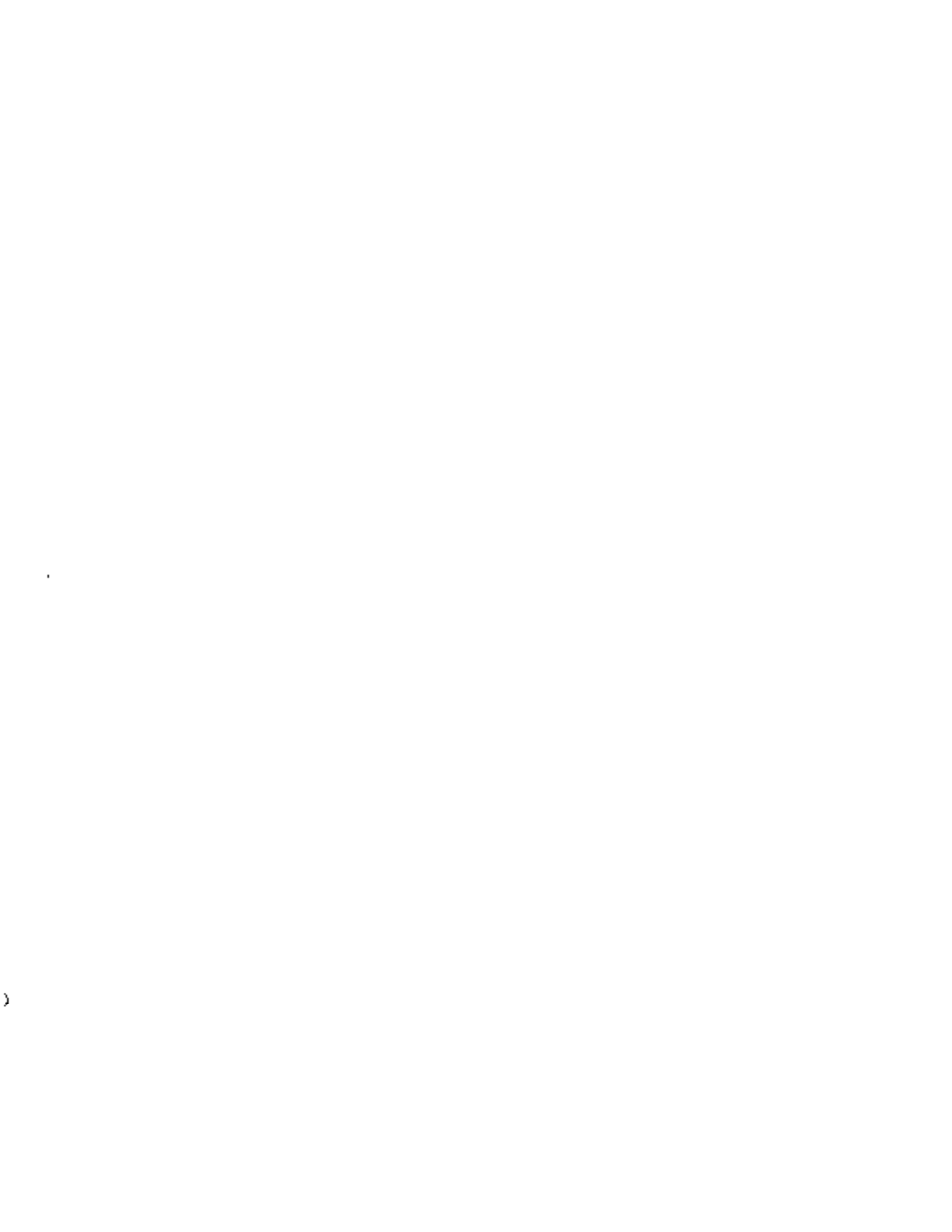
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To be indicated in the Perpetual Index
under the following subjects:

BUREAUS & OFFICES
ELECTIONS
OFFICIALS

RULES & REGULATIONS
SOCIETY or ASSOCIATIONS
TEACHERS

(Last MECS Memorandum for 1983: MECS Memorandum No. 251, s. 1983)



(Inclosure to MECS Memorandum No. 1, s. 199L)

ORGANIZATION CHART

OPLAN PLEL '84 (PROJECT LUXAHOK)

Nat'l. Project Director

Secretariat

Asst. for Field
Operations

Asst. for Materials

Asst. for Logistics

Regional Project Coordinators
(13) Regional Directors

Regional Project Implementors
Division/District LAC Coordinators

School LAC Leaders

