

Republika ng Pilipinas  
~~(Republic of the Philippines)~~  
~~MINISTERIO DE EDUCACION, ARTE Y DEPORTES~~  
~~(MINISTRY OF EDUCATION, CULTURE AND SPORTS)~~  
Manila

February 14, 1984

MEMORANDUM  
No. 35, s. 1984

EVALUATION OF REGIONAL WINNERS IN LITERACY DEVELOPMENT COMPETITION

To: Regional Directors

1. Pursuant to MCS Memorandum No. 116, s. 1983, the evaluation of the regional winners in the literacy development competition will be conducted by a team of evaluators from March 12 to April 30.
2. It is suggested that care be taken in the evaluation of the entries for the regional competition utilizing the criteria provided. The provisions of paragraph 4 of the Memorandum should be studied and carefully observed. To further assist in the use of the evaluation criteria listed under paragraph 4 of the aforementioned Memorandum a more detailed explanation of the criteria is provided in the inclosure to this Memorandum.
3. Attention is invited especially to paragraph 5 of the Memorandum which requires the submission of the program/project proposal and the pre-survey baseline report as soon as the regional winners have been determined, which means immediately after February 24. These two documents should be sent to the National Contest Committee on Literacy Development Competition, MCS, Arroyo, Manila.
4. The actual visits of the national evaluation team to each region will be announced in due time. Besides the prizes indicated in the above-mentioned Memorandum, all regional winners will also receive prizes of books from the Anif Foundation.

(SGD.) JAMES G. LAYA  
Director

Inclosures: As stated

Reference: MCS Memorandum (No. 116, 1983)

Allotment: 5-2--(D.O. 1-76)

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

CONTEST

REGIONAL INDICATORS

PRIZES or AWARDS







(Inclosure to Memorandum No. 38, 1984)

#### EXPLANATION OF EVALUATIVE CRITERIA

- a. Impact of the Project - Impact of the project refers to the changes that have taken place as a result of the project. This requires comparison between the conditions at the start of the project as embodied in the pre-survey report and the conditions at the time of the evaluation.
1. Number of illiterates made literate. To determine literacy, a simple individual test should be conducted, including the writing of a short letter or composition in the vernacular or Pilipino or English and some arithmetical computation.
  2. Number of reading and writing clubs. A club for both reading and writing and for either reading or writing should be counted as 1.
  3. Number of materials developed. This refers to individual titles rather than copies, and could include newsletters or other community publications.
  4. Number of activities held involving literacy development. The activities should be listed by types and numbers. Example of activities are literacy classes, public meetings (conferences) held relating to literacy development, courses, committees to promote literacy, etc.
  5. Number of progress reports submitted. These reports are submitted in connection with the project.
  6. Other evidences. These may include less tangible evidences such as interest and support given by government officials and community leaders, publications about the project in local newspapers, radio announcements on the project support and cooperation of the private sectors as shown by allowing private homes to be used for literacy activities etc.
- b. Replicability - Considering the amount spent for the project, the type of people (qualifications required, their attitudes, knowledge, etc.) involved, and the materials used, can a similar project be carried out in any other town or barrio?
- c. Relevance to community needs. Was the project useful to the community? Did the people who were involved show that the project was important as shown by the achievement in items (1) to (6) under (a) Impact? Was the project desired by the people?





