



REPUBLIC OF THE PHILIPPINES  
DEPARTMENT OF EDUCATION, CULTURE AND SPORTS  
Merced Avenue, Pasig City

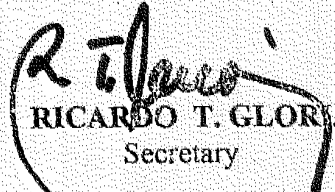
January 24, 1997

OFFICE OF THE SECRETARY  
DECS MEMORANDUM  
No. 19. s. 1997

1997 NATIONAL LITERACY AWARDS

To: Regional Directors  
Schools Superintendents  
Presidents, State Colleges and Universities  
Heads of Private Schools, Colleges and Universities  
Vocational School Superintendents/Administrators

1. The Department of Education, Culture and Sports through the Literacy Coordinating Council and the Bureau of Nonformal Education, in cooperation with UNESCO National Commission of the Philippines (UNACOM), private sector/NGO partners - e.g. National Bookstore, Foundation for Continuing Education (FORCE), and the Rotary International District 3800, will conduct the 1997 National Literacy Awards.
2. Outstanding regional literacy workers, literacy programs and local government units will be chosen from which national winners will be selected.
3. Experience from holding the Awards in the past three years has enabled the Department of Education, Culture and Sports to refine the criteria and process of choosing the winners. These will require longer time for planning and preparation.
4. Nomination and selection of regional winners will be conducted from March to May 1997. The early selection of regional winners will enable the National Technical Screening Committee to conduct ocular visits to project sites and interviews with potential national winners.
5. The DECS regional directors and chiefs of nonformal education divisions who were designated in previous DECS Memorandum as regional awards secretariat are requested to perform the duties and responsibilities assigned to them as defined in the inclosure, apply revised criteria set, and to follow the new schedule provided.
6. Immediate and wide dissemination of this Memorandum to all concerned is desired.

  
RICARDO T. GLORIA  
Secretary

Incl.:  
As stated.

Reference:  
DECS Memorandum: No. 108, s. 1996

Allotment: 1-2-3-4--(M.O. 1-87)

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

OFFICIALS  
PRIZES or AWARDS  
PROGRAMS  
SOCIETY or ASSOCIATIONS

## 1997 NATIONAL LITERACY AWARDS

### Criteria for Selection Outstanding Literacy Worker

<b>A. Personal attributes and competence of literacy workers</b>	<b>50 %</b>
<ul style="list-style-type: none"> <li>• uses innovative strategies and approaches in handling literacy classes</li> </ul>	10%
<p>Additional points if uses specialize skills and talents in enhancing literacy program (e.g., integrates music, arts and drama in the content and approach )</p>	5%
<ul style="list-style-type: none"> <li>• exhibits resourcefulness in managing and generating resources needed (including use of indigenous learning materials)</li> </ul>	10%
<ul style="list-style-type: none"> <li>• manages resources under his/her supervision, judiciously and honestly</li> </ul>	10%
<ul style="list-style-type: none"> <li>• maintains harmonious relationship with clientele, peers, local officials, etc.</li> </ul>	5%
<ul style="list-style-type: none"> <li>• gets respect and recognition from peers and colleagues</li> </ul>	5%
<ul style="list-style-type: none"> <li>• manifests sustained interest in improving one's professional competence ( continuing education )</li> </ul>	5%
<b>B. Effects on learners</b>	<b>50%</b>
<ul style="list-style-type: none"> <li>• enhanced socio-economic opportunities (or increased productivity and income )</li> </ul>	10%
<ul style="list-style-type: none"> <li>• involvement or participation in community activities including decision-making</li> </ul>	10%
<ul style="list-style-type: none"> <li>• exhibit self-confidence because of improved social skills</li> </ul>	10%
<ul style="list-style-type: none"> <li>• development of leadership potentials</li> </ul>	10%
<ul style="list-style-type: none"> <li>• desire to pursue learning for himself and his children</li> </ul>	10%

# 1997 NATIONAL LITERACY AWARDS

## Criteria for Selection Outstanding Literacy Programme

<b>A. Development Content</b>	<b>25%</b>
<ul style="list-style-type: none"> <li>• Comprehensiveness of content (functional literacy including livelihood skills, values, leadership, science and technology literacy, political literacy, and environmental literacy) 10%</li> <li>• Relevance to community situation and aspirations; needs-oriented 5%</li> <li>• Sensitivity to indigenous knowledge 5%</li> <li>• Well-defined development philosophy 5%</li> </ul>	
<b>B. Project Management and Implementation</b>	<b>40%</b>
<ul style="list-style-type: none"> <li>• Judicious and honest use of resources 5%</li> <li>• Operationalization and networking system with government agencies, NGOs, civic organizations, etc. in the planning and implementation of literacy programs/projects 5%</li> <li>• Institutionalization and/or replication of literacy program or project through support and participation of local government units, other government agencies, NGOs, community organizations, among others 5%</li> <li>• Institutionalization of community participation 5%</li> <li>• Use of innovative, indigenous and creative strategies and approaches 5%</li> <li>• Culture-fitness (e.g., sensitivity to values, beliefs) 5%</li> <li>• Availability and adequacy of quality learning materials 5%</li> <li>• Use of media technology/alternative media 5%</li> </ul>	
<b>C. Effects on the Learners</b>	<b>35%</b>
<ul style="list-style-type: none"> <li>• enhanced socio-economic opportunities (or increased productivity and income) 10%</li> <li>• involvement or participation in community activities including decision-making 10%</li> <li>• exhibit self-confidence because of improved social skills 5%</li> <li>• development of leadership potentials 5%</li> <li>• desire to pursue learning for himself and his children 5%</li> </ul>	

# 1997 NATIONAL LITERACY AWARDS

## Criteria for Selection Outstanding Local Government Unit

<b>A. Development Orientation</b>	<b>30%</b>
<ul style="list-style-type: none"><li>• Passage of ordinances, resolutions and other policies on literacy</li></ul>	10%
<ul style="list-style-type: none"><li>• Inclusion of literacy and education in local development plan</li></ul>	10%
<ul style="list-style-type: none"><li>• Prioritizes social development programs and projects particularly basic education and literacy</li></ul>	10%
<b>B. Literacy Program/Project</b>	<b>50%</b>
<ul style="list-style-type: none"><li>• Literacy program or project has demonstrable positive effects on learners (see related criteria for Outstanding Program and Worker)</li></ul>	20%
<ul style="list-style-type: none"><li>• Allocates resources (financial, physical facilities and equipment, etc.) to support literacy programs or projects as shown in the work and financial plan (budget)</li></ul>	10%
<ul style="list-style-type: none"><li>• Operationalizes networking system any government agencies, NGOs, civic organizations, etc. in the planning and implementation of literacy program/project</li></ul>	10%
<ul style="list-style-type: none"><li>• Works for the institutionalization and/or replication of literacy programs or project through support and participation of local government units, other government agencies, NGOs, community organizations, among others.</li></ul>	10%
<b>C. Advocacy</b>	<b>20%</b>
<ul style="list-style-type: none"><li>• Local chief executive encourages other local officials and other sectors of the community to support literacy-related or projects</li></ul>	10%
<ul style="list-style-type: none"><li>• Local officials mobilize various sectors of the community for support and participation in literacy programs/projects</li></ul>	10%

**1997 NATIONAL LITERACY AWARDS**  
**Implementing Guidelines for Selection**

**Award Categories**

*Most Outstanding Literacy Worker*

This Award shall be given to an individual, other than a government employee who through his or her vision, leadership, dedication and commitment over the years, has succeeded in transforming a significant number of learners from non-literates into literates who have since become productive and active members of the community.

*Most Outstanding Literacy Programme*

This Award shall be given on a literacy programme being implemented by a non-government organization, civic club, academic institution, and the like, which has demonstrated considerable impact on the learners and their community. The programme is partly responsible in transforming learners into productive and responsible community members.

*Most Outstanding Local Government Unit*

This Award shall be given to a local government unit, city or municipality, which has created a policy environment conducive to literacy programmes and which has initiated or expanded literacy programmes or projects that have demonstrably positive effects on its barangays.

**Distribution of Nomination Forms**

The National Literacy Awards Steering Committee through its National Secretariat will distribute the application forms to the DECS regional offices nationwide. These forms will be made available to all individuals and institutions, GOs and NGOs, who would like to nominate candidates.

**Information Awareness Campaign**

To create awareness of and interest in the Awards, the Secretary of the Department of Education, Culture and Sports shall issue an appropriate order requiring all divisions and district supervisors to disseminate information regarding the contest.

Non-government organizations, such as FORCE, ANTEP, and others, will be requested to inform their members nationwide of the contest.

Announcements in the mass media ( national and local ) will also be made in cooperation with the Philippine Information Agency, Kapisanan ng mga Brodkaster sa Pilipinas, private media institutions, and others.

### **Convening of the Regional Selection Committee**

The DECS Regional director, in cooperation with the Rotary Club district president will convene the Regional Selection Committee to select the winners/nominees at the regional level. The Committee shall be composed of the following:

Chair : DECS Regional Director  
Co-Chair : Rotary Club president or any NGO representative  
Members : DILG Regional representative  
              NGO representative  
              President of a local academic institution  
              Civic club representative (other than Rotary Club)  
Coordinator : DECS Regional Chief, Nonformal Education

The Committee will plan the pertinent administrative matters, such as schedule of meeting, venues, and other concerns.

### **National Selection / Judging Process**

Three sets of National Board of Judges, one per category, will be convened. The selection and judging process for the national winners in all three categories are :

- Individual review of nominations (regional winners) based on documents submitted
- Ocular visits and interviews by screening committee/technical working group
- Group Assessment
- Individual ranking
- Tallying, selection of overall winner

### **Awarding**

Each regional winner/nominee is given a certificate to be awarded by the Chair of the National Steering Committee.

Each of the national winners will receive a cash prize and a presidential trophy.

National winners for the three categories will be announced by the Chair of the Board of Judges for each category during the Literacy Week celebration on 08 September 1997.

## **Schedule of Activities**

14 February 1997	1997 NLA Media Launching General Santos City
February to April 1997	Information campaign Identification of nominees
April to May 1997	Selection of regional winners
09 June 1997	Submission of regional winners
23-27 June 1997	Selection of finalist - top three regional winners per category
01 -31 July 1997	Ocular visits and interviews by screening committee/technical working group
11-30 August 1997	National screening, evaluation and final selection
08 September 1997	Awarding

## **National Secretariat**

Further inquiries may be addressed to any of the following individuals/officers:

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