



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

July 25, 1997

OFFICE OF THE SECRETARY
DECS MEMORANDUM
No. 279 s. 1997

1997 GINTONG ILAWAN TEODORA ALONSO EDUCATOR'S AWARD
FOR OUTSTANDING FEMALE PUBLIC SECONDARY
SCHOOL PRINCIPALS

To: Regional Directors
Schools Superintendents


1. AVON Philippines, in cooperation with the Department of Education, Culture and Sports announces the start of its search for the 1997 Gintong Ilawan Teodora Alonso Educator's Award for outstanding performance and achievements, for female public secondary school principals.
2. In line with the International AVON Committed-to-Women Program, the Gintong Ilawan Teodora Alonso Educator's Award (GITAEA) aims to:
 - a. promote excellence in the Filipino woman, in all aspects of her world, and
 - b. honor exemplary commitment of female public secondary school principals nationwide.
3. To serve as guide in the selection and judging process, the following inclosures are provided:

Inclosure No. 1 - Implementing Rules which include Qualifications, Application Requirements and Criteria for Evaluation

Inclosure No. 2 - Implementing Guidelines for Selection

2. In line with the International AVON Committed-to-Women Program, the Gintong Ilawan Teodora Alonso Educator's Award (GITAEA) a Immediate and widest dissemination of this Memorandum to all concerned is desired.

- a. promote excellence in the Filipino woman, in all aspects of her world, and
- b. honor exemplary commitment of female public secondary school principals nationwide.


ANTONIO E. B. NACHURA
Undersecretary
Officer-In-Charge

3. To serve as guide in the selection and judging process, the following inclosures are provided:

Incls.:
As stated

Reference:
DECS Memorandum: No. 173, s. 1996

Allotment: 1--(D.O. 50-97)

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

CONTESTS
OFFICIALS
PRIZES or AWARDS
SEARCH

**AVON
IN COOPERATION WITH THE DEPARTMENT OF EDUCATION, CULTURE AND
SPORTS
ANNOUNCES THE SEARCH FOR THE
1997 GINTONG ILAWAN - TEODORA ALONSO EDUCATOR'S AWARDS
FOR OUTSTANDING PERFORMANCE , ACHIEVEMENTS AND DEDICATION
OF FEMALE PUBLIC SECONDARY SCHOOL PRINCIPALS**

In line with the AVON Committed-to-Women Program the world over, AVON in the Philippines acknowledges excellence in the Filipino woman. Excellence not only in the realm of physical beauty but in all aspects of her world. In memory of the esteemed woman who nurtured, raised, and inspired her son, Jose Rizal, to be our national hero, the GINTONG ILAWAN - TEODORA ALONSO EDUCATOR'S AWARD honors exemplary commitment of female public secondary school principals nationwide. It is a tribute to the women from whose vision, dedication and able management emanate schools where excellence in education flourishes.

Decade of Culture and Nationalism
1988-1998

DECS MEMORANDUM No. s. 1997

RULES

QUALIFICATIONS

Female public secondary school principal
Full-fledged secondary school principal for at least 2 years
Filipino citizen

APPLICATION REQUIREMENTS

Each applicant must have the following:
Duly accomplished application form
2 X 2 black and white photo (taken this year)
DECS/Civil Service Commission appointment
Supporting documents needed specified in each criterion
Evidences submitted should not be duplicated in other criteria

CRITERIA FOR EVALUATION

**ACHIEVEMENTS/IMPACT ON PEOPLE, EDUCATIONAL SYSTEM AND
COMMUNITY 60%**

Improvement on the quality, equity and relevance dimensions of the program 25%

Contribution to the total development of her school and its environment 20%

Contribution to Community Development 15%

Supporting Documents Needed

1. Site development plan; plans/photographs of present school facilities/equipment and their utilization and allocations and record of maximum utilization of school spaces; certified true copies of rehabilitation/repairs done; maintenance program; updated acquisition, allocation and maximum utilization of basic secondary instructional materials; and library materials; record of class/classroom ratio; record of management and maximum utilization of ancillary services.

2. Record of achievement of students for the past two years, certified true copies of rank in the division, regional and national test results; school testing program; records of programs/trainings conducted; existence of co-curricular activities; recognition and awards won by school; existence of innovative programs which improved pupils' performance; enrollment data for the past two years in regular and special programs; records of performance indicators' report on programs for alternative learning delivery system for school-age children; records/photographs of utilization of indigenous resources; reports on implementation of DECS thrusts.

3. Records/photographs of programs and projects in the community; certified written testimonies of community, officials; reports/photographs of efforts on mobilization of resources; reports on organized literacy, livelihood and vocational/NFE classes.

PROFESSIONAL COMPETENCE 25%

Managerial/Leadership Skills 20%

Includes technical, administrative skills and innovative ability reflected in the quality of instruction; discipline and organizational climate of her school; systems and procedures to improve operations.

Professional Growth 5%

Evidenced by her membership in professional organizations relevant to job; awards and distinctions received in the field of education; creative outputs such as published educational articles, research reports, compositions and books, professional journals and other forms of literature read; pursuit of higher degree through scholarships/own initiative; honors received.

Supporting Documents Needed

1. True copies of certificates of appreciation/recognition; list of trainings participated in and/or conducted; letters of designation as coordinator of projects anchored/managed; certified report on reduced cases of pupils and teachers' misbehavior; report on reduced number of administrative cases, protests, complaints filed.

2. Membership records and roles in various organizations relevant to the job; titles, copies of published materials; annotated bibliography of books and professional journals read; true copies of awards and distinctions received; degree or course completed; travels.

PERSONAL ATTRIBUTES 15%

A model in both public and private life. Is morally upright, simple, frugal and approachable, honest, humble, diligent, courteous, generous and kind. Has good faith, love and concern for people around her.

Maintains high work standards. Creative, innovative and adaptable. With high level of stress tolerance.

Supporting Documents Needed

1. Testimonies from peers, teachers, supervisors, parents, PTA officers obtained casually or formally through surveys indicating harmonious relationship in the school/community.
2. Certified true copy of Marriage Certificate; documented statements of good moral life.
3. Certified list of innovations introduced to improve work standards; certified performance ratings for the past two years.
4. Reports/photographs on participation in programs involving national issues and concerns, e.g. population issues, drug prevention and control and others.

APPLICATION FORM

AVON - DECS

GINTONG ILAWAN - TEODORA ALONSO

EDUCATOR'S AWARD

(A Committed - To - Women Program of Avon)

Please type all answers. Please follow instructions strictly.

A. PERSONAL DATA

FULL NAME Surname Given Name Middle Name

PERMANENT ADDRESS No. & Street Town/District City/Province

SCHOOL

ADDRESS

DATE OF BIRTH Month Day Year PLACE OF BIRTH

PRINCIPAL LEVEL NO. OF YEARS AS FULL-FLEDGED PRINCIPAL

CITIZENSHIP CIVIL STATUS

B. EDUCATIONAL ATTAINMENT

COLLEGE

SCHOOL YEAR GRADUATED DISTINCTION/HONORS

POSTGRADUATE

SCHOOL YEAR GRADUATED DISTINCTION/HONORS

C. SERVICE RECORD

Employment history for the past 10 years, starting with the present job.

POSITION HELD SCHOOL ADDRESS PERIOD COVERED

Supporting documents needed:

1. Certified Service Record and Appointment as principal
2. Performance evaluation for the last five (5) years by the Superintendent and Regional Director
3. Certification signed by the Superintendent and Regional Director of absence of any current or pending administrative case

4. Community

Population

Source of livelihood

Economic status of citizens

Describe your working relationship with local government

Describe your working relationship with civic groups

Describe the peace and order condition

D. SITUATIONER

1. School Size:

Student Population

Teacher Population

Non-teaching staff

Number of buildings

Improvements initiated as principal:

2. Facilities: (check if available)

library/number of books

clinic

garden

livelihood generating facilities, please specify

guidance counseling

special reading room

laboratory

faculty room

music room

home economics room

Others, please specify:

Co-curricular activities for students, please specify:

3. School organizations, please specify including projects undertaken
4. Community:
 - Population
 - Source of livelihood
 - Economic status of citizens
 - Describe your working relationship with local government
 - Describe your working relationship with civic groups
 - Describe the peace and order condition

E. DETAILS OF OUTSTANDING ACHIEVEMENTS, CONTRIBUTIONS AND THEIR IMPACT.

Given the Principal's mandate to manage and supervise the school entrusted to her in order to contribute to the attainment of quality, equity and relevance in implementing the school's program, cite 3 to 5 problems or crisis encountered as a principal.

PROBLEMS

OUTCOME/RESULTS IMPACT WITHIN A GIVEN TIME FRAME

OBSTACLES AND CONSTRAINTS

ACTION TAKEN

AGENCIES, ORGANIZATIONS AND PEOPLE INVOLVED

F. LIST THREE MOST OUTSTANDING ACHIEVEMENTS AND/OR SELF-INITIATED PROJECTS (not DECS initiated)

NAME OF PROJECT/PROGRAM/ACTIVITY

DESCRIPTION AND TIME FRAME

PROBLEM BEING ADDRESSED

RESULTS/OUTCOME

I HEREBY SWEAR TO THE BEST OF MY KNOWLEDGE THAT ALL INFORMATION CONTAINED IN THIS APPLICATION FORM ARE TRUE AND THE SUPPORTING DOCUMENTS AUTHENTIC.

Division Superintendent

Authenticated by:

Designation:

Signature of Applicant:

Date of Submission

IMPLEMENTING GUIDELINES FOR SELECTION

1. Sending of invitation letters to principal June 3 - 26, 1997
The Gintong Ilawan National Secretariat will
mail all application forms directly to the Division

- Superintendents. Additional forms are available at the DECS Regional Offices and all Avon Branches.
2. Submission of application forms and other documents by candidates. Aug. 12 - Sept. 13
 The principal-candidates will submit the duly accomplished forms together with other requirements and supporting documents to the Division Superintendents.
 Attention: Division Superintendents
 Note: Application forms must be submitted on or before Sept. 12, 1997. Documents received /postmarked after the 12th of Sept. will automatically be disqualified.
 3. Processing/screening of forms by Division Superintendents Aug. 30 - Sept. 30
 Division Superintendents set up a committee composed of an NGO and his/her division supervisors to screen and shortlist the applicants to include only the top 25%
 4. Submission of forms of division candidates to Regional Office. Oct. 1 - 11
 Division Superintendents submit to the Regional Directors c/o the Chiefs of Secondary Education, the shortlist of applicants from the division.
 5. Convening the Regional Selection Committee by the Avon representative and the Chief of Secondary Education Division. Oct. 1 - 14
 The Avon Branch Manager in the region is in charge of convening the Regional Selection Committee, which is composed of:
 Chairman: Regional Director
 Members: The President/Chairman of an active local civic organization e.g. Rotary, Jaycees, Lions, Youth Leader; Regional Development Council Representative; an academician and an Outstanding Woman Leader
 Coordinators: Chief of Secondary Education Division and Avon Branch Sales Manager
 6. Selection/Judging Proper of Regional Winner Oct. 14 - Nov. 15
 The Regional Selection Committee shall be responsible for the selection and judging of regional winner. They will conduct data validation, authentication of documents, field interview, background check and other activities relevant to information verification. A rigid interview will be conducted by the Regional Selection Committee to confirm/affirm accomplishments and qualifications of the candidates.
 7. Transmittal of Regional Winner's documents to Nov. 18 - 29

the Gintong Ilawan Secretariat by the Avon representative.

The Regional Selection Committee c/o the Avon representative in the area shall transmit the Regional Winner's application form and supporting documents to the Gintong Ilawan National Secretariat on or before November 29, together with an official letter duly signed by the chairman and all the members.

Note: Documents of non-winning candidates shall be returned to the Division.

8. National Selection/Judging Process Nov. 18 - Jan. 17, 1998

The National Board of Judges shall be composed of respected representatives from government, private and non-government institutions. The interview by the NBOJ serves the purpose of confirming whether their documents and claims are authentic. This interview also provides the basis for the judges to determine who is first among equals.

Final review of Documents by the National Steering Committee December 2 - 13, 1996

Transmittal of documents to the National Board of Judges by the National Secretariat January 2 - 10, 1998

Arrival of Regional Winners in Manila January 15, 1998

Manila Interview of Regional Winners with January 16, 1998

Award Ceremony (Manila) January 17, 1998

Note: The decision of the Regional Selection Committee and National Board of Judges is final and unappealable.

AWARDS & PRIZES

DIVISION CANDIDATES

Certificates of Appreciation for all the Division Candidates

REGIONAL WINNERS

P 10,000 cash for the principal

P 10,000 cash for her school

Plaque of Merit for the principal & her school

Round-trip ticket to and from Manila

Board and lodging for the duration of the stay in Manila

NATIONAL WINNER

P 50,000 and trophy for the National Winner

P 20,000 and trophy for her school

Gintong Ilawan statuette

PLEASE DIRECT YOUR QUESTIONS/INQUIRIES TO THE FOLLOWING:
GINTONG ILAWAN SECRETARIAT, AVON COSMETICS, INC., PUBLIC
RELATIONS DEPARTMENT, 2ND FLOOR, FORTUNE BLDG., 160 LEGASPI ST.,
LEGASPI VILLAGE, MAKATI CITY. TEL. NOS. 8913503 OR ANY OF THE
FOLLOWING:

REGIONS
DECS REGIONAL OFFICE
TEL. NOS./FAX NOS.
DECS REGIONAL DIRECTOR
DECS CHIEF SECONDARY EDUCATION DIVISION
AVON BRANCHES/TEL. NOS.
AVON COORDINATORS

REGION 1 SAN FERNANDO, LA UNION
412271/42219 (2420752)
Venancio R. Nava
Constancia F. Dacanay

Dagupan
Insular Life Bldg. Arellano St., Dagupan City
4918/3498/4182
Gina dela Rosa

REGION II TUGUEGARAO, CAGAYAN
8441587 (8441862)
Dominador Z. Cabasal
Estrella C. Acorda

Cauayan
Isabela Coop., Center Rizal Ave., Ext.
Cauayan, Isabela
22036
Neetz Basco

REGION III SAN FERNANDO, PAMPANGA
8886401 (8885393)
Dr. Stephen N. Capuyan
Magdalena C. Roque

San Fernando
2nd Flr., Kehyeng Bldg., Dolores,
San Fernando, Pampanga
614694
Eileen Tayag

REGION IV SOUTHERN TAGALOG
Orambo Drive, Pasig
6321834 (6321832/6341672)
Dr. Dominador Cabasal
Julita Cayton

Shaw
Daisy Limpin

REGION V LEGASPI CITY
22732/22191 (243678)
Victoriano B Tirol, Jr.
Amy V. Deniega

Legaspi
Chinnel Bldg., Rizal St., Legaspi City
44081-44017
Sonia Pel

REGION VI ILOILO CITY
270207 (3350207)
Esperanza M. Orlina
Elmer A Carbon

Iloilo City
2nd Flr., BPI Bldg., Izmart-Solis St.,
Iloilo City
270281
Ling Javier

REGION VII CEBU CITY
311309
Eladio C. Dioko
Alejandro S Ceniza

Cebu
Avon. Bldg, 80 Osmena Blvd.,
Cebu City
213623/213624
Rouen Raz

REGION VIII TACLOBAN CITY
3233156
Servillano C. dela Cruz, Jr.
Igmedia A. Balagapo

Tacloban
YKS Bldg., 82 Gomez St., Tacloban City
3212576/3212578
Jaide Miral

REGION IX ZAMBOANGA CITY
9915975
Cirila V. Villegas
Nimfa H. Tahir

Zamboanga
GV Finance Bldg., Veterans Ave., Zamboanga
2244/7351/5863
Eleonor Ramas

REGION X CAGAYAN DE ORO CITY
371837/722652 (726574)
Diamar P. Kadon
Lucio G. Parantar, Jr.

Cagayan de Oro
Jardiano Bldg., Rizal cor. San Agustin St.,
Cagayan de Oro City
5011/5111
Christine Salon

REGION XI DAVAO CITY
2216147/78865
Susana B. Cabahug
Ursula C. Valderrama

Davao
112 CM Recto Ave., Davao City
63513/79607
Dianne Abellana

REGION XII COTABATO CITY
212691
Estrella A. Babano
Felipa A. Sumauang

Makati
2nd Flr., Fortune Bldg., 160 Legaspi St.
Legaspi Village
8913503/8913344
Olen Jalandoni

CARAGA

CARAGA
428207 (463324)
Sol F. Matugas

Elvira A. Egay
Cagayan de Oro
Jardiano Bldg., Rizal cor. San Agustin St.,
5011/5111
Christine Salon

NCR

Misamis St., Bago Bantay
Quezon City
9214274 (9280104/9227323)
Nilo L. Rosas
Dolores S. Abad

Edsa

CAR

WANGAL, LA TRINIDAD, BENGUET
4427819
Tomas A. Ratum
Rosalia D. Guadana

Dagupan
Insular Life Bldg., Arellano St.,
4918/3489/4182
Gina dela Rosa

ARMM

Cotabato City
211224/211347 (215814)
Hadji Jawali H. Laja
Hamid Ladjakahal

Makati
2nd. Flr., Fortune Bldg., Legaspi St.,
Legaspi Village
8913503/8913344
Olen Jalandoni

APPLICATION FORM

**AVON - DECS
GINTONG ILAWAN - TEODORA ALONSO
EDUCATOR'S AWARD
(A Committed-To-Women Program of Avon)**

Please attach recent
2 x 2
black & white photo

Please type all answers. Please follow instructions strictly.

A. PERSONAL DATA

FULL NAME _____
Surname *Given Name* *Middle Name*

PERMANENT ADDRESS _____
Number & Street *Town/District* *City/Province*

SCHOOL _____

ADDRESS _____
Town/City *Municipality*

DATE OF BIRTH _____ PLACE OF BIRTH _____
Month *Day* *Year*

PRINCIPAL LEVEL _____ NO. OF YEARS AS FULL-FLEDGED PRINCIPAL _____

CITIZENSHIP _____ CIVIL STATUS _____

B. EDUCATIONAL ATTAINMENT

COLLEGE SCHOOL	YEAR GRADUATED	DISTINCTION / HONORS
POSTGRADUATE SCHOOL	YEAR GRADUATED	DISTINCTION / HONORS

C. SERVICE RECORD

Employment history for the past 10 years, starting with the present job.

POSITION HELD	SCHOOL ADDRESS	PERIOD COVERED

Supporting documents needed:

1. Certified Service Record and Appointment as principal
2. Performance evaluation for the last five (5) years by the Superintendent and Regional Director.
3. Certification signed by the Superintendent and Regional Director of absence of any current or pending administrative case.

D. SITUATIONER

1. School Size:

Student Population _____ Teacher Population _____

Non-teaching staff _____ Number of Buildings _____

Improvements initiated as principal:

2. Facilities: (check if available)

_____ library / number of books _____

_____ clinic

_____ garden

_____ livelihood generating facilities, please specify

_____ guidance counselling

_____ special reading room

_____ laboratory

_____ faculty room

_____ music room

_____ home economics room

_____ Others, please specify:

Co-curricular activities for students, please specify:

3. School organizations, please specify including projects undertaken

E. DETAILS OF OUTSTANDING ACHIEVEMENTS, CONTRIBUTIONS AND THEIR IMPACT.

Given the Principal's mandate to manage and supervise the school entrusted to her in order to contribute to the attainment of quality, equity and relevance in implementing the school's program, cite 3 to 5 problems or crisis encountered as a principal.

PROBLEMS	OUTCOME / RESULTS IMPACT WITHIN A GIVEN TIME FRAME	OBSTACLES AND CONSTRAINTS	ACTION TAKEN	AGENCIES, ORGANIZATIONS AND PEOPLE INVOLVED

F. LIST THREE MOST OUTSTANDING ACHIEVEMENTS AND/OR SELF-INITIATED PROJECTS (not DECS Initiated)

NAME OF PROJECT/ PROGRAM/ACTIVITY	DESCRIPTION AND TIME FRAME	PROBLEM BEING ADDRESSED	RESULTS / OUTCOME

I HEREBY SWEAR TO THE BEST OF MY KNOWLEDGE THAT ALL INFORMATION CONTAINED IN THIS APPLICATION FORM ARE TRUE AND THE SUPPORTING DOCUMENTS AUTHENTIC.

Division Superintendent

Signature of Applicant

Authenticated by

Date of Submission

Designation

IMPLEMENTING GUIDELINES FOR SELECTION

<p>1. Sending of invitation letters to principal The Gintong Iawan National Secretariat will mail all application forms directly to the Division Superintendents. Additional forms are available at the DECS Regional Offices and all Avon Branches.</p>	<p>July 1997</p>
<p>2. Submission of application forms and other documents by candidates. The principal-candidates will submit the duly accomplished forms together with other requirements and supporting documents to the Division Superintendents. Attention: Division Superintendents Note: Application forms must be submitted on or before Sept. 30, 1997 Documents received/postmarked after the 30th of September will automatically be disqualified.</p>	<p>Aug. 12 - Sept. 30, 1997</p>
<p>3. Processing/screening of forms by Division Superintendents Division Superintendents set up a committee composed of an NGO and his/her division supervisors to screen and shortlist the applicants to include only the top 25%.</p>	<p>Sept. 15 - Oct. 15, 1997</p>
<p>4. Submission of forms of division candidates to Regional Office Division Superintendents submit to the Regional Directors c/o the Chiefs of Secondary Education, the shortlist of applicants from the division.</p>	<p>Oct. 15 - 30, 1997</p>
<p>5. Convening the Regional Selection Committee by the Avon representative and the Chief of Secondary Education Division. The Avon Branch Manager in the region is in charge of convening the Regional Selection Committee, which is composed of:</p> <p style="margin-left: 20px;">Chairman : Regional Director Members : The President/Chairman of an active local civic organization e.g. Rotary, Jaycees, Lions, Youth Leader, Regional Development Council Representative; an academician and an Outstanding Woman Leader Coordinators : Chief of Secondary Education Division and Avon Branch Sales Manager</p>	<p>Oct. 15 - 30, 1997</p>
<p>6. Selection/Judging Proper of Regional Winner The Regional Selection Committee shall be responsible for the selection and judging of regional winner. They will conduct data validation, authentication of documents, field interview, background check and other activities relevant to information verification. A rigid interview will be conducted by the Regional Selection Committee to confirm/affirm accomplishments and qualifications of the candidates.</p>	<p>Oct. 15 - Nov. 15, 1997</p>
<p>7. Transmittal of Regional Winner's documents to the Gintong Iawan National Secretariat by the Avon representative. The Regional Selection Committee c/o the Avon representative in the area shall transmit the Regional Winner's application form and supporting documents to the Gintong Iawan National Secretariat on or before November 25, together with an official letter duly signed by the chairman and all the members.</p> <p>Note: Documents of non-winning candidates shall be returned to the Division.</p>	<p>Nov. 15 - 30, 1997</p>
<p>8. National Selection/Judging Process The National Board of Judges shall be composed of respected representatives from government, private, and non-government institutions.</p> <p>The interview by the NBQ serves the purpose of confirming whether the candidates' documents and claims are authentic. This interview also provides the basis for the judges to determine who is first among equals.</p>	<p>Nov. 17, 1997 - Jan. 16, 1998</p>
<p>Final review of Documents by the National Steering Committee</p>	<p>December 2 - 12, 1997</p>
<p>Transmittal of documents to the National Board of Judges by the National Secretariat</p>	<p>January 2 - 9, 1998</p>
<p>Arrival of Regional Winners in Manila</p>	<p>January 14, 1998</p>
<p>Manila Interview of Regional Winners by the National Board of Judges</p>	<p>January 15, 1998</p>
<p>Award Ceremony (Manila)</p>	<p>January 16, 1998</p>
<p>Note: The decision of the Regional Selection Committee and National Board of Judges is final and unappealable.</p>	