

REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF EDUCATION, CULTURE AND SPORTS
Meralco Avenue, Pasig, Metro Manila

OFFICE OF THE SECRETARY

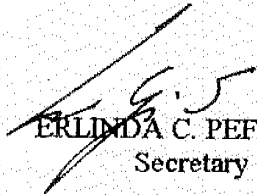
April 20, 1998

DECS MEMORANDUM
No. 159, s. 1998

1998 GINTONG ILAWAN TEODORA ALONSO EDUCATOR'S AWARD
FOR OUTSTANDING FEMALE PUBLIC SECONDARY SCHOOL PRINCIPALS

To: Regional Directors
Schools Superintendents

1. AVON Philippines, announces the start of its search for the 1998 Gintong Ilawan Teodora Alonso Educator's Award for female public secondary school principals with outstanding performance and achievements.
2. In pursuit of the AVON Committed-to-Women Program throughout the world, the Gintong Ilawan Teodora Alonso Educator's Award 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. 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
4. Immediate dissemination of this Memorandum is desired.


ERLINDA C. PEFIANCO
Secretary

Incl.: As stated
Reference: DECS Memorandum: No. 279, s. 1997
Allotment: 1--(D.O. 50-98)
To be indicated in the Perpetual Index
under the following subjects:

OFFICIALS
PRIZES or AWARDS
SEARCH

RULES

| QUALIFICATIONS | APPLICATION REQUIREMENTS |
|--|---|
| <ul style="list-style-type: none"> • Female public elementary school principal • Full-fledged elementary school principal for at least 2 years • Filipino citizen | <ul style="list-style-type: none"> • Duly accomplished application form • 2X2 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
- Contribution to the total development of her school and its environment
- Contribution of the Community Development

Supporting Documents Needed

1. Site development plan; plans/photographs of present school facilities/equipment and their utilization and allocations and records of maximum utilization of school spaces; certified true copies of rehabilitation/repairs done; maintenance program; update acquisition, allocation and maximum utilization of basic elementary instructional laterals; 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; enrolment data for the past two years in regular and special programs; records of performance indicators' report on the 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 procedure 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 humbling, 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.
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.

IMPLEMENTING GUIDELINES FOR SELECTION

- 1. Sending of invitation letters to principals thru Division Superintendents** June 1, 1998
 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. 10 – Sept. 30
 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. Documents received/postmarked after the 30th of September will automatically be disqualified.
 - 3. Processing/screening of forms by Division Superintendents** Sept. 15 – October 15
 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. 7 – Oct. 21
 Division Superintendents submit to the Regional Directors c/o the Chiefs of Elementary Education, the shortlist of applicants from the division.
 - 5. Convening the Regional Selection Committee by the Avon representative and the Chief of Elementary Education Division.** Oct. 15 – Oct. 30
 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 Dev't.
 Council Representative, an academician and an Outstanding Woman Leader
 Coordinators : Chief of Elementary Education Division and Avon Branch Sales Manager
 - 6. Selection/Judging Proper of Regional Winner** Oct. 15 – Nov. 16
 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 the Gintong Ilawan National Secretariat by the Avon Representative** Nov. 16 – Nov. 23
 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 23, 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. 23 – Jan. 15, 1999
 The National Board of Judges shall be composed of respected Representative from government, private, and non-gov't. institutions.

 The interview by the NBOJ 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.
 - Processing of Documents by the National Steering Committee** Nov. 24 – Dec. 11
Review of documents by the NBOJ with the assistance of the National Secretariat Dec. 12 – Jan. 8
Arrival of Regional Winners in Manila Jan. 13, 1999
Manila Interview of Regional Winners by the National Board of Judges Jan. 14, 1999
Award Ceremony (Manilla) Jan. 15, 1999
- Note:** The decision of the Regional Selection Committee and National Board of Judges is final and unappealable.
 All Regional Winners are obliged to come to Manila for National Judging otherwise prizes will be forfeited.

DIVISION CANDIDATES

- Certificates of Appreciation for all the division candidates

- P10,000 cash for the principal
- P10,000 cash for her school
- Round-trip ticket to and from Manila
- Board and lodging for the duration of the stay in Manila

NATIONAL WINNER

- P50,000 and trophy for the National Winner
- P20,000 and trophy for her school
- Gintong Ilawan statuette

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Please direct your questions/inquiries to the following: Gintong Ilawan Secretariat, Avon Cosmetics, Inc., Public Relations Department, 2nd Floor, Fortune Building, 160 Legaspi St., Legaspi Village, Makati City, Tel. Nos./ 8913503 or 8913344-55, or any of the following:

| Region | DECS Regional Director | DECS Chief Elementary Education Division | Avon Branches Tel. Nos. | Avon Coordinator |
|---|-------------------------------|--|--|------------------|
| 1 San Fernando, La Union 072412171/2420752 | Dr. Venancio Nava | Guillermo Peña | Dr. G&M de Venecia Bldg., Arellano St., Dagupan City 5224049 | Gigi dela Rosa |
| 2 Tuguegarao, Cagayan 078-8441587/8441862 | Dr. Teresita Domalanta | Rosalita Taguba | Isabela Business Centre, Maharlika Highway, Cauayan, Isabela 6522698 | Neetz Basco |
| 3 San Fernando, Pampanga 045-961-7825/9613199 | Dr. Stephen Capuyan | Elsa Angeles | Grd. Flr. Kichyong Bldg., Dolores, San Fernando, Pampanga 9633678 | Dana Herrera |
| 4 Southern Tagalog Orambo Drive, Pasig City 6321834/6341672 | Dr. Esperanza Orlina | Narcisa Montojo | GDC Bldg., 750 Shaw Blvd., Mandaluyong City 6313539 | Dana Herrera |
| 5 Legaspi City 22547/22732 | Dr. Victoriano Tirol, Jr. | Myrna Catangui | Chinnel Bldg., Rizal St., Legaspi City 4801430 | Soma Pel |
| 6 Iloilo City 033-3350207/3362816 | Dr. Pilar Pascual | Ophelia Zoluga | Sta. Cruz Bldg., cor. Fuentes & Ledesma Sts., Iloilo City 3374856 | Ling Javier |
| 7 Cebu City 032-311-309 | Dr. Eladio Dioko | Patrocinio Gamelo | Avon Bldg., 80 Osmeña Blvd., Cebu City 2533624 | Anna Leah Tria |
| 8 Tacloban City 0533233156/3233855 | Dr. Servillano dela Cruz, Jr. | Gervacio Germano | Insular Life Bldg., Avenida Veteranos, Tacloban City 3258426 | Jaide Miral |
| 9 Zamboanga City 062-991-1906/1908 | Dr. Miguel Garcia | Ameilia Torralba | GV Finance Bldg., Veterans Ave., Zamboanga City 9924466 | Eleanor Ramas |
| 10 Cagayan de Oro City 08822- 371837/726574 | Dr. Damar Kudon | Mauricio Uy | Jardiano Bldg., Rizal cor. San Agustin St., Cagayan de Oro City 725410 | Christine Salon |
| 11 Davao City 082-2216147 | Dr. Susana Cabahug | Erlina Manuzon | Mehyang Bldg. 112 CM Recto Ave., Davao City 2242632 | Dianne Abellana |
| 12 Cotabato City 064-4212691/4214798 | Dr. Estrella Babano | Blah Usman, Al Haj | 2 nd Flr., Fortune Bldg., 160 Legaspi St., Legaspi Village Makati 8913503/8913344-55 | Olen Jalandoni |
| CARAGA Butuan City 08521-428207/463324 | Dr. Sol Matugas | Lea Guelos | Jardiano Bldg., Rizal cor. San Agustin St., Cagayan de Oro City 725410 | Christine Salon |
| NCR Misamis St., Bago Bantay, Quezon City 9214274/9227323 | Dr. Nilo Rosas | Gerardo Consolacion | Panorama Bldg., 1139 Brgy. Veterans, Edsa, Q.C. 3713673 | Dennis Bunyo |
| CAR Wangal, La Trinidad, Benguet 044-27819 | Dr. Tomas Ratum | Juanita Madarang | Dr. G&M de Venecia Bldg., Arellano St., Dagupan City 5224049 | Gigi dela Rosa |
| ARMM Cotabato City 0644211224 | Dr. Salipada Tamano | Babang-gol Pandaca | 2 nd Flr., Fortune Bldg., 160 Legaspi St., Legaspi Village, Makati 8913503/8913344-55 | Olen Jalandoni |