



REPUBLIKA NG PILIPINAS  
REPUBLIC OF THE PHILIPPINES  
**KAGAWARAN NG EDUKASYON, KULTURA AT ISPORTS**  
DEPARTMENT OF EDUCATION, CULTURE AND SPORTS  
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DepEd MEMORANDUM  
No. 60, s. 2002

**MAR 26 2002**

**2002 NATIONAL LITERACY AWARDS**

To: Regional Directors  
Schools Division/City Superintendents  
Private Elementary and Secondary School Principals  
Divisional Leader School Principals  
Vocational High School Principals

1. The Department of Education (DepEd) through the Literacy Coordinating Council (LCC), will conduct the year 2002 National Literacy Awards.
2. Outstanding national literacy workers, literacy programs and local government units with literacy program(s) responsive to community needs will be chosen.
3. Nomination and selection of regional winners will be conducted in April and May 2002. Entries of regional winners must be submitted to the LCC on or before June 10, 2002. Any entry not received on said date will be disqualified from the shortlisting process.
4. The DepEd regional directors and chiefs of nonformal education divisions who were designated in previous DepEd Memorandum as heads of the awards secretariat are requested to perform the duties and responsibilities assigned to them as defined in the enclosure, apply the revised set of criteria and follow the new schedule provided.
5. Immediate and wide dissemination of this Memorandum to all concerned is desired.

  
FE A. HIDALGO  
Undersecretary

Encls.: As stated  
Reference: DECS Memorandum: No. 35, s. 2001  
Allotment: 1—(D.O. 50-97)  
To be indicated in the Perpetual Index  
under the following subjects:

NONFORMAL EDUCATION  
PRIZES or AWARDS

*"Bawat Graduate, Bayani at Marungal"*

## 2002 National Literacy Awards Schedule of Activities

- April 1 to May 15
  - 2002 NLA Media Launching
  - Discussion with Regional Steering Committee
  - Re: NLA Selection Process
  - (c/o of LCC Representatives & Secretariat)
  - Distribution of NLA materials
  - Information Campaign (Tri-Media Plan - Radio, TV and Print) (Region)
  - Identification of nominees (Region)
- May 16 to June 5, 2002
  - Selection of regional winners
- June 10, 2002
  - Submission of regional winners to LCC Secretariat Office
- June 11 to July 12, 2002
  - Shortlisting/selection of finalists – top five regional winners per category
- July 13 to August 9, 2002
  - Ocular visits and interviews by Screening Committee/Technical Working Group
- August 12-20, 2002
  - National screening, evaluation and final selection
- September 2002
  - Awarding of National Winners/National Literacy Conference
- October to December 2002
  - Regional Literacy Awards

### National Secretariat

Further inquiries may be addressed to:

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## ANNUAL NATIONAL LITERACY AWARDS

As of the 1994 Functional Literacy Education and Mass Media Survey (FLEMMS), there are 2.4 million Filipinos who are illiterate, while 7.8 who are functionally illiterate.

Many of these people belong to the marginalized sectors of our society, like the cultural communities, where access to education and other social services are extremely difficult, or non-existent.

The Arroyo Administration has prepared a program geared towards poverty alleviation. Among the components of this program is education, where literacy is recognized as one effective strategy that contributes toward a better life for us Filipinos.

Together with the Department of Education (DepEd-NFE), the Local Government Units (LGUs), particularly the League of Municipalities of the Philippines (LMP), the non-government organizations, civic and religious groups, have been conducting literacy classes nationwide. Conducting these classes are trained literacy workers, para-teachers and volunteers, many of whom come from the communities they are serving.

In spite of encountered difficulties such as very minimal compensation, hampered mobility due to geographical and peace and order constraints, lack of teaching materials, to name just a few, the commitment and dedication of these workers and institutions have not dimmed.

The Literacy Coordinating Council (LCC), wishing to acknowledge the efforts of these literacy workers, launched the National Literacy Awards (NLA) in 1994.

### AWARDS OBJECTIVES :

- to contribute to the goal of eradicating illiteracy in the Philippines by creating public awareness and interest for projects addressing this concern;
- to sustain, expand, and institutionalize literacy efforts by motivating and recognizing individuals, institutions, and local governments through awards and recognition;
- to encourage the development and replication of innovative, creative, and indigenous literacy programs; and
- to honor and recognize outstanding individuals, government and non-government organizations for their dedication, commitment, and contribution to literacy education in their communities.

## AWARDS CATEGORIES

*Most Outstanding Literacy Worker Award* shall be given to an individual who, through his/her vision and commitment over the years, has succeeded in transforming a significant number of learners from non-literates into productive and active members of the community.

*Most Outstanding Literacy Program Award* shall be given to a literacy program being implemented by a non-government or civic organization, academic institution, etc., that has a demonstrably positive impact on the learners and the community. The Program should have been partly responsible for transforming learners into productive and more responsible community members.

*Most Outstanding Local Government Unit Award* shall be given to the local government unit (city/municipal government) that has created a policy environment conducive to literacy programs and initiated or expanded literacy programs that have had positive impact on its barangays.

## CRITERIA FOR SELECTION

### ▪ For Most Outstanding Literacy Worker

#### A. Personal Attributes (40%)

The literacy worker should be the embodiment of uncommon dedication to work and of moral ascendancy by practicing positive virtues such as honesty, humility, and compassion towards the marginalized sectors of the society. He/she should have a harmonious relationship with peers, superiors, subordinates, and external partners of program he/she implements. Testimonials from some of these people may be presented/included in the candidature documents.

#### B. Competence (60%)

The literacy worker should possess exceptional leadership skills by being able to inspire and motivate his/her colleagues, community members, and the learners to achieve gains in their literacy project-related work. He/she should take the initiative in undertaking program activities and must be resourceful in generating program resources. Town and barangay officials may testify to these attributes and accomplishments.

The literacy worker should aim for excellence, be a role model with co-workers, subordinates and community members.

- For Most Outstanding Literacy Program

- A. Development Orientation (30%)

The program's development content should be comprehensive (depth and breadth of scope of the literacy skills learned by project beneficiaries), relevant to the socio-cultural needs and aspirations, as well as being sensitive to indigenous knowledge/practices (culture-sensitive). The program should directly respond to the needs of the learners/community.

Example : If a learner is from a farming community, the learning program must be related to better farming methods/practices.

- B. Management and Program Implementation (40%)

The program should be self-sustaining and effective as reflected in the commitment and efficiency of its planners, implementors and learners. It should reflect provisions for institutionalization of the project in the community.

The program's delivery should be innovative and creative, using indigenous strategies/approaches, resources, and adequate learning materials as well as encouraging community participation.

- C. Effects on Learners and Community (30%)

The program should have made considerable improvements in the community's literacy rate and socio-economic potential by generating viable livelihood schemes through community involvement.

- For Most Outstanding Local Government Unit (City/Municipal Level)

- A. Planning and Development (30%)

The local government unit should advocate a development orientation towards literacy-related programs and projects through the passage of funded ordinances or resolutions on literacy and the involvement of a greater number of local government officials. The plan should be clear on the type of involvement local officials and leaders have in the project. Inter-agency participation must also be apparent in the project implementation strategies.

- B. Legislation on Functional Literacy/Continuing Education (30%)

Legislative measures that reflect substantial LGU efforts to establish mechanisms, processes, systems, and structures that are designed to promote and sustain literacy and continuing education programs.

Lugs' initiative for the passage of ordinances, resolutions, policies, and other issuances that make provisions for continuing budgetary allocations, strategies on advocacy, social mobilization, and other logistics support to ensure program institutionalization.

### C. Management of Literacy / Continuing Education Programs (40%)

The local government unit should give support to community literacy projects, which have made demonstrable positive impact on the community, through allocation of resources in its financial plan, proactiveness in initiating activities to support literacy/continuing education programs, installation of systems to sustain and institutionalize programs, etc.

The local government units should have encouraged other local officials and various sectors to give logistical or financial support and mobilized community participation to these literacy/continuing education projects.

*Note:* There will be two winners for Most Outstanding Local Government Unit. (one for the city and one for municipal level)

### PROCEDURES

#### ■ Distribution of nomination forms

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

#### ■ Information Awareness Campaign

The Secretary of the Department of Education shall issue an appropriate order requiring all divisions and district supervisors to disseminate information regarding the awards.

Non-government organizations (such as AIJC, ANTEP, ROTARY, etc.) will be requested to inform its members nationwide of the contest.

A nationwide tri-media campaign will be launched to create greater public awareness and participation.

#### ■ Convening of the Regional Selection Committee

The DepEd Regional Director in cooperation with any active local NGO will convene the Regional Selection Committee composed of the following:

- Chair: DepEd Regional Director
- Co-Chair: Any NGO representative
- Members: President of any local institution,  
Civic club representative (other than Rotary)
- Coordinator: DepEd Regional Chief, Nonformal Education Division

The Committee will plan the pertinent administrative matters such as schedules of meetings, venues, etc. This Committee will be responsible for selecting the Regional entries for the three categories: Literacy Worker, Literacy Program and

Local Government Unit, (City/Municipal Level). These regional winners shall be sent to the Literacy Coordinating Council for the national selection on the date stipulated in the announcement of the DepEd Secretary.

▪ **National Selection/Judging Process**

The national winners will be selected from among the regional winners in the three (3) categories in a two-step evaluation process:

*Step 1: Selection* - All regional entries for the three (3) categories will be evaluated by a preliminary board convened for each category. Each board shall have at least three (3) members.

The preliminary board for each category will select the top five (5) nominees from which the final winners will be chosen by the Final Board of Judges (FBOJ).

*Step 2: Project Site Visit* - The Final Board of Judges (FBOJ) will study the documents submitted by the preliminary board.

The Final Board of Judges will visit the project sites of the finalists for the purpose of verification and validation. Interviews with the nominees/finalists, project managers, beneficiaries, community members, local officials, etc. will be done.

The Final Board will select the final winners per category and submit the list of the five (5) winners per category---1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> and 5<sup>th</sup> to the LCC

*Step 3: Awarding* - Awarding of winners per category will be held on Literacy Week Celebration (02-06 September 2002)

▪ **Awarding of Prizes**

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 September 2-8, 2002.

**SPONSORS**

The National Literacy Awards is an annual project of the Literacy Coordinating Council (LCC) in cooperation with :

- UNESCO National Commission of the Philippines
- Bureau of Nonformal Education, Department of Education
- National Bookstore
- Asian Institute of Journalism and Communication (AIJC)
- Metrobank Foundation, Inc
- Southeast Asian Ministers of Education Organization Regional Center for Educational Innovation and Technology (SEAMEO-INNOTECH)
- Catholic Bishop Conference of the Philippines (CBCP)
- College Assurance Plan (CAP)

- Philippine Educational Publishers Association (PEPA)
- ABIVA Publishing House
- VIVA Films Entertainment
- ABS-CBN Foundation, Inc.

**PRIZES**

Winners per category shall receive cash prizes and other recognition.

- 1<sup>st</sup> - Cash + Presidential Trophy and LCC Plaque of Recognition and National Bookstore Plaque of Appreciation
- 2<sup>nd</sup> - Cash + LCC and National Bookstore Plaque of Recognition
- 3<sup>rd</sup> - Cash + LCC and National Bookstore Plaque of Recognition
- 4<sup>th</sup> - Cash + LCC and National Bookstore Plaque of Recognition
- 5<sup>th</sup> - Cash + LCC and National Bookstore Plaque of Recognition

For inquiries, you may call or send your queries to :

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