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REPUBLIKA NG PILIPINAS  
REPUBLIC OF THE PHILIPPINES  
**KAGAWARAN NG EDUKASYON**  
**DEPARTMENT OF EDUCATION**  
DepEd Complex, Meralco Avenue, Pasig City, Philippines

**Tanggapan ng Pangalawang Kalihim**  
**Office of the Undersecretary**

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**APR 09 2002**

DepEd MEMORANDUM  
No. 66 , s. 2002

**REGIONAL SEMINAR OF THE SEAMEO REGIONAL CENTRE  
FOR ARCHAEOLOGY AND FINE ARTS (SPAFA)**

To: Undersecretaries  
Assistant Secretaries  
Bureau Directors  
Regional Directors  
Schools Division/City Superintendents

1. The SEAMEO Regional Centre for Archeology and Fine Arts (SPAFA) will conduct the regional seminar on "The Way Forward: Changes, Challenges and Consequences for the Future Development of Arts and Cultural Institutions" on June 12-14, 2002 in Singapore.
2. The purpose of the seminar is to provide a venue for the discussion of the direction arts and cultural institutions will take for the development and promotion of arts and culture in Southeast Asia. It aims to examine the current challenges facing arts and cultural institutions. Specifically, it is intended to achieve the following objectives:
  - a. Exchange ideas, experiences and information on how to market arts and cultural institutions in order to make them financially viable concerns;
  - b. Explore management strategies that incorporate the combined efforts of arts and cultural institution professionals with those of educators and business managers to ensure relevance, competent management, and financial security;
  - c. Examine the role of ICT in arts and culture and map its future development; and
  - d. Share experiences and discuss innovative practices focused on educational programming and community outreach programmes conducted by arts and cultural centres.
3. Participants to the seminar are professionals in the field of arts and culture development and promotion. These include art gallery and museum curators and managers, marketing professionals in the field of arts and culture, tourist board managers, human resource development and business development professionals, educators in curriculum development and ICT professionals.

*"Bawat Graduate, Bayani at Marangal"*

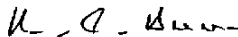
4. Each of the two representatives from the Philippines will give a presentation on one of the following themes:

- a. The Role of Information and Communication Technology in Arts and Culture
- b. Marketing Arts and Culture
- c. Human Resource Development Issues: Steering the Way Towards Competent Management
- d. Community-based Arts and Cultural Centres: Bridging the Gap Between Elitism and Relevance
- e. Adopting Educative Strategies and Programmes

5. The formal nomination of participants shall be submitted not later than April 19, 2002 to Dr. Eugenia M. Moraleda, Bureau of Secondary Education (BSE), Department of Education (DepEd), 3<sup>rd</sup> Floor, Bonifacio Bldg., Meralco Avenue, Pasig City thru telefax no. 632-77-46. Enclosed are the following documents:

- |                 |   |   |
|-----------------|---|---|
| Inclosure No. 1 | - | Programme Information   |
| Inclosure No. 2 | - | Method of Nomination and Screening of Participants<br>Guidelines for Scholarship Administration |
| Inclosure No. 3 | - | Programme Application Form  |

6. Immediate dissemination of this Memorandum is desired.

  
RAMON C. BACANI  
Undersecretary

Encls.:  
As stated

Reference:  
None

Allotment: 1—(D.O. 50-97)

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

SCHOLARSHIPS  
SEMINARS

*SEAMEO Regional Centre for Archaeology and Fine Arts*

**SEAMEO-SPAFA**

**PROGRAMME INFORMATION**

**Seminar on "The Way Forward: Changes, Challenges,  
and Consequences for the Future Development of Arts  
and Cultural Institutions"**

Type of Activity	:	Seminar
Venue	:	Singapore
Duration	:	3 Days
Scheduled in Fiscal Year	:	12-14 June 2002
Participants	:	Museum curators and managers, art gallery curators and managers educators/professionals in curriculum development, ICT Professionals, marketing professionals, tourist board manager, human resource development professionals and business development professionals, etc.

**Rationale**

The successful development of arts and cultural institutions has a critical role to play in today's society. The promotion of understanding each other's culture is fundamental to peaceful co-existence. Understanding one's own culture is an essential pre-requisite to enhancing or improving the quality of our own lives. This seminar therefore aims to examine the current challenges facing arts and cultural institutions. Quite often, 'art and culture' is accorded a low priority at the national level and this necessitates that those of us involved in arts and culture, the producers as well as the managers of it, must review our strategies to ensure successful outcomes. Museum curators and art gallery curators need to work hand-in-hand with business managers and educators to accomplish 'businesses' that are relevant and meaningful to the general public, that are financially sound and self-supporting, but which are still creative enterprises with a central educative role. Hence the five main themes will focus on organizational management issues, how to market arts and culture, the role ICT has to play, how to bring arts and culture to the local community, and how to adopt educational approaches.

## **Key Themes**

The Role of Information and Communication Technology in Arts & Culture

Marketing Arts & Culture

HRD Issues: Steering the Way Towards Competent Management

Community-based Arts & Cultural Centres: Bridging the Gap Between Elitism and Relevance

Adopting Educative Strategies and Programmes

## **Objectives**

1. Exchange ideas, experiences and information on how to market arts and cultural institutions in order to make them financially viable concerns;
2. Explore management strategies that incorporate the combined efforts of arts and cultural institution professionals with those of educators and business managers to ensure relevance, competent management, and financial security;
3. Examine the role of ICT in arts and culture and map its future development; and
4. Share experiences and discuss innovative practices focussed on educational programming and community outreach programmes conducted by arts and cultural centres.

## **Participants**

SEAMEO SPAFA participants nominated to attend this seminar should be –

Museum curators and managers, art gallery curators and managers, educators/professionals in curriculum development, ICT professionals, marketing professionals, tourist board managers, human resource development professionals, and business development professionals.

SEAMEO REGIONAL CENTRE FOR ARCHAEOLOGY AND FINE ARTS  
(SPAFA)

**Method of Nomination  
and Screening of Participants  
Guidelines for Scholarship Administration**

Course Title : SEAMEO SPAFA Regional Seminar on "The Way Forward: Changes, Challenges, and Consequences for the Future Development of Arts and Cultural Institutions"  
Date : 12-14 June 2002  
Venue : Singapore

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**Method of Application and Screening of Participants**

1. Each member-country is requested to nominate a minimum of 2 primary candidate and 2 alternate candidate subject to final selection of two (2) official country participant based on SEAMEO SPAFA's evaluation of the qualifications and merits of the applicants. Each member-country is likewise requested to disseminate the programme information among relevant networks of academic, research and cultural institutions for possible enlistment of prospective fee-paying or self-supporting participants. Candidates are required to have a good command of at least spoken English as all programmes are conducted in the English language.
2. Each candidate must complete **TWO COPIES** (original and photocopy) of the prescribed **Programme Application Form**. The original copy must be sent to SEAMEO SPAFA and the photocopy should be retained by the National Screening Committee (c/o Ministry of Education or responsible Governing Board Member).
3. The following documents are to be attached to the original copy of the completed **Applicant's Personal Data Form** of each candidate:
  - a. Updated curriculum vitae or resume;
  - b. **OFFICIAL LETTER OF NOMINATION** issued by the country's Ministry of Education;
  - c. **LETTER OF ENDORSEMENT** issued by the candidate's institution and/or recognized authority in cultural/museum studies or administration;
4. SPAFA's closing date for nomination of official participants from the Ministry of Education of member countries is on **01 May 2002**.

5. Documents and inquiries should be addressed to :

Centre Director  
SEAMEO Regional Centre for Archaeology and Fine Arts ( SPAFA )  
81/1 Sri-Ayutthaya Road  
Dusit, Bangkok 10300  
THAILAND  
Fax : ( 662 ) 280-4030  
Email: spafa@seameo-spafa.org

6. Qualified nominees will be notified on or before **10 May 2002**. A formal letter of invitation with instructions on travel arrangements will be sent to each qualified official participants.
7. Final travel arrangements, instructions and ticket-issuance advise will only be sent to qualified participants **after the participant's paper presentation requirement has been submitted to and accepted by SEAMEO SPAFA.**
8. Participants must arrive in Singapore on **11 June 2002**.

### **Scholarship Administration**

Details of the seminar's scholarship are as follows:

1. SPAFA will provide and handle the arrangements and purchase of airline tickets. Tickets will be sent directly to the participant via P.T.A. advise or by express mail and delivery by the local SEAMEO Centre subject to the completion of requirement specified in Item Numbers 3 and 4 above.
2. SPAFA will be responsible for the programme; tuition costs; domestic travel in Thailand; accommodation; and seminar materials and supplies.
3. Participants will receive a modest out-of-pocket allowance. Non-completion of the programme will warrant a pro-rated reimbursement to SPAFA. Any further arrangements may be made between SPAFA and the participants separately and should be done in writing before the start of the programme.
4. SPAFA **will not** provide financial assistance for all pre-travel expenses (e.g., visa processing, transportation from the participant's home base to specified airport in the home country's capital, travel and/or airport tax, etc.). SPAFA's financial assistance and accountability for the participant's welfare also cease to effect when the participant has left the international airport in Thailand back to their respective home countries.
5. SEAMEO SPAFA waives responsibility for any untoward incident before, during and after the seminar, that is beyond the control of the Organizing Committee.

SEAMEO REGIONAL CENTRE FOR ARCHAEOLOGY AND FINE ARTS

**Programme Application form**

(To be filled out in duplicate copies by prospective nominee, candidate or self-supporting participants.  
This form may be reproduced.)

Programme Title : **Regional Seminar on "The Way Forward: Changes, Challenges,  
And Consequences for the Future Development of Arts and  
Cultural Institutions"**  
Period of Implementation : **12-14 June 2002**  
Venue : **Singapore**

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Please supply all required information in typewritten or legible handwritten form.

Affix  
recent  
photo

FROM \_\_\_\_\_  
Country

**PERSONAL INFORMATION**

1. Name in Full : \_\_\_\_\_  
for female, preference of initial is :  MISS  MRS.  MS.
2. Academic or Professional Title : \_\_\_\_\_  
(Please indicate appropriate title i.e., Dr., Prof., or simply Mr. or Ms.)
3. Official Designation / Position : \_\_\_\_\_
4. Home Address : \_\_\_\_\_  
\_\_\_\_\_  
Fax No. : \_\_\_\_\_ Tel No. \_\_\_\_\_ E-mail (if any) \_\_\_\_\_
5. Office Address : \_\_\_\_\_  
\_\_\_\_\_  
Fax No. : \_\_\_\_\_ Tel No. \_\_\_\_\_ E-mail (if any) \_\_\_\_\_
6. Mailing Address :  Home  Office **Emergency Fax no.** \_\_\_\_\_
7. Date of Birth : \_\_\_\_\_ Place of Birth \_\_\_\_\_  
(Date/Month/Year) (City / Country)
8. Nationality : \_\_\_\_\_ Religion : \_\_\_\_\_
9. Particulars on N.R. ID Card or Passport No. : \_\_\_\_\_
10. Civil Status : \_\_\_\_\_ No. of Children : \_\_\_\_\_
11. Name and Address of Spouse : \_\_\_\_\_  
Fax No. : \_\_\_\_\_ Tel No. \_\_\_\_\_
12. If Single, Name and Address of Person to Contact in Case of Emergency : \_\_\_\_\_  
\_\_\_\_\_  
Fax No. : \_\_\_\_\_ Tel No. : \_\_\_\_\_

**PROFESSIONAL INFORMATION**

**1. EDUCATIONAL BACKGROUND**

**1.1 Secondary Institutions Attended :**

Name of Institution and Country	From	To

**1.2 Colleges/Universities Attended :**

Name of College/ University and Country	From	To	Major Subjects/ Fields of Study	Diploma/ Degree

**2. EXPERIENCE AND BACKGROUND**

**2.1 Employment History (in chronological order) :**

Position	Name of Institution/Employer	From	To

**2.2 Duties and Responsibilities (Brief Description of the applicant's most recent job)**

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\_\_\_\_\_



2.3 Specialization (Description of the applicant's major areas of interest)

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2.4 Conferences / Seminars Attended :

Name of Conference/Seminar	Venue	From To	
		From	To
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2.5 Overseas Courses Attended :

Name of Course	Country	From To	
		From	To
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2.6 Research Work Carried Out :

Nature of Research	From To	
	From	To
<hr/>	<hr/>	<hr/>
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<hr/>	<hr/>	<hr/>

2.7 Publications :

Title of Publication	Year Published

2.8 Language Proficiency  
(please indicate EXCELLENT, GOOD or FAIR)

Language	Reading	Writing	Speaking

2.9 State briefly reasons for joining the Course :

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\_\_\_\_\_

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2.10 Expected employment / job position upon completion of the Course :

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**TERMS OF PARTICIPATION AGREEMENT**

I hereby confirm my interest to participate in the SEAMEO SPAFA Regional Seminar on "The Way Forward: Changes, Challenges, and Consequences for the Future Development of Arts and Cultural Institutions" on 12-14 June, 2002. If selected as official participant, I agree to join the programme in its entirety, participate actively in all sessions and cooperate with SEAMEO SPAFA and the co-hosting institution(s) to ensure the success of the Programme.

I understand and accept that my participation is covered and governed by the stipulations and provisions set forth in the disseminated Programme Information.

I certify to the veracity and accuracy of information provided in this registration form and waive SPAFA's and the co-hosting institution's responsibility and accountability for any untoward incident that may happen to my person during the Programme beyond the control of the programme's Organizing Committee.

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Date

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Signature of Applicant