



REPUBLIKA NG PILIPINAS  
REPUBLIC OF THE PHILIPPINES  
**KAGAWARAN NG EDUKASYON**  
DEPARTMENT OF EDUCATION  
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DepEd MEMORANDUM  
No. 130 s. 2003

APR 15 2003

**2003 GINTONG ILAWAN EDUCATOR'S AWARD FOR OUTSTANDING FEMALE PUBLIC  
ELEMENTARY SCHOOL PRINCIPAL**

To: Regional Directors  
Schools Division/City Superintendents

1. The Department of Education (DepEd), in partnership with AVON is launching the Gintong Ilawan Educator's Award Program for Outstanding Female Public Elementary School Principal. This program is jointly supported by the Fund for Assistance to Private Education (FAPE) and the Coordinating Council of Private Education Associations (COCOPEA).
2. Two years ago, the program was extended to the private elementary and secondary school principals. Now on its fifteenth year, the program is focused on the female public elementary school principals. This year's launching will be done in the sixteen (16) regions. A team composed of AVON staff and a notable Guest Speaker will join the regional team to launch the program from July to September 2003. Enclosed are the schedules of the regional launching and the Implementing Guidelines for Selection.
3. The regional directors are requested to assign their chiefs of elementary education division to coordinate with the Gintong Ilawan Secretariat in organizing the regional launching. They are also requested to provide the program with a venue for the said launching.
4. Invitations will be limited to principals of public elementary schools that are highly recommended by the schools division superintendent. The regional directors and the chiefs of elementary education divisions are requested to invite the concerned principals to the launching.
5. AVON will undertake the cost of materials and the food during the launch.
6. Immediate dissemination of this Memorandum is desired.

*R. C. Bacani*  
**RAMON C. BACANI**  
Undersecretary  
Officer-In-Charge

Maricar/dm-2003 gintong ilawan  
04-10-03

Encls.: As stated

References: DECS Memoranda: Nos. 210 and 307, s. 2001

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

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

OFFICIALS

PRIZES or AWARDS

SEARCH

## TIMETABLE/IMPLEMENTING GUIDELINES FOR SELECTION

1. **Regional Launch** July – Aug. 29, 2003
  - AVON and the DepEd will jointly launch the Search.
  - Selected public female elementary school principals from each division are invited to attend a training on "An Empowered Principal" to be given by an expert. All participants will be given application forms together with the Criteria for Evaluation.
  
2. **Submission of application forms and documents by principals.** Sept. 1 – Oct. 31, 2003
  - The Principals will submit the application forms and supporting documents to the DepEd Chief of Elementary Education. The Chief will check all submitted applications to ensure compliance to contest rules and regulations.
  
3. **Convening the Regional Selection Committee** Oct. 1 – Nov. 15, 2003
  - Regional Selection Committee should be composed of:
    - 1) DepEd Regional Director
    - 2) 3 members recommended and invited by the DepEd (government, academe, business, and NGO sectors)
    - 3) A member from FAPE

*The Chief of Elementary Education is the Regional Coordinator and will not be part of the Selection Committee.*
  
4. **Selection/Judging Proper of Regional Winner** Oct. 15 – Nov. 30, 2003
  - The Regional Selection Committee shall be responsible for the judging and selection of the Regional Winner. They will conduct data validation, authentication of documents, unannounced school visits, field interview, background check, and other activities relevant to information verification.
  
5. **Awarding of Regional Winners** Not later than Dec. 19, 2003
  - simple ceremony during a gathering of elementary school principals in DepED Regional Office will be conducted to formally declare the Regional Winner.
  
6. **Transmittal of Regional Winner's documents to the Gintong Ilawan National Secretariat by the AVON Representative.** Not later than Dec. 5, 2003
  - 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 Secretariat not later than Dec. 5, 2003.
  - Documents of non-winning Regional candidates will be returned after the Regional Selection by the Avon Convenor.
  - Documents of Regional Winner will be transmitted to the National Secretariat. Any document postmarked after Dec. 5 will be disqualified.
  
7. **National Judging Process** Dec. 6 – Jan. 29, 2004
  - The National Board of Judges (NBOJ) shall be composed of esteemed representatives from government, academe, business, and NGO sectors. Permanent members are the DepEd representative and a representative from the Private School Sector.

- The interview by the NBOJ serves the purpose of verifying qualifications and achievements of Regional Winners. This interview also provides the basis for the judges to determine who is first among equals.

8. **Schedule for the Regional Winners** **Jan. 25-29, 2004**
- AVON will take care of all transportation allowances, hotel accommodations and food for the duration of the official stay in Manila. **Jan. 25, 2004**
  - Arrival of Regional Winners in the Asian Institute of Management (AIM) **Jan. 26-28, 2004**
- A three-day Management Course for Principals at the AIM  
All Regional Winners are obliged to come to Manila for the  
AIM Training Conference **Jan. 29, 2004**
- Interview of Regional Winners by the NBOJ and Awarding of  
the National Winner

**Note: The decision of the National Board of Judges is final and may not be appealed. All Regional Winners are obliged to come to Manila for the National Judging. Failure to come to Manila will result in forfeiture of their cash prizes.**

**PROGRAM FOR THE REGIONAL LAUNCH**

(AM or PM)

		ACTIVITY
8:00 am	8:30 am	Registration
8:30	8:35	Invocation
8:35	8:40	National Anthem
8:40	8:45	Welcome Avon's Branch Sales Manager
8:45	8:50	Inspirational Message by Regional Director
8:50	9:00	Brief Background on Gintong Ilawan Program
9:00	12:00 nn	Talk on "Empowered Principal"
12:00	1:00 pm	Lunch