



Republic of the Philippines
Department of Education
DepED Complex, Meralco Avenue, Pasig City



MAY 22 2009

DepED MEMORANDUM
No. **239**, s. 2009

ADDITIONAL INFORMATION TO DEPED MEMORANDUM NO. 185, S. 2009
(Philippine Home Economics Association (PHEA) National Annual Convention)

To: Bureau Directors
Regional Directors
Schools Division/City Superintendents
Heads, Public and Private Secondary Schools

1. To continue the commitment of the Philippine Home Economics Association (PHEA) and Focus Global, Inc. partnership in upgrading the PHEA member-teachers skills and proficiency in needlecraft, the following activities will be conducted:


a. On-the-Spot Competition on Needlecraft

This will be participated in by the regional representatives from among the teachers who will attend the PHEA Convention on October 23-25, 2009 at Sarabia Manor Hotel, General Luna St., Iloilo City as announced in DepED Memorandum No. 185, s. 2009.

b. Regional Needlecraft Competition

This is open to schools in all regions which will be conducted from June to September 2009.

2. The guidelines and criteria of said competitions are enclosed.
3. Immediate dissemination of this Memorandum is desired.


JESLI A. LAPUS
Secretary

Encl.: As stated

References: DepED Memorandum: (No. 185, s. 2009)
and No. 115, s. 2009

Allotment: 1—(D.O. 50-97)

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

CHANGE
CONVENTIONS
SOCIETY or ASSOCIATIONS

CONTESTS
Learning Area, HOME ECONOMICS

Rhea/Sally: PHEA
May 13, 2009

Enclosure to DepED Memorandum No. 239, s. 2009

Guidelines and Criteria in the Conduct of Needlecraft Competitions

- a. On-the-Spot Competition on Needlecraft
1. The competition seeks to bridge the basic skills and competency of teachers with advanced needlecraft techniques such as: use of half stitch and $\frac{1}{4}$ stitches, use of specialty needlecraft metallic and satin floss threading as well as stitching on clothes. The contest should be conducted in a three (3) hour period, excluding briefing.
 2. This will be participated in by the regional representatives from among the teachers who will attend the PHEA Convention on October 23-25, 2009 at Sarabia Manor Hotel, General Luna St., Iloilo City as announced in DepED Memorandum No. 185, s. 2009.
 3. Previous winners in PHEA needlecraft conventions are not allowed to participate.
 4. All materials for the competition will be provided by Focus-DMC except the individual sewing kits.

b. Regional Needlecraft Competition

1. This competition is a follow-up of the transfer of skills in needlecraft from teachers to students based on DepED Memorandum No. 115 dated March 20, 2009 regarding the PHEA enhancement workshop.
2. This requires each region to send ten (10) of the best cross-stitch finished projects done by first and second year high school students. They will come from the required project based on the DepED learning competency.
3. The following is the timetable of the competition for each level/activity:

<u>Level</u>	<u>Final Date of Submission</u>
School District to Division Level	September 15, 2009
Division Level to Regional Level	September 30, 2009
Regional Level to Focus Office/PHEA	October 7, 2009
Pre-judging by Needlecraft Committee	October 15, 2009
Final Judging/Awarding in Iloilo Convention	October 24, 2009
Judges will be headed by PHEA and experts from DMC Focus Global Inc.)	

All entries must be sent in a sealed envelope at Focus Global Inc., Pioneer cor. Reliance St., Mandaluyong City, by October 7, 2009. For queries, please call Mr. Gerry C. Mendoza or Jane Domingo of Focus Global-DMC at tel. no. 634-8587 or the PHEA President, Ms. Teresa Namoro at tel. no. 921-5630 DepED-NCR, Misamis St., Bago Bantay, Quezon City.

The general guidelines are the following:

- a. The contest is open to 1st and 2nd year high school students;
- b. The contest piece is based on the required stitching project for the year level concerned;
- c. The submission time frame should be strictly followed;
- d. The entries should include complete names of students, year level, school, teacher, division and region as well as official transmittal;
- e. The cross-stitch piece should not be framed; and
- f. The decision of the judges is final.

The following is the criteria for judging both on-the-spot and regional needlecraft contests:

Quality of stitching	50%
Correct way of stitching	30%
Evenness of tensions	10%
Neatness	10%
Proper Use of specialty threads (Proper use of metallic and satin floss)	25%
Innovation (Ability to create something out-of-ordinary cross-stitch material either in message or technique).	25%

The following are the prizes:

	Individual Teacher (on-the-spot)	Regional Contest (school project)
First Place	P15,000.00	P 5,000 for teacher 6,000 for student
Second Place	P10,000.00	P 3,000.00 for teacher 4,000.00 for student
Third Place	P 5,000.00	P 2,000 for teacher 3,000 for student

Consolation Prizes:

There will be 5 teacher consolation winners for the individual on-the-spot category with a prize of P2,000.00 each. There will also be 10 student winners for the regional group contest with P1,000 per winner.

Plaques and certificates of recognition shall be given to all contestants (winning or non-winning).