



AUG 27 2009

DepED MEMORANDUM

No. **371**, s. 2009

109TH ANNIVERSARY OF THE PHILIPPINE CIVIL SERVICE

To: Undersecretaries
Assistant Secretaries
Directors of Services/Centers and Heads of Units
Regional Directors
Schools Division/City Superintendents
All Others Concerned

1. The Civil Service Commission (CSC) announces the month-long celebration of the **109th Anniversary of the Philippine Civil Service** this September with the theme "*Honoring Our Heroes in Republic Service: Responsive, Ethical Public Servants with Vision, Impact, Commitment and Excellence*" pursuant to CSC Memorandum Circular No. 27, s. 2009.
2. In this connection, all DepED officials and employees in the central, regional and division offices are encouraged to actively participate and undertake in their respective offices the proposed program of activities suggested in the enclosed CSC Memorandum Circular.
3. The activities for the celebration will be classified as: a) Government-wide activities; and b) Agency-led activities.
4. Expenses to be incurred relative to this celebration shall be charged against the Maintenance and Other Operating Expenses (MOOE) fund of their respective offices, subject to the usual accounting and auditing rules and regulations.
5. Immediate and wide dissemination of this Memorandum is desired.


JESLI A. LAPUS
Secretary

Encl.: As stated

Reference: DepED Memorandum: No. 388, s. 2008

Allotment: 1 – (D.O. 50-97)

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

CELEBRATIONS & FESTIVALS
EMPLOYEES
OFFICIALS



M.C. No. 27, s. 2009

MEMORANDUM CIRCULAR

TO : ALL HEADS OF CONSTITUTIONAL BODIES; DEPARTMENTS, BUREAUS AND AGENCIES OF THE NATIONAL GOVERNMENT; LOCAL GOVERNMENT UNITS; GOVERNMENT-OWNED OR CONTROLLED CORPORATIONS WITH ORIGINAL CHARTERS; AND STATE UNIVERSITIES AND COLLEGES; AND LOCAL COLLEGES AND UNIVERSITIES

SUBJECT : 109th Anniversary of the Philippine Civil Service

The Philippine Civil Service marks its 109th year in September with the theme:

HONORING OUR HEROES IN REPUBLIC SERVICE
Responsive, Ethical Public Servants
With Vision, Impact, Commitment and Excellence

In a month of celebrations, we honor the patriotism, integrity, excellence and sacrifices of our heroes in service to the public and the Republic, from our beloved former president Corazon Aquino to the hundreds of *Dangal ng Bayan*, *Lingkod Bayan* and *Pag-Asa* awardees in the half-century since the passage of the Civil Service Law creating those distinctions recognizing exemplars in government.

And the best way for public servants to honor the heroes among us, is not just to extol and reward their achievements, but to emulate their example through *REPUBLIC SERVICE – Responsive, Ethical Public Servants with Vision, Impact, Commitment and Excellence*, which encapsulates in an acronym the tenets and traits of honest, hardworking and honorable service in the government. A summary of the key tenets of *REPUBLIC SERVICE* accompanies this circular, for agency-wide dissemination.

The Civil Service Month activities shall give due reward and recognition to our new crop of exemplars in public service through regional and national awardings, culminating in The Outstanding Public Servants of 2009 Honor Awards to be given by President Gloria Macapagal Arroyo in Malacañang Palace on 16 September.

At the same time, the bureaucracy is enjoined to honor our heroes in government by learning and living the *REPUBLIC SERVICE* principles through service-enhancing initiatives and awareness activities in September and beyond. All instrumentalities of government are enjoined to complete their Anti-Red Tape Act (ARTA) measures by the September 5 deadline set by law. They are also encouraged to harness assemblies for understanding and propagation of the anniversary theme. The Civil Service Commission has also lined up activities to enable all civil servants to actively and meaningfully participate in the celebrations.

GOVERNMENT-WIDE ACTIVITIES

1. *Airing of a Taped Message by the President and Simultaneous Flag-Raising Ceremonies*

CSC will coordinate with the Office of the President, Radio-Television Malacañang, and the Philippine Information Agency, for the production and airing of a 30 to 60 second inspirational message of President Gloria Macapagal-Arroyo (PGMA) over national television and radio stations on September 1, (Tuesday) 2009.

A short message from the CSC Chairman will be relayed to CSC Regional Offices (CSCROs) also on September 1. CSCROs shall take the lead in the airing of the CSC Chairman's message in the local TV/radio stations. In each agency, the highest human resource management personnel/official shall likewise announce the activities, government-wide and agency, lined up for the month.

Simultaneous flag-raising ceremonies in agencies nationwide shall be held on September 7.

2. *Nationwide Promotion of Anti-Red Tape Act (ARTA) of 2007 and Honor Awards Program*

Nationwide promotion of the Anti-Red Tape Act of 2007 shall be done through the posting of ARTA posters in government offices, airing of radio/television plugs and sharing of vignettes or stories on outstanding civil servants during flag-raising rites. Government entities, through their Human Resource Management Offices shall download the vignettes from the CSC's website www.csc.gov.ph.

3. *Special CS Anniversary TV Show "Republic Service"*

"Republic Service", a weekly TV program on public affairs, public servants, and public service aired over NBN-4, will embody the theme of the anniversary. The show is aired every Friday, 9:15 p.m. to 10:00 p.m. over NBN-4.

The program, hosted by CSC Chairman Ricardo Saludo and National Youth Commission (NYC) Commissioner Princess Abante tackles issues of national relevance, showcases outstanding civil servants and informs the public on efforts by the civil service to address people's needs.

Highlights of the anniversary month will also be heard over "Lingkod Bayani" radio program hosted by the CSC Chair and aired over DZRB, 738 khz every Friday, 5 pm to 6 pm.

4. *Special Edition of the Republic Service e-Newsletter*

A special issue of Republic Service, the electronic newsletter (e-Newsletter) of the civil service, will be produced. The e-newsletter, may be downloaded from the CSC website and posted in billboards of government agencies, including local government units. Human resource management

offices are directed to regularly post the e-Newsletter which first came out in March 2009.

5. *Awards Rites for the 2009 Presidential Lingkod Bayan, the Dangal ng Bayan and CSC Pagasa Awards*

The awards rites serve as the culmination of the search for the Outstanding Government Officials and Employees and shall be graced by President Gloria Macapagal-Arroyo. It is slated on September 16 at the Malacañang Palace.

Heads of government agencies especially those with 2009 national winners, are expected to attend the rites and join in personally awarding and honoring their own outstanding officials/employees. Members of the diplomatic corps and heads of civil society organizations and government institutions are also expected to attend.

CSCRO-LED/AGENCY-LED ACTIVITIES

1. *Regional/Provincial Recognition and Awards Rites for the 2009 HAP Finalists, Gantimpala Agad Awardees, Bilis Aksyon Partners (BAPs), and Top Rating Agencies in PASADA/"Brigada Ahensiya"*

CSCROs shall spearhead the awards rites of regional finalists in the 2009 HAP. In the same event, recognition rites may also be held for *Gantimpala Agad Awardees (GAA)*, and *Bilis Aksyon Partners (BAPs)*, and best "*Brigada Ahensiya*" in agencies. "Before" and "after" photographs of the "*Brigada Ahensiya*" should be presented. The CSCRO family day may also be integrated into the said event.

CSCROs can organize awards rites cum musical extravaganza and invite local talents, including those in government and state universities and colleges, to perform during the special event. The awarding rites can be interspersed with performances to make the affair light yet meaningful. As much as possible, CSC officials will lend their presence during these recognition rites. Exceptional numbers may be requested to perform anew in the special HAP 50th anniversary program slated in October.

2. *Promotion of the Anniversary Theme*

Agencies are encouraged to prominently display the anniversary streamer (following the attached design and specifications or coming up with their own designs as long as these bear the theme of the celebration), put up billboards or e-billboards containing the anniversary theme. Agencies are also encouraged to post the theme and their own coverage of anniversary activities on their respective websites. Creative renditions of the CSC anniversary theme on any format may be submitted to the Public Assistance and Information Office (CSC-PAIO) of the CSC for possible feature in CSC publications.

Agencies with e-mail/text blast facilities are encouraged to feature the anniversary theme in their message during the anniversary month and hyperlink their websites with that of the CSC (www.csc.gov.ph).

3. *Completion of Citizen's Charter, help desks and anti-fixer campaigns and staff seminars on customer service*

As provided by ARTA, all agencies should have completed their Citizen's Charters, set up help desks and instituted anti-fixer measures by September 2009. CSCROs may conduct recognition rites and ensure media coverage for the agencies which have complied with the law. Best practices of cities and provinces which have been identified as ARTA showcase agencies may be featured in symposia and/or local media.

4. *Conduct of Public Service Ethics and Accountability and other Workshops*

Agencies may draw up their respective code of conduct or disseminate/discuss existing policies on ethics and accountability. They can also hold dialogues with their staff on priority thrusts and vision and how key divisions and personnel can contribute to their implementation.

5. *Conduct of Dialogue with stakeholders*

Meetings or dialogues may be organized with constituents, especially disadvantaged groups, on how the agency/local government unit can serve them or what can be done to improve their services and integrity.

6. *Charity mission to nearby poor communities*

Medical and dental missions, free legal counseling, distribution of reading glasses and other forms of charity work assistance can be extended to communities/institutions.

7. *Adoption of output-based performance evaluation system*

In pursuit of excellent service, agencies should review and examine their existing performance evaluation system and align these with the output-based system approved by the CSC. The adoption of said system is in conjunction with Joint Resolution No. 4 signed in June raising public sector salaries.

8. *Recognition of Outstanding Agency Employees*

Agencies, through their PRAISE committees, are also encouraged to award outstanding performers in their own offices during the anniversary month. Past HAP awardees may be invited as guests. CSCROs, through their correspondents, are encouraged to monitor and utilize local media to feature stories of exemplary civil servants.

9. *"Government Express at the Malls"*

CSCROs will take the lead in organizing "Government Express at the Malls", which aims to bring public services to a more popular area – the malls. This activity promotes accessibility of government services and impresses upon the public the idea that the government is capable of 'express service'.

Government agencies nationwide may set up: (1) a one-stop shop of each agency's frontline services [e.g. permits, licenses, verifications, etc.]; (2) an action center where queries, complaints and feedback can be entertained and immediately acted upon; and (3) an information center where agencies can disseminate their key programs.

In line with the 50th year of the law providing the basis for the Honor Awards Program, CSCROs are encouraged to mount exhibits that feature the accomplishments of past Honor Awards Program (HAP) winners (including posthumous awardees), semi-finalists and nominees in the malls for the appreciation of the public.

As a way of keeping the public informed and supportive of government programs, agencies may also set-up in their respective office lobbies or receiving areas a display of their mandate, mission, vision, flagship programs, recent accomplishments and impact of these accomplishments to the lives of citizens/clients.

10. *Other Activities*

CSCROs and other government agencies are encouraged to adopt other activities on top of the mandatory activities that promote a sense of community among their employees such as sports fests and retirees' homecoming as well as new activities that will give meaning to the theme of this year's celebration.

A calendar of activities for the anniversary celebration shall also be prepared and disseminated by CSCROs and submitted to the Office of the Chairman (OCH) on or before Monday, August 24, 2009. Members of the CSC Pool of Correspondents are expected to disseminate information and provide coverage of events and activities of agencies in their regions during the entire anniversary month. CSC Correspondents are required to submit a 10-page report (two-page Executive Summary and 8 pages of attachment) of their coverage of the celebration on October 9, 2009.

The respective CSCROs shall provide assistance and inputs to agencies in executing their mandatory activities.


RICARDO L. SALUDO
Chairman

August 10, 2009

Attachments: *Primer on Anniversary Theme*
Streamer Design

- Completion of Citizen's Charters, help desks and anti-fixer campaigns, and staff seminars on customer service and Anti-Red Tape Act, to enhance responsiveness
- Public Service Ethics and Accountability workshops for staff, with drafting/dissemination/discussion of agency code of conduct
- Talks by exemplar civil servants, incumbent or retired, including awardees of government or private institutional honors
- Dialogues with constituents, especially disadvantaged groups, on how the agency or LGU serves them and what can be done to improve services and integrity
- Dialogue by agency/LGU officials and staff on its priority thrusts and vision, and how key divisions and staff contribute to their implementation
- Charity missions by officials and staff to nearby poor communities
- Adoption of output-based performance evaluation system approved by the CSC, in compliance with Joint Resolution No. 4 raising public sector salaries

All government instrumentalities are enjoined to disseminate and explain the Republic Service principles outlined above, and to discuss with staff how their units and each of them can make real those tenets of dedicated, honest and highly professional service. These deliberations should culminate in action plans and commitments in order to make **REPUBLIC SERVICE** the core of your agency or LGU's daily work and conduct.

To support this bureaucracy-wide effort to enhance public service and fight red tape, the Civil Service Commission, in partnership with other organizations, shall mount an advocacy and media campaign harnessing the hundreds of public servants honored under the *Dangal ng Bayan, Lingkod Bayan* and *Pag-asa* award programs, which also marks the 50th anniversary of the Civil Service Act creating the awards. A separate memorandum circular will be issued to explain how each agency can participate in the public service advocacy campaign, utilizing part of its anti-red tape fund.

Let us together build **REPUBLIC SERVICE!**

Mabuhay ang Lingkod Bayang Pilipino!

Honoring our Heroes in Republic Service

**Responsive,
Ethical
Public
Servants With
Vision,
Impact,
Commitment and
Excellence**

In the face of the endless and ever-present criticism of government, which is likely to further intensify when election campaigning goes into full swing, we in the civil service must go back to basics and rekindle the values and precepts of our calling to serve the republic. Hence, the theme for this year's Civil Service Month in September is:

HONORING OUR HEROES IN REPUBLIC SERVICE — Responsive, Ethical Public Servants with Vision, Impact, Commitment and Excellence.

The theme and acronym encapsulate the core tenets of dedicated, honest, competent and progressive careers in government. Our activities and events in September and beyond shall advance these principles among our 1.3 million civil servants:

Responsiveness is the primary duty of public servants. All of us must respond swiftly and adequately to the needs and challenges facing the nation and our constituents, from a child's plea for flu medicine, to the defense of the republic against terrorist attack. If we in government fail to act, there is often no one else to give succor and support.

Ethical principles of the highest order must imbue our life and work. Not only do public servants swear to uphold and defend the Constitution. Advancing the rule of law would be near-impossible if the very enforcers do not abide by what is lawful, moral and just. And in these times of corruption scandals, integrity is the key to public trust and support.

Public interest and welfare are, of course, what every civil servant should protect and advance. That means not just executing faceless plans and targets, but helping real people who look to the state for basic needs, law and order, and progress. And as the word order signifies, the public must come before its servants. *Mamamayan muna.*

Servants we are, first and foremost. Despite the state's formidable power, we in government are here only to serve, even as we lead the nation, promulgate and

enforce laws, and pass judgment. Too often we forget that our bosses are the citizens lining up before our desks, whom we must serve with courtesy, competence, honesty and speed.

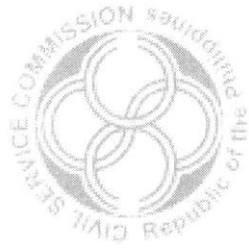
Vision must guide our everyday work. We are not just signing papers, catching crooks and teaching schoolchildren, but building a better Philippines in our various fields and jurisdictions, guided by our nation's body of laws and rules, the many national, regional and sectoral development plans, and the policies and edicts of elected leaders.

Impact on the lives and future of our people and our land — that is our goal in the vision we daily strive to realize. Our grand plans, policies, projects and programs count for nothing if they do not uplift the poor, educate the ignorant, protect the weak, and give honest, efficient and excellent service to the millions who rely on government every day.

Commitment strengthens public servants to face the challenges of government work, from limited pay, demanding hours and tough working conditions, to pressures, perils, threats and violence. Committed women and men in public service brave dangers and embrace sacrifices for years, decades and lifetimes in dedicated labor for the nation.

Excellence is the opposite of that unfortunate expression *puwede na*. To excel means not to be content with something that can be made neater, finished quicker, done better. We must strive constantly to enhance our work, our knowledge and skills, our systems and institutions, to make Philippine public service the best we can give our people.

Among activities for the Civil Service Month that government entities can undertake to promote Republic Service in the bureaucracy are:



The (name of agency)
takes pride in

(Agency
logo)

HONORING OUR HEROES IN REPUBLIC SERVICE
RESPONSIVE, ETHICAL PUBLIC SERVANTS WITH
VISION, IMPACT, COMMITMENT AND EXCELLENCE

109th Anniversary of the Philippine Civil Service
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