



JAN 2 1 2010

DepEd MEMORANDUM  
No. **28**, s. 2010

2010 NATIONAL LITERACY AWARDS (NLA)

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

1. The Department of Education (DepEd) and the Literacy Coordinating Council (LCC) will conduct the 2010 National Literacy Awards (NLA).
2. The search for the National Literacy Awards aims to:
  - a. contribute to the realization of the goal of universalizing literacy in the Philippines by creating public awareness of and interest in the programs and projects addressing this concern;
  - b. sustain, expand and institutionalize literacy efforts by motivating and recognizing individuals, institutions and local government units (LGUs) through awards and appropriate recognition;
  - c. encourage the development and replication of innovative, creative and indigenous literacy programs; and
  - d. bestow honor and recognition to outstanding individuals, government and non-government organizations (NGOs) for their dedication, commitment and contribution to the universalization of literacy in their respective communities.
3. Outstanding literacy programs and local government units with literacy program/s responsive to community needs shall be chosen. Enclosed are the procedures and guidelines of the selection process, evaluation criteria and the timetable of activities.
4. Nomination/s and selection of regional winners shall be conducted not later than March 26 to April 26, 2010. Announcement will be on April 29 and must be submitted to the LCC Secretariat on or before May 6, 2010. Any entry not received on said date will be disqualified from the short listing process.
5. Nominees should submit documents strictly in accordance with the following specifications:
  - A clear, simple, straight forward and understandable Executive Summary of not more than five (5) pages: A-4 bond size, double-spaced, describing the nominated program or LGU based on the set criteria;
  - Three (3) copies of the nominee's folio/entry of not more than fifty (50) pages, including photographs (size: 3" x 5", not to exceed 20 pieces; video documentation is not encouraged); A-4 bond, double-spaced containing only related documents and data in



accordance with the category and criteria but limited to those in effect within two (2) years prior to the date of entry;

- Electronic copy of nominee's folio/entry including photographs for uploading in the LCC website (<http://lcc.deped.gov.ph>);
- Individual score sheets of RSC members duly signed by the rater and countersigned by the RSC Chairperson; and
- Brief but complete documentation of all stages of the selection process signed by the Coordinator/Secretary and countersigned by the Chairperson.

6. The DepEd Regional Directors and Chiefs of Alternative Learning System (ALS) who are designated members of the Regional Steering Committee are enjoined to spearhead the nomination/selection process at the regional level. They are advised to apply the revised set of criteria and guidelines for selection and follow the new schedule provided. They are expected to submit to the LCC Secretariat a brief report on how the regional nominees were selected together with the list of nominees.

7. The Schools Division Superintendent, Division ALS Supervisors and District Coordinators are enjoined to identify NGOs and LGUs implementing promising literacy programs and encourage them to join the said Awards.

8. The Bureau of Alternative Learning System (BALS) and its various divisions are directed to extend full support in the implementation of the 2010 National Literacy Awards.

9. For further inquiries, please contact Dr. Norma L. Salcedo, Head of the Literacy Coordinating Council Secretariat, Rm. 414, 4<sup>th</sup> Floor, Mabini Building, Department of Education (DepEd), Meralco Avenue, Pasig City or contact tel. nos.: (02) 631-0567 or (02) 635-9996; telefax nos.: (02) 631-0590/(02) 631-0579 and mobile phone no.: 0920-3274-230.

10. Immediate and wide dissemination of this Memorandum is desired.

  
**JESLI A. LAPUS**  
Secretary

Encls.: As stated

Reference:

DepEd Memorandum: No. 67, s. 2009

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

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

ALTERNATIVE LEARNING SYSTEM  
BOARD or CCOUNCIL  
SEARCH

## **LITERACY COORDINATING COUNCIL NATIONAL LITERACY AWARDS**

In support of the National Government's commitment to achieve the United Nations goal of reducing adult illiteracy by 50% in 2015 and consequently improve the quality of life of Filipinos, the Department of Education (DepED) and the Literacy Coordinating Council (LCC) mobilize all sectors of society, government agencies, non-government organizations, people's organizations, local government units, and the entire civil society to promote and disseminate the importance of literacy to national progress and consequently inspire them to develop, implement and sustain literacy programs/projects throughout the country.

It has been demonstrated that literacy programs/projects can help alleviate poverty, provide livelihood, address social welfare needs, promote freedom and make education facilities more accessible. It is likewise believed that through them, closer coordination among agencies can be developed and continuous capability building for literacy workers can be achieved.

Numerous stakeholders and advocates of literacy and continuing education presently conduct literacy projects nationwide to address our present problem of illiteracy.

In spite of difficulties such as poor compensation, hampered mobility due to geographical and peace and order problems, inadequacy of teaching materials, to name a few, the commitment and dedication of these workers and institutions have not dimmed even slightly.

These literacy workers and organization/institutions truly deserve special recognition for their devotion and dedication towards the campaign against illiteracy.

In its desire to recognize their significant contribution and bestow honor on these literacy workers, the LCC launched the National Literacy Awards (NLA) in 1994.

The NLA was held in abeyance in 2006-2007 to allow the conduct of its process and impact evaluation. Based on the favorable result of the evaluation and the researcher's recommendation, the NLA resumed in 2008. The awards will be conducted every other year to give enough time for the stakeholders, especially from the Local Government Units, to develop and implement literacy programs and projects in their respective communities.

### **AWARDS OBJECTIVES**

- a. contribute to the realization of the goal of universalizing literacy in the Philippines by creating public awareness of and interest in the programs and projects addressing this concern;
- b. sustain, expand and institutionalize literacy efforts by motivating and recognizing individuals, institutions and local government units through awards and appropriate recognition;

- c. encourage the development and replication of innovative , creative and indigenous literacy programs; and
- d. bestow honor and recognition to outstanding individuals, government and non-government organizations for their dedication, commitment and contribution to the universalization of literacy in their respective communities.

## **AWARDS CATEGORIES**

**Outstanding Literacy Program Award.** This shall be awarded to a literacy program being implemented by a non-government or civic organization, academic institution, which has evident positive impact on the learners and the community. The program should have contributed to the transformation of learners into productive and more responsible community members.

**Outstanding Local Government Unit Award.** This shall be awarded to a local government unit (city/municipal government) which has developed policies, programs and projects conducive to literacy development and which have efficaciously made a positive impact on the barangays and the quality of life of the people.

## **PROCEDURES**

- **Distribution of Nomination Forms**

The National Literacy Awards Selection 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 DepED Secretary shall issue an appropriate order requiring all divisions and district supervisors to disseminate the information regarding the awards.

Concerned non-government organizations will be requested to inform their members nationwide of the contest.

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

- **Regional Selection Committee**

**Step I - Organization of Regional Selection Committee (RSC)**

A Regional Selection Committee shall be organized as follows:

- Chairperson - Dept. of Education, Regional Director  
 Co-Chairperson - Dept. of the Interior and Local  
 Government, Regional Director  
 Members - Phil. Information Agency, Regional Director  
 National Economic and Development  
 Authority, Regional Director  
 Academe, President  
 Coordinator - DepED Regional Chief, ALS Division

Note: The RSC Chairperson shall vote only to break a tie.  
 The Coordinator must be able to document all stages of the selection process for submission to the LCC Secretariat together with entry documents. The Coordinator shall have no voting capacity.

**Step II- Selection**

The RSC shall evaluate all entries for the five categories submitted by the different school divisions. It shall review the documents submitted and select the top three nominees per category (using the prescribed individual score sheets) from which it will choose the final regional nominee/finalist for each category.

**Step III - Project Site Visit**

The RSC shall conduct on-site validation of the top three nominees/finalists for further verification. Interviews with concerned publics shall likewise be conducted in project sites.

**Step IV - Selection of Final Regional Nominee/Finalist**

The RSC shall select and submit individual rankings for the three regional nominees / finalists for each category. Ranking shall be processed and the entry with the highest ranking (no. 1) shall be chosen as the regional entry to vie for the national awards.

**Step V - Submission of Regional Entries**

The RSC shall submit the regional entries to the LCC Secretariat according to specifications on or before the close of office hours on May 6, 2010. Entries submitted beyond due date shall not be accepted and shall be considered disqualified.

Likewise, the following must be included in the documents:

- Individual score sheets of RSC members duly signed by the rater and countersigned by the RSC Chairperson.
- Documentation of all stages of the selection process signed by the Coordinator and countersigned by the Chairperson.

• **National Selection Process**

- Step I**            The Board of Judges (BOJs) shall be organized composed of not more than three members per category.
- Step II**            The BOJs shall review the entries and short list or select the top five nominees for each category from which the final winners shall be chosen.
- Step III**           The BOJs shall meet to discuss the strong and weak points of short listed entries and come-up with top five nominees to be visited.
- Step IV**            The BOJs shall conduct on-site validation of selected project sites for further verification. Interviews with nominees/finalists, project managers, beneficiaries, community members, local officials, etc. shall likewise be conducted.
- The BOJs shall choose the three best entries based on their findings during visitations as the final top three national winners per category (1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup>) and endorse the recommendation to the Council. They shall keep their findings strictly confidential.
- Step V**            LCC officials shall declare and award the winners during the celebration of National Literacy Week (September 8-11).

For further inquiries, you may address any questions/clarifications to:

**DR. NORMA L. SALCEDO**

**Head, Literacy Coordinating Council**

Department of Education

4<sup>th</sup> Floor, Mabini Building, DepED Complex, Meralco Avenue, Pasig City

Tel. Nos. : 631-05-67; 635-99-96

Telefax : 631-05-90; 631-05-79







## LITERACY COORDINATING COUNCIL

2010 NATIONAL LITERACY AWARDS  
OUTSTANDING LITERACY PROGRAM

## EVALUATION CRITERIA

| Factors for Evaluation   | Rating (Percentage, %) |
|--|------------------------|
| <b>A. Planning and Development</b>   | <b>10%</b>             |
| 1. Literacy Profile <ul style="list-style-type: none"> <li>• Literacy mapping which includes background information on total number of illiterates served (male/female, age, specific groups if any such as Indigenous People, street children, adults, etc.)</li> </ul>   | 5                      |
| 2. Goals, Objectives and Development Plans <ul style="list-style-type: none"> <li>• Provision on literacy program as part of the organizational and institutional plans</li> </ul>   | 5                      |
| <b>B. Project Implementation</b>   | <b>35%</b>             |
| 1. Program manifests relevant and effective approaches <ul style="list-style-type: none"> <li>• At least two program sectors/themes with good practice</li> <li>• Organizational support mechanism</li> </ul>  | 10                     |
| 2. Implementation <ul style="list-style-type: none"> <li>• Advocacy and awareness e.g. barangay forums/meetings, radio/tv broadcasting, flyers, house to house campaign, collaborative networking</li> <li>• Responsiveness to community needs</li> <li>• Program reach e.g. diverse mix of learners</li> <li>• Program quality e.g. well equipped community learning centers; competent and devoted facilitators; systematic and regular literacy classes; sustained funding; high outcomes such as high percentage of A&amp;E passers</li> </ul> | 10                     |
| 3. Monitoring and Evaluation <ul style="list-style-type: none"> <li>• Status report</li> <li>• Publications and research studies</li> <li>• Documentation and records keeping</li> </ul>   | 10                     |
| 4. Organizational Structure and Management <ul style="list-style-type: none"> <li>• Designation of coordinators and facilitators for literacy programs</li> </ul>  | 5                      |

| Factors for Evaluation  | Rating (Percentage, %)   |
|---|--|
| <b>C. Management and Leadership</b>   | <b>15%</b>   |
| <p>1. Resource generation, networking and social mobilization</p> <ul style="list-style-type: none"> <li>• Advocacy and social mobilization schemes</li> <li>• Budget and financial statements</li> <li>• Number of donors/benefactors; description of activities, level of participation and extent of networking</li> <li>• Minutes of at least three meetings during the period under review</li> </ul> <p>2. Program sustainability and institutionalization<br/>(Program continues even if there is change in leadership)</p> <ul style="list-style-type: none"> <li>• Sustainability and institutionalization plan<br/>(to include evidences; board resolutions, policies, etc.)</li> </ul> <p>3. Leadership qualities</p> <ul style="list-style-type: none"> <li>• Creativity, flexibility and resourcefulness</li> <li>• Smooth interpersonal relations</li> <li>• Critical judgement and decision-making</li> <li>• Competence (Knowledge, Expertise, Experience)</li> </ul> | <p style="text-align: center;">5</p> <p style="text-align: center;">5</p> <p style="text-align: center;">5</p>   |
| <b>D. Effects of Program on Learners and the Community</b>  | <b>40%</b>   |
| <p>1. Attendance and completion rates of learners<br/>(Select one only)</p> <ul style="list-style-type: none"> <li>• Poor (0% to 29%)</li> <li>• Satisfactory (30% to 49%)</li> <li>• Good (50% to 75%)</li> <li style="padding-left: 20px;">• Very Good (76% and above)</li> </ul> <p>2. Increased number of learners</p> <ul style="list-style-type: none"> <li>• List of program beneficiaries within the last three years</li> </ul> <p>3. Improved economic and social status of the learner and the community</p> <ul style="list-style-type: none"> <li>• Health and nutrition; hygiene and sanitation</li> <li>• Livelihood and other income-producing activities</li> <li>• Active participation in community activities</li> </ul> <p>4. Environmental awareness</p>  | <p style="text-align: center;">10</p> <p style="text-align: center;">10</p> <p style="text-align: center;">15</p> <p style="text-align: center;">5</p> |
| <b>TOTAL=</b>   | <b>100</b>   |

## **LITERACY COORDINATING COUNCIL**

### **2010 Guidelines for the National Literacy Awards Selection Process**

#### ***I. Selection Committee***

A Regional Selection Committee (RSC) composed of the following shall be organized:

|                |   |  |
|----------------|---|--|
| Chairperson    | - | Department of Education, Regional Director   |
| Co-Chairperson | - | Department of the Interior and Local Government<br>Regional Director   |
| Members        | - | Philippine Information Agency, Regional Director<br>National Economic and Development Authority<br>Regional Director<br>Academe, President |
| Coordinator/   | - | DepED Regional Chief, ALS Division   |

The Literacy Coordinating Council shall provide information on the functions and responsibilities of the RSC. This shall be discussed by the RSC chairperson with its members. The chairperson shall give background information on the criteria for selection and the timetable of activities.

#### ***II. Documentary Requirements***

Nominees to the NLA should submit the required documents strictly in accordance with the following specifications:

- A clear, simple, straight forward and understandable Executive Summary of not more than five (5) pages: A-4 bond size, double-spaced, describing the nominated program or local government unit based on the set criteria.
- Three (3) copies of the nominee's folio/entry of not more than fifty (50) pages, including photographs (size: 3" x 5", not to exceed 20 pieces; video documentation is not encouraged); A-4 bond, double-spaced containing only related documents and data in accordance with the category and criteria but limited to those in effect within two (2) years prior to the date of entry.
- Electronic copy of nominee's folio/entry including photographs for uploading in the LCC website (<http://lcc.deped.gov.ph>).
- Individual score sheets of RSC members duly signed by the rater and countersigned by the RSC Chairperson.
- Brief but complete documentation of all stages of the selection process signed by the Coordinator/Secretary and countersigned by the Chairperson.

#### ***III. Entries/Nominees***

To qualify as nominee for the NLA, entries in all categories must already be in existence for at least three (3) years. The categories are:

a. Literacy Program

Only literacy programs initiated by NGOs, private educational institutions, people's organizations, academe and socio-civic groups may be nominated.

If a government agency/line agency's mandate or its main function involves the management, implementation and sustainability of literacy programs and projects, such agency can not be nominated under the program category. However, if such government agency initiates/implements literacy programs supplementary to its regular government function, a SPECIAL CITATION shall be given by the LCC during awarding ceremonies.

Likewise, outstanding literacy advocates shall be given due recognition and citation for their stewardship of their literacy program/project.

b. Local Government Units

The local government unit (LGU) shall be the nominee. The leadership of the local chief executive may be duly noted and recognized, but the efforts of the LGU must be the main consideration.

Focus should be on the literacy development efforts of the various sectors: agriculture, social services, environmental, infrastructure, and other groups (youth, elderly, women's, IPs, specially-abled persons, etc.).

To be fair in the assessment of the LGUs' efforts in promoting literacy and continuing education, the **Outstanding LGU level category shall be subdivided into:**

1. Highly Urbanized Cities
2. Independent Component and Component Cities
3. 1<sup>st</sup> to 3<sup>rd</sup> Class Municipalities
4. 4<sup>th</sup> to 6<sup>th</sup> Class Municipalities

This ensures equal and fair judging since some cities/municipalities have greater means and more resources for the development, implementation, and sustainability of literacy programs as compared to others of lower classification.

***IV. Hall of Fame Award***

First place winners who maintain the rank for three (3) years are eligible for the HALL OF FAME (HOF) award. **Starting in 2001-2008, three (3) times first place winners will likewise be eligible for the HOF award.** Subsequently, HOF awardees will not be eligible to join the regular contest.

***V. Monitoring***

HOF awardees shall be subject to monitoring and evaluation by the Council.

**A Special Award of Excellence may be extended by the Council to any city or municipality that is evidently deserving of such Award upon strong recommendation by the evaluating team.**

**LITERACY COORDINATING COUNCIL**

**2010 National Literacy Awards  
Timetable of Activities**

|                     |   |  |
|---------------------|---|--|
| December 9, 2009    | : | Workshop on the revision of the NLA criteria and guidelines for selection                              |
| December 15         | : | Presentation of the revised criteria and guidelines for selection to the Council                       |
| January 22, 2010    | : | Issuance of NLA DepEd Memorandum   |
| January 25-March 25 | : | Information campaign (country wide: local and national)<br>Regional orientation by the LCC Secretariat |
| March 26-April 26   | : | Regional search (by division)  |
| April 29            | : | Announcement of regional winners   |
| May 6               | : | Deadline for submission of regional entries to national<br>LCC Secretariat                             |
|                     | : | Preparation of documents/materials for the briefing of<br>the Board of Judges (BOJs)                   |
| May 13-14           | : | Initial assessment/review of regional entries by<br>LCC Secretariat                                    |
| May 20              | : | Organization/briefing of the BOJs  |
| May 21-June 21      | : | Shortlisting of entries by the BOJs  |
| June 23             | : | Initial deliberation meeting of the BOJs and<br>LCC Secretariat  |
| June 28-August 5    | : | Ocular visits of BOJs to five (5) shortlisted entries  |
| August 6            | : | Final deliberation of winners by BOJs  |
| August 12           | : | Report on national winners to the Council  |
| August 1-30         | : | Preparation for 2010 NLC/NLA   |
| September 8-11      | : | National Literacy Conference and Awards  |