



REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF EDUCATION, CULTURE AND SPORTS
Merrill Avenue, Pasig, Metro Manila

OFFICE OF THE SECRETARY

June 25, 1999

DECREE
No. 69, s. 1999

**CONSOLIDATING THE EDUCATIONAL COMMUNICATION
AND TECHNOLOGY RESOURCES IN THE DEPARTMENT
OF EDUCATION, CULTURE AND SPORTS**

To : Undersecretaries
Assistant Secretaries
Bureau/Regional Directors
Directors of Services/Centers and Heads of Units
School Administrators/Teachers

1. Alternative strategies and delivery mechanisms, more radical in fact, need to be put in place to fast track the achievement of the Department of Education, Culture and Sports' goals of academic excellence and universal access to quality basic education. For this purpose, various educational communication and technology programs specifically utilizing multi-media for both educators and school children have been initiated to reach out to the clientele in the countryside.
2. The Department has, through the years, acquired multi-media communication and technology resources and capabilities to service educational development projects. These resources and capabilities, however, are located in different offices, the Technical Service and the Center for Educational Technology, which set-up not only weakens the potential for optimum resource utilization but also increases the possibility of duplicating efforts in educational communication and technology undertakings.
3. There is a need, therefore, that all human and physical resources should be consolidated and integrated to form a single, accessible facility for servicing the various educational communication and technology requirements of the Department.

4. In this regard, the Center for Educational Technology (CET) shall be integrated with the Technical Service under the Office of the Director of Educational Technology. The convergence of the technological expertise, equipment and service facility of the CET and materials production, print and non-print expertise and resources of the Technical Service shall be an avenue to attain full coverage of the country's educational transmission to the remotest areas.

5. Enclosed are the particulars for the organizational set-up of the Technical Service and the functions resulting from the convergence of the educational communication and technology resources and capabilities.

6. This Order supersedes DECS Order No. 59 s. 1996 creating the Center of Educational Technology and other previous related pronouncements.

7. Wide and immediate dissemination of this Order is hereby desired.

Andrew Gonzalez
ANDREW GONZALEZ, FSC
Secretary

Incl.: As stated

Reference: DECS Order No. 59, s. 1996

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

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

**COMMUNICATION & TECHNOLOGY
POLICY
PROGRAMS**

ORGANIZATIONAL SET-UP

The various educational communication and technology development projects and programs shall be carried out by DECS through the coordinated efforts of the existing organizational network at the national, regional, divisional and district levels with the Technical Service as the major implementing arm responsible for the program activities.

The following Technical Service Divisions/Units shall be enlisted in discharging the educational communication and technology development activities:

1. Educational Information Division
2. Materials, Production and Publication Division
3. Audio Visual Division
4. Media Unit
5. Printing Unit
6. Educational Technology Unit

FUNCTIONS

1. To package and promote DECS projects/programs through communication media and create public awareness and support to all DECS programs by providing basic communication services for the Department
2. To inform, educate and persuade clientele to change their opinions, attitudes, perceptions and behavior toward educational issues and concerns through the systematic use of multimedia and interpersonal channels
3. To update network about important events, policies and programs of DECS and to improve organizational communication and coordination
4. To assemble and improve available media-based resources and develop needed ones for easy access and retrieval
5. To maximize the utilization of multimedia resources, especially equipment and expertise in enhancing the production and reproduction of multimedia based instructional materials.

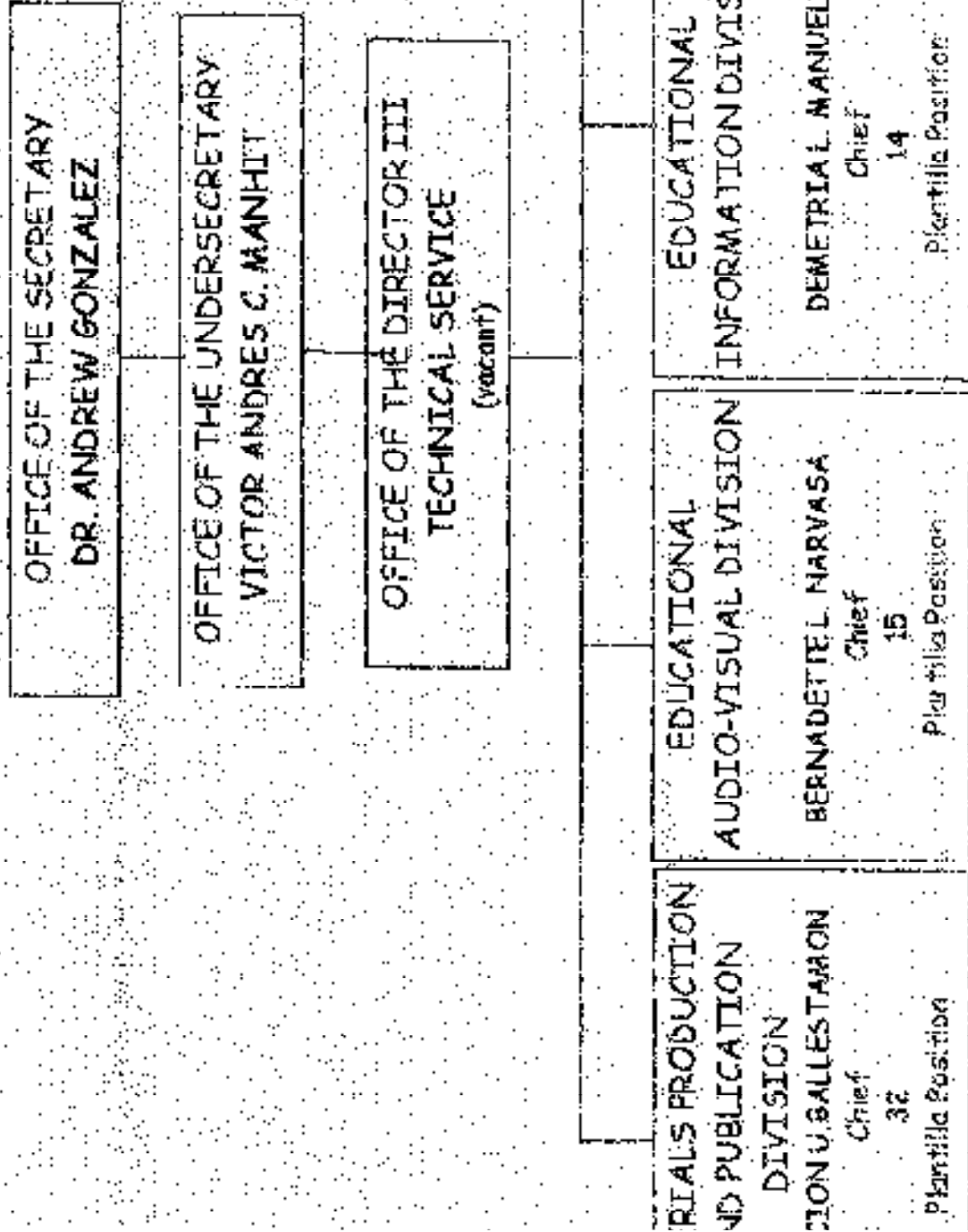
OPERATIONAL STRATEGY

- development of an interactive approach that integrates personal communication with multimedia support with the view to evolve a cost saving and quality instructional technology.
- establishment of an educational communication network to facilitate information dissemination to and from the field offices to project DECS as a performing agency.
- utilization of existing and enhance production, dissemination and resources in the documentation and execution of projects/activities that will eventually support DECS goal for quality basic education thus gaining improved pupil-teacher performance and achievement.
- convergence of technical support that would cater to the requirements of modernization and suit the demands of global competitiveness for human resource.

PROJECTED SERVICES

- **Media Advocacy and Public Relations**
 - media releases
 - information bulletin
 - corporate videos
 - press conference
- **Network Communication**
 - newsletter
 - annual report
 - local area network/on-line communication
- **Technical Publications**
 - proceedings
 - manuals
 - bulletins
- **Multimedia Based Instructional Materials Preparation**
 - audio visual presentations
 - computer aided instructions
- **Institutional Communication Support**
 - webpage / internet
 - desktop publishing
 - graphics and illustrations
 - audio/video
 - photography
 - printing
 - circulation
- **Print and Non-print Documentation and Coverage**

ORGANIZATIONAL SET-UP



OFFICE OF THE SECRETARY
DR. ANDREW GONZALEZ

OFFICE OF THE UNDERSECRETARY
VICTOR ANDRES C. MANHIT

OFFICE OF THE DIRECTOR III
TECHNICAL SERVICE
(vacant)

REPRODUCTION AND PUBLICATION
DIVISION
MIGUEL U. CALLESTARRON
Chief
32
Plentilla Position

EDUCATIONAL
AUDIO-VISUAL DIVISION
BERNADETTE L. NARVASA
Chief
15
Plurtilis Position

EDUCATIONAL
INFORMATION DIVISION
DEMETRIA L. MANUEL
Chief
14
Plentilla Position

EDUCATIONAL
TECHNOLOGY UNIT
EVANGELINA S. SERRANO
POCIII - OIC
7
Plentilla Position