



Republic of the Philippines
Department of Education
National Capital Region
DIVISION OF CITY SCHOOLS
SFHS Compound, Misamis St., Bago Bantay, Quezon City



September 13, 2011

DIVISION MEMORANDUM

No. 323, S. 2011

4TH DOON PO SA AMIN (DPSA) LEARNING CHALLENGE OF THE SMART COMMUNICATIONS, INC.

To: Asst. Schools Division Superintendents
Division/District Supervisors
Secondary School Principals
Head Teachers and Teachers In-Charge

1. Attached is DepEd Memorandum No. 200, S. 2011 from Bro. Armin A. Luistro FSC, Secretary, DepEd, Pasig City, re: "4th Doon Po Sa Amin (DPSA) Learning Challenge of the Smart Communication, Inc.", the contents of which are self-explanatory, for the information and guidance of all concerned.
2. Immediate and wide dissemination of this Memorandum is desired.

CORAZON C. RUBIO, CESO VI
Schools Division Superintendent

Incls.: As stated

Reference: None

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

CONTESTS
STUDENTS
TEACHERS

bcc/fas



SEP 09 2011

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DEPARTMENT OF EDUCATION

SEP 06 2011

DepEd MEMORANDUM

No. **200**, s. 2011

4TH DOON PO SA AMIN (DPSA) LEARNING CHALLENGE OF THE SMART COMMUNICATIONS, INC.

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

1. The Smart Communications (SMART), Inc. will conduct the **4th Doon Po Sa Amin (DPSA) Learning Challenge**, one of the three (3) major competitions under the DPSA Project. The winners will be invited to exhibit their entries during the DPSA Awarding Event to be held in Manila in February 2012.

2. The learning challenge aims to:

- a. engage the teachers and students nationwide to generate local content of the curriculum using community mapping techniques and information and communication technology (ICT);
- b. help their respective communities be educated about and/or address pertinent local problems or issues;
- c. promote ICT integration in basic education through curriculum-based topic categories;
- d. encourage the participants to use local content in curriculum applications;
- e. develop the students' skills in research, writing, leadership, teamwork and technology; and
- f. encourage schools to build relationships with other Smart Schools partners and groups within their local communities, and to rouse students' community awareness.

3. The contest is open to all bona fide teachers and students of Smart Schools Program (SSP) partner high schools and on-line associates (high schools) nationwide. The deadline for the contest registration is on **September 16, 2011**.

4. All SSP partners and on-line associates (high schools) are required to submit at least one (1) contest entry to the **"DPSA Learning Challenge."** The participating schools shall be awarded points for **"School Mo, Panalo."**



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5. The teacher-student teams are expected to design and develop a website where they will represent the stories of their respective communities. The stories will be based on the following seven (7) topic categories:

- a. Science, Technology and Health;
- b. Environment and Disaster Preparedness;
- c. Livelihood and Economics;
- d. Arts and Culture;
- e. Language and Literature;
- f. History and Society; and
- g. Tourism and Culture.

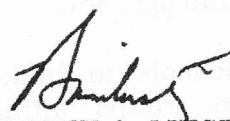
6. The winners of the **DPSA Learning Challenge** will receive the following prizes:

- a. **Grand Champion** : PhP50,000.00 for the DPSA school team, and one (1) desktop for the school;
- b. **Category Winner (one (1) winner per Topic Category)** : PhP30,000.00 for the DPSA school team, and one (1) desktop for the school
- c. **Special Awards** : PhP10,000.00 for the DPSA school team
 - Best in ICT Integration
 - Best Team Collaboration
 - Best in Community Involvement
 - Best in Website Design and Layout

7. The details of the contest mechanics and other relevant information, including the contest registration form are found in the enclosures.

8. For more information, please contact the Adopt-a-School Program (ASP) Secretariat, DepEd Central Office, Meralco Avenue, Pasig City at telephone no.: (02) 638-86-37 or the DPSA-SSP Secretariat at the 8th Floor, Smart Tower 1, 6799 Ayala Avenue, Makati City at telephone no. (02) 527-7749; telefax no.: 527-3743 or send a message through e-mail address: avj.javier@gmail.com (cc:smartschools@smart.com.ph).

9. Immediate dissemination of this Memorandum is desired.


BR. ARMIN A. LUISTRO FSC
Secretary

Encls.: As stated

Reference: None

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

CONTESTS

STUDENTS

TEACHERS

Rhea/ R-DM-Smart DPSA Learning Challenge
August 31, 2011

III. DPSA School Team

A. "Doon Po Sa Amin" (DPSA) School Team

A DPSA School Team is composed of:

- a. **Adviser** – may be a School Head (Principal, Asst. Principal, school administration official) or a Head Teacher who will provide guidance and practical assistance to the DPSA School Team
- b. **Moderator** – may be a member of the school faculty or an SSP ICT Coordinator who will provide community mapping and DPSA trainings to the DPSA School Team. Moderator will register the DPSA School Team in the DPSA Contest. Only one moderator is allowed per team.
- c. **Teacher Coach/es** – a bona fide full-time subject teacher who will provide administration, management, and facilitation of the activities/assignments/tasks of the members of the school team. A maximum of three (3) teacher coaches are allowed per team.
- d. **Student Groups** – comprised of bona fide students from within a single classroom or from many different classrooms and levels. Each student group is headed by its respective Teacher Coach

Notes:

- A school team may seek assistance from a local government office, community group/s, or parents who can provide practical assistance (interviews, statistical data, etc.) to the DPSA School Team
- Moderator and teacher coach can be the same person and can handle more than one group.

B. A school team must be led by a bona fide subject teacher.

C. A school team may have eight (8) to ten (10) members only, from within a single classroom or from many different classrooms and levels.

IV. Requirements*

1. Official School Website hosted by Smart Schools Program

The participating school's official website must be hosted by the Smart Schools Program.

2. A "Doon Po Sa Amin" page

The participating school's SSP-hosted school website must have the "Doon Po Sa Amin" tab/page where all the titles of DPSA entries will be listed.

3. Updated school website

Participating schools should have updated their SSP-hosted school website at least three (3) months prior to the contest deadline.

*Not required to Online Associates who were not trained and did not avail of the free hosting service of Smart.

Doon Po Sa Amin Learning Challenge

2011

Doon Po Sa Amin Learning Challenge, a competition hosted by Smart Communications, Inc. (SMART) through its Smart Schools Program, is one of the three major competitions under the Doon Po Sa Amin (DPSA) project. The output of the competition is a website containing a unique story about the respective communities of the participating school teams.

Take the challenge and join the 4th Doon Po Sa Amin Learning Challenge! Read on to find out more about the contest.

MECHANICS

I. Objectives

- A. To engage teachers and students to generate local content using community mapping techniques and information and communication technology (ICT).
- B. To promote ICT integration in basic education through curriculum-based topic categories, and to encourage teachers and students to use local content in curriculum applications
- C. To develop students' skills in research, writing, leadership, teamwork, and technology.
- D. To encourage schools to build relationships with other Smart Schools partners, SSP online associates, and groups within their local communities, and to rouse students' community awareness

II. Eligibility

- A. The DPSA Learning Challenge is open to all bona fide teachers and students of Smart Schools Program partner high schools and Online Associates (high schools) nationwide.
- B. A school may register and complete as many entries as preferred, provided each entry is qualified under any of the DPSA Topic Categories (see section VI).

*As SSP Partners and Online Associates (secondary schools), your school is required to submit at least one (1) contest entry to either Ano ang Kwento Mo or Learning Challenge. Participating schools shall be awarded points for School Mo Panalo. Points system is as follows:

ITEM	POINTS	CORRESPONDING PRIZE
Submission of at least one (1) valid contest entry	10	-
School with at least one (1) shortlisted entry	20	-
School with at least one (1) entry which qualified as finalist	50	DVD Player with educational DVDs

Notes:

1. Points are non-cumulative so the points for the highest position will be awarded.
2. Points shall be awarded per school, not per school team. Points received will not depend on the number of entries. (Ex. If your school have more than one (1) shortlisted entry, you school gets a total of 20 points only.)

V. Contest Entry/Output

A. The contest entry is a complete website uploaded in www.mysmartschools.ph containing, but not limited to the following:

- a. **Title with English subtitle** – must follow the format “Doon Po Sa Amin...”
 Example:
 Title: “Doon Po Sa Amin, Itim ang Kulay ng Ginto”
 Subtitle: “The Duhat Fruit: Our Treasure, Our Pride”
- b. **Community Profile:** Brief profile of the community/city/barangay you are featuring in your entry
- c. **Brief Project Description:** Overview of what your entry is about.
- d. **Team Profile:** Members of your team and their roles/responsibilities
- e. **Methodology:** Methods/means your group did to gather data for your entry.
- f. **Focus Study:** Discuss the details of your entry here.
- g. **Media gallery:** To contain the photos/videos related to your entry.
- h. **Conclusion:** Summary of your findings.
- i. **Recommendation:** Based on your findings, list some things you can recommend to address the issues
- j. **Bibliography:** List of all your references/sources, properly cited. You may follow this link to learn about proper attribution of sources:
<http://www.library.cornell.edu/resrch/citmanage/apa>

Reminder: All materials (data, stories, photos, images, video clips, music/sound effects, web page design, etc.) to be used in the contest entry must be original; references must be taken from reputable sources which should be cited properly in the contest entry.

- k. **Logos:** Upload logos of Doon Po Sa Amin, Smart Schools Program, and Smart Communications, Inc., in the entry homepage. You may download logos here:
<http://ssptrainings.wordpress.com/>. See the right side of the page, “Links” section. Make sure to link the logos to their respective websites:

- Doon Po Sa Amin – <http://www.doonposaamin.ph>
- Smart Schools Program – <http://www.smartschools.ph>
- Smart Communications, Inc. – <http://www.smart.com.ph>

Notes:

- Entries lacking at least one of the said items above (Contest Entry/Output>Section A) will be disqualified.
- School teams are highly encouraged to upload images, photos, and/or videos to their website entries.
- Incorporate ICT tools in your entries (e.g. links, comment box, etc.).

B. A school team may submit more than one (1) entry.

** For reference, you may view last year's Doon Po Sa Amin Learning Challenge entries in Doon Po Sa Amin website (www.doonposaamin.ph). Select “Smart Reveals Winners of 2010 DPSA Contests” under the “news” tab or go to: <http://www.doonposaamin.ph/news/2010DPSAAwardees.htm>.*

VI. Topic Categories

A Student Group, headed by its Teacher Coach, can choose from any of the seven (7) DPSA Topic Categories:

1. Science, Technology, and Health

Use scientific methods and experiments to investigate and explain interesting facts or phenomena, and technology advancements in your community. Feature your community's health and wellness programs. Study and find solutions to community health issues.

Topics in this category include, but are not limited to:

- Biological life (flora and fauna)
- Physical geography and geology
- Weather phenomena
- Health and wellness
- Information and communications technology

2. Environment and Disaster Preparedness

Study and find solutions to pressing environmental and disaster-related concerns.

Topics in this category include, but are not limited to:

- Pollution
- Waste management
- Energy conservation
- Emergency response and disaster preparedness
- Natural calamities

3. Livelihood and Economics

Study and present your community's major livelihood, businesses, or industries. Investigate on the community's economic success or problem.

Topics in this category include, but are not limited to:

- Employment and labor
- Entrepreneurship
- Business and industries (community goods and services)

4. Arts and Culture

Showcase your community's arts, traditions, and cultural identity. Study and find solutions to your community's cultural issues.

Topics in this category include, but are not limited to:

- Values and customs
- Music and dances
- Fine arts and design
- Clothing and crafts
- Festivals
- Folktales, urban legends, folklore

5. Language and Literature

Study and present your community's unique language and literature.

Topics in this category include, but are not limited to:

- Dialect
- Writing system
- Literary works

6. History and Society

Present your community's history and social condition. Study and find solutions to pressing social issues.

Topics in this category include, but are not limited to:

- Religion
- Origin and history
- Governance and politics
- Famous people and local heroes (people who made an impact to the community)

7. Tourism and Entertainment

Feature your community's tourism industry and local attractions.

Topics in this category include, but are not limited to:

- Food and delicacy
- Tourist destinations and attractions
- State of local tourism industry
- Local events and entertainment

VII. Evaluation Criteria

DPSA School Team Collaboration <ul style="list-style-type: none"><input type="checkbox"/> How did the student groups and the DPSA School Team as a whole work together?<input type="checkbox"/> Are the research activities/processes documented properly (Methodology and Team Profile)?	20%
Educational Content <ul style="list-style-type: none"><input type="checkbox"/> Did the DPSA School Team deeply explore the subject and apply community mapping techniques to generate data and stories?<input type="checkbox"/> Are the stories clearly written and effectively presented?<input type="checkbox"/> Are the stories original and are sources properly cited?	30%
ICT Integration <ul style="list-style-type: none"><input type="checkbox"/> Did the team effectively use multimedia and technology in presenting data and stories?<input type="checkbox"/> Did the entry website use proper design and layout to effectively present the content or story?	30%
Community Impact <ul style="list-style-type: none"><input type="checkbox"/> Do the stories define the community and raise awareness on community issues?<input type="checkbox"/> Are the stories appealing to a diverse audience?<input type="checkbox"/> Do the stories contribute to promoting and developing the community?	20%

VIII. Competition Timeline

2011	July 11 - August 30	Start of DPSA Competition (Registration)
	August 30	Deadline of Registration
	July 11-November 11	DPSA Competition Period: -Data gathering -Upload to www.mysmartschools.ph
	November 11	Deadline of Entry submission
	November 14	Shortlisting of Entries
	November 25	Final judging
2012	February 16-17	Awarding

IX. Awards and Prizes

	Awards	Prizes
Major Awards	Grand Champion (1)	Php50,000 for Student Group 1 desktop for the school
	Best in Category (7)	Php30,000 for Student Group 1 desktop for the school
Special Awards	Best Team Collaboration	Php10,000 for Student Group
	Best in Community Involvement	Php10,000 for Student Group
	Best in Website Design and layout	Php10,000 for Student Group
	Best in ICT integration	Php10,000 for Student Group

X. Reminders

Schools that will be joining more than one DPSA contest should not use the same subject/topic for their contest entries. If a school still submits entries of similar topic to more than one DPSA contest, only one entry will be accepted.

XI. Communications

For more information/inquiries, you may reach us at:

Doon Po Sa Amin / Smart Schools Program Team
Smart Communications Inc. Public Affairs Group
8/F Smart Tower 1, 6799 Ayala Avenue, Makati City 1226 Philippines

Website: www.doonposaamin.ph
Email: avj.javier@gmail.com; cc: smartschools@smart.com.ph
Phone: (+632) 527-7749
Mobile: 0920-9181371
Fax: (+632) 527-3743

(Enclosure No. 2 to DepEd Memorandum No. 200, s. 2011)

Website: www.doonposaamin.ph
Email: avj.javier@gmail.com; cc: smartschools@smart.com.ph
Phone: (+632) 527-7749
Mobile: 0920-9181371
Fax: (+632) 527-3743

Doon Po Sa Amin Learning Challenge
School Registration Form

Name of School:		
Complete Address:		
Contact No.:		
Principal:		
DPSA Adviser:		
DPSA Moderator:	Contact No.:	Email:

Please complete the table below (please use separate sheet for additional information):

DPSA School Team	
School Official Website URL	
Total No. of DPSA Student Groups	
Total No. of DPSA Focus Study/Story Entries	
STUDENT GROUPS	
Student Group 1	
Teacher Coach	
No. of Student-Members	
Topic Category	
Focus Study/Story Title	
Student Group 2	
Teacher Coach	
No. of Student-Members	
Topic Category	
Focus Study/Story Title	
Student Group 3	
Teacher Coach	
No. of Student-Members	
Topic Category	
Focus Study/Story Title	
Student Group 4	
Teacher Coach	
No. of Student-Members	
Topic Category	
Focus Study/Story Title	
Student Group 5	
Teacher Coach	
No. of Student-Members	
Topic Category	
Focus Study/Story Title	

With additional sheet? Y | N
No. of attached sheet: _____

(Enclosure No. 3 to DepEd Memorandum No. 200, s. 2011)

Endorsement

In behalf of the school, I hereby endorse the abovementioned Student Groups and Focus Study/Story for the "Doon Po Sa Amin" Learning Challenge and certify that the members of the School Team are bona fide teachers and students of the school.

Name of Adviser

Signature

Date signed

Forms accomplished by: _____

Signature over Printed Name

Designation

Date Accomplished

Date Submitted

Note: Should any member of the School Team (Adviser/Moderator/Coach/Student) withdraw his/her participation on the contest and/or should any Focus Study/Story be discontinued for whatever reason, please **immediately notify** the Smart Schools Program to update your school's registration. Thank you.

Please send the completed forms **on or before August 30, 2011** via fax, email, or post to:

Doon Po Sa Amin / Smart Schools Program Team

Smart Communications Inc. Public Affairs Group

8/F Smart Tower 1, 6799 Ayala Avenue, Makati City 1226 Philippines

Website: www.doonposaamin.ph

Email: avj.javier@gmail.com; cc: smartschools@smart.com.ph

Phone: (+632) 527-7749

Mobile: 0920-9181371

Fax: (+632) 527-3743