



Republic of the Philippines  
**Department of Education**  
Region VI – Western Visayas  
**SCHOOLS DIVISION OF CAPIZ**

DIVISION ADVISORY No. <sup>153</sup> 153, s. 2021  
April 26, 2021

To: **Asst. Schools Division Superintendent**  
**Chief Education Supervisor - SGOD**  
**Public Schools District Supervisors**  
**Public Elementary, Secondary & Integrated School Heads**  
**District & School DRRM Coordinators**  
**All others concerned**

**DESIGNATION OF SCHOOL INFORMATION COORDINATORS**

In compliance with DepEd Memorandum No. 017, S.2021 dated April 5, 2021 all schools are herein instructed to **designate School Information Coordinator (SIC)**. Qualification as well as the function/role/task of SIC is cited in Sections 3 and 4 of the above-mentioned memorandum herein attached for reference and guidance.

Submission of the district consolidated (Elementary, Secondary and Integrated schools) Designation of SIC **form** (enclosure of DM #017, S. 2021) will be on May 7, 2021, Friday at the Receiving Section of the Division Office.

Compliance of this advisory is highly desired.

  
SALVADOR O. OCHAVO, JR., EdD, CESO V  
Schools Division Superintendent

APR 27 2021



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Republic of the Philippines  
**Department of Education**

05 APR 2021

DepEd MEMORANDUM  
No. **017** s. 2021

**DESIGNATION OF SCHOOL INFORMATION COORDINATORS**

To: Regional Directors  
Schools Division Superintendents  
Public Elementary and Secondary School Heads  
All Others Concerned

1. The Department of Education (DepEd) issues this DepEd Memorandum titled **Designation of School Information Coordinators (SICs)**. An SIC shall be designated in every public elementary, secondary, and senior high school nationwide as counterparts of the Division and Regional Information Officers.
2. The Department fully recognizes the importance of SICs in ensuring that communications convergence are coordinated and strengthened from the schools to the national level.
3. The designated SICs shall be tasked to:
  - a. Assist and act as focal persons in verifying and addressing issues and concerns raised by the public and the media involving their school or area;
  - b. Facilitate the conduct of verification of information based on protocols, data privacy, integrity and confidentiality;
  - c. Facilitate the communication of any untoward incidents in their respective areas, and submit a detailed report within 24 hours to DepEd Central Office (CO) Public Affairs Service (PAS) copy furnished their respective regional and schools division offices;
  - d. Provide updates to the schools division, region or CO that may be referred to in media releases to national media;
  - e. Support their respective schools, schools division, and regional offices in responding to media queries on local issues;
  - f. Coordinate with the schools division, regional or CO to request for official statements on existing issues;
  - g. Perform duties and responsibilities related to DepEd Public Affairs programs, projects, and activities; and
  - h. Perform other tasks related to the efficient communication, documentation and dissemination of information to DepEd CO and vice versa.
4. The designated SICs should be:
  - a. Holding a teaching or non-teaching position in the school;
  - b. At least two or three years employed in DepEd;
  - c. Able to communicate and write well, and have good public relations skills; and
  - d. Able to respond to issues and concerns requested by the schools division, regional, or the Central Office.

5. The designation of a teacher to perform as School Information Coordinator shall be recommended by the school head to the Schools Division Superintendent (SDS) for approval.

6. The SDS, through the Division Information Officer, is requested to submit the enclosed form with the name of the designated School Information Coordinator to the Regional Information Officer, copy furnished the DepEd Public Affairs Service through email at [pas.od@deped.gov.ph](mailto:pas.od@deped.gov.ph) not later than **May 15, 2021**.

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

  
**LEONOR MAGTOLIS BRIONES**  
Secretary

Encl.:  
As stated



To substantiate this document,  
please scan the QR code.



DEPED-OSEC-418497

References:

DepEd Order No. 99, s. 2010

DepEd Memorandum Nos.: 145, s. 2005; 219, s. 2012; and 72, s. 2013}

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

BUREAUS AND OFFICES  
OFFICIALS  
MEDIA  
POLICY  
PROGRAMS  
PROJECTS  
SERVICE  
TEACHERS

JDMC/SIMMA/APA/MPC, DM Designation of School Information Coordinators  
0059 – February 24/March 22, 2021

(Enclosure to DepEd Memorandum No. **017**, s. 2021)

**Designation of School Information Coordinator (SIC)**

Name: \_\_\_\_\_

Position: \_\_\_\_\_

School and District: \_\_\_\_\_

Contact details (mobile, email, FB account):  
\_\_\_\_\_

SIGNATURE:

RECOMMENDED by Principal or School Head:

APPROVED by PSDS or SDS

Note: Please send this Form to Division Information Officers for consolidation. The DIOs will send the consolidated list of SICs to regional office. The RIOs will send the consolidated list of SICs to PAS, Central Office ([pas.od@deped.gov.ph](mailto:pas.od@deped.gov.ph)) following this format:

**REGION 1 SCHOOL INFORMATION COORDINATORS**

| Name | School | District | Contact Details (email, mobile, landline, fb account, etc.) |
|------|--------|----------|---|
| 1.   |        |          |   |
| 2.   |        |          |   |
| 3.   |        |          |   |