



Republic of the Philippines
Department of Education
Cordillera Administrative Region
SCHOOLS DIVISION OF ABRA



April 17, 2023


Division Memorandum

No. 136 s. 2023

To : Assistant Schools Division Superintendent
Chief Education Supervisors
Education Program Supervisors
Public School District Supervisors
AO V, AO IV, AO III, AO II
Non-teaching Personnel
Public Elementary/ Secondary School Heads
Teachers

**ADVOCACY ON DEPED FOUR-POINT AGENDA: MATATAG
AND BRANDING GUIDELINES AND TEMPLATES**

1. Honorable Vice President and Secretary of the Department of Education, Sara Z. Duterte launched the MATATAG: Bansang Makabata, Batang Makabansa last January 30, 2023. This aims to set the new direction of the agency and stakeholders in resolving basic education challenges.
2. Anchored on the four-point agenda of the MATATAG, it has the following four critical components:
 - **MA**ke the curriculum relevant to produce competent and job-ready, active, and responsible citizens;
 - **TA**ke steps to accelerate delivery of basic education facilities and services;
 - **TA**ke good care of learners by promoting learner well-being, inclusive education, and a positive learning environment; and
 - **GI**ve support to teachers to teach better.
3. As part of the strategy of the Department of Education to effectively communicate the MATATAG Agenda, Public Affairs (Central Office) developed the branding guidelines for the MATATAG Logo and creative elements.
4. The guidelines aim to ensure consistency of the usage of the MATATAG brand and avoid misinterpretation and misrepresentation of its corresponding elements.
5. In this regard, school heads, teaching, non-teaching personnel and all concerned will check out the branding guidelines at bit.ly/MATATAGCommMaterials to download the MATATAG materials and templates.
6. The Schools Division Office is required to align the four-point agenda and 45 key initiatives of the MATATAG Agenda with the DEDP, DAIP, Plans and processes. Likewise, all school heads are also directed to align Learning Recovery Plans, Action Plans, SIP, AIP, M and E processes with the same key initiatives or four-point agenda, and to frame and post the MATATAG Agenda in the school/SDO bulletin. The designs can be downloaded from given link.
7. For guidance and compliance.


AMADOR D. GARCIA SR., PhD CESO VI
Schools Division Superintendent

sgodCES/CO Memo PAS-OD-2023-006



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MATATAG: 45 Key Initiatives

Make the curriculum relevant to produce jobready, active and responsible citizens.

1. Revise the K to 12 Curriculum to make them more responsive to our aspiration as a nation
2. Strengthen our literacy and numeracy programs
3. Revitalize our Reading, Science and Technology, and Math programs
4. Improve English proficiency while recognizing linguistic diversity
5. Review the implementation of the Mother Tongue-based Multilingual Education Policy
6. Intensify the values formation of learners in curriculum and teaching
7. Embed the culture of peace in our curriculum
8. Be transparent with curriculum guides and test scores
9. Share test items with schools and teachers to strengthen the use of assessment
10. Engage with CHED and TESDA, and various industry partners to address the issue of skills mismatch

Take steps to accelerate delivery of basic education facilities and services.

1. Created the School Infrastructure and Facilities Strand
2. Build more resilient schools and classrooms
3. Close the remaining gaps in school infrastructure with policies to eliminate corruption
4. Establish fully-functional library hubs
5. Provide schools with electricity
6. Provide e-classroom packages for teaching and learning
7. Digitize our essential processes, including our national assessments
8. Launch our National Education Portal
9. Strengthen the complementarity between public and private schools
10. Work closely with Congress in pushing for the expansion of GASTPE coverage to include kindergarten and elementary learners.
11. Support BARM School Building Program and GASTPE direction.
12. Creation of the Procurement Strand



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AGENDA: MATATAG AND BRANDING GUIDELINES AND TEMPLATES)

Take good care of learners by promoting learner well-being, inclusive education and positive learning environment.

1. Provide education to children and youth in situations of disadvantage
2. Strengthen and institutionalize the reintegration program for adolescent mothers, Children at Risk (CAR), and Children in Conflict with the Law (CICL)
3. Strengthen the mechanism in safeguarding our learners against all forms of discrimination and dangers
4. Seek out mental wellness experts to form interventions at the school level
5. Strengthen inclusive education programs, including the alternative learning system, last mile schools, and programs for IP learners and learners with disabilities
6. Establish of Inclusive Learning Resource Centers
7. Provide assessment assistive mechanisms to students with disabilities
8. Eradicate illiteracy through relevant policy issuances, and community literacy program interventions.
9. Involve our parents and guardians in the education of our children.

Give support for teachers to teach better

1. Provide professional development programs
2. Provide support in terms of innovative, responsive, and inclusive teaching approaches following the Philippine Professional Standards for Teachers (PPST).
3. Capacitate our teachers and learners in utilizing technology in remote learning to maximize the benefits of digital learning.
4. Provide training and other learning and development interventions for school leaders
5. Fast-track the implementation of the career progression policy
6. Implement the Merit Selection Policy
7. Make the new Teacher Education Council and Secretariat fully functional
8. Advocate for additional benefits for our teachers
9. Implement the policy on the distribution of teacher workload and payment of teaching overload
10. Expand the coverage for the grant of Special Hardship Allowances
11. Address issues affecting the net take-home pay of teachers
12. Work with DOH for free annual physical examinations for teachers
13. Coordinate with the GSIS for an improved and superior benefits package for all DepEd personnel
14. Provide a free legal assistance facility for teachers on matters concerning loan contracts and obligations.



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