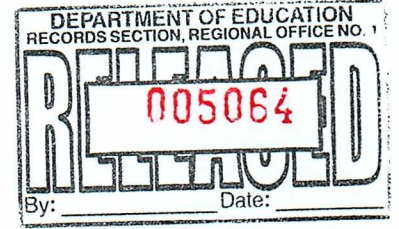




Republic of the Philippines  
**Department of Education**  
REGION I



Office of the Regional Director

APR 21 2021

REGIONAL MEMORANDUM  
No. 350, s. 2021

**DESIGNATION OF SCHOOL INFORMATION COORDINATORS**

To: **Schools Division Superintendents**  
Attn: **Division Information Officers**

1. DepEd Memorandum No. 17 was released designating a School Information Coordinator (SIC) in every elementary, secondary, and senior high school nationwide as counterpart of the Division and Regional Information Officers.
2. SICs play an important role in ensuring that communications convergence is coordinated and strengthened from the schools to the national level.
3. The responsibilities and eligibility of the designated SICs are included in the said Memo.
4. Please submit the consolidated list of SICs from your respective divisions to the Public Affairs Unit through their email: [pau.region1@deped.gov.ph](mailto:pau.region1@deped.gov.ph) on or before May 7, 2021.
5. For the information and compliance of the concerned.

**TOLENTINO G. AQUINO**  
Director IV

Encl: As stated  
Reference: DepEd Memo 017 s.2021  
To be indicated in the Perpetual Index  
Under the following subjects:

MEDIA      COMMUNICATIONS

ORD-PAU/jds/RM\_DesignationofSchoolInfoCoordinators  
April 21, 2021



**DepEd Region 1: Built on character; empowered by competence.**



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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.