



Republic of the Philippines  
**Department of Education**

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18 MAY 2016

DEPED MEMORANDUM  
No. **81** s. 2016

**2016 NATIONAL LITERACY AWARDS (NLA)**

To: Regional Directors  
Schools Division Superintendents  
Public and Private Elementary and Secondary School Heads

1. The Department of Education (DepEd), through the Literacy Coordinating Council (LCC), will conduct the **2016 National Literacy Awards (NLA)** in September 2016.

2. Generally, the NLA aims to recognize best practices in literacy, which help alleviate poverty, provide livelihood, address welfare needs, promote freedom, and make education facilities accessible. The specific objectives of the NLA are to:

- a. contribute to the realization of the goal of universalizing literacy in the Philippines by creating public awareness of and interest in the programs, projects, and activities addressing this concern;
- b. sustain, expand, and institutionalize literacy efforts by motivating and recognizing individuals, institutions, and local government units (LGUs), through granting awards and appropriate recognition;
- c. encourage the development and replication of innovative, creative, and indigenous literacy programs; and
- d. bestow honor upon and give recognition to the outstanding individuals and government and nongovernment organizations (NGOs) for their dedication, commitment, and contribution to the universalization of literacy in their respective communities.

3. The NLA has the following categories:

- a. **Outstanding Literacy Program** – an award given to a civil society organization, NGO, private organization, or educational/academic institution, that has developed and implemented a literacy program which has had a positive impact on the learners and their respective communities; and
- b. **Outstanding Local Government Unit** – an award given to an LGU that has developed and implemented literacy policies, programs, and projects, which have impacted positively on the quality of life of their constituents. The LGU category is divided into highly urbanized city, component/component independent city, class A municipality (first to third class), and class B municipality (fourth to sixth class).

4. Nomination and selection of regional winners shall be conducted from June 1 to 24, 2016. Announcement of regional winners will be on June 28, 2016. The regional winners must be submitted to the LCC Secretariat on or before **June 30, 2016**.

5. The regional winners must submit the following documents:

- a. a clear, simple, straightforward, and comprehensive Executive Summary of not more than five pages in A4 bond size, double-spaced, describing the nominated program/s or local government unit based on the set criteria, and highlighting the literacy component of the program for validation;
- b. three copies of the nominee's portfolio of not more than 50 pages in A4 bond size, double-spaced, containing only related documents and data including photographs (size: 3" x 5", not to exceed 20 pieces; video documentation is not encouraged) in accordance with the category and criteria but limited to those in effect within two years prior to the date of entry;
- c. electronic copy (in CD) of nominee's portfolio including photographs for uploading in the LCC website;
- d. individual score sheets of the Regional Selection Committee (RSC) members duly signed by the rater and countersigned by the RSC Chairperson; and
- e. brief but complete documentation of all stages of the selection process signed by the Coordinator and countersigned by the Chairperson.


6. The regional directors and Alternative Learning System (ALS) focal persons who are designated members of the RSC are enjoined to spearhead the nomination and selection process at the regional level. They are advised to apply the revised set of criteria and guidelines for selection and follow the new schedule provided. They are expected to submit to the LCC Secretariat a brief report on how the regional nominees were selected together with the list of nominees.

7. The following documents are enclosed for reference:

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|------------------|---|
| Enclosure No. 1  | - 2016 NLA Timetable of Activities                                  |
| Enclosure No. 2  | - 2016 NLA Categories and Procedures                                |
| Enclosure No. 3  | - 2016 NLA Guidelines on the Selection Process                      |
| Enclosure No. 4a | - 2016 NLA Outstanding LGU Category<br>Nomination Form              |
| Enclosure No. 4b | - 2016 NLA Outstanding Literacy Program<br>Category Nomination Form |
| Enclosure No. 5a | - 2016 Score Sheet<br>Outstanding Local Government Units            |
| Enclosure No. 5b | - 2016 Score Sheet<br>Outstanding Literacy Program                  |

8. For more information, all concerned may contact **Ms. Marianne C. Centeno**, Technical Assistant, Literacy Coordinating Council Secretariat, Department of Education Central Office at 2/F, Bonifacio Bldg., DepEd Complex, Meralco Ave., Pasig City, at telephone nos. (02) 631-0567; (02) 631-0590; (02) 635-9996, or at telefax no. (02) 631-1579.

9. Immediate dissemination of this Memorandum is desired.



**BR. ARMIN A. LUSTRO FSC**  
Secretary

Encls.:

As stated

Reference:

DepEd Memorandum No. 16, s. 2016

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

ALTERNATIVE LEARNING SYSTEM  
BUREAUS AND OFFICES  
OFFICIALS  
ORGANIZATIONS  
PRIZES OR AWARDS  
STRAND: Curriculum and Instruction  
TEACHERS





## **AWARDS OBJECTIVES**

1. Contribute to the realization of the goal of universalizing literacy in the Philippines by creating public awareness of and interest in programs, projects, and activities addressing this concern;
2. Sustain, expand, and institutionalize literacy efforts by motivating and recognizing individuals, institutions, and local government units through awards and appropriate recognition;
3. Encourage the development and replication of innovative, creative, and indigenous literacy programs; and
4. Bestow honor on and recognition to outstanding individuals and government and non-government organizations for their dedication, commitment, and contribution to the universalization of literacy in their respective communities.

## **AWARDS CATEGORIES**

### **Outstanding Literacy Program Award**

The Outstanding Literacy Program award is given to a civil society organization, non-government organization, private organization or educational/academic institution that has developed and implemented a literacy program which has had a positive impact on learners and the community.

### **Outstanding Local Government Unit Award**

The Outstanding Local Government Unit (LGU) award is given to an LGU that has developed and implemented literacy policies, programs and projects, which have impacted positively on the quality of life of their people.

The Local Government Unit category is divided into four sub-categories, namely, highly urbanized city, component city, class A municipality (first to third class), and class B municipality (fourth to sixth class).

## **PROCEDURES**

### **Distribution of Nomination Forms**

The National Literacy Awards Selection Committee, through its National Secretariat, will distribute the application forms to DepEd regional offices nationwide and to selected non-government organizations. These forms will also be made available to all individuals and institutions, government

organizations and non-government organizations who would like to nominate candidates.

**Information Awareness Campaign**

The DepEd Secretary shall issue an appropriate memorandum requiring all division and district supervisors to disseminate the information regarding the awards.

Concerned non-government organizations will be requested to inform their members nationwide of the contest.

A nationwide tri-media campaign will be launched to create greater public awareness and participation.

**Regional Selection Committee**

**Step 1 - Organization of Regional Selection Committee**

A Regional Selection Committee (RSC) shall be organized as follows:

- Chairperson - Regional Director  
Department of Education
- Co-Chairperson - Regional Director  
Department of the Interior and Local Government
- Members - Regional Director  
Philippine Information Agency;  
Regional Director  
National Economic and  
Development Authority;  
President  
Academe (State University in the  
Region)
- Coordinator - Regional Chief  
ALS Focal Person

**Note:** The Chairperson shall vote only to break a tie. The Coordinator must document all stages of the selection process for submission to the LCC Secretariat together with the entry documents. The Coordinator shall have no voting capacity.

**Step 2** - **Selection**

The RSC shall evaluate all entries in the five categories submitted by the different school divisions. The RSC shall review the documents submitted and select the top three nominees per category (using the prescribed individual score sheets) from which the final regional nominee/finalist for each category will be selected.

**Step 3** - **Project Site Visit**

The RSC shall conduct on-site validation of the top three nominees/finalists for further verification. Interviews with the concerned public shall likewise be administered in project sites.

**Step 4** - **Selection of Final Regional Nominee/Finalist**

The RSC shall select and submit individual rankings for the three regional nominees/finalists for each category. Ranking shall be processed and the entry with the highest ranking shall be chosen as the regional entry to vie for the national awards.

**Step 5** - **Submission of Regional Entries**

The RSC shall submit the regional entries to the LCC Secretariat according to specifications on or before the closing of office hours in June 3, 2016. Entries submitted beyond the due date shall not be accepted and shall be considered disqualified.

Likewise, the following must be included in the documents:

- Individual score sheets of RSC members duly signed by the rater and countersigned by the RSC Chairperson.
- Documentation of all stages of the selection process signed by the Coordinator and countersigned by the Chairperson.



## **National Selection Process**

- Step 1** A Board of Judges (BOJ) shall be constituted composed of not more than three members per category.
- Step 2** Each member of the BOJ for every category shall review the entries and select the top five nominees from which the final winners shall be chosen.
- Step 3** The BOJ for each category shall meet to discuss the strong and weak points of the selected entries and finalize the five nominees to be visited.
- Step 4** The BOJ shall conduct a site visit of the top five nominees for further verification. Interviews with nominees/finalists, project managers, local officials, beneficiaries, community members, and other constituents shall likewise be conducted.
- The BOJ shall rank the entries based on their site visit and endorse them to the Council. They shall keep their results strictly confidential.
- Step 5** LCC officials shall declare and award the winners during the National Literacy Awards to coincide with the celebration of the National Literacy Week in September 2016.

For inquiries, all concerned may contact:

**Ms. Marianne C. Centeno**

Technical Assistant and Focal Person  
Literacy Coordinating Council Secretariat  
Department of Education  
2th Floor, Bonifacio Building, DepEd Complex  
Meralco Avenue, Pasig City

or contact/e-mail at:

tel. nos.: 631-05-67; 635-99-96  
telefax: 631-05-90; 631-05-79  
e-mail: [aiannecenteno@gmail.com](mailto:aiannecenteno@gmail.com)

Guidelines for the National Literacy Awards shall also be available on the LCC website: <http://lcc.deped.org.ph>.



- electronic copy (in CD) of nominee's portfolio including photographs for uploading in the LCC website;
- individual score sheets of the Regional Screening Committee (RSC) members duly signed by the rater and countersigned by the RSC Chairperson; and
- brief but complete documentation of all stages of the selection process signed by the Coordinator and countersigned by the Chairperson.

### **Entries/Nominees**

To qualify as nominee for the NLA, entries in all categories must already be in existence for at least two (2) years. The categories are literacy program and local government units.

- ***Literacy Program***

Only literacy programs initiated by non-government organizations, private educational institutions, people's organizations, and socio-civic groups may be nominated.

If the mandate or main function of a government agency/line agency involves the management, implementation and sustainability of literacy programs and projects, this agency cannot be nominated under the program category. However, if a government agency initiates/implements literacy programs as a supplement to its regular government function, a *Special Citation* shall be given by LCC during the awarding ceremonies.

Likewise, outstanding literacy advocates shall be given due recognition and citation for their stewardship of a literacy program/project.

A special citation shall be given only once to the qualified government or line agency.

- ***Local Government Units***

The local government unit (LGU) shall be the nominee. The leadership of the local chief executive may be duly noted and recognized, but the efforts of the LGU are the main consideration. Other government organizations involved in the LGU program/project shall act as support agencies to the LGU.

Focus should be on the literacy development efforts of the various sectors: agriculture, social services, environment, infrastructure, and other groups (youth, elderly, women, IPs, especially-abled persons, etc.).

To be fair in the assessment of the LGU's efforts in promoting literacy and continuing education, the Outstanding LGU category shall be sub-categorized into:

1. Highly Urbanized Cities
2. Independent Component and Component Cities
3. First to Third Class Municipalities
4. Fourth to Sixth Class Municipalities

This subdivision ensures equal and fair judging since some cities/municipalities have greater means and more resources for the development, implementation, and sustainability of literacy programs.

### **Hall of Fame and Special Award of Excellence**

First place winners that maintain the rank for three (3) years are eligible for the Hall of Fame Awards. Subsequently, Hall of Fame awardees will not be eligible to join the regular contest.

Hall of Fame contenders shall be subject to monitoring and evaluation by the Council.

A Special Award of Excellence in Literacy may be extended by the Council to Hall of Fame awardees that are deserving of the said award upon strong recommendation by the evaluating team.



Describe resources (human, physical and financial), which the municipal/city council or local school board provides for literacy-related and continuing education programs on previous and current year (Enclose approved/signed municipal/city budget for the year).

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**MANAGEMENT OF LITERACY/ CONTINUING EDUCATION PROGRAM/PROJECT**

Provide the following information. Use additional sheets as needed.

Name of project \_\_\_\_\_  
\_\_\_\_\_

Background of project (include history, rationale, components, cooperating agencies)

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Describe project management, funding (allocation of resources), networking, sustainability.

To further illustrate effective management, include a list of problems encountered and corresponding solutions taken.

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Delivery systems/strategies to sustain and institutionalize literacy/continuing education program.

Describe approaches in initiating and delivering literacy/continuing education projects (including local government officials and community participation, use of indigenous resources, learning materials, media technology, etc.).

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Positive effects of the program/project on clients.

Describe improvements in the quality of life of community members, other changes in the community as a result of the project intervention, and economic opportunities generated. Include tables of comparative literacy rates and/or graduates against enrollees.

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List of institutions or networks involved in the implementation of literacy and continuing education program/project and other programs/projects implemented (government agencies, NGOs, private organizations, civic organizations, etc.).

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Briefly describe of the involvement and/or participation of elective and appointive municipal/city officials in literacy/continuing education of the local government.

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Describe strategies undertaken by local Officials to generate awareness or interest and to encourage (1) other officials, (2) community members, and (3) intended beneficiaries to support the literacy program/project.

Describe briefly the results of such advocacy efforts.

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**NOMINATED BY**

Name	Office and Position
1. _____	_____
2. _____	_____
3. _____	_____

I hereby swear to the best of my knowledge that all information contained in this nomination form is true and the supporting documents are authentic.

Date Submitted

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Signature of Nominators

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_





Include supporting documents such as brochures, profile, learning modules and/or training design for literacy workers, articles or write-ups about the program/project, and other related documents.

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**ON DELIVERY**

Describe strategies and approaches, culture-fitness, indigenous resources, learning materials, and media technology used as regards the effective delivery of the literacy program to learners.

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**ON MANAGEMENT AND EVALUATION**

Describe project management, sustainability, funding (if possible, enumerate how funding and other forms of resources were generated), previous funding sources and reason/s for withdrawal of support; operationalization and networking system with government agencies and non-government and civic organizations in the planning and implementation of literacy programs/projects.

Include supporting documents such as information, education and communication materials used in generating resources or social mobilization activities. To further illustrate effective management, include a list of problems encountered and corresponding solutions taken.

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**ON EFFECTS OF PROGRAM/PROJECT ON LEARNERS**

Describe improvement in the quality of life of learners or community members, other changes in the community as a result of the project intervention (you may use project impact indicators set prior to implementation), and economic opportunities generated.

You may attach existing case studies on the project and other similar supporting documents. Provide table/s of comparative literacy rates and/or graduates against enrollees. (Provide names of persons made literate/whose literacy level improved through the project/program.)

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**ON INSTITUTIONALIZATION/SUSTAINABILITY AND/OR REPLICATION OF LITERACY PROGRAM/PROJECT**

Describe how the program/project has been sustained and/or institutionalized through support and participation of community development workers and stakeholders.

Describe how the program/project has been replicated in other sites.

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**ON LITERACY WORKER/S**

Briefly describe the literacy worker/s, their admirable qualities, if any; brief description of functions of the literacy workers.

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**WINNING EDGE**

Summary of points that make the project deserving of the award.

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**NOMINATED BY**

Name	Office and Position
1. _____	_____
2. _____	_____
3. _____	_____

I hereby swear to the best of my knowledge that all information contained in this nomination form is true and the supporting documents are authentic.

Date Submitted

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Signature of Nominators

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_



Factors for Evaluation	Percentage Weight	Rating
<ul style="list-style-type: none"> <li>• Programs/Projects of other government agencies in partnership with or localized by the Local Government Unit (e.g., DepEd, DOH, DSWD, DA, DENR, NGO, other organizations) <ul style="list-style-type: none"> <li>&gt; Program/Project scope/reach (e.g., total immersion, focused group, etc.)</li> <li>&gt; Relevance/Responsiveness to community needs</li> </ul> </li> <li>• Support mechanisms (e.g., networks, volunteer program, NSTP, donations, civic activities, etc.)</li> </ul>	<p style="text-align: center;">2</p> <hr/> <p style="text-align: center;">2</p> <hr/> <p style="text-align: center;">2</p> <hr/>	<hr/> <hr/> <hr/> <hr/>
<p><b>2. Monitoring and Evaluation</b></p>	<p style="text-align: center;"><b>8</b></p> <hr/>	<hr/>
<ul style="list-style-type: none"> <li>• Documentation and records keeping (e.g., site visits, video documentation)</li> <li>• Status report</li> <li>• Researches/Studies undertaken</li> <li>• Publication of results</li> </ul>	<p style="text-align: center;">2</p> <hr/> <p style="text-align: center;">2</p> <hr/> <p style="text-align: center;">2</p> <hr/> <p style="text-align: center;">2</p> <hr/>	<hr/> <hr/> <hr/> <hr/>
<p><b>3. Organizational Structure and Management</b></p>	<p style="text-align: center;"><b>7</b></p> <hr/>	<hr/>
<ul style="list-style-type: none"> <li>• Designation of literacy coordinators and facilitators employed by LGU</li> <li>• Presence of active local LCCs in city/municipality/barangay</li> <li>• Functional Local School Board</li> </ul>	<p style="text-align: center;">2</p> <hr/> <p style="text-align: center;">3</p> <hr/> <p style="text-align: center;">2</p> <hr/>	<hr/> <hr/> <hr/> <hr/>
<p><b>4. Effects of Programs/Projects on Learners</b></p>	<p style="text-align: center;"><b>5</b></p> <hr/>	<hr/>
<p><b>C. Management and Leadership</b></p>	<p style="text-align: center;"><b>25</b></p> <hr/>	<hr/>
<p><b>1. Resource Generation, Networking and Social Mobilization</b></p>	<p style="text-align: center;"><b>10</b></p> <hr/>	<hr/>
<ul style="list-style-type: none"> <li>• Advocacy and social mobilization schemes</li> <li>• Budget and financial statements</li> <li>• Number of donors/benefactors, description of activities, level of participation and extent of networking</li> <li>• Database management</li> </ul>	<p style="text-align: center;">3</p> <hr/> <p style="text-align: center;">3</p> <hr/> <p style="text-align: center;">2</p> <hr/> <p style="text-align: center;">2</p> <hr/>	<hr/> <hr/> <hr/> <hr/>
<p><b>2. Program Sustainability and Institutionalization</b></p>	<p style="text-align: center;"><b>5</b></p> <hr/>	<hr/>
<ul style="list-style-type: none"> <li>• Sustainability and institutionalization plan (syncopation practices, continuing projects, etc.)</li> <li>• Track record</li> </ul>	<p style="text-align: center;">3</p> <hr/> <p style="text-align: center;">2</p> <hr/>	<hr/> <hr/> <hr/> <hr/>
<p><b>3. Leadership Qualities</b></p>	<p style="text-align: center;"><b>10</b></p> <hr/>	<hr/>
<ul style="list-style-type: none"> <li>• Qualities of the Leader <ul style="list-style-type: none"> <li>&gt; Competence and ability to provide clear directions (knowledge, expertise, experience)</li> </ul> </li> </ul>	<p style="text-align: center;">2</p> <hr/>	<hr/>

Factors for Evaluation	Percentage Weight	Rating
<ul style="list-style-type: none"> <li>&gt; Interpersonal relations and teambuilding capacity</li> </ul>	2	
<ul style="list-style-type: none"> <li>&gt; Ability to make critical judgments and decisions</li> </ul>	2	
<ul style="list-style-type: none"> <li>&gt; Other skills (e.g., communication)</li> </ul>	1	
<ul style="list-style-type: none"> <li>• Transparency and Accountability</li> </ul>		
<ul style="list-style-type: none"> <li>&gt; Presence of a working board</li> </ul>	1	
<ul style="list-style-type: none"> <li>&gt; Presence of a financial system</li> </ul>	1	
<ul style="list-style-type: none"> <li>&gt; Participatory decisionmaking</li> </ul>	1	
<b>D. Impact (Individual or Collective/Community)</b>	<b>25</b>	
<ol style="list-style-type: none"> <li>1. Actual improvement in literacy rate/Increased number of literates (75% of target)</li> </ol>	5	
<ol style="list-style-type: none"> <li>2. Improved economic status/Development in the community (75% of target)</li> </ol>	4	
<ol style="list-style-type: none"> <li>3. Improvement in terms of health and nutrition, sanitation and hygiene</li> </ol>	4	
<ol style="list-style-type: none"> <li>4. Improved environmental protection program (e.g., waterways, waste disposal, etc.)</li> </ol>	4	
<ol style="list-style-type: none"> <li>5. Improved peace and order conditions</li> </ol>	4	
<ol style="list-style-type: none"> <li>6. Modelled with other LGUs to adopt the same program</li> </ol>	4	
<b>TOTAL =</b>	<b>100%</b>	



Factors for Evaluation	Percentage Weight	Rating
<ul style="list-style-type: none"> <li>Responses to emerging needs (thru interview, incidental groupings, dyads, etc.)</li> </ul>	3	
<ul style="list-style-type: none"> <li>Availability of appropriate learning materials</li> </ul>	3	
<b>2. Monitoring and Evaluation</b>	15	
<ul style="list-style-type: none"> <li>Documentation and records keeping (e.g. site visits, video documentation)</li> </ul>	5	
<ul style="list-style-type: none"> <li>Status report (COO report/NGO report)</li> </ul>	4	
<ul style="list-style-type: none"> <li>Researches/Studies undertaken</li> </ul>	3	
<ul style="list-style-type: none"> <li>Publication of results</li> </ul>	3	
<b>C. Management and Leadership</b>	30	
<b>1. Resource Generation, Networking and Social Mobilization</b>	15	
<ul style="list-style-type: none"> <li>Advocacy and social mobilization schemes</li> </ul>	5	
<ul style="list-style-type: none"> <li>Budget and financial statement</li> </ul>	4	
<ul style="list-style-type: none"> <li>Number of donors/benefactors, description of activities; level of participation and extent of networking</li> </ul>	3	
<ul style="list-style-type: none"> <li>Database management</li> </ul>	3	
<b>2. Program Sustainability and Institutionalization</b>	5	
<ul style="list-style-type: none"> <li>Sustainability and institutional policies (syncopation practices, continuing projects, etc.)</li> </ul>	4	
<ul style="list-style-type: none"> <li>Track record</li> </ul>	1	
<b>3. Leadership Qualities</b>	10	
<ul style="list-style-type: none"> <li>Qualities of the Leader <ul style="list-style-type: none"> <li>&gt; Competence and ability to provide clear directions (knowledge, expertise, experience)</li> </ul> </li> </ul>	2	
<ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li>&gt; Interpersonal relations and teambuilding capacity</li> </ul> </li> </ul>	2	
<ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li>&gt; Ability to make critical judgments and decisions</li> </ul> </li> </ul>	2	
<ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li>&gt; Other skills (e.g., communication)</li> </ul> </li> </ul>	1	
<ul style="list-style-type: none"> <li>Transparency and Accountability <ul style="list-style-type: none"> <li>&gt; Presence of a working board</li> </ul> </li> </ul>	1	
<ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li>&gt; Presence of financial system</li> </ul> </li> </ul>	1	
<ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li>&gt; Participatory decisionmaking</li> </ul> </li> </ul>	1	
<b>D. Effects and Impact of the Program</b>	25	
<b>1. Actual improvement in literacy rate/Increased number of literates (75% of target)</b>	6	
<b>2. Improved economic status/Development of the community (75% of target)</b>	4	

Factors for Evaluation	Percentage Weight	Rating
3. Improvement in terms of health and nutrition, sanitation and hygiene	4	
4. Improved environmental protection program (e.g. waterways, waste disposal, etc.)	4	
5. Improved peace and order conditions	4	
6. Influenced other NGOs to adopt the same program	3	
<b>TOTAL =</b>	<b>100%</b>	