



Republic of the Philippines  
**Department of Education**  
REGION IV-A CALABARZON



06 August 2024

**Regional Memorandum**  
No. 539 s. 2024

**PARTICIPATION OF THE SCHOOLS DIVISION OFFICES IN  
DEPED REGION IV-A CALABARZON IN THE E-COMMERCE  
TRACK IN SENIOR HIGH SCHOOL**

To: **Schools Division Superintendents**

1. In reference to Memorandum CO-EPS Number 07-56 s. 2024, addressed to the Regional Directors of NCR, Region III, and Region IV-A, which highlighted the signing of the Memorandum of Agreement for the SHS E-Commerce Track among the Department of Education, the Department of Trade and Industry, and Thames International School Inc., this office informs the field on Region IV-A's participation in the program as mentioned earlier.
2. To provide comprehensive implementation details of this activity, there will be a virtual orientation for Region IV-A CALABARZON on August 9, 2024. This virtual orientation via Zoom will be conducted in two batches following this schedule, in which attendees will receive a Zoom meeting link after registering.

ORIENTATION	DATE AND TIME	REGISTRATION LINK
<b>Batch 1</b> Cavite Cluster Laguna Cluster	August 9, 2024 10:00 AM to 11:30 AM	<a href="https://bit.ly/SHSECommOrientation1">https://bit.ly/SHSECommOrientation1</a>
<b>Batch 2</b> Batangas Cluster Rizal Cluster Quezon Cluster	August 9, 2024 2:00 PM to 3:30 PM	<a href="https://bit.ly/SHSE-CommOrientation2">https://bit.ly/SHSE-CommOrientation2</a>

3. Potential school heads adopting this track must attend the orientation with their School Division Superintendents or representatives. The schools recommended by the Schools Division Offices must have access to commercial industries and a robust network of Micro, Small, and Medium Enterprises (MSMEs). Similarly, schools with two to three class shifts are highly encouraged to participate in this unique track offering.
4. In addition, schools should have a minimum of 50 applicants. They should be Grade 10 completers currently enrolled in Grade 11 with a GWA of 85% or higher with access to a device and internet coupled with skills and drive to learn on online modality.

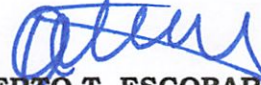


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5. The SHS E-Commerce Track Program Implementation Brief, Technical Working Group from Region IV-A, and Terms of Reference are attached.
6. For more details, contact Dr. Eduarda M. Zapanta and Dr. Ramil G. Ginete, PDO IV of the Education Support Services Division, at (02) 8682-2114 local 430 or email [essd.calabarzon@deped.gov.ph](mailto:essd.calabarzon@deped.gov.ph).
7. Immediate dissemination of this Memorandum is desired.



**ATTY. ALBERTO T. ESCOBARTE, CESO II**

 Regional Director 

Cc: 03/ROE3



Enclosure No. 1 to RM. 539 s. 2024

## SHS E-Commerce Task Program Implementation Brief

### SHS E-Commerce Track Program Implementation Brief

**Background:** With the growth of the E-commerce industry during the pandemic, there was a need to produce more skilled workers for the industry. Pilot Programs were developed and implemented by the Department of Trade and Industry (DTI), Department of Education (DepEd) NCR, and Thames International. Philippine President Ferdinand BongBong Marcos Jr. has also identified the urgent need to improve the employability and work readiness of K12 graduates.

#### Solutions:

1. DepEd and the DTI, in partnership with Thames International, will launch a fully online SHS E-Commerce Track for School Years 2024-2025, as a pioneering model for "Work-ready" SHS grads. The students will be given summer internships with companies from the E-commerce Ecosystem as referred by DTI.
2. To ensure that DepEd is capable of delivering the E-commerce SHS track by SY 2026-2027, Thames will conduct a train the Trainer program among select DepEd Schools.

#### Strategies:

- A. Roll out Recommendation for SY 2024-2025:
  1. Target of 1,000 students as pioneer batch from NCR, Region 3 and Region 4A.
  2. Identify 50 schools to recruit the pioneering batch and also be part of the "Train the Trainer" Program. School locations broken down as follows:
    - NCR : 30
    - Region 3 : 10
    - Region 4A: 10.
  3. Aim for 50 qualified applicants for each public school
    - Grade 10 completers currently enrolled in Grade 11 with a GWA of 85% or higher
    - access to a device and internet.
- B. DepEd and Thames to conduct on-school events for program dissemination and enrollment.
- C. DTI to highlight potential employers of the future SHS Ecommerce Graduates from its ecosystem.

#### Execution Plan:

Milestones	In-Charge	Dates
Identification of 50 schools preferably from NCR - 30 schools (including the 16 pilot schools) REGION 3 – 10 schools (SJD, Malolos, Meycauayan, Angeles City, San Fernando) REGION 4A – 10 schools (Cainta, Sta. Rosa, Binan, Carmona, Cavite, Lipa, Batangas City, Tagaytay)	DepEd NCR, R3, R4A	Aug. 1, 2024
Information Dissemination to selected schools	DepEd NCR, R3, R4A	Aug. 1- 8, 2024
Get 50 applications per school	DepEd NCR, R3, R4A,	Aug. 9, 2024
Roadshow and events within the 50 target schools	DepEd & Thames	Aug. 12-16, 2024
Applications Processing. Applications will be online via <a href="https://extension.thames.edu.ph">https://extension.thames.edu.ph</a>	Thames	Aug. 12-26, 2024
Deadline of Applications	Thames	Aug. 24, 2024
Start of Online Classes	Thames	Aug. 28, 2024

*Enclosure No. 2*

Executive and Technical Management Committee  
SHS- E-COMMERCE TRACK IMPLEMENTATION FOR REGION IV-A CALABARZON

**EXECUTIVE MANAGEMENT COMMITTEE**

**ATTY. ALBERTO T. ESCOBARTE, CESO II**  
Regional Director

**LOIDA N. NIDEA**  
Assistant Regional Director

**TECHNICAL MANAGEMENT COMMITTEE**

**EDUARDA M. ZAPANTA**  
Chief – ESSD  
Program Lead

**VIERNALYN M. NAMA**  
Chief- CLMD  
Deputy Program Lead

**LUZ OSMEÑA**  
Chief- QAD  
Co-Deputy Program Lead

**RAMIL G. GINETE**  
PDO -IV  
Focal Person

**EUGENE RAY F. SANTOS**  
Deputy Focal Person

**JEFFRIE DITABLAN**  
Co-Deputy Focal Person

## **TERMS OF REFERENCE**

### **A. Roles with partners:**

1. The management and technical working committee, led by the Regional Director, will provide guidance, direction, and recommendations to ensure the proper implementation of the program.
2. The management and technical working committee will Implement and coordinate policies in the areas relative to the partnership to ensure the successful conduct of the program.
3. The technical working committee will coordinate with the partners, Thames International, the Department of Trade Industries, and the Department Central Office, to ensure the smooth progress of the program and address any urgent concerns that may arise.
4. The technical working committee will prepare communications with the field concerning the program at the partners' request. They will help monitor the program's progress with the partners and provide technical assistance if required. Official reports are required after the program is implemented.

### **B. ROLES WITHIN REGION IV- A CALABARZON**

1. The Program lead in ESSD coordinates with Thames International / Deped Central Office(partnership) meeting schedules and release communications needed in Schools Division Offices. In addition, the ESSD will provide reports on partnership concerns if required.
2. The Deputy Program Lead in CLMD will have the critical responsibility of overseeing the identification and finalization of schools and participants for the program, looking into the program's curriculum concerning E-Commerce SHS Tract, and reporting to CO on CT strands concerning curriculum if required.
3. The Co-Deputy program lead from QAD will oversee the quality implementation and submit a quarterly comprehensive report relevant to the SHS—E-Commerce Track implementation to the Management Working Committee (MWC).
4. The Focal Persons, crucial and valued team members, will diligently attend to the details and written tasks of the program, ensuring that everything is in order. The focal persons will also submit quarterly reports to top management, who are pivotal in reporting responsibilities.
5. The management working committee is to conduct meetings and address on concerns not mentioned above at the call of the Regional Director.