



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



August 18, 2025

In compliance with DepEd Order (DO) No. 8, s.2013  
this advisory is issued not for endorsement per DO 28, s. 2001,  
but only for the information of DepEd officials,  
personnel/staff as well as the concerned public.  
(Visit [depedcalabarzon.ph](http://depedcalabarzon.ph))

**13<sup>th</sup> NATIONAL ADMINISTRATORS' AND  
MENTORS' CONGRESS**

Attached is a copy of the letter of invitation and poster from Sining M. Kotah,  
President of Association of Philippine Private School Administrators and Mentors  
(APPSAM), Re: APPSAM Admin Congress on September 25-27, 2025 at Vela Hotel,  
Legazpi City, Albay. The contents of which are self-explanatory.

Participation of private school administrators outside school activities is  
generally voluntary.

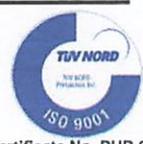
Participants may register by accessing this Google Form:  
<https://forms.gle/HLHWkTZMHh3zjHdry9>.

For particular or further inquiries, please feel free to call any of the officers or the  
undersigned at (02) 8252-0501 to 03 loc. 8102 or send a message at the email address  
[ovp@philippineculturalcollege.edu.ph](mailto:ovp@philippineculturalcollege.edu.ph)

05/ROQ6



Address: Gate 2, Karangalan Village, Cainta, Rizal  
Telephone No.: 02-8682-2114  
Email Address: [region4a@deped.gov.ph](mailto:region4a@deped.gov.ph)  
Website: [depedcalabarzon.ph](http://depedcalabarzon.ph)



Certificate No. PHP QMS  
22 93 0085



**ASSOCIATION OF PHILIPPINE PRIVATE SCHOOL ADMINISTRATORS AND MENTORS (APPSAM)**

c/o Philippine Cultural College – Manila  
1253 Jose Abad Santos Avenue, Tondo, Manila

Tel. No. (02) 8252-0501 to 03 loc. 8102, email add [ovp@philippineculturalcollege.edu.ph](mailto:ovp@philippineculturalcollege.edu.ph)



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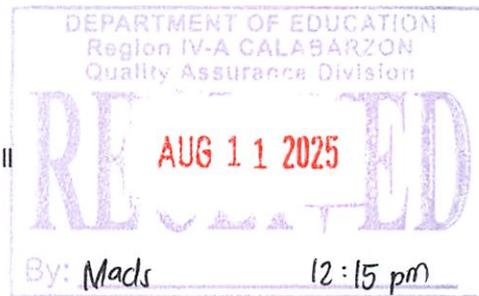
**Immediate Past President**

**DR. JESUS Q. JAVIER**  
Bloomington Middle and Grade School  
Caloocan City, NCR

July 30, 2025

ATTN:

Atty. Alberto T. Escobarte, CESO II  
Regional Director, Region IV-A  
Department of Education



**LETTER OF REQUEST TO THE REGIONAL DIRECTORS: DISSEMINATION REQUEST  
RE: APPSAM ADMIN CONGRESS IN LEGAZPI CITY, ALBAY**

Greetings of Peace and Good Health!

We at the [Association of Philippine Private School Administrators and Mentors \(APPSAM\)](#) are conducting our 13<sup>th</sup> National Administrators' and Mentors' Congress on **September 25-27, 2025** at Vela Hotel (Lakandula Drive Cor. Barriada Rd., Gogon, Legazpi City, 4500 Albay). The theme for this professional gathering is *"Enhancing Efficiency and Effectiveness in School Administration Amidst AI Challenges."* The speakers include DepEd Asec and NCR RD Jocelyn Andaya, DepEd Region V RD Dr. Gilbert Sadsad, UST's Dr. Allan De Guzman, and Data and AI Ethics PH's Mr. Carljoe Javier.

In line with this, we are writing to your good office to humbly request that the **attached invitation letter and poster** be disseminated to the **administrators of the private schools of Region IV A**. We believe that this event is inclined towards our common goal of capacitating our school administrators so that they are better prepared to meet the challenges of our field, in light of the upcoming Strengthened SHS Curriculum and the prevalence of Artificial Intelligence. Your assistance regarding this matter will go a long way towards ensuring that private school leaders and their personnel are better equipped for the challenges and opportunities that lie ahead.

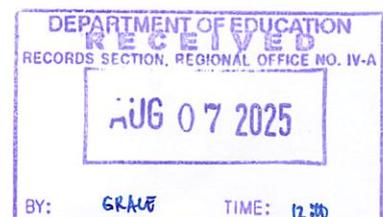
Participants may register by accessing this Google Form: <https://forms.gle/HLHWkTZMh3ziHdry9>.

For particulars or further inquiries, please feel free to call any of the officers or the undersigned at **(02) 8252-0501 to 03 loc. 8102** or send us a message at the email address [ovp@philippineculturalcollege.edu.ph](mailto:ovp@philippineculturalcollege.edu.ph).

We hope for your favorable response as together, we continue to do our best to address the needs of the learners and communities under our care.

Very truly yours,

Sining M. Kotah, PhD, LPT  
President





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c/o Philippine Cultural College – Manila

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Bloomington Middle and Grade School  
Caloocan City, NCR

June 12, 2025

Dear Administrators and Mentors,

Greetings of Peace and Good Health!

As we embrace the era of the artificial intelligence and equip ourselves with the skills necessary to cope with the demands of the changing times, we remain steadfast in our commitment to provide relevant quality education to the children entrusted to us by our world in general and our parents in particular. Thus, we at the Association of Philippine Private School Administrators and Mentors (APPSAM) shall conduct our 13<sup>th</sup> National Administrators' and Mentors' Congress on **September 25-27, 2025 at Vela Hotel** (Lakandula Drive Cor. Barriada Rd., Gogon, Legazpi City, 4500 Albay). The theme for this professional gathering is **"Enhancing Efficiency and Effectiveness in School Administration Amidst AI Challenges"**

In line with this, we are cordially inviting you to this gathering for us to enhance our professional skills and learn from our speakers and from one another. We have invited speakers to provide significant inputs for the Congress participants. The program is attached for your ready reference.

Registration fee for the Congress, inclusive of board and lodging, seminar kit and materials, is **Php6,700 for members** and **non-members availing of the early bird payment**, which is due **on or before August 15, 2025**, and **Php6,900 for non-members**. You may deposit your payment to the account indicated below:

Bank: BPI

Account Number: 9071-0056-71

Account Name: APPSAM

Branch: Colon Branch, Cebu City

To enable us to make the necessary arrangements to ensure the smooth flow of the activities, we would appreciate receiving your confirmation for the said event by filling out this Google Form: <https://forms.gle/HLHWkTZMh3zjHdry9>. Meals and accommodation before and after the check-in and check-out time shall be the responsibility of each participant. Schedule of check-in will be on September 25 at 2:00 pm, and check-out at 11:00 am on September 27.

For particulars or further inquiries, please feel free to call any of the officers or the undersigned at **(02) 8252-0501 to 03 loc. 8102** or send us a message at the email address [ovp@philippineculturalcollege.edu.ph](mailto:ovp@philippineculturalcollege.edu.ph).

We look forward to your presence in this meaningful endeavor of professional sharing and camaraderie.

Very truly yours,

Sining M. Kotah, PhD, LPT  
President

**September 25, 2025**

- 2:00 pm      **Opening Program**  
**Welcome Address**  
**Dr. Gilbert T. Sadsad, CESO V**  
- Regional Director  
Department of Education – Regional Office V
- 3:00 pm      **Keynote Address**  
**Dr. Jocelyn Andaya**  
- Assistant Secretary for Operations  
Department of Education  
“Updates on the Strengthened SHS”
- 4:00 pm      **Mr. Carljoe Javier**  
- Executive Director and Chief AI Ethicist  
Data and AI Ethics PH  
“Data Privacy and AI Ethics”
- 6:30 pm      **Dinner and Socialization**

**September 26, 2025**

- 8:00 am      **Dr. Emmanuel James P. Pattaguan**  
- Graduate School  
University of St. Louie, Tuguegarao  
“AI for Administrators”
- 1:00 pm      **School Visit**
- 3:00 pm      **City Tour**

**September 27, 2025**

- 8:00 am      **Dr. Allan B. De Guzman**  
- Professor, Research Center for Social Sciences and Education, University of Sto. Tomas  
“AI for School Administrators: Its Impact on School Operations”



**ASSOCIATION OF PHILIPPINE PRIVATE SCHOOL ADMINISTRATORS AND MENTORS (APPSAM)**

# **13TH NATIONAL ADMINISTRATORS & MENTORS' CONGRESS**

**Sept. 25-27, 2025 at the Vela Hotel, Lakandula Drive Cor. Barriada Rd., Gogon, Legazpi City, Albay**

**“Enhancing Efficiency & Effectiveness in School Administration Amidst AI Challenges”**



**Dr. Gilbert T. Sadsad CESO V**  
*Regional Director,  
Department of Education - Region V*



**Dir. Jocelyn Andaya**  
*ASec. for Operations,  
Department of Education*



**Dr. Allan De Guzman**  
*2011 Metrobank Foundation Outstanding Teacher (Higher Education Category),  
Research Center for Social Sciences & Education, University of Sto. Tomas*

**With sessions on Updates on the Strengthened SHS Program, Harnessing AI: Challenges and Educational Opportunities, AI and its Impact on School Operations, and SCHOOL VISITS**

**For registration and further inquiries:**

**(02) 8-252-0501 to 03 loc. 8102**

**[ovp@philippineculturalcollege.edu.ph](mailto:ovp@philippineculturalcollege.edu.ph)**



**Mr. Carljoe Javier**  
*Executive Director and  
Chief AI Ethicist,  
Data and AI Ethics PH*