



Republic of the Philippines  
Department of Education  
REGION VI – WESTERN VISAYAS  
SCHOOLS DIVISION OF AKLAN

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29 July 2022

DIVISION MEMORANDUM

No. **365**, s. 2022

**2022 BRIGADA ESKWELA DIVISION ACTIVITIES KICK-OFF AND  
VIDEO TEASER CONTEST**

To: OIC-Office of the Assistant Schools Division Superintendent  
Chief Education Supervisors  
Education Program Supervisors  
Public Schools District Supervisors/  
Principals In-charge of the District  
Heads of Public and Private Elementary, Secondary and  
Integrated Schools  
All Others Concerned

1. Pursuant to DepEd Order (DO) No. 034, s. 2022 titled, " School Calendar and Activities for the School Year 2022-2023" this Office, through the School Governance and Operations Division (SGOD)-Social Mobilization and Networking Section (SMNS), together with the 19 School Districts shall implement the *Brigada Eskwela (BE)* with the theme "***Brigada Eskwela: Tugon sa Hamon ng Ligtas na Balik-Aral,***" on August 1-26, 2022, in preparation for the Opening of Classes for School Year (SY) 2022-23.
2. This year's ***Brigada Eskwela Division Kick-Off*** will be at **Madalag Elementary School, Poblacion, Madalag, Aklan** on **August 11, 2022** hosted by the District of Madalag. The program will start with a walk parade at 7:00 A.M. and to be followed by a school clean-up in the afternoon.



Poblacion, Numancia, Aklan  
Tel/Fax No. (265 3740 | 265 3741 | 265 3743)  
Website: <http://www.depedaklan.org>  
Email Address: [aklan.1958@deped.gov.ph](mailto:aklan.1958@deped.gov.ph)

3. This year's Brigada Eskwela shall focus on the following:
- implementation of the year-round schools' maintenance and repair activities which include the provision of the immediate needs during disaster or calamities addressing of resource gaps during the reopening of the face-to-face classes;
  - strengthened the partnership engagements with partners and stakeholders that complement DepEd's efforts to ensure quality basic education;
  - achievement of significant goals which shall contribute in increasing students' participation rate, reducing drop-outs and helping improve learning for both learners and community; and
  - creation of network of community-based organization to get a total community commitment for collaborative programs and projects including the Brigada Pagbasa and other support and volunteer/community-based projects.
4. The participants to attend onsite are the following:
- (10) Office of the Schools Division Superintendent;
    - Schools Division Superintendent
    - Assistant Schools Division Superintendent
    - Administrative Officer V (Admin)
    - Administrative Office V (Budget)
    - Information Technology Officer I
    - Legal Officer
    - Accountant
    - Cashier
    - Supply Office<sup>vr</sup>
    - Records Officer
  - (10) Curriculum Implementation Division;
    - Chief Education Supervisor
    - Education Program Supervisor (9)
  - (10) School Governance and Operations Division;
    - Chief Education Supervisor
    - Education Program Supervisor
    - Social Mobilization Division (2)
    - School Monitoring and Evaluation Section (2)
    - Youth Formation (2)



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- School Health and Nutrition (1)
  - Educational Facilities (1)
  - d. Public Schools District Supervisors;
  - e. District Social Mobilization & Networking Coordinators;
  - f. 1 District PTA President/Stakeholder;
  - g. 1 Elementary School Head; and
  - h. 1 Secondary School Head.
5. Each District is required to prepare a **Brigada Eskwela 2022 Video Teaser** to be presented during the Kick-Off Program with the following criteria:

Content	20%
Video Quality	20%
Audio Quality	20%
Technical Appeal and Transition	20%
Over-all Presentation	<u>20%</u>
	<b>100%</b>

Reminders for an effective video teaser:

- a. The video teaser must have a maximum duration of one (1) minute.
- b. Pick a tight focus. Do not try to share everything in one short teaser.
- c. Show off your district brand that shines above the rest.
- d. Keep the energy and excitement at high level.
- e. Create a powerful call to action.

Upload your video to google drive and send to **SocMob DepEd Aklan** facebook account on or before August 8, 2022.

6. For more information, please contact **Arch. Mar Bien Gregory G. Parel**, UAP, Senior Education Program Specialist/**Apple Gay M. Oquendo**, Education Program Specialist II (Social Mobilization and Networking Section), at cellphone number **09209579324** or email at [apple.oquendo@deped.gov.ph](mailto:apple.oquendo@deped.gov.ph).



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7. Proper health and safety protocols shall be strictly observed during the conduct of the activity.
8. Expenses incurred in the conduct of this activity shall be charged against Division/School MOOE and other local funds subject to usual government accounting and auditing rules and regulations.
9. Refer to the following Enclosure for schedule of activities.
10. Immediate dissemination of this Memorandum is desired.

FOR THE SCHOOLS DIVISION SUPERINTENDENT:

**JERSON B. LABOS EdD**

OIC-Office of the  
Assistant Schools Division Superintendent  
In-charge of the Division

Enclosure: As stated

Reference: DepEd Order (DO) No. 034, s. 2022

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

ACTIVITIES	PROGRAM	SCHOOLS	TEACHERS
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