



Republic of the Philippines

Department of Education

Region VII, Central Visayas

DIVISION OF CEBU PROVINCE

Sudlon, Lahug, Cebu City



October 25, 2013

DIVISION MEMORANDUM

No. 059, s. 2013

DIVISION – WIDE MATERIALS DEVELOPMENT COMPETITION

TO: OIC, Assistant Superintendents
Division Supervisors/Coordinators
Public Schools District Supervisors/OICs
Elementary School Heads

1. There will be a Division – Wide Materials Development Competition on November 15 – 16, 2013 at DepEd Ecotech Center, Sudlon, Lahug, Cebu City. This is a live – in activity, sponsored by the United States Agency for International Development (USAID) through the Education Development Center (EDC) in cooperation with the Department of Education.

2. **All the 55 Elementary Districts shall submit the names of their contestant [only one (1) contestant per District] on or before November 8, 2013 c/o the Office of Dr. Leah Noveras.**

3. Attached is the 3 – page Mechanics of the said Competition for your guidance.

4. Immediate and wide dissemination of this Memorandum is desired.

ARDEN D. MONISIT, Ed. D.
Schools Division Superintendent

ADM/lpn.DO

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Mechanics for Division-wide Materials Development Competition

(4th draft as of 23 October 2013)

Background

Basa Pilipinas has taken on the challenge of improving the reading skills of one million children under the Department of Education's (DepED) K to 12 program. Basa will provide DepED targeted technical assistance to build on existing systems and processes to improve early grade reading interventions and foster an enabling environment for reading both in schools and at home.

Part of Basa's approach is to generate public awareness on the importance of reading and shore up community support and action to help children develop the love and habit of reading. To do this, Basa together with its implementing partners will launch its annual reading campaign in November to coincide with the Philippine celebration of the National Reading Month. This year's campaign, "**Basa Pilipinas: Ang Batang Nagbabasa, Bidang Bida!**", in partnership with DepED will conduct reading promotion events at the national and regional level to raise public interest on the importance of reading, generate excitement for the library hubs, and mobilize the community around reading activities. This heightened level of awareness will hopefully increase the number of readers among students.

One of the month-long activities for the reading month campaign is the **Materials Creation and Development Competition**. This competition will be open to all districts in the partner Basa Pilipinas divisions and will entail the active participation of early grades teachers from the partner schools. Its objective is to get schools to create reading materials that can build children's reading skills while fostering a love of reading

Contest Mechanics:

A. Who Can Join and Categories

1. Qualified contestants are from Basa covered divisions particularly Cebu Province and La Union;
2. Each district should send one (1) teacher for Cebu and two (2) for La Union (who handles Grade 1, Grade 2 or Grade 3 class) and should be endorsed by their respective districts. The representative shall be chosen on the basis of their previous experience in creatively making and designing learning/reading materials for children in Filipino;
3. Contestants should submit entries in the following two (2) categories:
 - a. the **best illustration/adaptation** of a Basa Pilipinas-provided story template into Filipino;
 - b. the **most creative classroom teaching aid or teaching-learning material** that would support the material developed in the previous category .

B. Process for Development and Submission of Entries

1. The competition will formally start with a two-day event that will [1] clarify the mechanics of the competition; [2] provide initial guidance to participating districts on how to create effective early grades reading materials; [3] provide a venue for actual materials development that will serve as the district's entries to the competition. This activity will take place on November 11- 12 in La Union division and November 15-16 in Cebu Province division.

a. the **best illustration/adaptation** of a Basa Pilipinas-provided story

- Basa Pilipinas will provide each district with a standard story written in English. The task of each school is to [a] adapt the text into age/grade appropriate language in Filipino, and [b] create illustrations for each specified section of the standard story.

(Note: Below are two possible stories that Ces is proposing to be used. We can look at the Rwanda stories and select.)



Daddy Debbie
Dictionary story.docx



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- The adapted text should use language appropriate for ages 6-9 or for grade levels 1-3.
- The final entry should be a 8-12 page illustrated storybook, using 8.5 x 11 paper, in portrait layout, with text either hand-printed or computer-printed, and with illustrations in full color, using Crayola, color pastel/craypas, or colored pencil.

b. **Most creative classroom teaching aid or teaching-learning material**

This category will help to generate a pool of innovative ideas for creating teaching aids or instructional resources that comes with the developed material in the previous category, which teachers can replicate and use in their respective classrooms to help make reading instruction more effective for children.

- Teaching aids may include manipulatives, board games, wall charts, puzzles, pocket cards, story cards or any other creative teaching resource that uses low-cost/no-cost, locally available materials.
- Teacher participants are required to bring recyclable materials like magazines, boxes, straw or string/yarn, calendars, popsicle sticks, plastic bottle caps and others.
- The final submission should include the actual completed visual aid/instructional resource, and a brief written description of how teachers would use this teaching aid to support a particular reading skill.

2. Deadline for the submission of entries will be at the end of the 2-day competition.

C. Judging Criteria

1. Best illustration/adaptation of a Basa Pilipinas-provided story

- *Age-/grade-appropriateness of language used to adapt the story into Filipino - 30%*
- *Illustrations' ability to adequately support and convey the essence of the text – 40%*
- *Overall visual appeal of the final storybook (text and illustrations) – 30%*

2. Most creative classroom teaching aid or teaching-learning material

- *Teaching aid's ability to support pupil interaction, practice with and learning of the target reading skill – 30%*
 - *Appropriateness of the resource to the target grade level -20%*
 - *Creative use of no-cost or low-cost materials – 30%*
 - *Clarity in the description of how the teaching aid can be used to aid in supporting the target reading competency in classroom instruction – 20%*
- One grand prize winner and two runners-up will be selected from each Basa Pilipinas partner division at the end of the 2-day competition

4. Prizes

- (1) Grand prize: Adarna set of Grades 1-3 books child story books (55 titles) est. cost @P6thou
NBS donated books
P5,000 worth of instructional supplies/materials
- (2) runner ups: Adarna set of Grades 1-3 child story books (55 titles) est. cost @P6thou
NBS donated books
P3,000 worth of instructional supplies/materials

5. Branding and Ownership

1. All entries will become the property of USAID and DepEd.
2. The winning entry may be reproduced for use by the Department of Education. Distribution of materials will be by the corresponding DepEd division.
3. Layouts of the winning entries will be finalized for print reproduction.
4. Illustrations and artworks of winners will be given full credit.
5. In compliance with the USAID branding and marking guidelines, all titles will bear the USAID logo (usually at the back outside cover) together with the disclaimer:

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