

June 29, 2015

DIVISION MEMORANDUM

No. 365, s. 2015

**CENTER FOR THE PROFESSIONAL ADVANCEMENT OF EDUCATORS (CPAE)
SEMINAR-WORKSHOPS**

**To: Assistant Superintendent
Division Supervisors/Coordinators
District Supervisors/OICs
Elementary and Secondary School Heads**

1. Attached is Regional Memorandum No. 357, s. 2015, entitled, **“Center for the Professional Advancement of Educators (CPAE) Seminar-Workshops.”**
2. Dissemination of this Memorandum is desired.

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

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June 10, 2015

JULIET A. JERUTA, Ph. D., CESO V
OIC-Regional Director
DepEd Region VII- Central Visayas
Sudlon, Lahug, Cebu City

Dear Dr. Jeruta:

Greetings! May this letter find you in good health and happiness.

The Center for the Professional Advancement of Educators (CPAE) will conduct the following seminar-workshops:

- **National Seminar-Workshop on Writing for the Campus Paper** with the theme, *"Writing for the Campus Paper: Responding to the Concerns and Challenges of the 21st Century"* on **July 17-19, 2015** at the **Dao Diamond Hotel, Km. 3 Dao District, Tagbilaran City, Bohol.**

The seminar-workshop aims to: (1) discuss with the participants the rudiments of campus journalism; (2) engage them in the critical discussion of the role of campus journalism in the society; and (3) train them in the various categories of writing for the school paper: editorial writing, news writing, feature writing, sports writing, copy reading and headline writing.

- **National Seminar-Workshop on Campus Journalism and the Digital Media** with the theme, *"Strengthening Campus Journalism through Digital Media"* on **August 28-30, 2015** at the **DepEd Ecotech Center, Sudlon, Lahug, Cebu City.**

The seminar-workshop aims to: (1) discuss with the participants the principles of campus journalism and the digital media; (2) engage them in the discussion of the changing horizons of campus journalism; and (3) train them in the following categories of campus journalism: photojournalism, radio/TV scriptwriting, radio/TV broadcasting, newspaper layouting, and collaborative publishing.

In this connection, we would like to invite your supervisors, school heads, teachers, school paper advisers and interested students to attend and learn from the said seminar-workshops.

Attached are **DepEd Advisory No. 158, s.2015**, program of activities, and other details of the said seminar-workshops for your reference.

We look forward to your positive response and we continue to assure you of our commitment to provide our educators with the best we can offer for their professional advancement.

Thank you very much and more power to you.

Very truly yours,



REPUBLIKA NG PILIPINAS
REPUBLIC OF THE PHILIPPINES
KAGAWARAN NG EDUKASYON
DEPARTMENT OF EDUCATION
REHIYON VII, GITNANG VISAYAS
REGION VII, CENTRAL VISAYAS
Sudlon, Lahug, Cebu City




JUN 23 2015

REGIONAL MEMORANDUM
No. **357**, s. 2015

**CENTER FOR THE PROFESSIONAL ADVANCEMENT OF EDUCATORS (CPAE)
SEMINAR-WORKSHOPS**

To : Schools Division Superintendents/OICs
Regional Chiefs

1. Enclosed is a letter from Ms. Ellen O. Goc-ong, Project Manager, Center for the Professional Advancement of Educators (CPAE), informing this Office on the conduct of their Seminar-Workshops in the months of July and August 2015 to be held in Tagbilaran City, Bohol and Cebu City respectively.
2. For particulars, refer to the attached communication.
3. Secondary school paper advisers are encouraged to attend in this Seminar-Workshop. Participation of interested personnel to this Activity shall be subject to the discretion of the Schools Division Superintendents, and to the provisions of DECS Order No. 28, s. 2001 entitled "Prohibiting the Commercialization of the DECS Organization through Endorsements and Accreditation of Goods and Services", DepEd Order No. 9, s. 2005 entitled "Instituting Measures to Increase Engaged Time-on-Task" or "No-Disruption-of-Classrooms Policy", and all other existing DepED policies and regulations.
4. For the information of all concerned.


JULIET A. JERUTA
Director III
Officer-In-Charge

JAJEBE, J/mgb

Office of the Director (ORDir), Tel. Nos.: (032) 231-1433; 231-1309; 414-7399; 414-7325; 255-4542 Field Technical Assistance Division (FTAD),
Tel. Nos.: (032) 414-7324 Curriculum Learning Management Division (CLMD), Tel. Nos.: (032) 414-7323
Quality Assurance Division (QAD), Tel. Nos.: (032) 231-1071 Human Resource Development Division (HRDD), Tel. No.: (032) 255-5239
Education Support Services Division (ESSD), Tel. No.: (032) 254-7062 Planning, Policy and Research Division (PPRD), Tel. Nos.: (032) 233-9030;
414-7065 Administrative Division, Tel. Nos.: (032) 414-7326; 414-4367; 414-7366; 414-7322; 414-4367
Finance Division, Tel. Nos.: (032) 256-2375; 253-8061; 414-7321

"ESQ 2015: Kanaputan ng Lahat, Pananagutan ng Lahat"

DepEd Advisory No. 158, s. 2015

June 3, 2015

In compliance with DepEd Order No. 8, s. 2013
this advisory is issued for the information of DepEd officials,
personnel/staff, as well as the concerned public.

(Visit www.deped.gov.ph.)

NATIONAL SEMINAR-WORKSHOPS OF THE CENTER FOR THE PROFESSIONAL
ADVANCEMENT OF EDUCATORS (CPAE)

The Center for the Professional Advancement of Educators (CPAE) will hold a series of national seminar-workshops on the following dates with respective venues:

Title	Date and Venue	Objective
Differentiated Instruction Theme: <i>Addressing Learner Diversity Through Differentiated Instruction</i>	July 10-12, 2015 Naga Regent Hotel, Elias Angeles St. Naga City	<ul style="list-style-type: none"> - To discuss with the participants the principles of Differentiated Instruction - To equip them with various strategies on how to differentiate instruction in the classroom - To encourage them to explore more ways to meet the individual needs of learners
	August 21-23, 2015 Skytight Convention Center, Roxas St. Puerto Princesa City, Palawan	
Writing for the Campus Paper Theme: <i>Writing for the Campus Paper: Responding to the Concerns and Challenges of the 21st Century</i>	July 17-19, 2015 Dao Diamond Hotel, Km. 3 Dao District Tagbilaran City	<ul style="list-style-type: none"> - To discuss with the participants the rudiments of campus journalism - To engage them in the critical discussion of the role of campus journalism in the society - To train them in the various categories of writing for the school paper: editorial writing, news writing, feature writing, sports writing, copy reading and headline writing
	July 24-26, 2015 Phela Grande Hotel and Convention Center, Ramon Magsaysay Avenue General Santos City	
	July 31-August 2, 2015 Top Plaza Hotel, Echavez St., corner Quezon Avenue, Dipolog City	
	August 7-9, 2015 Hotel Veniz, 1 Abanao St., Baguio City	
Campus Journalism and the Digital Media Theme: <i>Strengthening Campus Journalism Through Digital Media</i>	August 28-30, 2015 DepEd Ecotech Center, Sudlon Lahug, Cebu City	<ul style="list-style-type: none"> - To discuss with the participants the principles of campus journalism and digital media - To engage them in the discussion of the changing horizons of campus journalism - To train them in the following categories: photojournalism, newspaper layouting, broadcasting and collaborative collaborative
	September 18-20, 2015 Skytight Convention Center, Roxas St. Puerto Princesa City, Palawan	
	September 25-27, 2015 Naga Regent Hotel, Elias Angeles St. Naga City	
Action Research in the K to 12 Education Theme: <i>Action Research in Education: Towards Evidence-Based Decision Making in the Improvement of the K to 12 School Practices</i>	July 3-5, 2015 Hotel Veniz, 1 Abanao St., Baguio City	<ul style="list-style-type: none"> - To discuss with the participants the principles of action research and its importance in changing practices in the K to 12 education - To encourage them to rethink professional practices - To equip them with the methods of action research - To challenge them to come up with an action research proposal worthy of implementation in K to 12 schools
	August 21-23, 2015 De Luxe Hotel, Capt. Vicente Roa St. Cagayan de Oro City	
Preparation of Instructional Materials for the K to 12 Classroom Theme: <i>Optimizing Learning Through Innovative Localized/ Indigenized, Digitized, and Cost-Efficient Instructional Materials</i>	August 28-30, 2015 Crown Regency Residences, J.P. Cabaguio Avenue, Agdao, Davao City	<ul style="list-style-type: none"> - To discuss with the participants the framework and principles of materials design and preparation - To engage them in the design and creation of instructional materials which can help optimize learning - To challenge them to innovate, localize/ indigenize, or digitize their instructional materials to respond to the needs of the K to 12 classroom
	September 11-13, 2015 The Grand Tower Suites Izmart St., Iloilo City	

The target participants are school heads or principals, school administrators, supervisors, head teachers or coordinators, teachers, and interested student-teachers from both public and private schools.

More information, may be inquired from the Secretariat, Center for the Professional Advancement of Educators (CPAE), B8 L15 Fern Street, Spring Heights II, Filinvest II, Barangay Bagong Silangan, Quezon City at telephone no.: (02) 352-7880; mobile phone nos.: 0998-975-0608; 0917-339-8520; 0932-867-8825 or through email address: cpaeph@rocketmail.com and facebook page: [facebook.com/cpaeph](https://www.facebook.com/cpaeph).

[Please refer to DepEd Advisory No. 158, s. 2015]

REGISTRATION DETAILS

The Center for the Professional Advancement of Educators (CPAE) will conduct the following seminar-workshops:

- **National Seminar-Workshop on Writing for the Campus Paper** with the theme, *“Writing for the Campus Paper: Responding to the Concerns and Challenges of the 21st Century”* on **July 17-19, 2015** at the **Dao Diamond Hotel, Km. 3 Dao District, Tagbilaran City, Bohol.***
- **National Seminar-Workshop on Campus Journalism and the Digital Media** with the theme, *“Strengthening Campus Journalism through Digital Media”* on **August 28-30, 2015** at the **DepEd Ecotech Center, Sudlon, Lahug, Cebu City.****

The target participants are school administrators, supervisors, principals/school heads, coordinators, school paper advisers, teachers (all levels), and interested students nationwide.

The registration fees inclusive of seminar materials (bag, handouts, pen, sheets of paper, etc.), lunch (2), snacks (5), certificates, and speakers’ fees are as follows:

Venue (Date)	EARLY REGISTRATION FEE in PHP (Discounted Rate)			On-site/ Regular Registration (After early registration date)	Student Rate (Elem., High School, College/ Undergrad.)	
	Group of <u>5</u> or more (Rate per participant)	Individual	Early Registration Date		Early	On-site
Tagbilaran City (July 17-19, 2015)*	2,600	2,800	On or before July 8, 2015	3,000	2,450	2,750
Cebu City (Aug. 28-30, 2015)**	2,600	2,800	On or before Aug. 12, 2015	3,000	2,450	2,750

*Note: Dao Diamond Hotel charges Php550/night per person for a dorm-type room that can accommodate 10-12 persons (minimum of 6 persons per group); Php1,650/night for a standard room good for 2 persons (additional Php675/night for extra bed). All with free breakfast.**
*DepEd Ecotech Center charges Php250/night per person for dorm-type room good for 15-20 persons, and Php375/night per person for staff type room good for 5-6 persons. Additional Php100 for breakfast.***

Below are the payment options:

METROBANK Account Number: 032-7032504678

Account Name: Center for the Professional Advancement of Educators

SMART MONEY Padala Account Number: 5299 6728 3198 2108

Please send us immediately the full name(s) of the registrant(s) and the transaction details upon payment for confirmation.

For more information, all interested individuals and organizations may contact:

The Secretariat

Center for the Professional Advancement of Educators (CPAE)

Telephone No.: (02) 352-7880

Mobile Phone Nos.: 0998-975-0608; 0917-339-8520; 0932-867-8825

E-mail Address: cpaeph@rocketmail.com

Facebook Page: www.facebook.com/cpaeph

NATIONAL SEMINAR-WORKSHOP ON WRITING FOR THE CAMPUS PAPER

Theme: "Writing for the Campus Paper: Responding to the Concerns and Challenges of the 21st Century"
(DepEd Advisory No. 158 s. 2015)

July 17-19, 2015

Dao Diamond Hotel, Km 3, Dao District, Tagbilaran City, Bohol

PROGRAM OF ACTIVITIES*

	Day 1. Friday, July 17	Day 2. Saturday, July 18	Day 3. Sunday, July 19
MORNING		MORNING	MORNING
8:00-12:00	Registration Socialization	8:30-8:45 Doxology; National Anthem Warm-Up	8:30-8:45 Doxology; National Anthem Warm-Up
AFTERNOON		8:45-10:00 Writing for the Campus Paper: Best Practices	8:45-10:00 Copy Reading and Headline Writing Break
1:00-1:30	Opening Program Doxology; National Anthem Warm-up	10:00-10:15 Break 10:15-11:00 (cont.) 11:00-12:00 Feature Writing 12:00-1:00 Lunch	10:00-10:15 Break 10:15-12:00 Writeshop/Workshop 12:00-1:00 Lunch
1:30-2:30	Overview of the Seminar-Workshop Writing for the Campus Paper: Responding to the Concerns and Challenges of the 21 st Century	AFTERNOON	AFTERNOON
	Campus Journalism: Its Role in the Society	1:00-2:00 Writeshop	1:00-2:00 Editorial Writing Writeshop
	The Rudiments of Campus Journalism	2:00-3:00 News Writing	2:00-3:00 Break
2:30-2:45	Break	3:00-3:15 Break	3:00-3:15 (Cont. Writeshop)
2:45-3:30	Sports Writing	3:15-4:30 Writeshop	3:15-4:00 Question and Answer Session
3:30-5:00	Writeshop	4:30-5:00 Question and Answer Session	4:00-4:30 Closing Program
5:00-5:30	Question and Answer Session		4:30-5:00 Distribution of Certificates

*****HOME SWEET HOME*****



B8 L15 Fern St., Spring Heights II, Filinvest, Bgy. Bagong Silangan, Quezon City 1119
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[Facebook.com/cpaeph](https://www.facebook.com/cpaeph) | twitter.com/cpaeph

NATIONAL SEMINAR-WORKSHOP ON CAMPUS JOURNALISM AND THE DIGITAL MEDIA

Theme: "Strengthening Campus Journalism through Digital Media"

(DepEd Advisory No. 158, s.2015)

August 28-30, 2015

DepEd Ecotech Center, Sudlon, Lahug, Cebu City

PROGRAM OF ACTIVITIES*

Day 1. Friday, August 28

MORNING
 8:00-12:00 Registration
 Socialization

AFTERNOON
 1:00-1:30 Opening Program
 Doxology; National Anthem
 Warm-up
 Overview of the Seminar-Workshop
 Fundamentals of Professional
 Photojournalism
 Break
 2:30-2:45 Workshop
 2:45-3:45 Visual Storytelling for Development
 Workshop
 3:45-4:45 Question and Answer Session
 4:45-5:15
 5:15-5:30

Day 2. Saturday, August 29

MORNING
 8:30-8:45 Doxology; National Anthem
 Warm-Up
 8:45-10:00 Radio/TV Scriptwriting
 Break
 10:00-10:15 Workshop & Presentation of Outputs
 Lunch
 10:15-12:00
 12:00-1:00

AFTERNOON
 1:00-3:00 Radio/TV Broadcasting
 Break
 3:00-3:15 Simulation
 3:15-4:15 Feedback Giving
 4:15-4:45 Question and Answer Session
 4:45-5:00

Day 3. Sunday, August 30

MORNING
 8:30-8:45 Doxology; National Anthem
 Warm-Up
 8:45-10:00 Collaborative Publishing
 Break
 10:00-10:15 News Paper Layouting
 10:15-11:15 Workshop/Simulation
 11:15-12:00 Lunch
 12:00-1:00

AFTERNOON
 1:00-3:00 (Cont. Workshop/Simulation)
 Break
 3:00-3:15 Presentation of Outputs
 3:15-4:00 Question and Answer Session
 4:00-4:30 Closing Program
 4:30-5:00 Distribution of Certificates

*Correct as of June 6, 2015

HOME SWEET HOME*