



Republic of the Philippines
Department of Education
REGION XI
SCHOOLS DIVISION OF PANABO CITY



Office of the Schools Division Superintendent

DIVISION MEMORANDUM
OSDS-2025-0105

To : Assistant Schools Division Superintendent
Chief of Curriculum Implementation Division (CID)
Chief of School Governance & Operations Division (SGOD)
Elementary and Secondary School Heads & Principals
Division Information Officer
LAMDAG 2025 Exhibit Team

Subject : **DEPED PANABO PARTICIPATION TO LAMDAG GOVERNMENT
INFORMATION EXHIBIT 2025 AND OTHER MATTERS**

Date : August 6, 2025

Pursuant to Republic Act 11699 or An Act declaring August 30 of every year as "National Press Freedom Day", the City Government of Panabo through the City Information Office and the Local Media Board will be spearheading its **4th Press Freedom Celebration** in the City of Panabo on **August 26-29, 2025**.

In line with this, there will be a **LAMDAG 2025 Government Information Exhibit** at **Freedom Gym, Panabo Parks & Plaza, Barangay New Pandan, Panabo City**, a four-day exhibit featuring information such as services, programs, and other significant or interactive projects of fifteen (15) different participating local and national government agencies.

"LAMDAG" derives from the word "Nalamdagan" meaning illuminated or enlightened. In this context, the people of Panabo City are enlightened by the knowledge they have acquired from the information campaigns of government agencies. This is one way to increase literacy and awareness of basic services.

Anent thereto, DepEd Panabo City, being one of the participating agencies, and the First Placer of Lamdag 2024, this memorandum is hereby issued.

There will be a **Planning Conference** with the undersigned on **August 07, 2025, 1:00PM** at the **Division Training Center**. Participants are as follows:

1. ASDS BASILIO P. MANA-AY JR., CESO VI
2. CID CHIEF JANWARIO E. YAMOTA
3. EPS CEZEN M. PACULANANG
4. EPS IRYHN E. PETALCORIN (to be represented by Angelika Maye Maniscan)
5. P-III FELECIANO S. CATBAGAN
6. P-III JOHANNA P. LINTERNA
7. ITO TYRON O. DUJALI
8. DIO ARMANDO JR. O. AGUILON (to be represented by Warren M. Edrozo)

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Enclosed herewith are the following:

1. DepEd Panabo City's Concept for Lamdag 2025
2. Lamdag 2025 Exhibit Team for DepEd Panabo City Booth
3. Exhibit Teams' Terms of Reference
4. School Support Funds
5. Schedule of Visits
6. Timeline of Activities

Learners scheduled to visit the exhibit shall be transported safely with all necessary precautions in place and shall be accompanied by their respective advisers or teachers. Their attendance shall be duly acknowledged and credited in their respective subject areas.

The Exhibit Team shall ensure the documentation of attendance during the exhibit visit and shall issue Certificates of Appearance, as necessary.

This Office grants Service Credits for Teaching Personnel and Compensatory Overtime Credits (COC) for Non-Teaching Personnel composing the Exhibit Team for services rendered during Saturdays, Sundays, and Holidays.

Travel and other necessary expenses during preparation, exhibit proper and post evaluation, including support funds from schools shall be charged to local funds, all subject to the usual accounting and auditing rules and regulations.

Dissemination and compliance of this memorandum is desired.


JINKY B. FIRMAN PhD, CESO VI
Schools Division Superintendent

RELEASED

AUG 08 2025

RECORDS SECTION - DIVISION OF PANABO CITY
By 

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2025 LAMDAG EXHIBIT CONCEPT
(DepEd Panabo City Booth)

REACHING BEYOND LIMITS: DepEd as Conduit of Panabo's Success

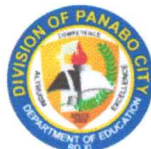
This year's exhibit centers on the pivotal role of the Department of Education as a unifying force in society—bringing together communities, workplaces, families, and institutions in the shared mission of uplifting the entire city. More than just a provider of academic instruction, DepEd serves as a pillar of hope and progress, fostering collaboration, compassion, and purpose among stakeholders. Through education, we create common ground, strengthen values, and inspire collective action toward a better, more empowered Panabo.

The heartbeat of Panabo lies not only in its government offices or bustling streets, but in every classroom where dreams begin and lives are transformed. This exhibit shines a light on how DepEd transcends the boundaries of school walls, reaching into homes, organizations, and civic spaces with programs and initiatives that respond to the city's needs. Whether nurturing young leaders or supporting lifelong learners, the department's touch reverberates throughout the community—quietly but powerfully shaping its future.

“Beyond the Classroom” is more than a theme—it's a movement. It reminds us that when education leads with empathy and purpose, it becomes the pulse of progress and the spirit of a city that believes in every learner.

- *The 2025 Lamdag Exhibit Connecting Minds*

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LAMDAG 2025 EXHIBIT TEAM

A. Executive and Steering Committee

- SDS Jinky B. Firman – Chair
- ASDS Basilio P. Mana-ay Jr. – Co-Chair

B. Support Management Committee

- CID Chief Janwarrio E. Yamota – Chair
- Public Schools District Supervisors (Focus: School Support Monitoring)
- Education Program Supervisor (Focus: Exhibit Monitoring)
- Principal III Feleciano S. Catbagan - Vice Chair – Lamdag 2025 Exhibit

C. Creative and Aesthetic Committee

- Principal III Johanna P. Linterna – Chair
- 10 Members (TBI)

D. Finance and Linkages Committee

- EPS Cezen M. Paculanang – Chair
- Chonalyn Doctora (AOFNHS)
- Joyce Cabaylo (PCNHS)
- Nilo Castro (PCNHS)

E. Logistics and Exhibit Arrangement Committee

- EPS Iryhn E. Petalcorin – Chair
- Angelika Maye G. Maniscan (Mabunao NHS)
- Anjelie Cabrestante (Manay NHS)
- Ariel S. Daquio (Dalisay Village ES)
- Gracee P. Lor (Manay NHS)

F. Content Development, Technical, ICT Support Committee

- ITO Tyron O. Dujali – Chair (ICT, Technical)
- DIO Armando Jr. O. Aguilon – Chair (Content, IECs) / Lead Exhibitor
- Warren M. Edrozo (Gredu ES)
- Alexis Y. Cayamba (Gredu ES)
- Darex Nucal (PCESSC)
- Gaspar Vencent Dhan Cemine (Rizal ES)
- Ken Harvey Famor (Kauswagan NHS)
- Noemie Love Peñaranda (AOFNHS)
- Jean Malabarbas (AOFNHS)

Noted by:

JINKY B. FIRMAN PhD, CESO VI
Schools Division Superintendent

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TERMS OF REFERENCE
(DepEd Panabo City Exhibit Team)

Project Title: Booth Display for LAMDAG 2025

Objective: To design, implement, and manage a cohesive, engaging, and informative booth that highlights the achievements and initiatives of the Division Office.

CREATIVE AND AESTHETIC COMMITTEE

Purpose: To conceptualize and build the booth's physical structure and aesthetic appeal.

Scope of Work:

1. Design booth layout, signage, and structural framework
2. Set up booth area including fixtures, lighting, and decorations
3. Collaborate with the Display Team for coherent visual messaging
4. Ensure safety, accessibility, and visual impact of the booth environment

Deliverables:

1. Final booth layout plan
2. Execution of booth structure
3. Visual design elements (e.g., color scheme, branding visuals)

CONTENT DEVELOPMENT, DISPLAY AND ICT SUPPORT COMMITTEE

Purpose: To develop and present the informational content and resources within the booth.

Scope of Work:

1. Select, collect, prepare, and develop digital media materials, brochures, pamphlets, posters, videos, etc.
2. Ensure alignment of content with booth theme and educational goals
3. Coordinate with the Creative and Aesthetic Committee & Logistics and Physical Arrangement Committee to harmonize display aesthetics
4. Update materials based on feedback or new developments

Deliverables:

1. Complete set of IEC (Information, Education, Communication) materials
2. Appealing digital media content, IECs, etc.
3. Documentation of display resources used

LOGISTICS AND PHYSICAL ARRANGEMENT COMMITTEE

Purpose: To mobilize and involve stakeholders who represent the Division Office's support system and curate the physical arrangements of the booth.

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Scope of Work:

1. Identify and invite participants: parents, partners, leaders, and contributors
2. Organize participation in live presentations, video features, or testimonials
3. Curate the physical appearance and arrangements of displays or exhibit materials
4. Act as liaison for community engagement and coordination

Deliverables:

1. List of human resource contributors and roles
2. Organized engaging booth
3. Support materials showcasing milestones and partnerships

FINANCE AND LINKAGES COMMITTEE

Purpose: To oversee financial processes including budgeting, procurement, disbursement, and liquidation as well as engage linkages for support.

Scope of Work:

1. Collect and record all monetary and in-kind contributions
2. Mobilize support networks for exhibit preparation, implementation, and follow-up
3. Facilitate transparent disbursements and expense tracking
4. Produce a complete liquidation and financial report post-event

Deliverables:

1. Budget plan, expenditure records, receipts and financial documentation
2. Linkages
3. Final liquidation report with breakdown of resources used

SUPPORT MANAGEMENT, MONITORING AND FEEDBACK COMMITTEE

Purpose: To ensure the quality, relevance, and effectiveness of the booth display through systematic monitoring and feedbacking of its components, interactive activities, and visitor engagement.

Scope of Work:

1. Observing booth operations and flow of activities.
2. Feedbacking the relevance and educational value of the content displayed
3. Assessing engagement of students, teachers, and visitors with interactive activities
4. Ensuring alignment with Division goals and standards
5. Recommending improvements for future exhibitions

Deliverables:

1. Daily Monitoring Summary
2. Feedback Compilation and Analysis
3. Final Evaluation Report (with recommendations)

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SCHOOL SUPPORT FUNDS
(Lamdag 2025 Exhibit Collaterals and Expenses)

CLASSIFICATION	NO. OF TEACHERS	AMOUNT
Small	7-14	500.00
Medium	15-25	1,000.00
Large	24-46	1,500.00
Extra-Large	47-up	3,0000.00

NOTE:

1. All financial support shall only be remitted to EPS Cezen M. Paculanang, Chair of the Finance and Linkages Committee.
2. Financial support shall be taken from local fund source available, all subject to the usual accounting and auditing rules and regulations.

SCHEDULE OF EXHIBIT VISITS

DATE	DISTRICT	SECONDARY SCHOOLS
August 26, 2025	Panabo Central District	PCNHS, CNHS, Quezon NHS, Sindaton NHS, Kasilak NHS
August 27, 2025	Panabo North District	PCSHS, SVNHS, Manay NHS, DF Dalisay Sr. NHS, Malativas NHS
August 28, 2025	Panabo South District I	AOFNHS, DMAJMNHS, Kauswagan NHS, Mabunao NHS
August 29, 2025	Panabo South District II	SDNHS, LPNHS, Nanyo NHS, LTCIS

Noted by:

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TIMELINE OF ACTIVITIES

DATE	TASKS	PERSONS INVOLVED
August 4, 2025	Pre-Planning/Brainstorming	SDS with Core Group
August 7, 2025	In-person Meeting of Committee Chairs	Core Group and Committee Chairpersons
August 7, 2025	Submission of Team Members and Tasking	Committee Chairperson
August 8, 2025	Virtual Meeting of School Heads with SDS	SDS, ASDS, Core Group, All Elementary & Secondary School Heads
August 8-11, 2025	Inventory of Materials, Submission of Final Booth Layout and Plan	Creative & Aesthetic Comm, Vice Chair
August 11-15, 2025	Collection of IECs, School Support Funds etc.	Content Dev't, Logistics, Finance Committees
August 15-25, 2025	Content Development	Content Dev't and Logistics Committees
August 15-25, 2025	Creative works (Booth Fabrication, assembly, etc.)	Creative & Aesthetic Comm, Finance Comm
August 26-29, 2025	EXHIBIT PROPER, Visitation of Schools	All Committees, Learners, Teachers, School Heads, Partners
August 29, 2025 (PM)	Restoration	ALL COMMITTEES
September 5, 2025	Post Evaluation & Strategic Planning for Lamdag 2026	ALL COMMITTEES

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