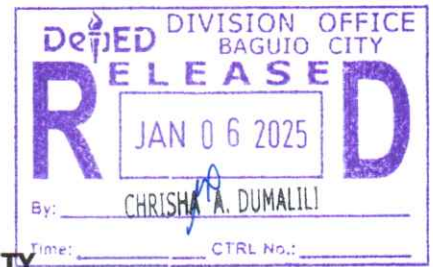




Republic of the Philippines
Department of Education
 CORDILLERA ADMINISTRATIVE REGION
SCHOOLS DIVISION OFFICE OF BAGUIO CITY



January 3, 2025

DIVISION MEMORANDUM

No. **009-2025**

**COMPOSITION OF THE CRISIS COMMUNICATION MANAGEMENT TEAM
 OF THE SCHOOLS DIVISION OF BAGUIO CITY**

To: Division Chiefs
 Public Schools District Supervisors
 Education Program Supervisors
 Public Elementary and Secondary School Heads
 School Information Officers
 Division Personnel
 All Others Concerned

1. This is to inform the field of the composition of the Crisis Communication Management Team (CCMT) of the Schools Division of Baguio City.
2. The following is the Composition of the CCMT and their Roles and Responsibilities:

SDO – Baguio City Crisis Communication Management Team (CCMT)

Response Team	Roles and Responsibilities
Chairperson: Soraya T. Faculo PhD, CESO VI – Schools Division Superintendent	<ul style="list-style-type: none"> • Approves and authorizes the implementation of a crisis communication plan • Approves message for dissemination • Acts as spokesperson of the Department • Approves requests for outside resources • Determines when there is a need for an additional spokesperson • Practices message points before interaction with internal and external audiences/stakeholders
Co-Chairperson: Carmel F. Meris Assistant Schools Division Superintendent	<ul style="list-style-type: none"> • Assists the Chairperson • Acts as alternate Chairperson





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Communication Management Group (CMG)	Roles and Responsibilities
<p> Leader: Jerry C. Ymson Co-Leader: Nieves D. Ebanio </p> <p>Members:</p> <p> Juliet Piok Augie Pearl Simangan Arlani BUccat Christopher Oliva </p>	<p>Leader and Co-Leader:</p> <ul style="list-style-type: none"> • Oversees formation and release of incrimination about an incident to internal and external audiences/stakeholders • Serves as the principal source of incident information to the Chairperson and / or Co-Chairperson on all matters relating to internal and external messaging • Works with the Chairperson and / or Co-Chairperson and the Legal Team to establish incident-specific communications to identified target audiences • Prepares, edits, and disseminates internal communications, such as voicemails or emails, addressing crisis details and guidelines • Prepares communication materials, such as public statements and/or messages, press releases, and fact sheets • Establishes lines of communication with the press, concerned citizens' groups, and public organizations • Oversees preparation of news conferences, media updates, interviews, press tours, etc., as appropriate for reporters, community group leaders, and others <p>Members:</p> <ul style="list-style-type: none"> • Collect and verify data on SitReps and Incident Reports • Establish a media hotline and directory of communication (Media outfits, LGU/MLGU, concerned citizens' groups and public organizations) • Arrange news conferences, media updates, interviews, press tours, etc., as appropriate for reporters, community group leaders, and others





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<p>Clifton Bangseil Joanna Villareal</p>	<ul style="list-style-type: none"> • Monitor media and social media coverage of the incident and provide follow-up information when necessary • Flag any coverage of incident with the leader • Track and keep final copies of all communication materials and update material as needed e.g. e-copies of Incident Report, SitReps, and approved messages for future reference • Maintain a record of proceedings from all press briefings or other press contact • Assist the Leader by performing other assigned tasks
<p>Social Management Group (SMMG)</p>	<p>Media Group</p> <p>Roles and Responsibilities</p>
<p>Leader: Christopher Oliva</p> <p style="padding-left: 40px;">Harris Dizon Ariane Bangseil</p> <p>Members:</p> <p>Juliet Piok Julie Abegail Martillana Chrisha Dumalili Program/Project Owners</p>	<p>Leader:</p> <ul style="list-style-type: none"> • Monitors and manages the institution's official social media platforms/channels • Oversees provision of prompt responses to inquiry/complaint/comment/suggestion received from official social media platforms/channels • Writes, edits and publishes approved social media content on the official social media platforms <p>Members:</p> <ul style="list-style-type: none"> • Write social media content for uploading in the official social media platforms • Create social media visual branding through the editing of photographs, illustrations, and graphics related content • Collect data, analyze page performance, and strategize boosting of social media posts to provide data-based communications directions, strategies and insights received from official social media and online platforms





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	<ul style="list-style-type: none"> The ICTU staff/SDO ITO/School ICT Coordinator create, manage, and maintain IT systems and solve technical problems encountered by the SMMT Always secure the reliability, security, integrity, performance of the official social platforms Assist the Leader by performing other assigned tasks
<p>Website Management Group (WMG)</p>	<p>Roles and Responsibilities</p>
<p>Leader: Harris Dizon</p> <p>Members:</p> <p>Ariane Bangseil Christopher Oliva Chrisha Dumalili</p>	<p>Leader:</p> <ul style="list-style-type: none"> Oversees the official website contents as the primary content managers Manages the system and technical infrastructure of the website content management system to ensure that the website is always up and printing Ensures always the reliability, security, integrity and performance of the official website Does regular website maintenance checks Has the authority to make the necessary screening and filtering of the information to the official website Oversees and coordinates with other content administrators who will be appointed per Office concerned Provides technical support to the content administrators <p>Members:</p> <ul style="list-style-type: none"> Handle uploading of official issuances such as Division Memoranda for SDO and schools and Advisories Generate and upload multimedia materials like photos, infographics, animation, videos and other relevant and informative educational contents Assist the Leader by performing other assigned tasks






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Legal Group	Roles and Responsibilities
<p>Leader: Atty. Annette Doyaoen</p> <p>Members: Annalyn Jose Samuel Bab-anga</p>	<p>Leader:</p> <ul style="list-style-type: none"> • Provides legal advice on all aspects of response operations • Reviews policies, practices and procedures related to response operations • Identifies and address legal issues that may arise from incidents • Advises the CMG on all legal matters related to the response • Advises the CMG on the type of documentation to compile and preserve to support the Department in incident-related litigation and/or claims • Reviews communication materials, including press releases and media statements prior to their release • Coordinates compliance with all regulatory reporting requirements • Supervises the activities of outside legal counsel, if utilized <p>Members:</p> <ul style="list-style-type: none"> • Prepare data, report, and other documents needed by the leader • Assist the Leader by performing other assigned tasks

3. School heads are advised to designate their respective School Information Officers (SIOs) for this purpose.
4. An orientation and training for the Crisis Communication Management Team (CCMT) and School Information Officers (SIOs) will be held on January 28 – 31, 2025, 8:00 am to 5:00 pm at the Division Conference Hall. 3rd Floor, Division Office.
5. Snacks and meals will not be provided during the orientation and training.
6. For your guidance and strict compliance.


SORAYA T. FACULO PhD, CESO VI
 Schools Division Superintendent

