



Republic of the Philippines  
**Department of Education**

JUL 17 2024

DepEd MEMORANDUM  
No. **035**, s. 2024

**2024 NATIONAL OPLAN BALIK ESKWELA**

To: Undersecretaries  
Assistant Secretaries  
Minister, Basic, Higher and Technical Education, BARMM  
Bureau and Service Directors  
Regional Directors  
Schools Division Superintendents  
Public and Private Elementary and Secondary School Heads  
All Others Concerned

1. The Department of Education (DepEd) shall conduct the **2024 National Oplan Balik Eskwela** (OBE) to engage agencies, organizations, and other stakeholders in preparation for the opening of the School Year (SY). For **SY 2024–2025**, the OBE shall run from **July 22 to August 2, 2024**.
2. The OBE is part of the Department's effort to ensure that learners from public and private schools are properly enrolled. It aims to address problems, queries, and other concerns commonly encountered by the public at the start of the SY.
3. The OBE 2024 has the following components:
  - a. **Convergence.** Members of the OBE Inter-Agency Task Force (IATF) shall focus on their respective preparations and initiatives for SY 2024–2025. The member agencies will perform a critical role by providing guidelines on health and safety, peace and order, and transportation, among others when the school year opens. These agencies include:
    - i. Department of Energy (DOE);
    - ii. Department of the Interior and Local Government (DILG);
    - iii. Department of Health (DOH);
    - iv. Department of Public Works and Highways (DPWH);
    - v. Department of Social Welfare and Development (DSWD);
    - vi. Department of Trade and Industry (DTI);
    - vii. Department of Transportation (DOTr);
    - viii. Department of Information and Communications Technology (DICT);
    - ix. Manila Electric Company (MERALCO);
    - x. Metropolitan Waterworks and Sewerage System (MWSS);
    - xi. Metropolitan Manila Development Authority (MMDA);
    - xii. Philippine Atmospheric, Geophysical, and Astronomical Services Administration (PAGASA);
    - xiii. Philippine National Police (PNP);



- xiv. National Disaster Risk Reduction and Management Council (NDRRMC);
- xv. National Telecommunications Commission (NTC); and
- xvi. Presidential Communications Office (PCO).

- b. **Command Conference.** The OBE Command Conference shall be held among DepEd officials, partner agencies from the public and private sectors, media, and other stakeholders to update the public on the preparations for the opening of classes and provide information on enrollment and other school matters.
- c. **Communication.** DepEd shall provide the public with important information through press releases, media interviews, website postings, updates on the official Facebook, X (formerly Twitter), and Instagram accounts, and other available media.
- d. **Client Assistance.** An OBE Public Assistance Command Center (PACC), formerly known as the Department of Education Information and Action Center (DEIAC), shall be set up at the central, regional, and schools division offices through its Public Affairs Unit (PAU).

i. **Functions of the OBE-PACC**

The OBE-PACC shall serve as an information and complaints processing and routing mechanism. It shall perform the following functions:

- (1) receive, process, and respond to simple queries, information requests, and complaints from the general public, including those forwarded by other DepEd offices;
- (2) assist in the dissemination and clarification of DepEd policies, programs, projects, and processes, particularly those relevant to the opening of classes;
- (3) correctly identify and coordinate with the concerned DepEd offices on complex concerns that will require the specific offices' appropriate action; and
- (4) monitor, document, and submit reports on all issues and concerns received by the OBE-PACC, including the action taken.

ii. **Services of the OBE-PACC**

Each OBE-PACC shall ensure that the following are available to the public for the duration of OBE:

- (1) hotlines;
- (2) emails (e.g., Hotline 8888, CSC, PCC, PMS, FOI, ARTA, and [depedactioncenter@deped.gov.ph](mailto:depedactioncenter@deped.gov.ph));
- (3) Short Messaging Services (e.g., Smart and Globe);
- (4) social media (Facebook);
- (5) letters and endorsements; and
- (6) walk-ins.

iii. **Composition of OBE-PACC at the Central Office**

The OBE implementation shall be under the general supervision of the **Undersecretary and Chief of Staff** and **Undersecretary for Operations** as co-chairs and the **Assistant Secretary for Operations (Field Operations)** as vice-chair of the 2024 OBE. This will be in coordination with all offices in the Central Office.

iv. **Composition of OBE-PACC at the region, division, and school levels**

(1) **Regional Office**

Chair : Regional Director  
Co-Chair : Assistant Regional Director  
Vice Chair : Regional Information Officer/  
Regional Public Assistance Coordinator  
Public Affairs Unit  
Members : Legal Unit  
Administrative Division  
Curriculum and Learning Management  
Division  
\*(Other relevant offices may be included)

(2) **Schools Division Office**

Chair : Schools Division Superintendent  
Co-Chair : Assistant Schools Division  
Superintendent  
Vice Chair : Designated Division Public Assistance  
Coordinator  
Members : Legal Section **or** its equivalent  
Administrative Section **or** its equivalent  
Curriculum Implementation Division  
\*(Other relevant offices may be included)

(3) **School Level**

Chair : School Head **or** Assistant Principal  
Members : School nonteaching personnel

4. The conduct of the OBE shall adhere to existing relevant policies of DepEd in conducting activity inside the school premises.

5. In the conduct of their duties as OBE Chair, no teachers shall be subjected to administrative work as stipulated in DepEd Order No. 002, s. 2024 titled Immediate Removal of Administrative Tasks of Public School Teachers.

6. The Terms of Reference (TOR) for the different Committees are enclosed.

7. All expenses incurred related to the conduct of the OBE shall be charged to Education Information and Communication Services (EICS) Funds for the Central Office, and local funds for regional and schools division offices, subject to the usual accounting and auditing rules and regulations.

8. All DepEd personnel are enjoined to support this activity to ensure the smooth opening of classes.

9. For more information, please contact:

**The Office of the Secretary**

**Strategic Management-Public Affairs Service**

Department of Education Central Office

DepEd Complex, Meralco Avenue, Pasig City

Telephone Number: (02) 8633-1942

Mobile Phone Numbers: 0919-456-0027 and 0995-921-8461

Email Addresses: [depedactioncenter@deped.gov.ph](mailto:depedactioncenter@deped.gov.ph)

[pas.cd@deped.gov.ph](mailto:pas.cd@deped.gov.ph)

[pas.od@deped.gov.ph](mailto:pas.od@deped.gov.ph)

10. Immediate dissemination of this Memorandum is desired.



By Authority of the Secretary:

  
**ATTY. MICHAEL WESLEY T. POA**  
Undersecretary and Chief of Staff 

Encl.:

As stated

References:

DepEd Order (No. 002, s. 2024)

DepEd Memorandum No. 048, s. 2023

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

ADMISSION  
BUREAUS AND OFFICES  
CAMPAIGN  
COMMITTEES  
LEARNERS  
OFFICIALS  
PROJECTS  
SCHOOLS





(Enclosure to DepEd Memorandum No. **035**, s. 2024)

**2024 DEPED OPLAN BALIK ESKWELA  
PUBLIC ASSISTANCE COMMAND CENTER**

**TERMS OF REFERENCE**

**1. Teleresponders**

- 1.1. Attend to callers with queries, complaints, problems, or requests concerning school opening and other education matters;
- 1.2. Provide immediate appropriate actions/solutions for issues/concerns received from callers;
- 1.3. Refer complaints/cases that need immediate investigation to the Legal Team if necessary; and
- 1.4. Submit the required daily monitoring and afternoon reports to the Secretariat for consolidation and evaluation.

**2. Emails, Short Messaging Service (SMS), and Social Media (Facebook)**

- 2.1. Reply/respond to messages received and print the messages, if necessary;
- 2.2. Refer complaints/cases that need immediate investigation to the Legal Team, if necessary; and
- 2.3. Submit the required daily monitoring and afternoon reports to the Secretariat for consolidation and evaluation.

**3. Secretariat and Monitoring**

- 3.1. Oversee and supervise the daily operations of the activity;
- 3.2. Prepare the daily reports for the Secretary's information based on the submitted reports of the teams;
- 3.3. Make print and video documentation;
- 3.4. Gather and consolidate data from the different committees and generate daily reports;
- 3.5. Document and finalize the 2024 *Oplan Balik Eskwela* Terminal Report;
- 3.6. Provide the technical needs of the team; and
- 3.7. Assist all teams, if necessary.

**4. Logistics and Support**

The Logistics and Support Team shall be composed of the following sub-committees:

**4.1. Finance**

Handle OBE financial requirements.

**4.2. Food**

Take charge of the food to be served during the conduct of OBE and all OBE activities.

**4.3. Physical Arrangement/Setup, Security, Sound System, and Transportation**

- 4.3.1. Set up the OBE Command Center at a designated location following the floor plan;
- 4.3.2. Maintain the cleanliness and orderliness of the OBE Command Center; and
- 4.3.3. Ensure peace and order during the OBE.

4.4. **Registration and Attendance**

4.4.1. Record all guests and participants in OBE; and

4.4.2. Take daily attendance of committee members.

4.5. **Supplies and Equipment**

Provide the materials and equipment needed for OBE.