



Republic of the Philippines
Department of Education
Negros Island Region
SCHOOLS DIVISION OF SAGAY CITY

January 22, 2026

DIVISION MEMORANDUM

No. 052, s. 2026

INSTITUTIONALIZATION OF THE WELCOME INITIATIVE
(Welcoming Engagement for Learners, Community,
and Organizational Management Excellence)

To: Assistant Schools Division Superintendent
Chief Education Supervisors
Education Program Supervisors
Public Schools District Supervisors
Elementary and Secondary School Heads
Unit and Section Heads
All Others Concerned

1. In line with the Department of Education's commitment to transparent, accessible, responsive, and people-centered public service, this Division hereby institutionalizes the **WELCOME Initiative (Welcoming Engagement for Learners, Community, and Organizational Management Excellence)**. The WELCOME Initiative establishes and strengthens the *Open-Door Policy* in the Schools Division Office and all public elementary and secondary schools. It encourages direct and meaningful engagement between clients and office personnel, enabling concerns, inquiries, and feedback to be addressed promptly and effectively, thereby improving service delivery and strengthening public trust.
2. The WELCOME Initiative aims to:
 - a. promote openness, transparency, and responsiveness in all Division and school offices;
 - b. provide accessible and reliable communication channels for learners, employees, parents, and stakeholders;
 - c. strengthen accountability and service quality through structured feedback and monitoring mechanisms; and
 - d. foster inclusive participation and shared responsibility in educational governance and management.
3. The WELCOME Initiative shall be implemented through the following key components, which shall be uniformly adopted at the Division and school levels:
 - a. **Open-Door Policy.** All Division Offices and Schools shall observe an Open-Door Policy, ensuring that offices are accessible to clients for in-person consultations with walk-in clients during official office hours. Offices shall maintain a professional, respectful, and client-centered environment where concerns are received, documented, and acted upon promptly, in accordance with existing rules and regulations.



Sitio Chloe, Brgy. Rizal, Sagay City, Negros Occidental
Telephone Nos. 488-02-15; 722-0597



Republic of the Philippines
Department of Education
Negros Island Region
SCHOOLS DIVISION OF SAGAY CITY

b. AssistHub (Helpdesk Services).

- i. All Division Offices and Schools shall establish a HELPDESK, herein referred to as **AssistHub**, which shall serve as the primary point of contact for client inquiries and requests for assistance. In accordance with Civil Service Commission policies on frontline services, each office and school shall designate an Officer of the Day (OOD) during official working hours. The Officer of the Day shall be responsible for attending to clients, receiving and documenting inquiries, providing immediate assistance when possible, and facilitating referrals to concerned offices or personnel.
- ii. All offices and schools shall prominently post their Citizen's Charter and WELCOME Advocacy Materials in conspicuous areas. Further, the implementation of the Client/Customer Satisfaction Survey (CCSS) shall be strengthened to gather client feedback, monitor service quality, and identify areas for continuous improvement.

c. TextConnect (SMS and Hotline Assistance).

- i. A Division Hotline, herein referred to as **TextConnect**, shall be maintained to receive SMS inquiries and concerns from clients and stakeholders. Official contact details shall be posted in all Division Offices and Schools. All queries received through TextConnect shall be acknowledged, documented, and forwarded to the concerned office. The concerned office shall provide an appropriate response within twenty-four (24) hours from receipt, ensuring timeliness, accountability, and coordinated action. Schools are likewise directed to designate official contact persons or numbers to support the implementation of TextConnect at the school level, consistent with Division guidelines.

d. EngageEd (Stakeholder Consultation and Collaboration).

- i. All proposed programs, projects, and activities at the Division, District and School Levels shall undergo public consultations or town hall-style meetings, herein referred to as **EngageEd**, to ensure inclusive and participatory decision-making. EngageEd shall be conducted through public consultations, town hall-style meetings, focus group discussions, or other appropriate participatory platforms, to ensure that teachers, learners, parents, personnel, and community stakeholders are meaningfully consulted prior to implementation. No major policy, guideline, or income-generating initiative shall be implemented without prior consultation with stakeholders through EngageEd.
- ii. All elementary and secondary schools shall ensure the establishment and functionality of their School Governing Councils (SGCs), which shall serve as the primary venue for



Republic of the Philippines
Department of Education
Negros Island Region
SCHOOLS DIVISION OF SAGAY CITY

6. Expenses relative to the implementation of the WELCOME Initiative shall be charged against MOOE/ Local funds subject to the usual accounting and auditing rules and regulations.
7. It is understood that the Equal Opportunity Principle (EOP) is strictly adhered to in the conduct of this activity. Thus, there shall be no discrimination on account of age, gender identity, sexual orientation, civil status, disability, social status, religion, ethnicity and political affiliations or other personal circumstances.
8. Immediate and strict compliance of this Memorandum is directed.

DANNIE CLARK M. UGUIL
Assistant Schools Division Superintendent
Officer In-charge
Office of the Schools Division Superintendent



Enclosure : None
Reference : None
No. of Pages : **4**
To be indicate in the **Perpetual Index** under the following subjects:
POLICY PARTICIPATION DIVISION
FN: dcmu/SDS_012226



Republic of the Philippines
Department of Education
Negros Island Region
SCHOOLS DIVISION OF SAGAY CITY

EngageEd activities at the school level. Documentation of consultations, including attendance, agenda, issues raised, and agreements reached, shall be properly recorded and retained for transparency and accountability.

4. To ensure the effective implementation of the WELCOME Initiative and its components, the following roles and responsibilities are hereby defined:
- a. *Schools Division Superintendent* shall provide overall direction and policy guidance in the implementation of the WELCOME Initiative and ensure compliance with this Memorandum.
 - b. *Division Chiefs, Office Heads, and School Heads* shall ensure the consistent and effective implementation of the WELCOME Initiative and its components within their respective offices and schools.
 - c. *AssistHub Personnel and Officers of the Day (OOD)* shall serve as the frontline service providers in offices and schools. They shall receive and document walk-in inquiries and concerns, provide immediate assistance when possible, and endorse matters requiring further action to the appropriate office or personnel. They shall ensure proper recording and monitoring of actions taken and response timelines.
 - d. *Division Public Affairs Coordinator (DPAC)* shall take charge of TextConnect, including the management of the Division Hotline and all SMS-based communication channels. The DPAC shall be responsible for the receipt, logging, and initial screening of all inquiries, concerns, and feedback received through TextConnect. Upon receipt, the DPAC shall endorse the inquiry or concern to the concerned office or unit within the same working day. The DPAC shall monitor compliance with the prescribed twenty-four (24) hour response period and follow up with concerned offices as necessary. The DPAC shall ensure that clear, accurate, and professional responses are provided to clients and stakeholders, either directly or through the concerned office, and that all feedback, responses, and actions taken are properly documented for monitoring, reporting, and continuous improvement purposes.
 - e. *Concerned Offices and Schools* shall act promptly on all inquiries and concerns endorsed through AssistHub or TextConnect. They shall prepare accurate and complete responses and submit the same to the DPAC or designated channel within the prescribed timeframe. Offices and schools shall likewise initiate corrective or improvement actions, when necessary, based on feedback received.
 - f. *School Management Monitoring and Evaluation Section* shall consolidate records of inquiries, response timelines, consultation activities, and results of the Client/Customer Satisfaction Survey (CCSS) to support monitoring, evaluation, and continuous improvement of service delivery.
5. The implementation of the WELCOME Initiative shall be monitored through the Client/Customer Satisfaction Survey (CCSS), inquiry and response logs, consultation records, and stakeholder feedback. Results shall serve as basis for continuous improvement of systems, processes, and service delivery.