



Office of the Minister

REGIONAL MEMORANDUM

No. 710
Series of 2023

TO : **TAHIR G. NALG, MAIS**
Director General for Madaris Education

ALL OTHERS CONCERNED

FROM : **MOHAGHER M. IQBAL**
Minister

SUBJECT : **COMMUNICATION STRATEGY DEVELOPMENT WORKSHOP FOR
MADRASAH EDUCATION STRATEGIC PLAN**

DATE : September 4, 2023

1. The Directorate General for Madaris Education (DGME) with support from the Education Pathways to Peace in Mindanao develops their Madrasah Education Strategic Plan (MESP) 2023-2026. The plan covers programs that lead to the improvement of formal madrasah education, derived from the target of national Sustainable Development Goals, National Plans, and BARMM Plans.
2. The MESP refers to the eight (8) standard provisions in the Bangsamoro Education Code (BEC). The DGME is on the final draft of its plan and needs to develop a communication strategy to continue the communication with its broader stakeholders for further cooperation in BARMM formal madrasah education.
3. Consequently, a **Communication Strategy Development Workshop for Madrasah Education Strategic Plan** shall be held on September 13-16, 2023 (inclusive of travel dates) in Davao City.
4. The activity aims to:
 - a. understand the importance of strategic communications in achieving the goals of the DGME and the MBHTE policy on Madrasah Education;
 - b. develop a communication strategy and plan for the MESP with the following elements:
 - Objectives
 - Stakeholders Analysis/Target Audience
 - Key Messages
 - Channels and Tools
 - Content Development Plan (This would include mapping and identification of stories)
 - Feedback mechanism
 - Monitoring and Measuring Effectiveness



Republic of the Philippines
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Ministry of Basic, Higher and Technical Education
 Cotabato City



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- c. create a timeframe and work plan for the Communication Strategy Implementation with indicative dates of submission of content or materials.
- 5. Should you have concerns or other inquiries, kindly contact **Sahla Abdulwahab** at mobile no. 0905-9010-706.
- 6. For information, dissemination, and compliance.

Bangsamoro Autonomous Region in Muslim Mindanao
 Ministry of Basic, Higher and Technical Education
 OFFICE OF THE MINISTER

RELEASED
 BY: [Signature]
 DATE: 06 SEP 2023
 TIME: 3:20 P.M.
 Cont. No. 2023-09-060

By Authority of the Minister
MOHAGHER M. IQBAL:

[Signature]
HARON S. MELING
 Deputy Minister

Republic of the Philippines
 Bangsamoro Autonomous Region in Muslim Mindanao
 Ministry of Basic, Higher and Technical Education
 INFORMATION AND COMMUNICATIONS DIVISION
 Office of the Minister
RELEASED
 By: [Signature]
 Date: SEP 06 2023
 Time: 3:25 PM
 Control No. 2023-09-060



Annex A. List of Participants

NO.	NAME	POSITION/ OFFICE
DGME		
1	TAHIR G. NALG, MAIS	Director General
2	ABDULSAMAD IS-HAQ	Consultant
3	ABEHURAYRA A. ABDULGANI	Senior Education Program Specialist
4	MOHTAR H. SALIK	Senior Education Program Specialist
5	MAIMONA D. BAYAN, PhD	Senior Education Program Specialist
6	ISHA JAMAHEREEN S. GUIALAL	Planning Officer II
7	NIZAR H. HAMID	Admin Assistant
8	SAHLA N. ABDULWAHAB	Education Research Assistant I
9	SANDRA S. KARIM	Education Program Specialist I
10	SITTIE AISHA RASHANNIE S. CAMIN	Education Program Specialist I
PPRD		
11	BENAMINE UBPON	Planning Officer III
ICD		
12	MOBARAK PANDI	Chief, Information Communication Division
13	HARON D. SALAH	Administrative Assistant V
14	QUEVIN CABALLERO	Communications Assistant
15	JOHAIRISH APRIL KUSAIN	Communications Assistant
BTA		
16	AMERUDDIN GAYAK	Member of Parliament
MDH		
17	ABUHURAIRA M. EDZA, MAIS	Madaris Division Head, Cotabato City
STAKEHOLDERS		
18	REPAINAL GAMPONG	Private Madrasah, Marawi City
19	SADRUDIN A. ABDILLAH	Private Madrasah, Maguindanao del Sur
20	GAMAR J. JAMMANG	Private Madrasah, Tawi-Tawi