



Republic of the Philippines  
**Department of Education**  
REGION I  
SCHOOLS DIVISION OF DAGUPAN CITY

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**Office of the Schools Division Superintendent**

**MEMORANDUM**

TO : **CILETTE LIBORO-CO**  
Assistant Secretary for Public Affairs and External Partnerships

FROM : **ROWENA C. BANZON EdD, CESO V**  
SCHOOLS DIVISION SUPERINTENDENT

SUBJECT : **TRANSMITTAL OF THE FY 2025 CLIENT SATISFACTION MEASUREMENT RESULTS**

DATE : **December 22, 2025**

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In reference to the memorandum on the Submission of FY 2024 Client Satisfaction Measurement (CSM) Results requiring all concerned offices and schools to submit their CSM Results to the Public Affairs Service – Public Assistance Action Center (PAS-PAAC), this Office hereby transmits the **FY 2025 CSM Results for (name of office)**.

This Office declares that the CSM Form was implemented for both the external and internal services declared in the DepEd Citizen's Charter, as required under DM-OUHROD-2023-0930 titled "Implementation of the Client Satisfaction Measurement (CSM) Form Prescribed by the Anti-Red Tape Authority" issued on 12 July 2023.

This Office acknowledges that the submission of the CSM Results complies with the Memorandum Circular (MC) No. 2019-002 titled "*Guidelines on the Implementation of the Citizen's Charter in Compliance with Republic Act 11032, Otherwise Known as the "Ease of Doing Business and Efficient Government Service Delivery Act of 2018," and Its Implementing Rules and Regulations (IRR),*" requiring all government agencies to submit their CSM Report annually.

Additionally, this Office understands that any office delivering services that fails to submit their CSM Results, without providing a valid explanation for why the service/s were not offered or had no/low CSM respondents, may be deemed non-compliant with this requirement.

This Office attests to the truthfulness, accuracy, and completeness of the submitted CSM Results.

For any clarification or concern, please contact (name of CO office focal person/RPAC/ DPAC) through (insert email address and/or contact number).

Thank you.



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### FY 2025 RESULT OF THE SDO DAGUPAN CLIENT SATISFACTION MEASUREMENT REPORT

#### I. Overview

Schools Division Office - Dagupan City is one of the fourteen schools divisions in Region I. It is strategically located at the heart of the province of Pangasinan. It is considered the shining metropolis of the north as it does not only serve as center for education but also known for being the melting pot for trade and commerce in the province and in Ilocos region.

It has completely risen from the debris of the 1990 earthquake in which almost 10 percent of its school buildings were damaged or flattened out to the grounds. Like a phoenix rising from its ashes to a new life, the Dagupan City School Division has also risen to a new life and to a new beginning.

The division is strongly composed of 34 complete public elementary schools distributed into four (4) districts. It has five (5) national high schools, namely: Dagupan City National High School, Bonuan Buquig National High School, Judge Jose De Venecia, Sr. Memorial National High School, Carael NHS and Salapingao NHS.

Complementing the efforts of our public schools in delivering quality education in the city's more than 150,000 population are 26 high-performing private schools. Most of these schools are noted for their outstanding performance in national achievement test and academic competitions. Three (3) of them have consistently ranked among the top 5 high-performing schools nationwide.

The leadership and dedication of the Dagupan City Schools Division staff remains unparalleled with the strong leadership and dedication of our distinguished Schools Division Superintendent, Dr. ROWENA C. BANZON, CESO V and her able Assistant Schools Division Superintendent Ms. ANNA LIZA M. CHAN, CESE. Their commitment to the mission and vision of the division to quality education can be showcased by the many accomplished programs and projects geared towards pupil/student and staff development, curriculum development, and physical development.

#### Mandate

In compliance to Section 20 of Republic Act (RA) No. 11032 or the *Ease of Doing Business and Efficient Government Service Delivery Act of 2018* mandates government agencies to establish a feedback mechanism and incorporate its results to the annual agency report. Rule IV, Section 3(b) of the Implementing Rules and Regulations of the Law likewise requires that agencies embed feedback mechanism



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and client satisfaction measurement and report results based on guidelines issued by the Anti-Red Tape Authority (ARTA).

Hence, the Agency was able to comply with the abovementioned requirements through the implementation of a DepEd-wide Citizen/Client Satisfaction Survey (CCSS) Form led by the Bureau of Human Resource and Organizational Development-Organization Effectiveness Division (BHROD-OED) and processing of feedback by the Public Affairs Service - Public Assistance Action Center (PAS-PAAC) and its counterparts in the field offices and schools.

The Client/Citizen Satisfaction Survey (CCSS) Form of the SDO may be accessed thru the following links - <https://bit.ly/SDODC-CSM> , <https://depeddagupan.com/client-satisfaction-measurement-feedback-form> [as prescribed by DM-OUHROD-2024-1379 ] or thru:



**II. Scope and Methodology**

**A. Period Covered: January to December 2025**

**B. List of services surveyed:**

**Internal Services**

**i. Budget Unit**

- 1.1. Processing of ORS
- 1.2 Posting/Updating of Disbursement

**2. Cash Unit**

- 2.1 Handling of Cash Advances

**3. Information and Communications Technology Unit**

- 3.1 User Account Management for Centrally Managed Systems
- 3.2 Troubleshooting of ICT Equipment
- 3.3 Uploading of Publications

**4. Legal Unit**

- 4.1 Issuance of Certificate No Pending Case

**5. Office of the Schools Division Superintendent**

- 5.1 Issuance of Foreign Official Travel Authority
- 5.2 Issuance of Foreign Personal Travel Authority



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**6. Personnel Unit**

- 6.1 Application for ERF
- 6.2 Application for Leave
- 6.3 Application for Retirement
- 6.4 Issuance of Certificate of Employment
- 6.5 Issuance of Service Record
- 6.6 Loan Approval and Verification
- 6.7 Processing of Appointment (Original, Reemployment, Reappointment, Promotion and Transfer)
- 6.8 Processing of Terminal Leave Benefits
- 6.9 Request for Correction of Name and Change of Status

**7. Property and Supply**

- 7.1 Requisition and Issuance of Supplies
- 7.2 Property and Equipment Clearance Signing

**8. Curriculum Implementation Division**

- 8.1 Program Work Flow of Submission of Contextualized LRs
- 8.2 Quality Assurance of Supplementary LRs

**9. SGOD - Planning and Research Section**

- 9.1 Request for Basic Education Data (Internal stakeholder)
- 9.2 Request for data for EBEIS/LIS/NAT and Performance Indicators

**External Services**

**1. Legal Unit**

- 1.1 Request for Correction of Entries in School Records

**2. Personnel Unit**

- 2.1 Acceptance of Employment Application (Teaching position)
- 2.2 Acceptance of Employment Application (Non-Teaching and Teaching-related positions) - promotion and entry

**3. Property and Supply**

- 3.1 Inspection, acceptance, and distribution of textbooks, supplies, and equipment

**4. Records Unit**

- 4.1 Issuance of Requested Documents (Non-CTC)
- 4.2 Issuance of Requested Documents (CTC and Photocopy of Documents)
- 4.3 Certification, Authentication, and Verification (CAV)
- 4.4 Receiving and Releasing of Communication and Other Documents
- 4.5 Receiving of Complaints against Non-Teaching Personnel
- 4.6 Receiving of Complaints against Teaching Personnel (Multi-Stage Processing)

**5. Curriculum and Implementation Division**

- 5.1 Accessing Available Learning Resources from LRMS portal
- 5.2 Borrowing of Learning Materials from Libraries
- 5.3 Alternative Learning System enrolment

**6. School Governance and Operations Division-Planning and Research Section**

- 6.1 Request for Basic Education Data (from external stakeholders)

**7. School Governance and Operations Division-SMME**

- 7.1 Issuance of Gov't Permit, Renewal, Recognition of Private schools
- 7.2 Issuance of Special Orders or Graduation of Private School Learners



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- 7.3 Application for SHS Additional Track/Strand
- 7.4 Application of Summer Permit for Private Schools
- 7.5 Application for No Increase in Tuition Fee
- 7.6 Application for Increase in Tuition Fee

**C. Sampling:**

**Mode of survey of implementation:** Paper questionnaire and online CSM

**D. Feedback and Collection Mechanism:**

- Monthly collection of paper questionnaire per office
- Monthly consolidation of online CSM and paper questionnaire results

**E. Scoring System:**

- i. **Rating Scale and Scoring Per Question.** The CSM uses a Five Point Likert Scale to measure the SQDs as follows:

Scale	Rating
1	Strongly Disagree
2	Disagree
3	Neither Agree or Disagree
4	Agree
5	Strongly Agree

- ii. **Scoring.** The percentage of respondents that rated **Agree** and **Strongly Agree** shall be used to get each SQD score. The percentage of respondents that rated **Agree** and **Strongly Agree** shall be used to compute the Overall Score for all SQDs.

**III. Results**

**A. Response rates (per service)**

**Total # of transactions versus Total # of surveyed clients**

Internal/External Services	Total # of surveys	Total # of transactions
<b>Budget Unit</b>		
Processing of ORS	361	4425
Posting/Updating of Disbursement	368	4420
<b>Cash Unit</b>		
Handling of Cash Advances	3	3
<b>Information and Communications Technology Unit</b>		
User Account Management for Centrally Managed Systems	123	175
Troubleshooting of ICT Equipment	121	167
Uploading of Publications	374	693
<b>Legal Unit</b>		
Issuance of Certificate No Pending Case	130	184
*Request for Correction of Entries in School Record	41	45



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<b>Office of the Schools Division Superintendent</b>		
Issuance of Foreign Official Travel Authority	1	1
Issuance of Foreign Personal Travel Authority	113	139
<b>Personnel Unit</b>		
*Acceptance of Employment Application for Initial Evaluation (Non-Teaching and Teaching-related Positions both promotion and entry)	130	187
*Acceptance of Employment Application for Initial Evaluation (Teaching Position)	263	647
Application for ERF	232	473
Application for Leave	325	1390
Application for Retirement	37	38
Issuance of Certificate of Employment	138	191
<b>Internal Services</b>	<b>Total # of transactions</b>	<b>Total # of surveys</b>
<b>Personnel Unit</b>		
Issuance of Service Record	275	815
Loan Approval and Verification	258	475
Processing of Appointment (Original, Reemployment, Reappointment, Promotion and Transfer)	278	684
Processing of Terminal Leave Benefits	1	1
Request for Correction of Name and Change of Status	32	32
<b>Property and Supply</b>		
Inspection, Acceptance, and Distribution of Textbooks, Supplies, and Equipment	306	968
Requisition and Issuance of Supplies	213	424
Property and Equipment Clearance Signing	69	80
<b>Records Unit</b>		
*Issuance of Requested Documents (non-CTC)	1	1
*Issuance of Requested Documents (CTC and photocopy of documents)	1	1
*Certification, Authentication, and Verification	3	3
*Receiving and Releasing of Communication and Other Documents	428	25979
*Receiving of Complaints against Non-Teaching Personnel	2	2
*Receiving of Complaints against Teaching Personnel (Multi-stage processing)	2	2
<b>Curriculum Implementation Division</b>		
*Accessing Available Learning Resources from LRMDS Portal	257	545
*Borrowing of Learning Materials from Libraries	20	20
*ALS Enrolment	297	1160



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Program Work Flow of Submission of Contextualized LRs	62	70
Quality Assurance of Supplementary LRs	105	135
<b>SGOD - Planning and Research Section</b>		
Request for Basic Education Data (Internal stakeholder)	25	25
*Request for Basic Education Data (Internal stakeholder)	20	20
Request for data for EBEIS/LIS/NAT and Performance Indicators	71	83
<b>*SGOD - SMME</b>		
Issuance of Government Permit, Renewal, Recognition of Private School	2	2
Issuance of Special Orders for the Graduation of Private School Learners	17	17
Application for SHS Additional Track/Strand	1	1
Application for Summer Permit for Private Schools	1	1
Application for No Increase in Tuition Fee	32	32
Application for Increase in Tuition Fee	2	2

**Client Demographic**

**Customer Type**

Citizen	1327
Business	529
Government Employee or another Agency	3579
Did not specify	103

**Age**

19 or lower	47
20-34	1453
35-49	3198
50-64	803
65-higher	4
Did not specify	36

**Sex**

Male	2008
Female	3337
Did not specify	198

**B. Citizen's Charter Results**

Citizens' Charter Awareness	Responses	Percentage
CC1. I know what a CC is and I saw this office's CC	4369	78.85%
CC1. I know what a CC is, but did not see this office's CC.	867	15.65%



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CC1. I learned of the CC only when I saw the office's CC.	275	4.96%
CC1. I do not know what a CC is and I did not see one in this office	30	0.54%
<b>Citizens' Charter Visibility</b>		
CC2. Easy to see	4573	82.53%
CC2. Somewhat easy to see	574	10.36%
CC2. Difficult to see	238	4.30%
CC2. Did not specify	56	1.01%
<b>Citizens' Charter Helpfulness</b>		
CC3. Helped very much	3387	61.13%
CC3. Somewhat helped	1927	34.78%
CC3. Did not help	187	3.37%
CC3. Did not specify	40	0.72%

**C. Service Quality Dimensions**

Service Quality Dimension	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	N/A	Rating	Percentage
SQD 0	0	0	112	1018	4411	0	4.90	97.98%
SQD 1	0	0	139	431	4962	9	4.87	97.33%
SQD 2	0	0	121	467	4945	8	4.88	97.67
SQD 3	0	0	147	525	4869	0	4.87	97.35%
SQD 4	0	0	134	502	4896	9	4.87	97.42%
SQD 5	0	0	0	0	0	5541	N/A	Not applicable
SQD 6	0	0	107	481	4948	5	4.90	97.98%
SQD 7	107	0	122	501	4910	8	4.88	97.65%
SQD 8	0	0	121	456	4953	11	4.88	97.62%
<b>OVERALL RATING</b>							<b>4.88</b>	
<b>OUTSTANDING</b>							<b>97.60%</b>	

**D. Major or most identified feedback**

- Prompt and efficient service was provided by the staff. The prescribed period for completing transactions was followed.
- Competent at providing technical assistance to ensure transactions move forward or completion of documents/reports/papers.
- Personnel were friendly, accommodating, and reliable.

**E. Conclusion and Recommendations**

- The Schools Division Office of Dagupan City obtained an Overall Rating of **4.88 (Excellent)** in the nine Service Quality Dimensions with Excellent ratings each from SQD 0 to SQD 8.



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- The Citizens' Charter Results showed that majority of SDO clients are strongly aware (agree) of the presence of Citizens' Charter in the office as shown below:

Citizens' Charter Awareness	78.85%
Citizens' Charter Visibility	82.53%
Citizens' Charter Helpfulness	61.13%

- The largest number of responses per Customer Type is summarized below:

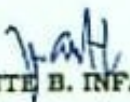
Type: Government Employee or Another Agency	3,579 (64.59%)
Age: 35-49 y/o	3,198 (57.72%)
Sex: Female	3,337 (60.22%)

- There are challenges in completing the needed data from collected paper questionnaires. For instance, there were no data for Age, Sex, and Customer Type in some of the survey forms. Despite some missing information in the forms, majority of CSM response results were generated from paper questionnaires than from the online CSM link.
- Following the reorientation of the division CSM team, there should be clear designation of team members re: the offices/units they are assigned. Tasks including collection, data gathering, data consolidation, and other tasks, should be performed regularly.

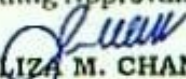
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Assistant Schools Division Superintendent

APPROVED:

  
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