



Republic of the Philippines
Department of Education
REGION I



REGIONAL MEMORANDUM
No. 0101, s. 2024

JAN 25 2024

**SUBMISSION OF CLIENT SATISFACTION MEASUREMENT (CSM) REPORT
FOR FY 2023**

To: Schools Division Superintendents

1. Pursuant to DM-OUHROD-2023-0930 regarding the Implementation of the Client Satisfaction Measurement (CSM) Form in the Department of Education, you are requested to submit a copy of your **Client Satisfaction Report for Fiscal Year 2023**.
2. Such requirement is also in compliance with RA No. 11032 or the *Ease of Doing Business and Efficient Government Service Delivery Act of 2018* and Memorandum Circular No. 2019-002 entitled *Guidelines on the Implementation of the Citizen's Charter in compliance to RA 11032*.
3. Enclosed is a guide for the CSM Report. Submit the said report **on or before February 1, 2024**, through email: pa1.region1@deped.gov.ph.
4. For guidance and strict compliance.

For the Regional Director:

RHODA T. RAZON
Director

Encl: As stated

Reference: ARTA Memorandum Circular No. 2022-05

To be indicated in the Perpetual Index

Under the following subjects:

FORMS
PERFORMANCE

ORD-PAU/jds/RM_SubmissionCCSReportFY2023
January 25, 2024





Republic of the Philippines
Department of Education

REGION I
SCHOOLS DIVISION OFFICE DAGUPAN CITY

Office of the Schools Division Superintendent

**FY 2023 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 Dr. MARCIANO U. SORIANO, CESO VI. 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



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Regulations of the Law likewise requires that agencies embed feedback mechanism 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 this link - <https://bit.ly/SDODC-CSM> or thru:



II. Scope and Methodology

A. Period Covered: January to December 2023

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



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5.2 Issuance of Foreign Personal Travel Authority

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



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- 7.2 Issuance of Special Orders or Graduation of Private School Learners
- 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 link

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. The paper questionnaires utilize smileys that correspond to the scales.

Scale	Smiley/Emoticon	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 eight SQDs.

III. Results

A. Response rates (per service)

Total # of transactions versus Total # of surveyed clients

Internal Services	Total # of transactions	Total # of surveys
Budget Unit		
Processing of ORS	4263	3837
Posting/Updating of Disbursement	4263	3410
Cash Unit		
Handling of Cash Advances	6	6



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Information and Communications Technology Unit		
User Account Management for Centrally Managed Systems	280	280
Troubleshooting of ICT Equipment	450	450
Uploading of Publications	639	3
Legal Unit		
Issuance of Certificate No Pending Case	15	12
Office of the Schools Division Superintendent		
Issuance of Foreign Official Travel Authority	70	70
Issuance of Foreign Personal Travel Authority	174	160
Personnel Unit		
Application for ERF	47	47
Application for Leave	3912	2740
Application for Retirement	20	20
Issuance of Certificate of Employment	152	110
Internal Services	Total # of transactions	Total # of surveys
Issuance of Service Record	565	403
Loan Approval and Verification	581	406
Processing of Appointment (Original, Reemployment, Reappointment, Promotion and Transfer)	294	205
Processing of Terminal Leave Benefits	6	6
Request for Correction of Name and Change of Status	17	17
Property and Supply		
Requisition and Issuance of Supplies	1064	958
Property and Equipment Clearance Signing	140	119
Curriculum Implementation Division		
Program Work Flow of Submission of Contextualized LRs	36	30
Quality Assurance of Supplementary LRs	78	60
SGOD - Planning and Research Section		
Request for Basic Education Data (Internal stakeholder)	216	160
Request for data for EBEIS/LIS/NAT and Performance Indicators	97	80

Client Demographic

Customer Type

Citizen	13417
Business	284
Government Employee or another Agency	9858



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Age

19 or lower	16
20-34	8955
35-49	11856
50-64	3464
65-higher	49
Did not specify	1286

Sex

Male	7577
Female	16877
Did not specify	1887

B. Citizen's Charter Results

Citizens' Charter Awareness	Responses	Percentage
CC1. Yes, aware and saw this office's CC	13256	99.39%
CC1. Yes, aware but did not see this office's CC.	49	0.36%
CC1. Yes but aware only when I saw the CC of this office.	32	0.24%
CC1. No, not aware	44	0.33%
Citizens' Charter Visibility		
CC2. Easy to see	18204	84.09%
CC2. Somewhat easy to see	3357	15.51%
CC2. Difficult to see	44	0.20%
CC2. Not visible	44	0.20%
Citizens' Charter Helpfulness		
CC3. CC helped very much	16691	77.17%
CC3. CC somewhat helped	4895	22.63%
CC3. CC did not help	44	0.20%

C. Service Quality Dimensions

Service Quality Dimension	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Rating
Responsiveness	0	4	74	4028	21764	4.98
Reliability	0	9	3370	5281	17335	4.35
Access and Facilities	0	0	988	5415	19540	4.40
Communication	0	0	2630	8207	15120	4.49



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Costs	0	0	0	410	6	5
Integrity	0	0	864	4343	20726	4.83
Assurance	0	0	187	4525	21229	4.96
Outcome	0	0	572	4514	20851	4.89
OVERALL RATING						4.74

D. Major or most identified feedback

- Service provided was prompt and efficient.
- Staff were friendly and accommodating.
- Quality service was provided.

E. Conclusion and Recommendations

- The Schools Division Office of Dagupan City obtained an Overall Rating of **4.74 (Excellent)** in the eight Service Quality Dimensions with Excellent ratings each from Responsiveness (SQD 1) to Outcome (SQD 8).
- The Citizens' Charter Results showed that majority of SDO clients are strongly aware of the presence of Citizens' Charter in the office as shown below:
 - **Citizens' Charter Awareness - 99.39%**
 - **Citizens' Charter Visibility - 84.09%**
 - **Citizens' Charter Helpfulness - 77.17%**
- The largest number of responses per Customer Type is summarized below:
 - **Customer Type - Citizens (13,417)**
 - **Age - 35-49 (11,856)**
 - **Sex - Female (16,877)**
- 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.
- To ensure that the services listed in the Citizens' Charter follow the required number of surveys, personnel assigned in these offices should be reoriented on CSM handling.
- CSM teams should be reorganized and reoriented to ensure that the tasks of collection, data gathering, data consolidation, and other tasks are performed regularly.
- The CSM team shall convene and propose feasible and more convenient means for customers to be able to access CSM forms or the online link.



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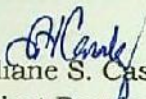


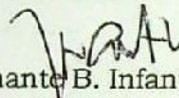
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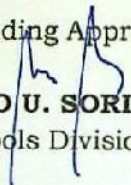
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APPROVED:


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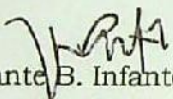
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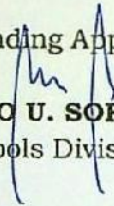
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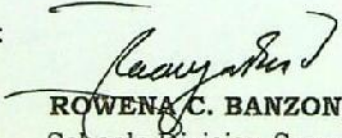

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