



Republic of the Philippines
Department of Education
 REGION II - CAGAYAN VALLEY
 SCHOOLS DIVISION OF TUGUEGARAO CITY

February 3, 2020

DIVISION MEMORANDUM

No. 035 s. 2020

OFFICIAL ADOPTION OF SDO TAGLINE

To: Assistant Schools Division Superintendent
 CID AND SGOD Chiefs
 Unit Heads
 Education Program Supervisors
 Public Schools District Supervisors
 School Heads, Public/Private Elementary/Secondary

1. For the information and guidance of all concerned, this memorandum enacts the official adoption of our SDO- tagline, "**CIUDAD TUGUEGARAO MARENU, MASIPPO, MALAPPO, MINAMMARULO**" anchored on our Core Values MAKADIYOS, MAKATAO, MAKAKALIKASAN AT MAKABANSA.
2. This is in support to the CHARACTER FIRST PROGRAM of our City Government which is also aligned with our Division's initiative PROJECT Functional Approach to Character Education (FACE).
3. This Office hereby requires that all schools shall post the new SDO-tagline in conspicuous places/campuses.
4. The meaning and message of our tagline should be carefully explained to all learners and key stakeholders.
5. The teachers and learners should recite and practice it by heart to further promote the Ibanag culture of Tuguegarao and instill positive values among them.
6. Attached is the copy of our official SDO tagline for your reference.



Address: Regional Government Center, Carig Sur, Tuguegarao City, 3500

Telephone Nos.: (078) 844-7925; (078) 377-8805


Email Address: tuguegarao@deped.gov.ph

Website: depedtuguegarao.com

Doc Code:	FM-ORD-005	Rev:	00
As of:	July 2, 2018	Page:	1



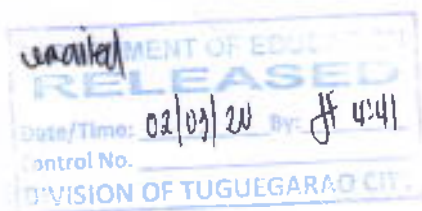
7. Immediate dissemination of and strict compliance of this memorandum is directed.



REYNANTE Z. CALIGUIRAN
Assistant Schools Division Superintendent
Officer In-Charge
Office of the Schools Division Superintendent

Encl: SDO TAGLINE design and meaning
Reference:
To be indicated in the Perpetual Index
Under the following subjects:
SCHOOLS, STUDENTS, TEACHERS

cid/esc/lou



Address: Regional Government Center, Carig Sur, Tuguegarao City, 3500
Telephone Nos.: (078) 844-7925; (078) 377-8805
Email Address: tuguegarao@deped.gov.ph
Website: depedtuguegarao.com

Doc Code:	PM-ORD-005	Rev:	00
As of:	July 2, 2018	Page:	2





10 torches - 10 strategic Agenda of SDO Tuguegarao City.

Carabao Horn – Symbolizes the traits of Tuguegaraoños
which are Hardworking people , Strong-willed and with Perseverance

Fire “AFI” - where Tuguegarao got its name
-“AFI” symbolizes light “Nawag” and celebration “funsion”

Marenu – Cleanliness in all aspects of our being

- Integrity
- Purity

Masippo – Prudence

- Kindness

Malappo- Hardworking

- Industrious

Minamarullo- Obedience

- Responsible