



Republic of the Philippines
Department of Education
Region III
SCHOOLS DIVISION OF BULACAN

ADVISORY

To : Public Schools District Supervisors
Elementary/Secondary School Heads



From : The Schools Division Superintendent

Subject : PIVOT SCHOOL ATTENDANCE MANAGEMENT SYSTEM – FACEBOOK
MESSAGING SYSTEM IN ALL PUBLIC AND PRIVATE SCHOOLS IN BULACAN
FOR ACADEMIC YEAR 2020-2021

Date : July 2, 2020

Attached is the letter of Ms. Cherrymae V. Sta. Ana, Marketing Coordinator of PIVOT EDUTAINMENT inviting interested public/private schools for their PSAMS program.

For information.


NICOLAS T. CAPULONG, PhD, CESO V
Director III
Officer-in-Charge 
Office of the Regional Director and
Concurrent Officer-in-Charge
Office of the Schools Division Superintendent

Advisory No. 026, s. 2020

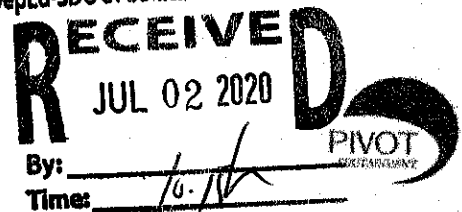


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DR. NICOLAS T. CAPULONG
Officer-In-Charge
DepEd – Bulacan

DepEd-SDO of Bulacan Office of the SDS



SUBJECT: Request for an **advisory** of the **Pivot School Attendance Management System - Facebook Messaging System** in all public and private schools in **Bulacan** for **Academic Year 2020-2021**.

Dear Dr. Capulong:

Greetings of peace and prosperity!

With the COVID-19 pandemic taking over the world, schools around the world are faced with the challenge of ensuring the continuity of education during these uncertain times. This has pushed schools nationwide to reshape the modalities of learning delivery in order to adapt to the "new normal" for this coming school year. As a result, most of the schools have now shifted to online learning system.

Our company, Pivot Edutainment, is glad to introduce to you our newest service offering – **Pivot School Attendance Management System - Facebook Messaging System**. PSAMS – Facebook Messaging System is a useful tool in providing a convenient **communication channel** between teachers, school administrators, and parents. With the use of our Facebook Messenger notification system, your school can also disseminate relevant information to parents or guardians such as **school announcements** and others that are not only limited to text, but also multimedia files. Another important feature of PSMS is that teachers can also send **personalized messages** to parents such as **academic performance ratings**, and others. Through this, parents can also play an active role in their child's online learning even if they are not there to physically guide and monitor them.

Other service providers of school messaging systems are using SMS notification. However, since SMS is governed by the existing Fair Usage Policy, the number of messages that can be sent in a day is limited. This is the reason why there may be inevitable delays in sending notifications via SMS. With the use of Facebook Messenger, on the other hand, we can guarantee accurate and real-time notification. Since most people are already familiar with how it works, parents/guardians will not have to undergo training on how to use the said application. Aside from these, parents can also receive notifications through WiFi, mobile data, or even free data.

In lieu with this, we would like to request for an **advisory** or recommendation from your good office to be able to offer PSAMS Facebook Messaging System to all public and private schools in **Bulacan** for the **Academic Year 2020-2021**. Rest assured that we will work closely with your office, in accordance to its vision and mission.

We will be looking forward to your positive response regarding the matter.

Thank you and more power.

Respectfully yours,

A handwritten signature in black ink, appearing to be "Cherrymae V. Sta. Ana".

CHERRYMAE V. STA. ANA
Marketing Coordinator

0917-145-9617

RATIONALE

COVID-19 has become a widespread global challenge impacting all aspects of life. As one of the countries who is experiencing the outbreak, the Philippines is countering the crisis with a variety of rapid and innovative responses. This health crisis has affected many including the education sector. This has pushed schools nationwide to reshape the modalities of learning delivery.

Below are some examples illustrating how the Pivot School Messaging System via Facebook Messenger can be used as a communication channel for the school and the parents.

Facebook Messenger -based Announcements

The Philippines is known as one of the top users of Facebook Application in the world. Almost half of the population uses Facebook as one of their messaging options since it can be accessed even on free data mode. With PSAMS the teachers and school officials could easily communicate with the parents of their students. Unlike regular Facebook Messenger messages or group chats, what we are offering is a more organized way of messaging. With PSAMS - Facebook Messaging System, teachers can easily send messages for every class without the need to create several Facebook groups or group chats. Once they create the classes/groups in PSAMS, they can easily send messages to their selected class with just one click. Aside from group messages, teachers can also create personalized messages. With regular Facebook group chat, the tendency is that all messages and replies from all the members of the group chat are crowded in one conversation, thus, parents will have to browse through all the messages which will take up more time. In addition, Facebook messenger has an unlimited sending capacity giving the school a higher chance to consistently send multiple messages and school announcements.

Developers Profile



Pivot Edutainment teams up with SureM- one of the leading messaging company developer in South Korea

Company Name	SureM, Inc.
Incorporation	March 2000
CEO	BAEK SEONRYE
2018 Sales Goal	USD 27,840K
Employees	Korean Speaker : 52 English Speaker : 7 Chinese Speaker : 4 Spanish Speaker : 2 Japanese Speaker : 1 Indonesian Speaker : 1
Customer Base	3,000 Enterprise Clients / 1,200K Individual Subscribers
Major Business	1. SMS, LMS, Callback URL, ASP Service 2. SMS-MO/MMS-MO Service 3. MMS(Multimedia Messaging Service)

[Sta Ana Cherry/Mae(teacher)] | 59:20 | Extend Profile Logout

Welcome School Admin

Grade	7	Attend	0	Late	0
Class	14	Release	0	Absence	2
Student	2				

Notice Board >>

Private Information Handling Pol... 13/05/2020

PSAMS client setup file. 11/05/2020

Information

FAQ Contact

> Attendance Management

School Management

School Chair Management

Class Management

Student Management

Identify Bulk Student Information

Appointee Management

Automatic Text Message Management

Notifications Sending Controls Management

> Board

Notice

FAQ

Q&A

Q&A Answer

User Guide

6/2020 Accounting Report

6/2020	Accounting	Report

6/2020 Students Today's Attendance

6/2020	Students	Today's	Attendance

Facebook Message Send

To Data AddressBook

To

From Data

Reservation Immediately Reservation

Send Reset

SCHOOL ADMINISTRATOR ACCOUNT

- Supervise and check the teachers' activities, student management and other school related management activities

TEACHER ACCOUNT

- Create student personal account such as grades and classes
- Manage automatic text message content
- Send the agenda and lesson of the day
- Create Notice board and Q&A section for students

STUDENT ACCOUNT

- Receive real-time notifications from teacher and school (eg.online class schedule)
- Check own attendance status and school announcements
- Create Q&A section for teacher

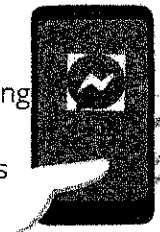
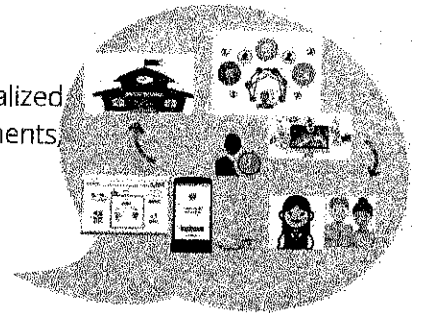
CUSTOMIZE YOUR OWN SCHOOL MANAGEMENT PACKAGE with PSAMS

Pivot School Attendance Management System

Whether your school will be implementing **TRADITIONAL, BLENDED OR ONLINE LEARNING SYSTEM**, we have the thing that you need to make your transition to the "new normal" smooth and hassle-free!

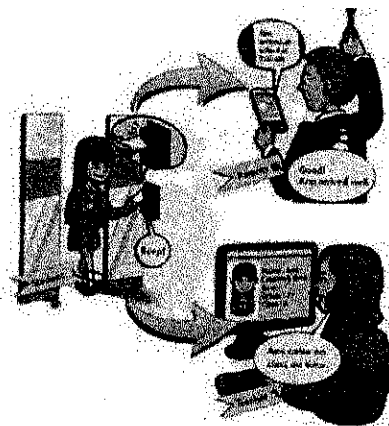
Option A. Recommended for schools that will be implementing traditional, blended and online learning system.

- ✓ Effective and easy communication channel for school administrators, teachers and parents
- ✓ Allows school administrators and teachers to send personalized messages to parents regarding important school announcements, academic performance and many others
- ✓ Provides Real-Time Notifications with the use of Facebook Messenger
- ✓ Upto 95% sending success rate compared to SMS sending
- ✓ Capable of sending unlimited text, messages, images and multimedia files

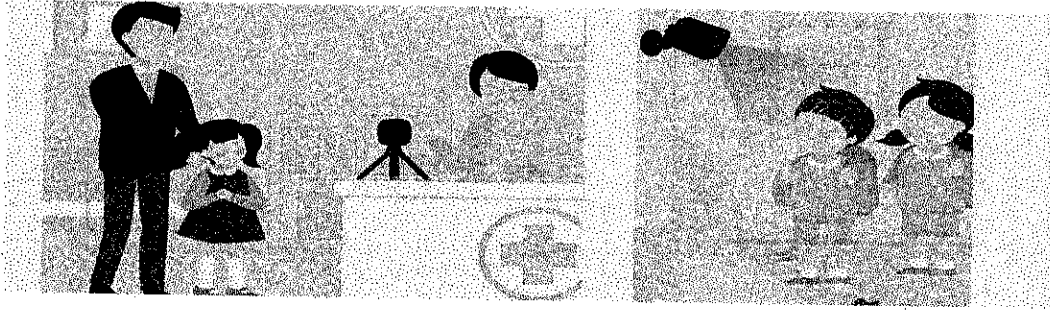


The school can also choose to integrate PSAMS with Radio Frequency Identification System (RFID)

- ✓ Parents can receive a real-time notifications via facebook messenger once their child enters or leaves the school premises.
- ✓ Students will be provided with an RFID capable card (all school personnel will get RFID cards for Free)

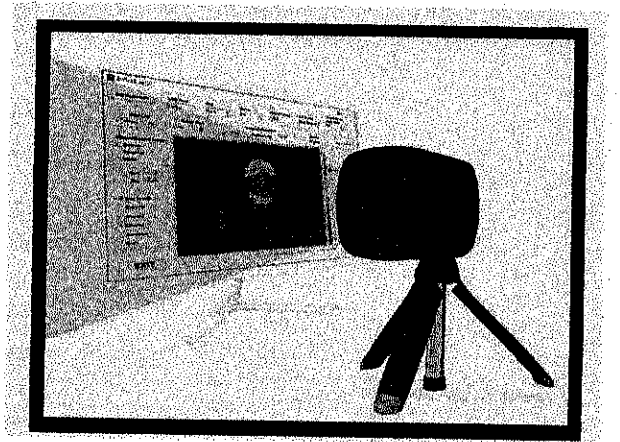


PSAMS Affordable Contactless Thermal Imaging Camera



Recommended in high risks areas such as government offices and public places with high foot traffic.

- ✓ Provides contactless and accurate fever detection
- ✓ Equipped with an alarm once it detects an above average body temperature
- ✓ Allows real-time monitoring with the use of a computer
- ✓ Capable of simultaneous temperature scanning / reading
- ✓ Easy to set-up and use



Product of Korea

NOTE:

- You may choose from the following options:*
- a. All-In Contactless Thermal Imaging Camera Package*
 - b. Contactless Thermal Imaging Camera Only*

You may reach us through:



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