

**MEMORANDUM**

TO : ALL BOC PORTS AND GROUPS

FROM : REY LEONARDO B. GUERERRO
Commissioner (JUL 24 2020)

SUBJECT : Submission of BOC Battle Cry Entries

DATE : 22 JULY 2020



BOC-03-06331

In relation to the interim BOC Communication Plan 2020, the Bureau shall arm itself with a Battle Cry to express its mandate, mission, and exceptional public service in a short but remarkable combination of words. A battle cry is a phrase/slogan expressing the ideals of an organization, its leadership, and its people. As an example, the Department of Education voiced "*Sulong EduKalidad*" as it launched its reforms to achieve quality in basic education and "*All for health towards health for all*" by the Department of Health which embodies the principle of community participation in the processes of ensuring that all our fellow countrymen enjoy good health and access to professional healthcare services.

To circumnavigate in this process, the Office for Strategy Management (OSM) and the Public Information and Assistance Division (PIAD) will be requiring all ports and groups to submit one (1) entry. The OSM and PIAD hope to engage internal stakeholders, consolidate innovative and holistic ideas, and achieve a mutually agreed upon BOC Battle Cry.

All entries shall be submitted to the PIAD e-mail address piad@customs.gov.ph on or before **August 7, 2020** following the mechanics and required format for submission as attached.

For strict compliance.

South Harbor, Gate 3, Port Area, Manila 1099

Tel. Nos 527-4537, 527-1935

Website: www.customs.gov.ph Email: Boc.cares@customs.gov.ph

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MECHANICS

BOC Battle Cry Making Project

1. A battle cry is a phrase/slogan expressing the ideals of an organization's leadership and its people.

Example:

- The Department of Education (DepED) -- "*Sulong EduKalidad*" as it launched its reforms to achieve quality in basic education.
 - The Department of Health (DOH) -- "All for health towards health for all" which embodies the principle of community participation in the processes of ensuring that all our fellow countrymen enjoy good health and access to professional healthcare services.
2. The BOC Battle Cry making project is open all 17 collection districts and 6 groups of the Bureau.
 3. The participating district and group may submit only one (1) entry throughout the project timeline.
 4. The OSM and PIAD will be open for submission of entry/ies from **July 27, 2020 to August 7, 2020**.
 5. All entries shall be submitted to the PIAD e-mail address piad@customs.gov.ph on or before **August 7, 2020**.

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FORMAT FOR SUBMISSION

Port/Group: _____

Date: _____

Battle Cry: _____

Brief Explanation:

*All entries shall be submitted to the PIAD e-mail address piad@customs.gov.ph on or before **August 7, 2020**.*

*Please indicate Subject: **"Port/Group – BOC Battle Cry Entry"** in the electronic mail.*

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