



M.C. No. 14, s. 2010

### MEMORANDUM CIRCULAR

**TO :** HEADS OF CONSTITUTIONAL BODIES; DEPARTMENTS, BUREAUS AND AGENCIES OF THE NATIONAL GOVERNMENT; LOCAL GOVERNMENT UNITS; GOVERNMENT-OWNED OR CONTROLLED CORPORATIONS with Original Charters; AND STATE UNIVERSITIES AND COLLEGES

**SUBJECT :** 110<sup>th</sup> Anniversary of the Philippine Civil Service

The Philippine Civil Service will celebrate its 110<sup>th</sup> year in September. As the lead agency in the celebration, the Civil Service Commission (CSC) has drawn up activities that underscore the individual importance of the Filipino civil servant and the collective significance of the civil service in governance.

The theme for this year's celebration is anchored on President Benigno Simeon C. Aquino III's call for reform: *kung walang corrupt, walang mahirap*, and on his pledge to implement change in government and on the clamor for increased transparency and accountability. The theme urges civil servants nationwide to respond to the call for change by joining CSC in providing responsive, accessible, courteous and effective public service or R.A.C.E. Thus, this year's theme is:

#### **In a R.A.C.E. to Serve: Advancing Responsive, Accessible, Courteous and Effective Public Service**

The month-long celebration of the 110<sup>th</sup> year of the PCS shall provide government agencies with the opportunity to celebrate reforms and milestones as they fulfill their respective mandates. The event would also highlight the race to excellence of civil servants and government agencies, and show public service at its best.

State employees in all government agencies and instrumentalities are enjoined to actively participate in the activities to be undertaken at the national, regional and agency levels. For more information, contact the Public Assistance and Information Office (telephone no. 931-7997, paio\_csc@yahoo.com, and TEXTCSC at 0917-8398272) or the nearest CSC regional office.

*In a Race to Serve*  
*Responsive, Accessible, Courteous and Effective Public Service*

## GOVERNMENT-WIDE ACTIVITIES

### 1. *R.A.C.E.-themed Simultaneous Flag-Raising Ceremonies*

Simultaneous flag-raising ceremonies in agencies nationwide shall be held on September 6 (Monday) to promote this year's theme, *In a R.A.C.E. to Serve*. A short taped message from the CSC Chairman will be available through the CSC website, [www.csc.gov.ph](http://www.csc.gov.ph), for viewing or downloading by agencies on the said day. In each agency, the highest human resource management personnel/official shall likewise announce government-wide and agency-wide activities lined up for the month.

### 2. *Media Campaign to promote R.A.C.E.*

*R.A.C.E.*, the official monthly eNewsletter of the Philippine Government, will be launched through the CSC Website ([www.csc.gov.ph](http://www.csc.gov.ph)). Human resource management offices are directed to regularly download and post the eNewsletter in their respective agencies. In addition to the regular sections, *R.A.C.E.* will include News Capsules on recent CSC issuances.

The CSC has coordinated with NBN Channel 4 for a month-long segment on one of its shows to feature frontline services of various government agencies. CSC officials and heads of agencies will also be invited for TV and radio guestings to strengthen promotion of *R.A.C.E.* principles and feature anti-corruption measures of government.

Agencies are enjoined to display the anniversary streamer\* in their respective office facades.

### 3. *The Civil Service Academy*

The Civil Service Academy Board of Trustees (composed of the heads of the Civil Service Commission, National Economic and Development Authority, Department of Budget and Management, Department of the Interior and Local Government, and the Development Academy of the Philippines) shall be constituted and shall be in operation relative to the conduct of continuing training programs for various employee levels in the career service.

### 4. *MOA Signing for Call Center ng Bayan*

Government agencies, led by the CSC and the National Computer Center (NCC), will implement the provisions of the Anti-Red Tape Act (Republic Act No. 9485) pertaining to the improvement of frontline services through citizen's helplines, government contact or call centers. Memorandum of Agreements will be signed to commence the interconnection of identified agency helplines to the Call Center ng Bayan, guided by CSC-NCC Joint Resolution No. 2010-01 dated July 14, 2010.

### 5. *Conduct of Leader's Forum on Ethics and Accountability*

Scheduled on September 30, the forum aims to come up with a National Agenda for Ethics and Accountability in government.

6. *Honor Awards Program (HAP) Rites for the 2010 Presidential Lingkod Bayan, Dangal ng Bayan, and CSC Pagasa Awardees*

The awards rites serve as the culmination of the search for the Outstanding Public Officials and Employees. The awards, as provided by laws, are conferred by the President of the Republic of the Philippines. It is slated in September at the Malacañang Palace.

Heads of government agencies, especially those with 2010 national winners, are expected to attend the rites.

7. *Citizen's Satisfaction Center Seal of Excellence*

Government agencies that were able to attain service performance excellence through compliance with the provisions of the Anti-Red Tape Act of 2007 (Republic Act No. 9485) and were validated through the Report Card Survey will be conferred the Seal of Excellence. Their achievements will be showcased during the anniversary to inspire and encourage other agencies to pursue 100% compliance with ARTA.

### **CSCRO-LED/AGENCY-LED ACTIVITIES**

1. *R.A.C.E. Caravan of HAP awardees*

CSCROs and agencies shall spearhead a caravan featuring past HAP awardees. HAP awardees may be invited during flag-raising ceremonies in offices and schools. The activity aims to showcase the exemplary careers and achievements of the best government employees, to inspire young citizens and government workers to aim for R.A.C.E. in public service.

As an alternative, vignettes of HAP awardees may also be downloaded from the CSC website, [www.csc.gov.ph](http://www.csc.gov.ph), and read during flag rites and special events.

2. *Launch of the R.A.C.E. Campaign among civil servants*

Part of the R.A.C.E. Campaign is to focus on promoting courtesy among civil servants, especially those directly providing frontline services dealing with the public.

Government agencies shall also set up exhibits in their respective office lobbies or grounds, featuring their accomplishments and current programs/projects/activities which keep them in the race to serve the Filipino people. Exhibits which best embody the ideals of R.A.C.E. will be cited.

Field officers shall identify exceptional exhibits, while Regional Offices may conduct simple recognition rites for the agencies with the best R.A.C.E. exhibits.

3. *Organization of meetings/dialogues/fora to promote R.A.C.E.*

CSCROs and other government agencies are encouraged to hold meetings, dialogues or fora with their stakeholders (or in the case of LGUs, with their constituents) to gather feedback and suggestions of the public on how government agencies may provide excellent services.

As a result, LGUs or government agencies may sign covenants with their clientele spelling out their commitment to excellence in frontline service.

These shall also serve as venue for Development Reforms for the CSCROs to orient or inform the public of the CSC's Road Map for Development/Reforms and new logo.

4. *Diskwento sa Dekasentenaryo*

CSCROs shall take the lead in arranging with government and private-run museums for discounted entrance fees and possible weekend openings to accommodate government employees. Discounted products and discount cards may be made available to government employees during the month of September.

CSCROs and agencies may also coordinate with entrepreneurial organizations for the setting up of *tiangges* or temporary flea markets in office grounds. Government employees who are also entrepreneurs may use the venue to promote or sell their products and services.

5. *"Government Express at the Malls"*

CSCROs will once again take the lead in organizing the R.A.C.E. Mall Tour, this year's version of "Government Express at the Malls" which aims to bring public service to a more popular area – the malls. This activity underscores accessibility and speediness of government services.

Government agencies nationwide may set up: (1) a one-stop shop of frontline services [e.g. permits, licenses, verifications, etc.]; (2) an action center where queries, complaints and feedback can be entertained and immediately acted upon; and (3) an information center where agencies can disseminate their key programs.

6. *Brigada Ahensiya Advocacy*

The Brigada Ahensiya is being re-launched as an advocacy to promote health and wellness in the workplace and among employees. Agencies may undertake the following activities: (1) clean up, repair, repainting and refurbishing of workplaces; (2) donation of old but usable furniture, fixtures, supplies and equipment to public schools and barangays to declog the offices; (3) provision of areas in the workplace for physical fitness or sports programs, gardens or mini parks, or archival areas for important office documents.

7. *Regional/Provincial Recognition and Awards Rites for the 2009 HAP Finalists, Top Rating Agencies in PASADA, and Model Frontliners/Employees*

CSCROs shall spearhead the awards rites of regional finalists in the 2010 HAP, along with the top rating regional agencies in PASADA. Model Frontliners or Employees in the region may also be recognized. Human Resource Management Officers (HRMOs) or personnel officers shall lead in the search for candidates and in the facilitation of the awards process.

The CSC central and regional offices shall provide assistance and inputs to agencies in implementing the anniversary activities. All agencies are directed to observe the R.A.C.E. theme, and to pattern projects, activities, and all campaign materials after the said theme.

  
**FRANCISCO T. DUQUE III, MD, MSc**  
Chairman

28 July 2010

Attachments:      Primer on R.A.C.E. theme  
                         \*Guidelines on 110<sup>th</sup> PCS Anniversary streamer

## 110<sup>th</sup> Philippine Civil Service Anniversary

In a **R.A.C.E.** to Serve:  
Advancing Responsive, Accessible, Courteous, and Effective Public Service

Four things are important in a race: distance, speed, direction, time. When runners or drivers get into the track, they focus on the distance ahead, on the time they aim to go past the finish line. They have two tools at hand – direction and speed. Heading to the right direction will make a difference; hitting the right speed helps ensure the win. A moment of indecision, of retreat, of wrong maneuver can affect the race outcome. The race is all about mapping a strategy, following a game plan, giving it one's best shot.

So it must be with the Philippine Civil Service (PCS). In an age marked by rapidly changing and evolving technology, the PCS cannot afford to lag behind. Thus, the theme for its 110<sup>th</sup> year – *In A R.A.C.E. to Serve: Advancing Responsive, Accessible, Courteous and Effective Public Service*. Like a seasoned traveler, the PCS shifts its gears not just to complete the laps but take a commanding lead in good governance. It races against mediocrity, competes against corruption and graft, struggles to get past such setbacks as limited resources and increased public expectations. The racing principles remain. One cannot pull back nor be middling. Public service requires one to bridge the distance between the government and the governed, at a quick or fast pace, guided by set priorities, principles and selfless convictions, and in response to the needs of the times.

As the Philippine Civil Service marks its 110<sup>th</sup> year, the Civil Service Commission enjoins state workers nationwide to be part of the race to responsive, accessible, courteous and effective public service. There is much expected of civil servants but by joining the race, they can make the most of the opportunity afforded them in serving their fellowmen. It is time to shift gears, to leave unnecessary baggages, to give one's best shot and to win the race in a public service that is *para sa tao* and *para sa bayan*.

### R.A.C.E. Promotional Materials

*Note: Agencies are directed to insert their agency name before the phrase "In a race to serve" in all their materials, should they opt to produce their own posters, stickers, etc.*

*Agencies may want to follow the following specifications for the anniversary streamer, otherwise they may design their own provided that the text specified here is retained:*

*Font: Slim Stravinsky for "R.A.C.E.", Franklin Gothic Demi for the rest of the text*

*JPEG files of the CSC logo and the image (auto car racing flag and highway) used as tarpaulin background are downloadable through the CSC website, [www.csc.gov.ph](http://www.csc.gov.ph).*

