

Administrative Order No. 02
Series of 2017

SUBJECT : Vision, Mission Statements and Organizational Outcomes

I. RATIONALE

On 17 November 2016, the Secretary presented her vision and mission for the DSWD at the National Management Development Conference (NMDC) to kick-off the creation of the strategic plan of the department. These statements are anchored with Ambisyon Natin 2040, which is a long-term vision for the country.

The NMDC conducted a workshop in supplement to the Secretary's statements and strategic initiatives. Following the summary of NMDC outputs, the Executive Committee in its 24 January 2017 meeting approved the new DSWD vision and mission statements and organizational outcomes.

II. VISION STATEMENT

The DSWD **vision statement** shall read as:

The Department of Social Welfare and Development envisions all Filipinos free from hunger and poverty, have equal access to opportunities, enabled by a fair, just, and peaceful society.

III. MISSION STATEMENT

The DSWD **mission statement** shall read as:

To lead in the formulation, implementation, and coordination of social welfare and development policies and programs for and with the poor, vulnerable and disadvantaged.

IV. CORE VALUES AND DSWD BRAND

The **DSWD Core Values** of Respect for Human Dignity, Integrity, and Service Excellence are hereby updated as:

Maagap at Mapagkalingang Serbisyo;

*Serbisyong Walang Puwang sa Katiwalian;
Patas na Pagtrato sa Komunidad*

The **DSWD Brand** of “*DSWD May Malasakit*” is hereby affirmed.

The above vision-mission statements, core values, and brand are hereby adopted effectively. Henceforth, the previously considered DSWD core values are categorized as universal principles of social welfare and development.

V. ORGANIZATIONAL OUTCOMES

The **DSWD Organizational Outcome** statements, to be adopted starting 2018, have been updated to the following:

Organizational Outcome 1: Well-being of poor families improved

Organizational Outcome 2: Rights of the poor and vulnerable sectors promoted and protected

Organizational Outcome 3: Immediate relief and early recovery of disaster victims/survivors ensured

Organizational Outcome 4: Continuing compliance of social welfare and development (SWD) agencies to standards in the delivery of social welfare services ensured

Organizational Outcome 5: Delivery of social welfare and development (SWD) programs by local government units (LGUs), through local social welfare and development offices (LSWDOs), improved

All OBSUs and FOs shall immediately update their Vision, Mission, and Core Values statements posted, announced, and reported in offices, websites, publications, assemblies, meetings, and other collaterals.

In light of the 2018 budget call, the Financial Management Service and the Policy Development and Planning Bureau shall coordinate with the different offices to ensure that these new statements and its appropriate programs, activities and projects (PAPs) and indicators are incorporated in our 2018 budget proposal.

Likewise, PDPB shall conduct cascading and appropriate activities with OBSUs and FOs to align, gather, and identify strategic initiatives and support actions to these statements. All of which shall be incorporated in a DSWD 2017-2022 Strategic Plan.

The Social Marketing Service shall immediately formulate and implement an internal and external communication plan in support to these new statements.

The Human Resource Development Bureau shall include these statements in the onboarding initiatives and orientation of new employees.


JUDY M. TAGUIWALO
Secretary

Certified True Copy:


MYRNA H. REYES

Records & Archives Mgt. Section