

## International Conference

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### *Towards Enriching ICT for Education through Public Private Partnerships*

This paper describes the Philippine experience in an ICT project called *text2teach* which was jointly undertaken primarily through convergence and strategic partnerships at the international, national and local levels. Cognizant of the importance of pooling resources and expertise in undertaking ICT-based educational initiatives, the following institutions in 2003 came together to plan and implement a pilot project called *text2teach* under the Nokia-led program called *Bridgeit*: (1) the *Global Support Team* (GST) was composed of Nokia, the International Youth Foundation (IYF), Pearson Education and the United Nations Development Programme (UNDP), and; (2) the *Philippine Project Team* was composed of Ayala Foundation, the Department of Education, Southeast Asian Ministers of Education Organization Regional Center of Educational Innovation and Technology (SEAMEO INNOTECH), Globe Telecom, PMSI and Dream Broadcasting. The project has been expanded under the USAID education program called Education Quality and Access for Learning and Livelihood Skills (EQuALLS). The alliance of organizations implementing it is called Education and Livelihood Skills Alliance (ELSA). *Text2teach* is now in 210 schools all over the country, and has reached more than two hundred thousand Grades 5 and 6 students, with radial beneficiaries in the lower grades (Grades 1 to 4) numbering about three hundred thousand.

*Text2teach* is a project which aims to help improve the quality of teaching science in Grade V and VI classes in elementary schools in the Philippines through the provision of highly interactive easy-to-use multi-media packages designed to make English, math and science learning more exciting and meaningful among young learners. It integrates digital satellite broadcasting and mobile phone communication to transmit video materials directly to the classroom. The ultimate goal of *text2teach* is to narrow the educational divide between nations by improving the teaching of basic education in developing countries.



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The present organizational anchor of text2teach, the ELSA, is multiple-alliance set-up which is an integrated organizational competency model of an alliance. That is, an alliance which combines the best distinctive competencies and institutional strengths of each partner of ELSA into a comprehensive educational service delivery package not offered by any individual organization. The strength of ELSA is the integration, complementarity, and convergence of service delivery by the alliance. The existing collaboration among the partners works well because of mutual respect, shared responsibility, participatory decision making style, and clear division of labor. This is a significant advantage due to the convergence of different expertise, resources, and experiences of this group of well respected, high performing partners. Such cumulative expertise is difficult to find (if at all) in a single organization and has proven to be an asset in the implementation of *text2teach*.

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**Zenaida T. Domingo** is the Deputy Chief of Party of the Education and Livelihood Skills Alliance (ELSA) of USAID's Education Quality and Access for Learning and Livelihood skills (EQuALLS). From 1997 to January 2007, she was the Head of the Business Development Office and a senior specialist of the Southeast Asian Ministers of Education Regional Center for Educational Innovation and Technology (SEAMEO INNOTECH) where she was project head of a number of educational projects funded by World Bank, UNESCO, USAID, UNDP and other funding agencies. She has substantial work experience in the following areas: planning, management, training and evaluation of educational media projects, basic education and non-formal education programs, and in distance education.

Dr. Domingo holds a masteral degree in educational communication and a doctoral degree in educational management. She has served as consultant/resource person to several agencies including the Literacy Coordinating Council, the Philippine Information Agency, Channel 4, UNESCO, ILO, AusAid (Australia) and ADB. As a recipient of various scholarships and professional grants from educational organizations such as East-West Center, NHK of Japan, Hoso Bunka Foundation, Friedrich-Ebert-Stiftung, AMIC and UNESCO, She has presented on educational media in national and international fora and has written several articles for publications with national and international circulation.

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