



# PHILIPPINE EDUCATIONAL MEASUREMENT AND EVALUATION ASSOCIATION, INC.

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July 7, 2017

Dear **Fellow Educator,**

The Philippine Educational Measurement and Evaluation Association (PEMEA) is pleased to invite you and your colleagues to its Continuing Professional Development Program (CPDP) on Qualitative Data Analysis. It will be held on **January 27, 2018** at the **St. Paul University-Quezon City, Cor. Gilmore, Quezon City, Manila.**

The CPDP on Qualitative Data Analysis aims for the participants to: (1) Determine the steps and features of conducting qualitative data analysis; (2) interpret sample data using qualitative data analysis; and (4) pose possible research questions requiring qualitative data analysis. The seminar will be an opportunity for participants to think about the kind of research questions they can ask using qualitative data analysis and some details on undergoing such study. The workshop will start with an introduction about qualitative data analysis, its features and advantages, procedure on content and thematic analysis, ways on how to interpret responses, and some ways of reporting the results.

The registration fee for the CPDP is Php 1,500.00 which includes conference materials, lunch, and snacks.

Registrants can pay through bank with this account:

Name of Account: PHILIPPINE EDUCATIONAL MEASUREMENT AND EVALUATION  
ASSOCIATION

Account Number: 004103-0466-32

Bank: Bank of the Philippine Islands (BPI)

Branch Address: Masangkay-Mayhaligue

To acknowledge payment, please scan your bank deposit receipt with your full name, school, and cell phone number, registration form, and send to [pemea2008@yahoo.com](mailto:pemea2008@yahoo.com).

For more information about the CPDP, you may inquire through **Dr. Violeta Valladolid**, PEMEA Secretariat, in her mobile phone at 0956 574 8769 or email: [secretariat.pemea@teachers.org](mailto:secretariat.pemea@teachers.org). Updates are posted in the website at [www.pemea.org](http://www.pemea.org). Reservations to attend the convention can be sent to [pemea2008@yahoo.com](mailto:pemea2008@yahoo.com).

Together, let us further raise the quality of Philippine education through quality assessment and evaluation. Thank you.

All the best,

**Carlo Magno, PhD.**  
Chairman and President

**Jennie Jocson, PhD.**  
Vice President and Program Chair