

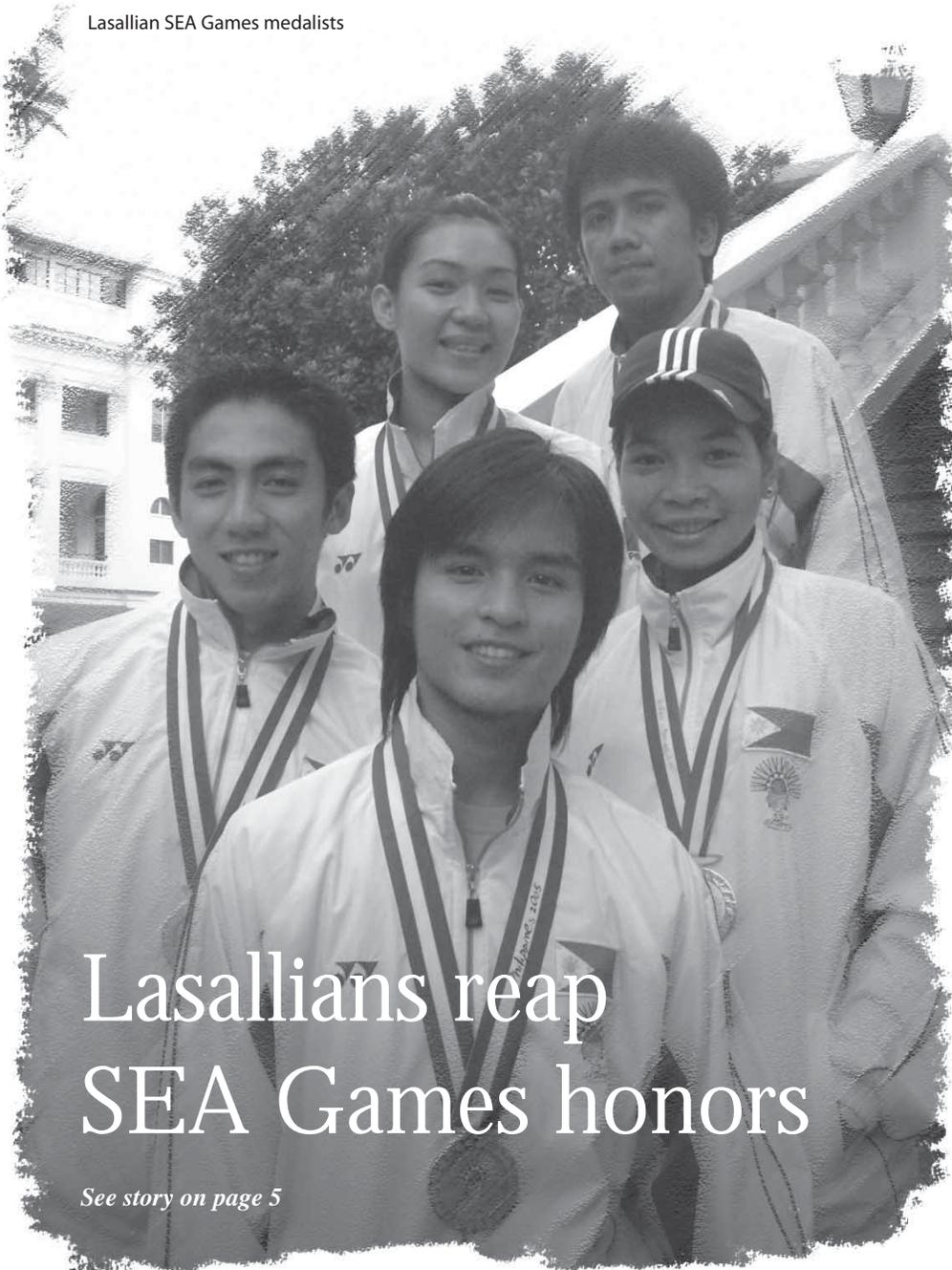


THE OFFICIAL NEWSLETTER OF  
DE LA SALLE UNIVERSITY-MANILA

2401 (tweñ'tē fōr'ō, wun) is a landmark number along Taft Avenue. It is the location ID of De La Salle University-Manila, home to outstanding faculty and students, and birthplace of luminaries in business, public service, education, the arts, and science. And 2401 is now the new name of the official newsletter of DLSU-Manila, featuring developments and stories of interest about the University.

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**24 Global Resource**

This section highlights Lasallian educators with outstanding research projects. Experts in their respective fields, they share their new ideas and learning in national and international discussions on various areas.

**BIO-ETHICS**

Dr. Florentino Timbreza, University Fellow and Professor of the Philosophy Department, was a panel reactor on the topic “Is the Human Embryo a Person?” during the International Congress on Bioethics '05 at the University of Sto. Tomas, Manila on December 5-7.

**MEDIA STUDIES**

Rhoderick Nuncio, Assistant Professor of the Filipino Department, presented his paper “Online Digital and the Youth’s Quest for Dystopian Equality” at the 7<sup>th</sup> Asia-Pacific Sociological Association Conference held on December 16-18 in Mahidol University, Salaya, Thailand.

**DLSU Brothers' Community Live-in Program**

4<sup>th</sup> Floor St. La Salle Hall  
January 18-22  
For information email [brothers@dlsu.edu.ph](mailto:brothers@dlsu.edu.ph) or visit the Vocation Center at Mutien Marie 14.

## SDRC to hold international workshop on child health

The Social Development Research Center and the Geneva, Switzerland-based UNICEF/UNDP/World Bank/World Health Organization Special Programme for Research and Training in Tropical Diseases (TDR)-Steering Committee of the Strategic Social, Economic and Behavioral (SEB) Research will conduct an international symposium/workshop titled “Infectious Diseases among Children in Conflict Situations: Risk, Resilience, and Response” from January 9 to 13 at the Angelo King International Conference Center.

This activity is organized in collaboration with the School of Public Health and Community Medicine of the University of New South Wales (UNSW), Australia, and the Refugee Studies Center (RSC) of the Department of International Development, University of Oxford.

The symposium aims to present information on the state of child engagement and child participation in conflict, document key challenges to the field, and identify strategies to address these challenges.

The co-convenors of the international symposium/workshop are Dr. Pilar Jimenez, SDRC research fellow and associate professor of the Behavioral Sciences Department, and currently co-chair of the TDR-SEB Steering Committee; Dr. Anthony Zwi, professor and head of the UNSW School of Public Health and Community Medicine, and member, TDR-SEB Steering Committee; and Dr. Johannes Sommerfeld, TDR-SEB Steering Committee manager.

Participants who will attend the event are from Uganda, Sri Lanka, Nepal, Indonesia, and the Philippines.

## 2006 Institutional Calendar



You may now place your order for the institutional calendar at the Marketing Communication Office. The calendar refill costs P50.

For orders call Virgie at local 144 or visit us at LS 163.

# Ensuring Employability

By Dr. Jaime S. Ong

*When my corporate career started three decades ago, the accepted wisdom in the company I joined was 1) employment would be virtually cradle-to-grave, and 2) all of it would be in the Philippines.*

If you showed respect for your superiors, loyalty to the firm, and diligence in your job (in that order), the company would keep you till you turned 65. And with facilities spread out all over the archipelago, but a negligible presence overseas (accounting for maybe five per cent of total sales), you might zigzag from one location to another, but work all your life within the same domestic market.

The reality had changed by the time I left in 1998. My departure was part of the company's fourth wave of early retirements and downsizings since 1981, each wave larger and more sweeping than the last.

Just as instructive is what has happened to the managers who reported to me in the 1980s, when I was director of human resources planning for seven years. Only one of them is still in San Miguel; for the past several years he has been based largely in Hong Kong, shuttling between North and South China, Indonesia, and Vietnam.

Four others now live on three con-



tinents: one is a barrister in Australia; a second recently relocated to Singapore after five years of management consulting in England; two others are with Wells Fargo and the World Bank in the U.S. All but one do work far removed from HR planning.

Nor are their movements unique to early retirees. With international operations currently bringing in 35 percent of company revenues, San Miguel's employees will increasingly find that the way to the top is via overseas assignments.

All of which lead to a number of conclusions, not unrelated to what I try to teach at DLSU.

1. As corporate paternalism and job security are dead and gone, what matters now is not employment, but employability. Employment means wearing an ID and being on someone's regular payroll; but it is impermanent and subject to the vagaries of technology (the payroll department at San Miguel was decimated when ATMs eliminated the need to stuff bills and coins into pay envelopes), turbulence on the executive floor (management succession plans become trash when a corporate raider takes over), and shifts in consumer demand (e.g., beef imports in Japan after the outbreak of mad cow disease).

Employability is a larger, longer-term notion; it has to do with honing a talent, acquiring a skill, or offering a product or service that people are willing to pay for. Since people's wants and preferences change, employment also entails lifelong learning, of new skills if necessary, as well as a continuing focus on the customer, so that one always has something of value to offer. (This last idea is at the center of the marketing concept: as we teach our students, as long as they keep track of what the target market wants and deliver it better than the competition, they'll be all right. Also, if one has the luxury of choosing between prospective employers, pick the one with the stronger training program.)

2. The impact and sweep of globalization mean that employability has also got

to be international. The largest and most profitable market for one's services is not necessarily the one closest to home.

It is a shame that our infrastructure is so inadequate, our leaders are so venal, our priorities so warped, and our economy so uninviting, that millions of Filipinos feel driven to migrate overseas, and keeping them there is a cornerstone of the government's economic policy. But even if one doesn't aspire to be a nurse or caregiver, if one merely seeks a career in a large and modern enterprise, the dynamics of career development imply that an overseas stint may become the norm.

Globalization likewise creates opportunities within our shores, in a range of activities collectively termed "business process outsourcing." The thing to remember about BPO is that competition for contracts is also international, that our rivals for outsourced work in accounting, payroll processing, call centers and medical transcription are other developing countries with manpower eager for a slice of the business.

3. Finally, the language of international employability is indisputably English. The statistics, as reported by Bill Bryson in *Mother Tongue* (Penguin, 1990), are overwhelming. English has become the lingua franca of international trade (the six member nations of the European Free Trade Association conduct all their business in English), air transport (for the airlines of 157 nations, the agreed language of discourse is English), science (in 1989, the Pasteur Institute announced it would henceforth publish its international medical review in English because too few people read it in French), and education (there are more students of English in China than there are people in the United States).

In a recent *Philippine Star* column,

former literature department chair Isagani Cruz quotes Palanca awardee Leoncio Deriada as telling the December 2005 PEN conference that "the greatest evil in the Philippine educational system is the use of English as the language of instruction."

This is nonsense. I don't disagree with Dr Cruz's argument that learners learn better in their home language than in a foreign one. But I also believe, for reasons spelled out above, that bilingualism is vital to our survival and competitiveness;

so Filipinos should learn English early and well, regardless of whether they become seafarers, surgeons, scientists or sales directors. Until we mount a massive translation effort that covers every subject in the curriculum, we have to live with the fact that the diffusion of learning

makes a helluva lot of use of English. So I wouldn't banish it from the classroom just yet.

This is why I thoroughly understand the cri-de-coeur of the lecturer in advertising who e-mails his alarm over the atrocious compositions turned in by his students. This is why I pencil-mark errors in grammar and sentence construction in exam booklets and term papers. This is why I tell students that as they move up the corporate ladder, they will find themselves selling not beer or bags or shampoo, but ideas — plans, programs, strategies — presented in English to clients and corporate boards. And this is why I think that literature electives are a great idea, and count myself blessed for being able to use them to expose students to truly superb writing in English.

*Dr. Jaime S. Ong chairs the Marketing Management Department of the College of Business and Economics. He is a retired senior vice president for corporate quality of the San Miguel Corporation.*



*From page 1*

# Lasallians reap SEA Games honors

Lasallian Team Philippines members won fourteen medals during the recently finished 23<sup>rd</sup> Southeast Asian Games. The medal harvest earned by De La Salle University-Manila students and alumni included four golds, nine silvers, and a bronze medal.

Among the gold medalists are College of Liberal Arts junior John Paul Lizardo (AB-PSM) and College of Education students Marcus Valda (BPE-SRM) and Joy Lanting (EGC-APM). They won their medals in Tae Kwon Do, Wrestling, and Softball, respectively. The last gold was won by alumnus Joseph Orillana (BPE-SRM '91) in Baseball.

Lizardo, a first timer in the SEA

Games, secured the sixth and final gold medal of the Philippine Tae Kwon Do Team. He defeated Chutchawal Khawlaor of Thailand in the finals of the finweight division.

Two-time SEAG medalist Valda bagged his third gold medal after defeating Nguyen Ban Due of Vietnam in the 96kg freestyle event. The RP Blu Girls team, co captained by Lanting, won over Indonesia in the finals.

Three of the silver medals were earned in Tae Kwon Do by College of Business and Economics majors Maria Criselda Roxas (IBS), Dax Alberto Morfe (MFI '00) and Michael Alejandrino (MFI '03).

Other silver medalists include

College of Engineering graduate Ralph Waldy Soguilon (ECE '05) and Maria Luisa del Rosario for Track and Field and Bowling, respectively. Oliver Dimakiling (BPE-SRM) won two silver medals in Chess during the individual and team competitions.

Meanwhile, the bronze medal was won in Volleyball. Maureen Penetrante (AB-TRM '05) and Shermaine Miles Penano (AB-DSM) were among the players of the Philippine Women's Team.

Team Philippines competed with more than 6,000 athletes from 10 other Southeast Asian nations. The Country emerged as overall champion, its first-ever in the competition's 46-year history.



From left: Ralph Soguilon, Maria Criselda Roxas, Joy Lanting, John Paul Lizardo, and Oliver Dimakiling.

# COE micro-hydro project lights up more homes in Abra

Two new micro-hydro power (MHP) plants built by the College of Engineering's Center for Micro-Hydro Technology for Rural Electrification (CeMTRE) are now fully-operational in Mataragan, Malibcong, Abra. The office led the inauguration and formal turn-over ceremonies from December 17 to 18 at the project site.

The two plants, which cost approximately P3.2 million, power a rice mill in the area and provide affordable electricity to the four Sitios of Barangay Mataragan namely Legsad, Matalibeng, Putol, and Mataragan Proper and to a nearby Barangay, Pacqued.

One hundred forty-five households are given access to a steady supply of electricity through the project.

Plant building was facilitated by CeMTRE officials Engr. Godofredo Salazar, project leader; Dr. Manuel Belino, Training and Networking coordinator; Engr. Jose Hernandez, Demo Plant coordinator; and Engr. Angelito Torres, field engineer. They likewise trained residents of the area how to operate and maintain the MHP plants.

The project was funded by the Japan International Cooperation Agency (JICA).

The construction of micro hydro power plants for the indigenous Tingguian community in Abra is one of the University's flagship community service projects since 1997. To date, four MHP plants were already built in the province. These plants are also expected to provide electri-

cal and mechanical power to various agro-processing industries in the future.

The CeMTRE is a three-year collaborative project of DLSU-Manila, Department of Energy (DOE), and JICA to accelerate micro-hydro power developments in the country. Established in 2003, the Center aims to help DOE accelerate the sustainable MHP development for rural electrification in the Philippines.

