



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 name of the official newsletter of DLSU-Manila, featuring developments and stories of interest about the University.

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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.



BUSINESS AND ECONOMICS

These faculty members presented the following papers at the Wrap-up Meeting of Researchers and Research Institutes Under the ASEAN+3 Research Group on February 20-22 in Seoul, Korea.

Dr. Myrna Austria, dean of the College of Business and Economics, shared her paper “Review and Analysis of the Current Regulatory and Supervisory Regimes on Cross Border Capital Flows: The East Asian Experience.”

Dr. Neriza Delfino and Dr. Liberty Patiu of the Financial Management Department associate professor, presented their paper “ASEAN+3 Experience in the Management and Disposition of Non-Performing Loans: During and Post-Asian Crisis Assessment.”

Dr. Laszlo Major, visiting professor of the Economics Department, discussed his paper “Best Practices in Managing Capital Flows in Development Countries: Implications to East Asia.”

Dr. Angelo Unite, full professor of the Economics Department, presented the paper “Impact of Regulations on Capital Flows in East Asia: The Case of Portfolio PDI and Banking Flows.”

Paulynne Castillo, assistant professor of the Economics Department, presented the paper “AUN Tertiary Education: Meeting the Challenges of the 21st Century” and represented DLSU-Manila in the 8th AUN Educational Forum on May 21-31 at the National University of Singapore.

COMPUTER STUDIES

Charibeth Cheng, assistant professor of the Software Technology Department, presented the paper “An example-based morphological analyzer for the Filipino Language” at the First World Congress on the Power of Language: Theory, Practice, and Performance from May 22 to 25 in Bangkok, Thailand.

EDUCATION

Sydney Gonzales-Villegas, assistant professor of the Department of English and Applied Linguistics, presented the paper “Teaching Speech Arts for the Classroom and the Stage” during the 41st RELC International Seminar held on April 23-30 in Singapore.

ENGINEERING

Dr. Manuel Belino, associate professor of the Mechanical Engineering Department, presented the paper “Redesigning the Philippine Mechanical Engineering Program to Promote Regional Development” during the International Mechanical Engineering Education Conference from March 31 to April 4 in Beijing, China.

Jason Maximino Ongpeng, Civil Engineering Department assistant professor, attended the 5th AUN/SEED Net FieldWise Seminar in Bangkok, Thailand on March 17-26 and presented the paper “E-bidding in Construction Industry in the South East Asian Region.”

LIBERAL ARTS

Dr. Renato De Castro, International Studies Department associate professor, presented his paper “Philippine Response to China’s Foreign Policy Strategy of Peaceful Emergence” at Washington D.C., USA on February 22-27.

Dr. Marjorie Evasco, full professor of the Literature Department, read her poem at the Literary Conference “Continents of Creation: Legacy, Identity, Assertion” in New Delhi, India on February 13-17 and at the “The Man Hong Kong International Literary Festival 2006” held in Hong Kong on March 6-9.

New SY greets CED with endowment grants



Dr. Carmelita Quebengco, Edwina Houlahan, J. Michael Houlahan, and Br. Armin Luistro FSC

The opening week of School Year 2006-2007 marked De La Salle University-Manila's formal acceptance of a scholarship and a professorial chair grant for the College of Education (CED).

Benefactors of the Dr. Ingrid Sala Santamaria Scholarship Endowment Fund for Education and the Edwina Carreon-

Houlahan and J. Michael Houlahan Distinguished Professorial Chair in English Language Education together with top administrators of the University led the formal establishment of the endowment funds on May 25 and May 19, respectively.

Santamaria is a recipient of the degree of Doctor of Music (Music Education) *honoris causa* from the University in recognition of her contribution to the cause of music education in the Philippines. She is an active performing concert pianist in the country and abroad, both as recitalist and orchestra soloist. She donated P 1,500,000 to the University as endowment fund for scholarships for CED.

Meanwhile, Edwina Houlahan, a former professor of English and Applied Lin-

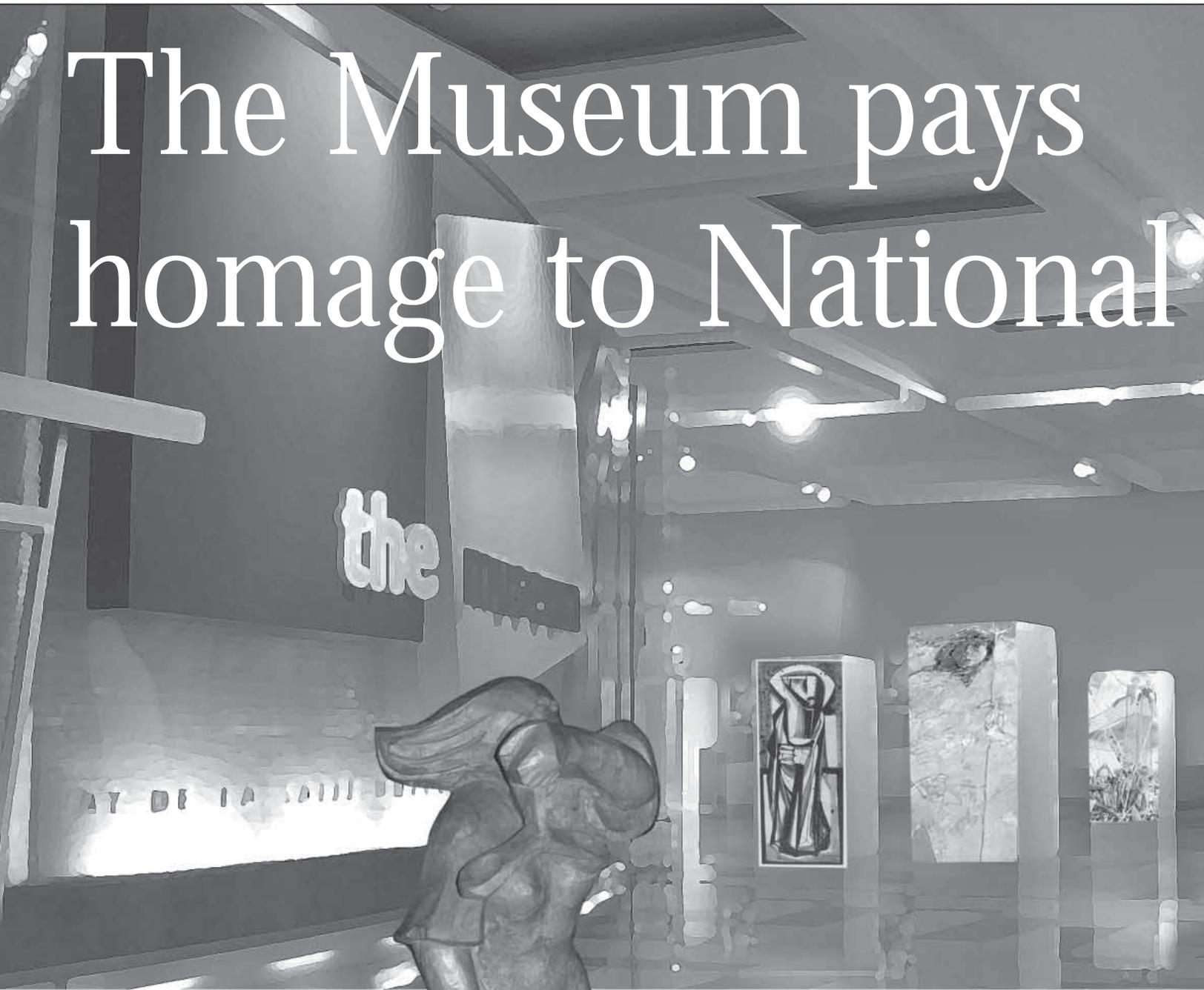
guistic courses (1980-1992) in the CED and chair of the English Language Department (1986-1991), with her husband J. Michael Houlahan, a USA diplomat, gave P500,000 to the University. The fund was given to support the research and teaching endeavors of DLSU-Manila in the field of English Language Education.

Both events were attended by relatives and friends of the benefactors and DLSU-Manila administrators led by President Br. Armin Luistro FSC, Executive Vice President Dr. Carmelita Quebengco, Vice President for Academics and Research Julius Maridable, and Vice President for Development Jose Kalaw Jr.



Dr. Ingrid Sala Santamaria

The Museum pays homage to National



Artists

Outstanding artworks of 11 National Artists are on exhibition at The Museum at De La Salle University-Manila until August 26. Titled "Images of Excellence," the new exhibit will feature drawings, prints, paintings, and sculptures from the Wili and Doreen Fernandez Collection. The event coincides with the recent proclamation of six new National Artists in the Philippines.

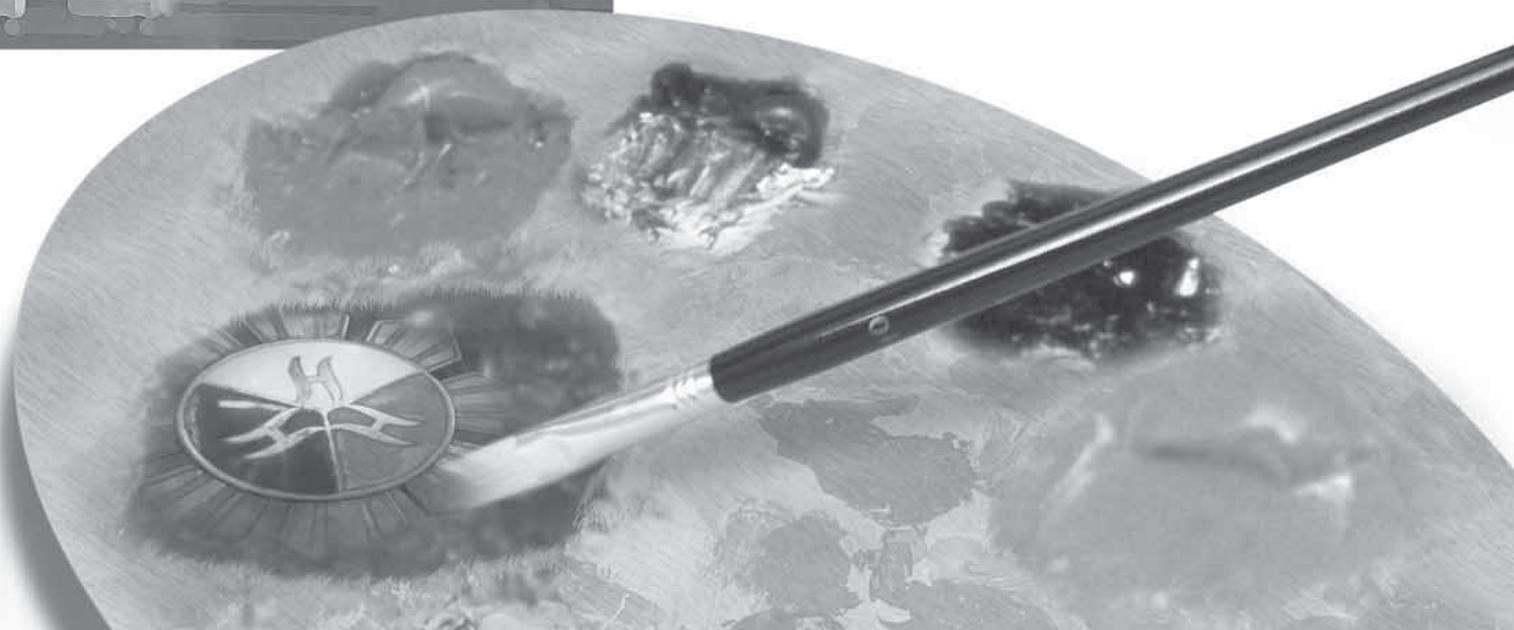
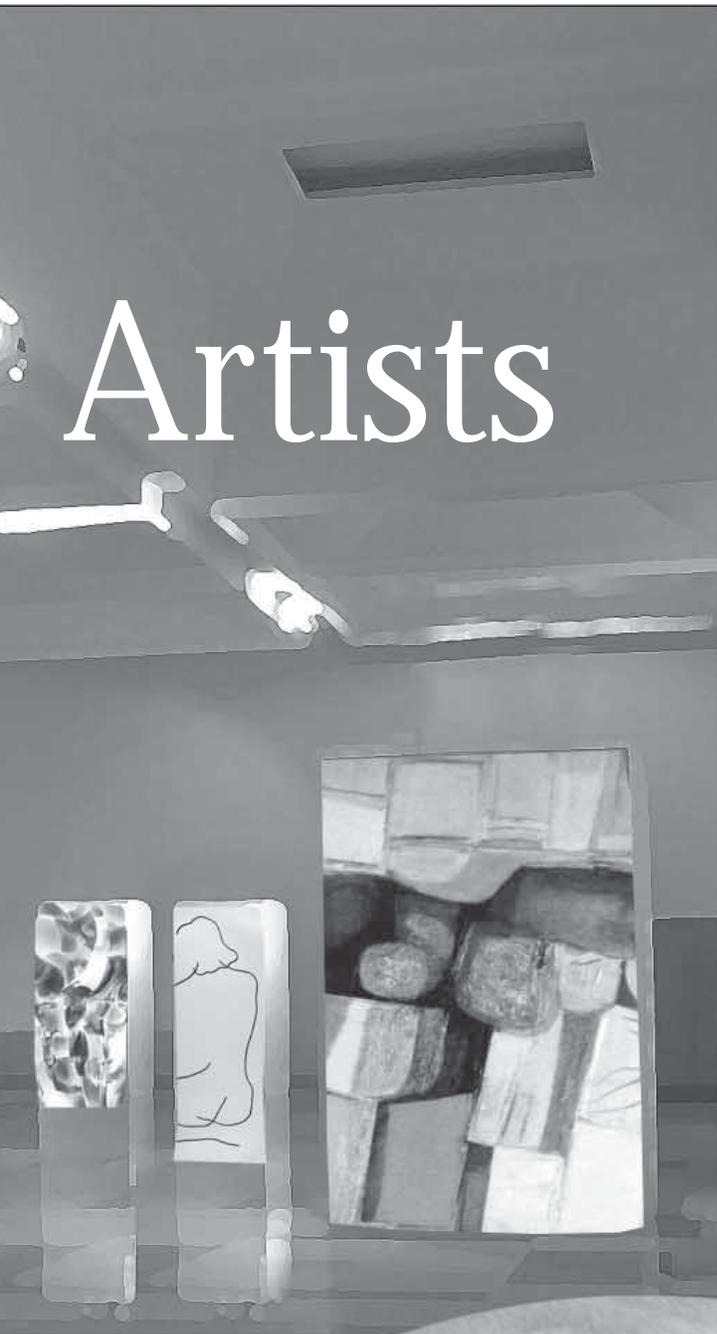
Featured National Artists include Fernando Amorsolo (Painting, 1972); Carlos "Botong" Francisco (Painting, 1973); Napoleon V. Abueva (Sculpture, 1976); Vicente S. Manansala (Painting, 1981); Cesar Legaspi (Visual Arts, 1990); Hernando R. Ocampo (Visual Arts, 1991); Arturo R. Luz (Visual Arts, 1997); J. Elizalde Navarro (Painting, 1999); Ang Kiukok (Visual Arts, 2003); Jose T. Joya (Visual Arts, 2003), and Benedicto Cabrera (Visual Arts, 2006).

Abueva, the invited artist for the exhibition, provided pieces from his private collection.

The National Artist award, created in 1972, is the highest national recognition given to Filipino artists who have made significant contributions to the development of Philippine arts and to the cultural heritage of the country. It is aimed at recognizing Filipino artistic accomplishment at its highest level and to promote creative expression significant to the development of a national cultural identity.

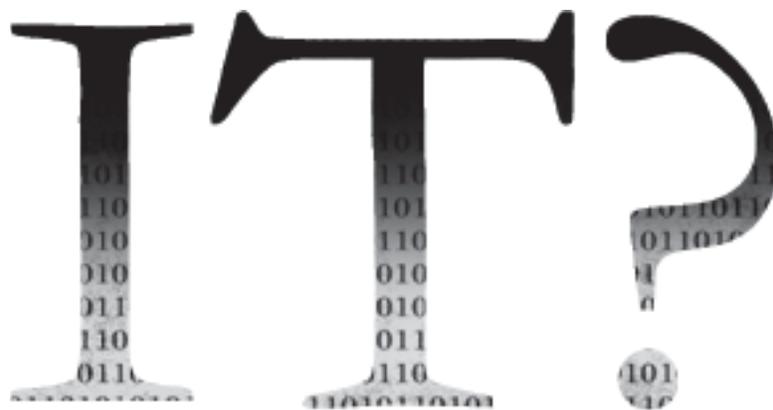
The Wili and Doreen Fernandez Art Collection is a compendium of 416 works endowed to the University for art appreciation and education.

The Museum is open from Monday to Friday, 9 a.m.-6 p.m., and Saturday, 9 a.m.-12 noon.





Is there still opportunity in



By Dr. Caslon Chua

A lot of things had been said about a graduate of an IT degree, in newspapers and in various forums, be it sponsored by the government or the industry. Let me share with you a little something that I have heard and seen in fora that I have attended over the past 12 months.

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The industry would boast about their statistics showing that they were only able to hire 3% of the total job applicants. With this figure, they challenge both the government and the academe to improve the “quality” of the graduates. The industry has always been quick to say that the government and the academe needs to do something to bridge the “gap” as they are not getting qualified and skilled graduates.

Like a two-edged sword, parents, who worked so hard to send their children to earn a degree, will be disappointed if not angry at the academe, that their children were not able to get employment after graduation. To make it worse, in another forum with parents, they would ask me if it is true that an IT graduate is only trained to be a bank teller, because a bank manager friend of theirs only hires IT graduates as bank tellers. Such comments are definitely discouraging to hear; all parents hope that their children will be someone great some day.

What is this “gap” that needs to be bridged?

This is a complex question to answer, as no one wants to be tagged as the cause of the “problem” of producing “unqualified graduates” resulting to “non employment” or “under employment.”

Looking at job ads lately, one will find entry level jobs requiring a minimum of one-year job experience. Thus academic institutions are providing opportunities for students to obtain work experience through their practicum or internship programs.

Unfortunately, in another dialogue with industry associations, a CEO spoke out and boasts of his preference of hiring near-qualified graduates, while shunning away from qualified graduates. The CEO explains that this way they secure their loyalty, since the company will be the one that will provide the final “bridging” for employment. This comment seconded by several CEOs drew mixed reactions from the participants, with some walking out. Though this is limited to a few companies, it still shows the various perceptions of the industry that may be difficult to satisfy. Nevertheless the academe is doing their best to provide the best education.

What if it is just wrong expectations?



There will always be finger pointing by the industry, governments and students as to who is at fault. Maybe the problem is not the IT curriculum itself, but rather on the expectation one has upon completing an IT degree. An IT degree can be designed in three ways. We can simply distinguish it as a degree that teaches students to:

- “use or manage” IT;
- “build using” IT; or
- “build” IT

Though this may not be a spectacular definition and distinction, it captures the main essence of an IT degree. These are the different flavors in which an IT degree program is offered. Thus, if one completes a program on “use or manage” IT, one is definite to find it difficult to qualify for a job where the employer expects one to “build” IT, and vice versa.

What is next?

Everyone, be it the industry, students and even parents, must understand which type of IT degree they are looking for. One must distinguish the three and not lump them as one. Despite the dotcom bust the net has never stopped growing. Sources from PEW, Pricewaterhousecoopers with Interactive Advertising Bureau, Verronis Suhler Stevenson, and U.S. Census Bureau showed that the number of homes with high speed Net connection rose from 5 million in 2000 to 73 million in 2005. E-commerce retail sales jumped from about USD 30 million in 2000 to about USD 85 million in 2005. With the use of IT picking up, companies may need people to manage, build using, and build IT.

According to the list of top 10 degrees in demand at the bachelor’s degree level for School Year 2005-2006 as conducted by National Association of Colleges and Employers (NACE) in the United States, Computer Science ranked 6th, Information Sciences and Systems ranked 7th, and Computer Engineering ranked 9th. In terms of the top 10 salary offers, Computer Engineering ranked 2nd at USD 54,877 and Computer Science ranked 5th at USD 50,046.

With this, I strongly believe that there are still plenty of opportunities in IT.

An IT degree can be designed in three ways. We can simply distinguish it as a degree that teaches students to “use or manage” IT; “build using” IT; or “build” IT.

Dr. Caslon Chua, associate professor of the Software Technology Department, is the dean of the College of Computer Studies. He is the chief software architect of Project David, a groundbreaking bridge software that allows the LINUX to be 100% compatible to the Windows application.



From page 1

415 public school teachers receive training from DLSU-Manila

Public high school teachers from Region IV-B composed of the provinces of Mindoro, Marinduque, Romblon, and Palawan (MIMAROPA) recently underwent a five-week training program at DLSU-Manila under the sponsorship of the Science Education Institute of the Department of Science and Technology and the region's Department of Education.

The project, which was titled "Learning Improvement for Teachers and Students (LIFTS)" and held from April 17 to May 20 on campus, sought to improve the performance of Math and Science teachers in the region. The participants also received a refresher course in English, which is the language they use to teach the science subjects.

Under a Memorandum of Agreement with the concerned government agencies, DLSU-Manila was identified as a teacher training institution for the project because of its commitment "to participate in the pursuit of the objectives of the project" and its capability to train and provide assistance to the grantees of the program.

For the training, the modules were

focused on teaching strategies and content.

One group composed of 225 teachers who majored in Science, Math, and English were placed under the guidance of the College of Education. Another group composed of about 190 teachers was classified as non-majors of the said subjects. A different module was prepared by La Salle for the second group.

According to Physics Department Faculty Voltaire Mistades, who coordinated the project for the non-majors, an intensive content enrichment program was designed for this group. This means that the participants would have the option of extending the training to receive credits for a Diploma program.

For the first group of teachers, College of Education Vice Dean Dr. Remedios Miciano coordinated with Dr. Bee Ching-Ong of the Science Education Department. Miciano said those who completed the certificate program would in turn be tasked to train their fellow teachers in their respective areas.

Miciano pointed out that the LIFTS project would also entail the establishment of learning stations in the provinces. She added that certain schools had already been identified as learning stations, where the teachers could transmit their learning to other high school teachers.

DLSU-Manila subsidized almost 50% of the fees for the teachers' use of the campus facilities, including classrooms, laboratories, the University library, and internet access. Some La Salle faculty members had also provided free consultancy services to the participants, particularly on the matter of putting up learning stations.

COSCA boosts volunteerism spirit through immersion programs

In an effort to maximize skills sharing with indigent individuals, the Center for Social Concern and Action (COSCA) recently introduced expertise-based Summer Immersion Programs (SIP) for volunteers from the academic community.

Participants of the April and May 2006 SIPs, composed of students and faculty members, were deployed in areas where the talents that they possess proved beneficial for the empowerment of local SIP partners.

SIP sites were the coastal communities in Lian, Batangas and Bagac, Bataan; Damascus Foundation, a Rehabilitation Center in Pulong Sampaloc, DRT, Bulacan; Bahay Kalikasan in Luisiana, Laguna; and Gawad Kalinga Summer Build in

Dingalan, Aurora.

In Lian, Batangas, volunteers helped set up a mangrove nursery and taught children living in the fishing village Barangay San Diego basic coastal resource management and protection strategies.

They were joined by student leaders from the coastal towns of Lian, Batangas and neighboring municipalities.

Meanwhile, SIP volunteers who went to the Damascus Foundation, Inc. interacted with residents in the Rehabilitation Center through various team building

activities.

In Luisiana, the Cultural Arts Office through the Harlequin Guild conducted a Basic Integrated Theater Arts Workshop to 30 residents of Bahay Kalikasan, a half-way home for the children in conflict with the law.

The GK Summer Build project gave volunteers the chance to build houses for those who were victims of the recent floods in Aurora and Quezon.



SIP volunteers play with children of Bagac, Bataan fisherfolks.

Lasallians score big in licensure exams

Seventeen accountancy and engineering alumni grabbed the top spots in board examinations conducted by the Professional Regulation Commission (PRC) recently. Eight from the Accountancy Department and nine from the College of Engineering made it to the Top 20, with De La Salle University-Manila seizing most of the first 10 places.

First placer Paul Michael Ang led the roster of successful examinees of the May 2006 Certified Public Accountant (CPA) Licensure Examinations. Other CPA board topnotchers from La Salle are Chloe Chizu Go (3rd), Ana Janice Esguerra (4th), Mary Josephine Tesalona (5th), William Benson Gan (6th), Michelle Ang (7th), Shirley Ann Mae Magtipon (13th), and Billy John Sia (19th).

The University registered a 72% passing percentage, almost triple the national passing percentage of 24%. The feat catapulted DLSU-Manila to the No. 1 rank among the schools with 100 or more examinees.

Graduates from the Civil Engineering Department likewise showed impressive performance in the May 2006 Civil

Engineering Licensure Examination and earned six top rankings. These honors were reaped by Jeffrey Bernardo (2nd), Joel Cesarius Reyes (3rd), Harold Wayne Ratonel Cruz (7th), Mark Gil Constantino (15th), Dandy Sy (16th), and George William Hong (19th).



The PRC recognized DLSU-Manila as the 4th among the top performing schools.

Three examinees from the Mechanical Engineering and the Electronics and Communications Engineering

Departments also landed in the top 10. ME's Brilliant Chua and Ferline Tanya Ong were the first and sixth placers of the April 2006 Mechanical Engineering Licensure Examination, respectively. Meanwhile, Klaribelle Obsum gained the 5th top spot in the April 2006 Electronics and Communications Engineering Board Exam.

The overall performance of ME graduates in the board exam, earned for La Salle the number two ranking in terms of passing percentage among schools with 25-59 examinees. Eighty-eight percent passed against the national passing percentage of 45%.