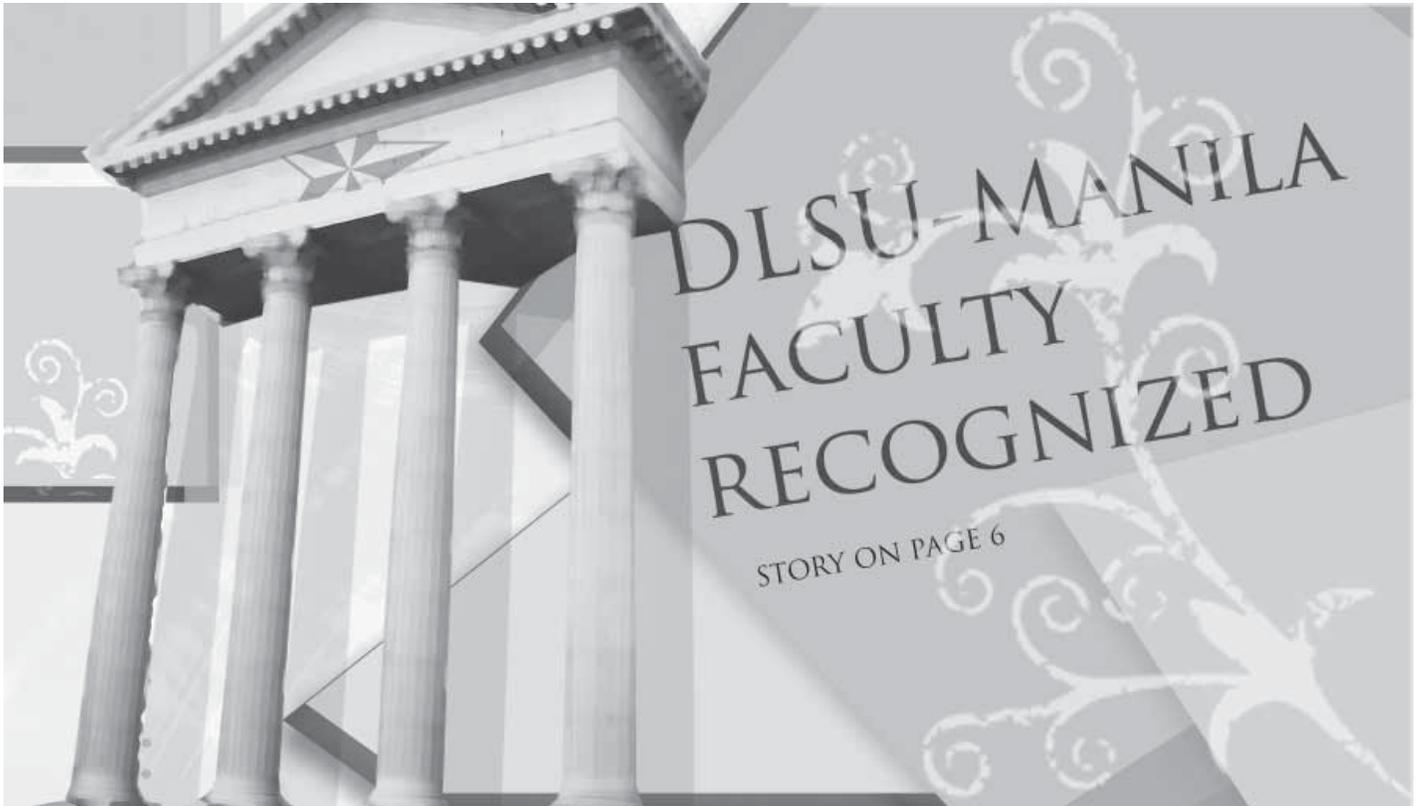




THE OFFICIAL NEWSLETTER OF
DE LA SALLE UNIVERSITY-MANILA

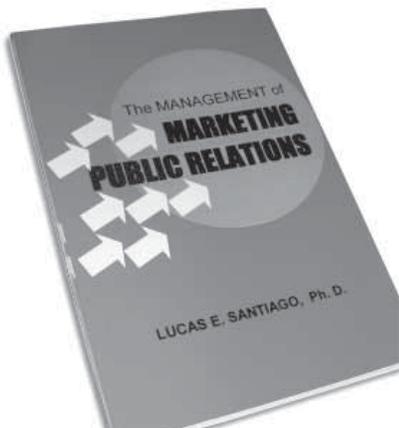
2401 (tweñ'tē fōr'ō, wun) is a landmark number along Taft Avenue. It is the location ID of De La Salle University-Manila, home to outstanding faculty and students, and birthplace of luminaries in business, public service, education, the arts, and science. And 2401 is now the name of the official newsletter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

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2

PR specialist
releases fourth book



3

CHED ZRC trains
NCR teachers
on proposal
development

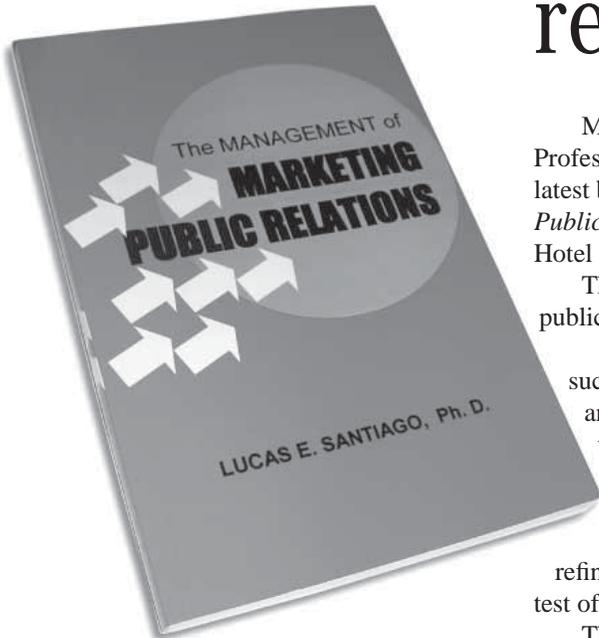
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Field Notes:
Tungo sa
makabuluhang
pagbabago

ni Dr. Carmelita Quebengco



PR specialist releases fourth book



Marketing Management Associate Professor Dr. Lucas Santiago launched his latest book *The Management of Marketing Public Relations* on July 29 at the Dusit Hotel in Makati City.

The book is Santiago's fourth publication on public relations.

Santiago dedicated the book to the succeeding generations of marketing and public relations professionals whom he dares to be "committed to the growth and propagation of their profession and well-prepared to uphold ethical, creative, and refined practice that will withstand the test of time."

The Management of Marketing Public Relations highlights the important

role of management in advancing the marketing and public relations disciplines. It provides practitioners with useful instructions on how to integrate management in the conduct of their operations to ensure the success of their projects.

The launching was attended by members of the Philippine Association of Public Relations Counselors, Inc., Public Relations Society of the Philippines, and Philippine Marketing Association.

A seasoned public relations counselor, Santiago is the Charter President of the Philippine Association of PR Counselors, Inc., (PAPRC).

The Management of Marketing Public Relations is available at Fully Booked.

CED moves to new home

The 15th and 16th floors of the new Br. Andrew Gonzalez Hall now house all the offices of the College of Education (CED). An office blessing was officiated by Father Edison Fernandes on July 19. In attendance were CED Dean Dr. Barbara Wong-Fernandez, and the CED faculty and staff.

The offices of the Dean, Vice Dean, LIDER Director, and the Departments of Counseling and Educational Psychology (CEPD), Educational Leadership and Management, and Science Education are at the 16th floor. Meanwhile, the Department of English and Applied Linguistics (DEAL) is at the 15th floor.

During the event, CED also honored three of its retiring fulltime faculty members. They are Dr. Corazon Mendoza of DEAL who was also the former Center for Language Learning

(CELL) Director, Dr. Natividad Dayan of CEPD, and Martin Ronda of the Physical Education Department.

Mendoza was accorded a testimonial speech by her friend and colleague Dr. Corazon Balarbar and video greetings from the CELL staff and faculty. Ronda was pleasantly surprised by a former teacher and colleague who recounted fond memories of the past. The retirees were given plaques and gifts by their department colleagues.

CHED ZRC trains NCR teachers on proposal development

De La Salle University-Manila's Commission on Higher Education Zonal Research Center for the National Capital Region Group 1 (CHED ZRC NCR 1) hosted a series of seminar-workshops on "Research Proposal Development" for faculty researchers from various higher education institutions (HEIs) in NCR.

Organized with the Office of the Vice President for Academics and Research (VPAR), the first workshop was held on August 5 at the Yuchengco Hall Multipurpose Room. Among the participants were faculty researchers from Arellano University, Philippine Maritime Institute, Emilio Aguinaldo College, the Polytechnic University of the Philippines, Assumption College-Makati, University of Makati, Pamantasan ng Lungsod ng Maynila, Technological University of the Philippines, and St. Scholastica.

The activity aims to produce concept papers for research proposals on the themes "The State of Teacher Education

Institutions in the National Capital Region: Assessing Teacher Education in Science and Mathematics and Higher Education: Science Teacher Education Issues and Concerns."

According to VPAR Dr. Julius Maridable, the project is part of DLSU-Manila's efforts to "reach out and help enrich the research culture in its network of higher education institutions."

Facilitated by Dr. Auxencia Limjap, chair of the Science Education Department, the workshop tackled a total of 11 draft concept papers presented by the participant-researchers.

Dr. Madelene Sta. Maria, ZRC

director and associate professor of the Psychology Department, said that the outputs of the scheduled workshops are targeted to be endorsed for funding under the Grants-In-Aid (GIA) Program of CHED.

Resource persons and facilitators of succeeding workshops include Dr. Tereso Tullao, Jr., director of the Center for Business and Economics Research and Development (CBERD); Assistant Professor Merlin Teodosia Suarez, director of the Center of Research in Advanced Information and Computing Technology (AdRIC); and Dr. Benito Teehankee, associate professor of DLS-Professional Schools Inc. Graduate School of Business.





Tungo sa makabuluhang pagbabago

ni Dr. Carmelita Quebengco

Ang sumusunod ay mula sa talumpati ni Dr. Carmelita Quebengco sa Taunang Programa ng Pagkilala sa mga Guro ng Pamantasan noong Agosto 2 sa William Shaw Theater. Dito, ibinahagi ng Pangalawang Pangulong Tagapagpaganap ang mahalagang papel na gagampanan ng DLSU-Manila bilang kasapi ng mas malawak na DLS Philippines. Ipinaliwanag din niya ang estado ng Professional Chairs ngayong taon.

Batid nating lahat na tayo ay nahaharap sa isang mahalagang pagbabago. May mahalagang papel tayong gagampanan sa patuloy na pagsibol ng iba pang paaralang Lasalyano sa ating bansa. Bagamat wala na ang dating De La Salle University System, ang konsepto nito ay hindi naman nawala, sa halip ay lumawak pa nga dahil sa pagsakop ng iba pang mga paaralang La Salle sa buong bansa. Ang higit na malawak na sistemang ito ay ang DLS Philippines o impormal na tinatawag na ONE LA SALLE, na isang paraan ng pagpapahayag ng ating pagkakaisa bilang mga Lasalyano.

Ito ay pinamumunuan ng National Mission Council, na ang Presidente rin ay ating Corporation President. Ito ay patunay na ang DLSU-Manila ay patuloy na magsisilbing *Lasallian flag ship*

school, na sa dating DLSU System ay tinatawag itong *mother unit*. At dahil sa tayo ay sanay na maging kasapi ng isang sistema ng mga paaralan, inaasahan kong ang pagbabagong ito ay hindi magiging mahirap para sa atin.

Kung noon, tayo ay inasahang kumilos nang may sinerhiya kaugnay ng pitong iba pang yunit ng DLSU System, ngayo'y inaasahan tayong kumilos nang may sinerhiya at sigla, kaugnay ng labimpito (17) pang paaralang Lasalyano ng Distrito. Hindi ko na marahil kailangang banggitin pa ang mga kampus na nakasama na natin sa ilalim ng DLSU System. Babanggitin ko na lamang ang sampung (10) nadagdag, at ang mga ito ay ang sumusunod: Andres Soriano Memorial School, Cebu; De La Salle Lipa; Immaculate Conception College-La Salle,

na ngayon ay isa na ring pamantasan na nagpalit ng pangalan sa tawag na La Salle University, Ozamis; Jaime Hilario Integrated School – La Salle, Bataan; John Bosco School, Bislig; La Salle Academy, Iligan; La Salle College Antipolo; La Salle Green Hills; St. Joseph School – La Salle; at University of St. La Salle sa Bacolod.

Mahalaga at makabuluhan ang ating gagampanang papel sa harap ng pagbabagong ito, sa pamamagitan ng pagsasagawa ng mga programa sa aspektong tayo, kasama ng labimpitong paaralang Lasallian sa bansa ay higit pang mangunguna at higit na uunlad.

1. Maaari nating idevelop ang mga guro ng labimpitong paaralang Lasallian, sa pamamagitan ng ating humigit-kumulang na isang daan at labing siyam (119) na gradweyt at *diploma/certificate programs* sa ating anim na kolehiyo. Ito rin ay pagtupad ng isa sa ating mga mithiin na nakapaloob sa ating *long term plan 2003-2013*, na may pangarap na ang ating estudyante sa mga paaralang gradwado ay darami hanggang limang libo (5,000). Ito ang isa sa pinakamahalaga nating maitutulong sa DLS Philippines at sa ating bayan.
2. May kakayahan din tayong magdevelop ng mga programang aangkop sa pangangailangan ng mga guro sa DLS Philippines, at isagawa ang mga pagtuturo at pagsasanay sa pamamagitan ng seminars na maaaring ganapin nang mas malawakan sa ating kampus o sa kanilang paaralan. Kaugnay nito maaari rin nating buksan ang mga pagsasanay at workshop na isinasagawa ng LIDER, CREM, ITC, Computer Education Center, LSPO, Student LIFE, COSCA, at HRDO, sa kanilang mga guro at estudyante.
3. Malaki ang potensyal natin upang maging lider sa kolaborativ

riserts, (*collaborative research*) na makapagdudulot ng makabuluhang pagbabago sa ating bansa, at makakapag-ambag sa ikauunlad ng iba pang mga disiplina. Kung noon, tayo ay limitado sa mga kasaping yunit ng DLSU System, ngayo’y maaari na nating mapalawak ang kolaborasyon sa mga fakulti ng University of St. La Salle, La Salle University, Ozamis, La Salle Academy, Iligan, La Salle Lipa, at La Salle Antipolo.

4. Sa paghubog ng mga administrador, tayo ay makatutulong sa pamamagitan ng pag-o-*offer* ng *administrator apprenticeship program*, na ang mga kasalukuyang administrador at magiging administrador ng mga kolehiyong Lasallian ay makapagsasanay sa ating kampus, na magsisilbing katuwang ng katumbas nilang mga administrador sa DLSU-Manila.
5. Makakabuti rin kung maibabahagi natin sa kanila ang ating mga karanasan, pinagdaanan at kaalaman, tungkol sa pagbuo at paghubog ng ibat ibang sistemang pang edukasyon.
6. Ang pasilidad sa ating University Library na naka-*online* ay mayamang pagkukunan ng mga materyales at maaaring pakinabangan ng lahat ng mga paaralang Lasallian.
7. Maaari rin nating buksan ang mga serbisyo ng ating mga *affiliates* na gaya ng 1911 Insurance Agency at Lasallian Center sa mga miyembro ng naturang labimpitong paaralan.

May mga nagtanong sa akin kung libre raw ba ang mga ito? Ang sagot ko, lahat ng magagastos ng pamantasan ay ibabalik dito. Sinabi rin ni Br. Dodo Fernandez sa isang pulong namin nang nakaraang linggo na “*within DLS Philippines, I guarantee that all your*

resources will remain yours ... “

Ilan lamang ang mga ito sa mga pamamaraan kung paano tayo maaaring mamuno at kumilos nang may sinerhiya, kaugnay ng labimpitong eskwelahang Lasallian. Kung mayroon pa kayong maimumungkahi, huwag kayong mag-atubiling iparating ang mga ito sa akin at pag-usapan natin. Ang ating bisyon sa pamantasan ay hindi lamang ang pagiging isa sa pinakamahusay na pamantasan sa ASEAN. Ang mas makahulugan dito ay ang pagiging mabuting halimbawa at pamarisan ng ibang paaralan at ang pagtulong sa kanila na pumantay sa ating narating. Dahil sa tayo ngayon ay kasapi ng mas malaking sistema ng mga paaralang Lasallian sa Pilipinas, dapat nating pag-ibayuhin at patatagin ang pagseserbisyo dahil sa ganitong paraan din tayo mas makikilala, mas darami ang kaalaman, higit na huhusay, at mas magiging makabuluhan ang buhay bilang mga profesyunal.

Nais ko din linawin ang estado ng ating *Professorial Chairs*. Alam na marahil ninyo na dahil sa higit na mas malaki ang ibinibigay nating *honorarium* sa mga *Chair Holders* kaysa kinikita ng pondo, ang prinsipal ng ibang mga *Chairs* ay nabawasan na. Dahil dito, nagdesisyon ang Science Foundation, ang namamahala sa pondo, na huwag na muna nating gamitin ang mga *Chairs* na bawas na ang pondo sa taong ito. Ang pinakaapektadong mga kolehiyo ay ang COE at COS. Nang unang matanggap ko ang listahan ng mga awardi, napuna ko na may mga karapat-dapat sa inyo na hindi napagkalooban ng *Chairs*. Talagang ako ay nalungkot at nanghinayang, kayat sinabi ko sa mga *Deans* na hahanap ako ng ibang pondo upang mabigyan ng *Chairs* ang mga karapat-dapat sa taong ito. Makaasas kayo na tayo ay magdaragdag pa ng mga *Chair Holders*. Malaki ang aking pasasalamat sa ilan, gaya ni Dr. Gervasio, na nagmagandang-loob na sinabing kahit na raw walang *honorarium*, nais niyang makagawa ng *Professorial Chair*

From page 1

DLSU-Manila faculty recognized

Taking center stage during De La Salle University-Manila's Annual Faculty Recognition were service and faculty awardees who were honored for their accomplishments and contributions in strengthening the University's reputation as a world-class educational institution. The event was held on August 2 at the William Shaw Theater.

In her speech, DLSU-Manila Executive Vice President Dr. Carmelita Quebengco expressed her appreciation to all the faculty members for their invaluable contribution to the University through their teaching, research, administration, and community service.

During the event, the University recognized faculty members who have been promoted to new ranks and those who have served the institution for at least 10 years. Leading the service honorees were the 30-year service awardees Dr. Alexa Abrenica, Severina Kikuchi (Scholarship and Financial Assistance Office), Atty. Jose Oscar Salazar (Commercial Law), and Dr. Lilla Silao (Chemical Engineering).

Retirees of SY 2005-2006 Dr. Rustica Badillo (Business Management), Dr. Cirilo Bautista (Literature), Melisse del Rosario (Admissions Office), Dr. Luis Dery (History), Dr. Pilar Jimenez (Behavioral Sciences), Dr. Flordeliza Reyes, Br. Joseph Scheiter FSC (Physics), and Fe Angela Versoza (University Library) were also among the program honorees.

University Fellows

Meanwhile, Society of Fellows President Dr. Esperanza Cabrera also recognized the new University Fellows of DLSU-Manila. They are Dr. Alvin

Culaba, Dr. José De Mesa, and Dr. Susan Gallardo, full professors of the Mechanical Engineering, Theology and Religious Education, and Chemical Engineering Departments, respectively.

University Fellows are those who have been conferred the honor in recognition of their distinguished teaching, research, publications in their field of study, and their meritorious service to the University.

Culaba is the director of the Center for Engineering and Sustainable Development Research. He is a recipient of several awards from the National Academy of Science and Technology

and a consultant of various government agencies.

A lay theologian, De Mesa is a multi-awarded author of books on Filipino theology. In 2000, the Missionswissenschaftlichen Instituts-Missio in Aachen, Germany had listed him among the 100 contemporary theologians in the world who have contributed significantly to the development of theology.

Gallardo is an expert in environmental engineering. She heads several international research programs that aim to develop treatment technologies for Polychlorinated biphenyls (PCBs) and



DLSU-Manila Executive Vice President Dr. Carmelita Quebengco (left) together with the new University Fellows Dr. José De Mesa and Dr. Susan Gallardo. With them are Mechanical Engineering Department Chair Engr. Martin Ernesto Kalaw (representing Dr. Alvin Culaba) and Society of Fellows President Dr. Esperanza Cabrera.



Blessed Brothers Roger, Leon, and Uldaric – Martyrs of the Rockefort “hulks”

By Brother Gregory Wright FSC

In 1790, the National Assembly, then ruling revolutionary France, decreed the “civil constitution of the clergy.” Seeking to set up a French church independent of the Pope and the Church of Rome, the new law forced the bishops, other clergy, and members of religious orders to make a choice.

All of them were required to reject papal authority by taking an oath of allegiance to this “civil constitution”. After the strain of foreign war led to the “Reign of Terror” in 1793, the situation of those who refused to take the oath became even more difficult. For the government considered them to be spies, traitors, and enemies of the revolution.

A response of the government in 1794 was to imprison some 827 “non-juring” bishops, priests, and religious in two hulks, old ships used for storage, hospitals, or prisons. The original intent had been to exile them to a French tropical colony in South America, but the British blockade made this impossible.

Among this group were seven De La Salle Brothers, four of whom died along with 538 of their fellow captives between April 11, 1794 and February 7, 1795. Definite information about the deaths of three of them, Brothers Roger, Leon,

and Uldaric, led to their beatification in October 1998 by Pope John Paul II. They were beatified along with Father John Baptist Souzy and 60 of their companions who died because of their loyalty to the Pope. The three Brothers were remembered for helping their fellow captives by performing various services for them.

Three of the De La Salle Brothers who were among the 285 survivors of this prison life were released early in 1795, following the death of Robespierre and the end of the “Reign of Terror”. Written testimony by those released provided information that was used to support the beatification of the 64 Martyrs of Rockefort in 1995. The lack of such information about the death of Brother Christopher-Pierre caused him not to be included among the new Blessed along with some 477 other prisoners who died in the hulks but were not beatified at this

VPAR names St. Miguel Cordero awardees

In recognition of their excellent research outputs, the Office of the Vice President for Academics and Research granted four faculty members from different disciplines the St. Miguel Febres Cordero Research Award on August 2 at the 2006 Annual Faculty Recognition at the William Shaw Theater.

This year's recipients of the prestigious annual award are University Fellow and Economics Department Full Professor Dr. Tereso Tullao, Jr., Civil Engineering Assistant Professor Engr. Renan Ma. Tanhueco, University Fellow and Theology and Religious Education Department Full Professor Dr. José de Mesa, and Literature Department Associate Professor Dr. Gerardo Torres.

Tullao was conferred the award Outstanding Published Scholarly Article in Filipino for his paper "*Ang GATS at ang Internasyonalisasyon ng Lalong Mataas na Edukasyon.*" It was featured in the book *Visions of Education Essays on Philippine Education in Honor of Br. Andrew Gonzalez* published by the Lasallian Institute for Development and Educational Research.

Tanhueco, De Mesa, and Torres were recipients of the Award for Outstanding Book/Monograph in English. Tanhueco was recognized for his book *Quantifying the Social Aspects of Disaster Vulnerability: A Case Study in Metro Manila*. It was published by the United Nations University in Tokyo.

Meanwhile, De Mesa and Torres received the citation for their work *The Prayer Our Lord Taught Us* and *Pink Men in Love and Other Stories*, respectively. De Mesa's book was released by the Center for Collaborative & Creative Ministry in Manila and Torres' book was published by the UST Publishing House.

As grantees, each will receive a cash prize and University Research Coordination Office support for two projects.

Photo shows Vice President for Academics and Research Dr. Julius Maridable (left), Dr. Gerardo Torres, Dr. José De Mesa, and Executive Vice President Dr. Carmelita Quebengco.

