



THE OFFICIAL NEWSLETTER OF
DE LA SALLE UNIVERSITY-MANILA

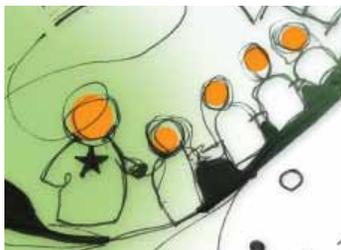
2401 (twen 'tē för', σ, wun) is a landmark number along Taft Avenue. It is the location ID of De La Salle University-Manila, home to outstanding faculty and students, and birthplace of luminaries in business, public service, education, the arts, and science. And 2401 is the name of the official newsletter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

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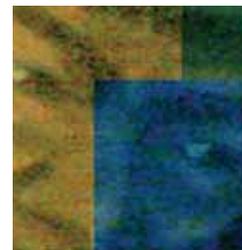
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LA SALLE-BARCELONA PROFESSOR DISCUSSES UNIVERSITY INCUBATORS

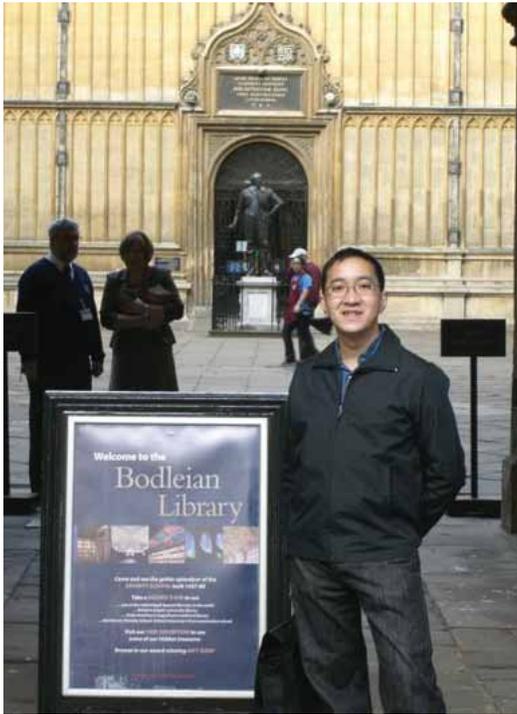
Professor Josep Miguel Pique, director of Innovation Park in La Salle-Barcelona, underscored the role of university incubators and science parks in transforming an academic institution to become “a motor of development” of the country.

He shared his experiences during a lecture titled, “Establishing University Incubators and Science Parks,” delivered before De La Salle University-Manila faculty members at the Ariston Estrada Seminar Room last May 15.

Discussing the process of innovation, Pique talked about the generation of new knowledge, especially in the fields of science and technology, to its transformation into a product that will boost business and industry.

He explained how a university could promote an entrepreneurial spirit and tackled as well the factors that affect such a system, including knowledge, economy, and geography. An entrepreneurial university, he pointed out, has a three-fold function—teaching, research, and knowledge application.

DLSU-M Chancellor Dr. Carmelita Quebengco, who delivered the closing remarks, lauded Pique’s efforts and added that the university is eyeing the establishment of its own university incubators.



FACULTY ATTENDS OXFORD TEACHING LIT CONFERENCE

Ernesto Carandang II of the Filipino and the Literature Departments attended the 22nd Oxford Conference on the Teaching of Literature from March 30 to April 5 at the Oxford University.

Held at the Corpus Christi College, the conference was attended by distinguished writers, academics, literary agents, and publishers. Among the notable guest writers were Robert Eaglestone, Victoria Glendinning, Claudia Ferradas Moi, Alan Pulverness Rachel Cusk, Andrew O'Hagan, Paula Byrne, Ankhi Mukherjee, and Peter Childs.

The theme of the conference was "Reading Lives: The Literature of Life and the Life of Literature in Intercultural Education." According to the conference organizers, "In its most literal sense, 'reading lives' can refer to the lives we read about in literary texts. These texts provide students with a window into contemporary life around the world and an opportunity to experience through the pages of a book what it is like to live in a different culture."

The conference trained the participants in using the reading group as a learning method while focusing on the techniques and style

of authors and their biographical writing. Discussions offered exchange of views on the teaching of biography and its inclusion to literature curriculum specifically in the secondary and collegiate levels.

Carandang said they were taught how to design and administer the reading groups, from planning the schedule and venue of activities to choosing and re/producing the materials, constructing learning modules, and using the internet for e-group discussions.

The conference also had small group sessions where participants read papers on biographical writings and pedagogy. Carandang shared his paper titled "Marjorie Evasco's A Life Shaped by Music: Harmonizing Poetic and Musical Exaltation in Biographical Writing."

Carandang's participation in the conference was made possible through a fellowship from The British Council Philippines.

Philippine Social Science Council dissertation grantees

Three Department of English and Applied Linguistics full-time faculty members— Shirley Dita, Christina Pariña and Sydney Villegas—were named recipients of dissertation grants by the Philippine Social Science Council (PSSC). The grantees are enrolled in the PhD in Applied Linguistics program of the University.

Dita's research focuses on documenting the grammatical features of Ibanag. Parina's research is a sociolinguistic study of politeness markers by household helpers. Villegas's study aims to determine the features and differences of Philippine and Singaporean English in newspaper discourse.

Two other doctoral students of the department, Aireen Barrios and Pauli Cui, likewise received dissertation grants amounting to \$1,200 (USD) from the international journal *Language Learning*.

Ballroom Dancing Outreach Series

Physical Education (PE) Department faculty member Martin Ronda recently conducted a series of ballroom dancing lessons at the 7th floor of the Enrique M. Razon Sports Center for public and private school teachers in Manila as part of the outreach program of the College of Education (CED).

The first session held on January 5 and 6 was attended by about 70 elementary and high school PE teachers of the Division of City Schools of Manila and the Department of Education. The participants were also given free snacks by the CED Office of the Dean.

The second outreach seminar-workshop last April 17 and 18 was attended by 147 PE teachers of parochial/Catholic schools in Manila-South and DepEd.



REAFFIRMING OUR IDENTITY AND OUR COMMITMENT

*Delivered during the Faculty General Assembly,
De La Salle University-Manila, 21 May 2007*

By Br. Armin A. Luistro FSC



Three years ago, I stressed in my inaugural address that as I took on the mantle of leadership of this institution, I was fully conscious of the challenge of building on the accomplishments of those who have come before us. As I begin my second term, I am especially aware that just over a year ago we have experienced an undeniable generational shift with the death of two of our most senior Brothers, both esteemed past Presidents of this institution, Br. Andrew and Br. Rafael, and also the retirement of a number of long-serving and distinguished faculty members. The birth of De La Salle Philippines and the dissolution of the De La Salle University System, while not directly affecting the internal structure of the University and the autonomies proper to it, have opened for us new opportunities as well as the challenge of discovering a new way of relating with the other 17 Lasallian educational institutions in the country. In the next three years, the congregational organization in the Asia-Pacific region for the De La Salle Brothers may take on a restructuring that could include the establishment of one District composed of at least 6 sectors: the Philippines, Myanmar, Malaysia, Hongkong, Singapore and Indonesia.

While we have had other generational and organizational shifts in our 96-year old institution, these recent developments are highlighted by the imminent milestone of our centennial. We may learn a lesson or two from effective writers who make use of transitions—words, phrases or full sentences—that manage the shift from one idea to the next, identify the logical relationship between them and provide the reader with helpful signs to weave through and make sense of the insights presented. Our centennial project on the history of the University and the Brothers will be ready soon and we will leave it to our eminent historians and writers—Br. Andrew included—to provide us with effective transitions that will hopefully give us a more cohesive portrait of the University in its first 100 years. But today, we carry on our shoulders the responsibility of not just managing change in the institution but also providing all our internal and external stakeholders with the key that will help them understand better how all these changes fit together into a coherent whole. I submit that the best way of managing change is by confronting squarely the reason for our existence and that holds true for individuals as well as for institutions. In a world of constant change, we must return to the ground of our being if we are to find the answers to where we need to go and what we need to do. Our essential task then is to ensure that De La Salle University is faithful to its *raison d'être*.

In my discussions with some administrators of the University as well as in the several exchanges I have had recently with heads of Catholic universities worldwide, the common question asked has been whether the pursuit of academic excellence, truth, or new knowledge could come in tandem with our mission of deepening the Catholic and Lasallian character of a higher education institution. Paraphrased, the more intriguing question is whether our pursuit of becoming a much more pronounced Catholic and Lasallian institution would deflect our attention away from being a “world class university”. Unless one appreciates the Catholic intellectual tradition that emanated from the first models of the European universities, it would seem that the two pursuits are diagrammatically opposed.

Catholic schools trace their roots from the Benedictine centers of learning that spread in Europe during the Middle Ages. From their profound experience of God who is omnipresent and who continues to engage us as partners in re-creating our world, the Benedictine monasteries in Europe became engaged in production and labor, reflection and prayer, and the pursuit of knowledge and wisdom so that these could be passed on to future generations. Their monasteries became centers of growth serving the local economy and their libraries became depositories of old and new knowledge, some ethereal, some practical, but always for society and for future generations. Their understanding of who God is—their theology—determined their engagement with the cosmos. They discovered the truth about God in their prayers but also in their engagement with the universe.

As universities flourished in Europe, one of the biggest challenges they had to confront was the new anthropology and the new discoveries in science which challenged the existing Christian worldview and put the Church in a defensive mode. There were various reactions to this challenge but generally it resulted in a less-engaging relationship with society and the world. Later attempts would try to heal that gap which continues to exist even today. In our post-modern age, we find ourselves in a situation where, with the fast-growing advances in science and technology, the breakdown of families as well as the earlier unsuccessful attempts of the industrial age to address poverty and suffering in the world, young people express an intense need to return to the search for enduring meaning and authentic relationships. This is further exacerbated with information and entertainment overload which could further intensify their sense of being adrift in a fast-paced and constantly changing but seemingly meaningless world.

The late Pope John Paul II reminds us that Catholic universities are “born from the heart of the Church.” He says, “Without in any way neglecting the acquisition of useful knowledge, a Catholic University is distinguished by its free search for the whole truth about nature, [humanity] and God”. It is in this light that I share with you the truths that we need to face and the call to each one in this institution.

The truth is that the foundation of De La Salle University—Manila rests on that Lasallian vision to “provide a human and Christian education to the young especially the poor.”

It is true that there are much more disturbing signs, captured by the continually deteriorating material plight of our brethren, the troubling resurgence of what some call as state-sponsored “terrorism” and the sustenance of what is labeled by many as “debilitating politics”. As regards the material plight of ordinary Filipinos, the most recent survey of the Social Weather Stations (SWS) noted that the percentage of families who reported having experienced involuntary hunger at least once in the past three months stayed at the record-high 19%, or an estimated 3.4 million households, in the First Quarter of 2007. The new survey found that hunger worsened in Metro Manila and the rest of Luzon, though it declined in the Visayas and barely changed in Mindanao. The SWS report noted that record-high incidence of household hunger of 19% was first set in November 2006 and self-assessed hunger has been at double-digits since June 2004.

Given the unchanging socio-economic and political external landscape, we reiterate the questions we posed three years ago: How much of a resource for Church and Nation have we truly become? Are we close enough to achieving our avowed goal of educating future leaders of the nation who would devote their lives and resources so that we can make real the dreams

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of our esteemed Lasallian alumnus, Pepe Diokno, who dreamt of a nation that is noble, proud, free, just and “where poverty, ignorance, and hunger are attacked and every farmer has land that no one can grab from him; every breadwinner, a job that is satisfying and pays him enough to provide a decent standard of living; every family, a home from which it cannot be evicted; and everyone, a steadily improving quality of life”? Most importantly, what do we tell God at the end of the day about the mission He has entrusted to us?

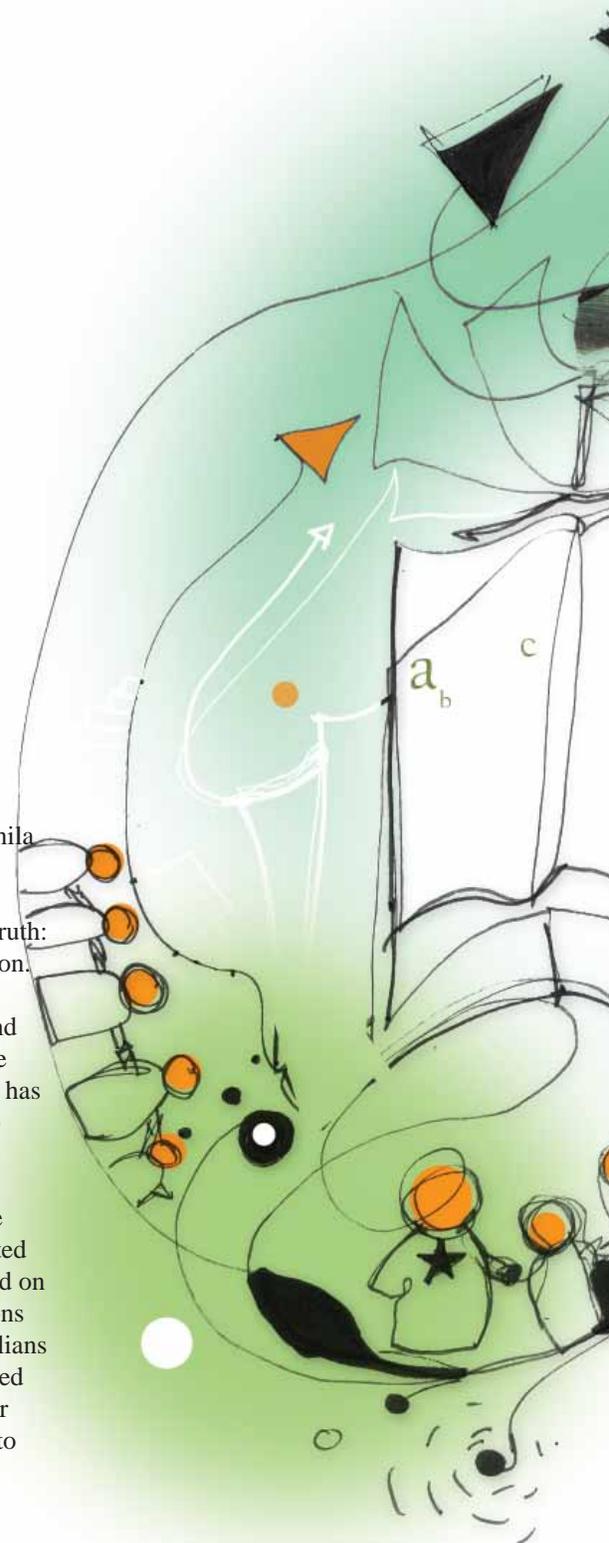
We have seen the glaring changes in the attributes of our institution—a relatively younger faculty complement, the establishment of new learning and research facilities, a new set of university administrators, and the fortune of having quite a substantive, though not necessarily sufficient, endowment to promote research and even extend access to quality Lasallian education, among others. Beyond these changes, one thing that we must not neglect is to assess how far our institution has become Lasallian, in particular, or a Catholic university, in a broader sense. While the sense of pride we felt in having been rated as the top private school in the Philippines is well-placed, we must be equally concerned about how we fare in yet another index—how Lasallian or Catholic our university has become?

It is a call to rediscover the very roots of our existence and reason-for-being.

The other truth is that the institutional strength of De La Salle University—Manila rests on our collective wisdom and on our 327-year old Lasallian tradition of communion in mission.

When I addressed you in 2003, I shared with you my thoughts on this second truth: If we were to live the questions of today we need to do this together and by association. No one can do it alone. This best private university in the Philippines is NOT in the hands of one person. It will only work if we bring together our collective wisdom and work in synergy as stakeholders with no one acting as the controlling majority [to the exclusion of the so-called minority stakeholders]. There is not one person here who has the monopoly of wisdom and God’s Spirit speaks best when people come together to share a common vision.

We need to discover new ways of relating with each other with sincerity and respect and love in the spirit of true brotherhood and sisterhood if we are to share the same dream. Addressing our Lasallian colleagues in Mexico in 2001, I also highlighted the same truth from a global perspective: The challenge of communion is to be found on different levels: within the university setting, between different educational institutions either local or international, between Brothers and Lasallian Partners, between Lasallians and their partner poor communities. During De La Salle’s time, this unity was ensured through fraternity in community: one religious habit, one rule, one formation. In our time, the Lasallian mission finds itself faced with the challenge of bringing together to



unity our educational efforts as these are found in more than 80 countries in the world.

These are the two foundational truths of our *raison d'être* that I will keep harping on as we brace ourselves for the challenges of our next 100 years. It is a call to rediscover the very roots of our existence and reason-for-being. It is a call to find meaning in the programs and activities that we will continue to promote and develop. It is in a sense a call to know the truth about ourselves as an institution, an invitation for self-introspection, and it is at the same time a search for that unique soul that will distinguish us from the thousands of other excellent universities in the world. It is a leap of faith from good to great.

During our Administrators' Planning Workshop recently, I proposed that we focus on three commitments this year.

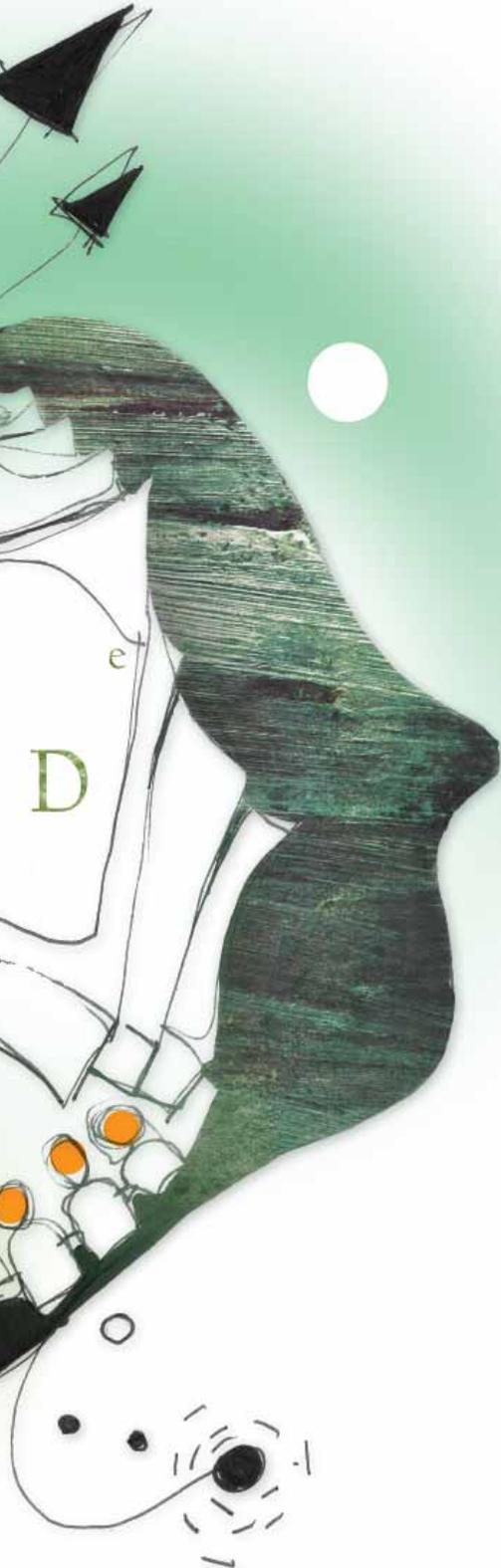
First, our commitment to research should emphasize relevance to national development goals. We have already identified five priority areas for basic and applied research: (1) poverty alleviation, (2) environment and safety, (3) youth-at-risk, (4) globalization and (5) applied technologies. We may need to fine-tune our policies and guidelines and further detail the institutional support that we need to develop in order to establish a culture of research. We recognized that this task includes not just research projects but also the push to publish especially in internationally refereed journals as well as the need to aggressively look for new research grants. We may need to review our internal structures, incentives, subsidies and procedures with the end-in-view of supporting rather than deterring "the search for the whole truth" that Pope John Paul II spoke about. I wish to see the creation of research teams headed by senior faculty members with junior faculty and graduate students identified as research assistants. I see many possibilities in engaging the other faculty members from DLSP schools as well as Lasallian HEIs abroad. I dream of a flagship research project that will have national impact on key decision-makers in government and private institutions especially in the area of

education and youth. For this reason, with the concurrence of the Academic Council, we will establish this school year the new office of the Vice Chancellor for Research.

Second, our commitment to teaching takes on the earnest desire of reaching our target of 20% of the student population using the DLSP formula. At the current 13.67% level, we are confident that we can provide new slots especially for our graduate programs that at the same time will target the 5000 mark. We wish to open new avenues for access and equity while at the same time improving our standards, social mix and a nurturing environment for learning. This requires not only raising fresh endowment funds but also greater efficiency in the use of resources and creativity in other non-cash based scholarship slots. But I also wish to begin a serious discussion on the issue of internationalization and how this direction dove-tails with our vision. As we do begin conversations on this issue, we need not be complacent on increasing faculty and student exchanges, invitations for visiting professors or even Nobel Laureates beginning with Prof. Finn Kydland in February 2008.

Thirdly, our commitment to community service should not be separate from our commitment to teaching and research. We need to see the integral connection between our efforts to provide service and the academic nature of our institution as well as the spirit of *communio* that should animate our zeal. In this business, there are no competitors and we need to link up with other educational institutions, government agencies and business corporations. But we may also need to refocus our service on a few development projects with selected communities using the multi-disciplinary approach. We need ensure that our service will have a real impact on the community, will be sustainable and are also well-researched, monitored, evaluated and published as best practices for other groups and institutions.

We will need to brace ourselves for the exciting future that begins here and now. I pray that in the end we can all say: *Domine, opus tuum!* I wish you all the blessings of PEACE that can only come from the Risen Lord.



Best academic website



DLSU-Manila won as the school with the best website in the DigitalFilipino.com Web Awards held last April 27 at the Penthouse of the Board of Investments in Makati.

DigitalFilipino.com in collaboration with APEC Digital Opportunity aims to advocate the use of the Internet for business development, through the identification and promotion of the best e-commerce practices of the various websites in the Philippines.

The websites for the 31 categories were judged for their ability to create a noticeable presence in the Internet. All entries were nominated by the public as well as by industry players, and judged openly by members of the DigitalFilipino.com Club.

Students win in Microsoft Imagine Cup

A team of DLSU-Manila Computer Science and Computer Engineering students took the grand prize in the 5th Microsoft's Imagine Cup held at the Asian Institute of Management last May 3.

Dubbed Cross+Linked, the group of Franchere Chan, Mary Ann Ngo, Lance Lim, and Ryan Ong won for their project IESStar or Internet Explorer for Students, Teachers and Researchers, a software program that provides a graphical interface to storing data such as text and pictures off the Internet.

The nationwide competition carried the theme "Imagine a

world where technology enabled a better education for all" and generated the participation of many students across the country.

Cross+Linked will represent the Philippines in the Microsoft Imagine World Cup Finals to be held in Seoul, South Korea in August.

The Microsoft Imagine Cup is a premium student technology competition held yearly by Microsoft to encourage young people to apply their imagination, passion, and creativity to technology innovations that can make a difference in the world today.

DLSU-MANILA OPENS SY 2007-2008 WITH NEW ADMIN POSTS

To conform to the academic nature of the Lasallian institution, the Office of the President of the De La Salle University-Manila modified the titles of top level administrators and also made organizational changes effective School Year 2007-2008.

DLSU-Manila President Br. Armin Luistro FSC likewise created the Strategic Management Committee, which will be tasked with monitoring the implementation of the University's key targets in the areas of fund generation, scholarship, graduate school enrolment, and internationalization.

The Brother President noted in a memorandum released to the academic community in April that the changes would be in line with the directions he had identified in a Faculty General Assembly, reiterating La Salle's commitment to research, teaching, and community service.

Starting this School Year, Dr. Carmelita Quebengco takes on the title of Chancellor, which replaces the title of Executive Vice President. She concurrently holds the Vice Chancellor for Administration post.

Dr. Julius Maridable, who previously headed the Office of the Vice President for Academics and Research, is now the Vice Chancellor for Academics. The newly created Office of the Vice Chancellor for Research is under the supervision of Dr. Wyona Patalinghug.

Other administrators who have assumed a new title for their position are: Agnes Yuhico, who is now Assistant Vice Chancellor for Academic Services; Enrico Cordero, Assistant Vice Chancellor for Campus Services; and Engr. Aurellano De La Cruz, Jr., Assistant Vice Chancellor for Campus Development.

Taking on the title of Director for Development and Alumni Relations is Jose Kalaw Jr., who joins the Strategic Management Committee. Other members of this group are the DLSU-Manila President, Chancellor, and the Vice Chancellors for Administration, Academics, and Research.

Meanwhile, Dr. Rose Marie Clemeña, former Executive Vice President of De La Salle University-College of Saint Benilde, returns as the Dean of the College of Education (CED). She first served as the Dean of the college from 1992 to 1996. Dr. Danilo Dayag serves as the new CED Vice Dean.

For the College of Business and Economics, Atty. Christopher Cruz serves as the new Vice Dean.

Addressing the DLSU-Manila community via a taped presentation during the first Faculty General Assembly last May 21 at the Most Blessed Sacrament Chapel, Br. Armin said that the birth of De La Salle Philippines "(has) opened for us new opportunities as well as the challenge of discovering a new way of relating with the other 17 Lasallian educational institutions in the country."

He reminded the community that the essential task of the institution is to remain faithful to its *raison d'être*—to continue providing a human and Christian education to the young especially the poor.

For the year, Br. Armin presented DLSU-M's three commitments: research, teaching, and community service.

In the field of research, he reiterated La Salle's five priority areas for basic and applied research, namely 1) poverty alleviation, 2) environment and safety, 3) youth-at-risk, 4) globalization, and 5) applied technologies,

On the University's commitment to teaching, Br. Armin said he would begin serious discussions on the issue of internationalization, and how this direction dove-tails with the University's vision. He cited, for instance, Nobel Laureate Prof. Finn Kydland's visit to La Salle in February 2008.

Br. Armin also stressed on "the integral connection between our efforts to provide service and the academic nature of our institution as well as the spirit of *communio* that should animate our zeal" to highlight the importance of DLSU-M's commitment to community service.

In line with this, Br. Armin has designated Dr. Rito Baring from the Department of Theology and Religious Education as the new director of the Brother Andelino Manuel Castillo, FSC Religious Educational Foundation, Inc.





CCS TO HOLD SYMPOSIUM ON LANGUAGES AND COMPUTATION

The Natural Language Processing Academic Area (NLP-AA) of the College of Computer Studies will hold the 4th National Natural Language Processing (NLP) Research Symposium, which will gather foreign and local experts to tackle issues and developments on Philippine languages and computation, on June 14-16 at the De La Salle-College of Saint Benilde Hotel.

The event's main speaker, Dr. Huang Chu-Ren, will deliver two lectures titled, "From synergy to knowledge: Integrating multiple languages resources" and "From Wordnet to ontology: Towards an infrastructure for meaning-based language processing."

Huang completed his PhD in Cornell University and is currently a research fellow in the Institute of Linguistics in Academia Sinica of Taiwan and the director of CLCP International PhD program. His research interests and works focus on lexical semantics, knowledge representation, Chinese computational, and corpus linguistics.

Philippine languages authorities Dr. Ricardo Nolasco and Dr. Aurora Batnag will also share their researchers on their respective fields of interest. Nolasco is the chairman of the Komisyon sa Wikang Filipino, and is also affiliated with the Department of Linguistics in UP-Diliman. His research projects include morpho-syntax of the

Filipino language. Batnag has PhDs in Literature and in Linguistics, and is likewise affiliated with the Komisyon sa Wikang Filipino.

This year's symposium topics include Machine Translation, Lexicon Building, Lexicon Ontology and WordNet, Morphology, Part-of-Speech Tagging, Text Summarization, Building of Language Resources, Language Modeling.

The event is organized by NLP-AA with the support of the Department of Science and Technology, Philippine Council for Advanced Science and Technology Research and Development (DOST-PCASTRD). Research areas of the NLP-AA include NL understanding, NL generation, machine translation and information retrieval, among others.

(For inquiries, please contact the program chair, Dr. Rachel Roxas, or Ms Sheng Mejia at (02) 524-0402 or (02)-536-0277/78, or at roxasr@dlsu.edu.ph.)



The Museum
at DLSU-Manila
presents
**'FACES
AND
FACETS
OF LIFE'**
exhibit

*An exhibition of portraits and genre artworks, **Faces and Facets of Life** showcases different Filipino artists' view of their countrymen's struggles and successes, individual leadership, and collective courage.*

The Museum at De La Salle University-Manila will run the show from June 7 until August 25.

The exhibit features different artistic styles—some representational, others expressionistic—done in a variety of media (oil, watercolor, graphite, and ink).

Selected artworks from the Wili and Doreen Fernandez Art Collection, including works of National Artists Fernando Amorsolo, Bencab, Botong Francisco, Mauro Malang, and Manuel Rodriguez, Sr. are part of the exhibit.

The show also features artworks by other renowned Filipino artists from the DLSU Art Gallery Collection and portraits of DLSU Presidents (from 1950 to present) rendered by Nilo Badajos, a former apprentice of Romulo Galicano.

(For more information, please call The Museum 524-4611 loc. 368, 521-9094 or email buncabr@dlsu.edu.ph.)





LASALLIAN ENGINEERS TOP BOARD EXAMS

DLSU-Manila's Electronics and Communications Engineering (ECE) and Chemical Engineering (ChemEng) Departments—acknowledged Centers of Excellence by the Commission on Higher Education—showed their consistent performance in licensure examinations, with their graduates registering high passing percentages and dominating the top spots of their respective board exams last April.

In the ECE licensure exams, Star Scholar Timothy John Chua got the highest mark with 92.90 % passing rate. He was followed by fellow Lasallians Zarina Ira Bernabe (2nd, 88.70%), Roberto Galman (3rd, 88.15%), and Kristoffer Nicol Lim (5th, 87.55%).

Two other La Salle graduates who figured in the Top 10 were John Paul Dy (9th, 85.55%) and Michael Albert Romero (10th, 85.35%).

DLSU-Manila was ranked first among the top performing schools in

the ECE board exams with 100 or more examinees, registering a passing rate of 76%. The national passing rate was 34.89%.

Four Chemical Engineering students, meanwhile, emerged in the Top 10 list, with Lyle Melad bagging the top spot with 88.10%. Maria Reina Pacaña (85.40%), Herbert Klaus Hallig (84.0%), and Joanna Nicole Go (83.9%) placed 4th, 5th, and 8th, respectively.

With 95% passing rate in the ChemEng board exams, the University

was named the top performing school with more than 20 examinees. The national passing rate was 46.45%.

The University's Mechanical Engineering (ME) graduates also posted impressive marks in the recent ME board exams, making the department one of the top performing schools with more than 20 examinees. The ME Department recorded a passing rate of 94%. Stevenson Go placed fourth in the said licensure exams with 87.45 % rating.