



2401 (tweñ 'tē for '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 the name of the official newsletter of DLSU-Manila, featuring developments and stories of interest about the University.

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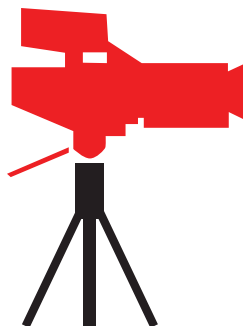
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CLA DEAN SHARES EXPERTISE ON ENVIRONMENTAL GOVERNANCE IN SEA

Dr. Antonio Contreras, full professor of Political Science and dean of the College of Liberal Arts, recently attended a regional meeting organized by the Henry L. Stimson Center on “Regional Voices, Transnational Challenges” held in the J.W. Marriott Hotel in Bangkok, Thailand on September 14-15.

The Stimson Center, which is based in Washington D.C., was founded in 1989 and is devoted to offering practical, creative, non-partisan solutions to many of the most enduring and challenging problems of national and international security. Its work is practical and oriented to real-world policymakers.

Contreras was one of the only four researchers invited to present their respective papers on non-traditional security issues, such as the environment, governance, demography, migration, health and energy who were invited to participate in the meeting. Attending the event were 34 experts from various disciplines and countries in the region.

His paper, “Transboundary Environmental Governance in Southeast Asia: Issues, Societal Context and Institutional Responses,” contributed to the discussions which aimed to enhance understanding of local and regional approaches to transnational issues and challenges in the Southeast Asia region, as well as to cross-regional concerns.

The goal of the discussions was to locate security discourse in a broader context of social, economic, scientific and governance challenges. Contreras’s paper specifically focused on four transboundary environmental issues in Southeast Asia, namely, haze and transboundary pollution, water governance in the Mekong, environmental issues surrounding the South China Sea, and illegal environmental trade in the region.

A recognized expert on environmental governance in Southeast Asia, Contreras has been actively involved in environmental regional discussions and research. He is currently the Research Leader of the Knowledge Thematic Area for the Mekong Program on Water, Environment and Resilience (M-POWER) which is financed by the CGIAR Water Challenge

Program and whose headquarters is based in Chiang Mai, Thailand. He has prior research on Thailand and other countries in the Mekong.

He conducted research on the role of civil society institutions in environmental governance in Southeast Asia, as a Visiting Fellow of the East-West Center in Honolulu, Hawaii in 2000. In the same year, he also became an Asia Fellow based in the Regional Center for Social Sciences and Sustainable Development in Chiang Mai University in Thailand and conducted a comparative research on the relationships between political transformation and forest governance in Thailand and the Philippines.



Contreras



DLSU-M LAUNCHES RESEARCH CENTER FOR SMEs

Aiming to help improve the productivity of small and medium enterprises (SMEs) in the country, De La Salle University-Manila's Center for Engineering and Sustainable Research (CESDR) and Canadian government's Private Enterprise Accelerated Resource Linkage (PEARL2) have sponsored the establishment of the Center for Lean Systems Management (CLSM).

CLSM was formally launched in a ceremony held last September 13 at the M. Gaerlan Conservatory. DLSU-M President Br. Armin Luistro, FSC gave the event's welcome address.

The new center will provide SMEs pertinent and applicable information on production and operations management to improve their manufacturing and operations capability. CLSM will study the various tools, techniques, and strategies of SMEs and spearhead the development of programs that will make entrepreneurs more aware and knowledgeable of their own systems.

More particularly, CLSM aims to provide SMEs with: a.) relevant and latest information and reports on enhancing services and manufacturing operations; b.) linkages with other organizations from the academe, industry, and government; and c.) strategies to improve SMEs services and manufacturing operations.

For this collaborative effort, the DLSU-M team—composed of CLSM Project Manager Dennis Beng Hui, Senior Researcher Dr. Jose Edgar Mutuc, Hazel Vida Nodque, Solomon See, and Iza Choa—joins delegates from PEARL2, which includes John Manzanias, Miriam Bacalso, Nenita Ong, and Cathy Racho.

PEARL2 is under the Private Sector Development Project of the Canadian International Development Agency.



Ynion



Roma-Sianturi



Evasco



Lim So



Asenjo

LASALLIAN WRITERS HARVEST AWARDS

A number of writers from DLSU-Manila recently received awards from national award-giving bodies, including the Manila Critics' Circle, the Don Carlos Palanca Foundation, and the Komisyon ng Wikang Filipino.

Dr. Marjorie Evasco, full professor of the Department of Literature, was recipient of the Manila Critics' Circle National Book Awards for Art, for her book "ANI: The Site of Art of Hermogena Borja Lungay, Boholano Painter." She holds the DLSU-Manila's St. Miguel Febres Cordero Research and Publication Award for the current school year.

Meanwhile, Dr. Dinah Roma-Sianturi, also of the Department of Literature, and College of Liberal Arts student Joshua Lim So, were likewise recognized for their outstanding literary works in the 2007 Don Carlos Palanca Memorial Awards for Literature.

So received the 2nd prize honors for the One-Act Play in English for his work "Portraits," while Sianturi won third place in Poetry in English for her collection, "Geographies of Light."

Other Lasallian writers who made it to the list of the 2007 Palanca awardees were: Rebecca T. Anonuevo, a graduate of the Ph.D. in Literature program (2nd prize, Tula, "Paglingon sa Pag-asa at Iba Pang Tula"), and Master of Fine Arts alumni Layeta P. Bucoy (3rd prize, Dulang May Isang

Yugto, "Ellas Inocentes") and Debbie Ann Tan (1st prize, One-Act Play, "Time Waits").

College of Liberal Arts' faculty member Winton Ynion, on the other hand, clinched the Maikling Kuwento sa Hiligaynon 1st prize recognition for his work, "May Isa Ka Babayi," and Tulang Hiligaynon 1st Prize award for "Nagapulaw nga Tanhaga ang Dagat" in the 2007 Gawad Komisyon sa Panitikan of the Komisyon sa Wikang Filipino (KWF). KWF holds an annual recognition of outstanding literary works in fiction, poetry and critical essays using major Philippine languages.

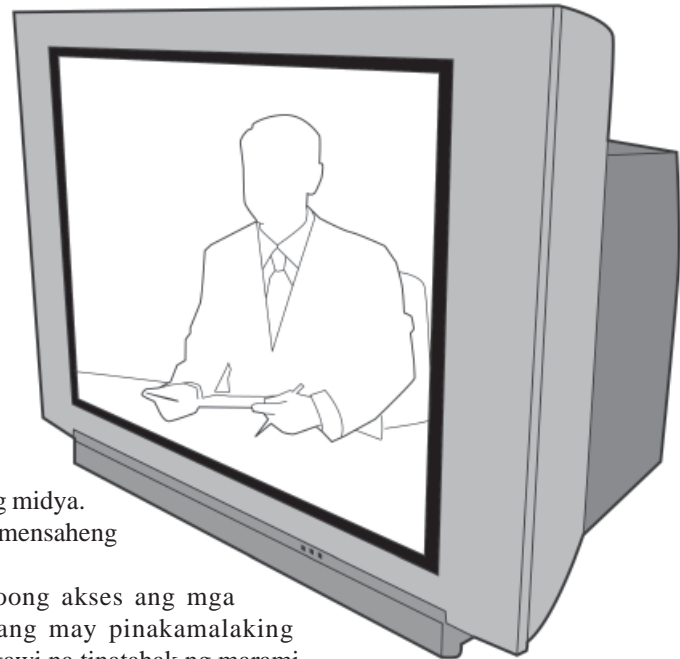
Another CLA faculty member, Genevieve Asenjo, bagged two awards from KWF— 2nd prize, Koleksiyon ng Tula sa Hiligaynon for "Ang Kamingaw sang Dila" and 3rd prize, Maikling Kwento sa Hiligaynon for "Ang Pagpatay sang Uhaw kay Gutom, Big Time!"

Ynion also received third prize from KWF's Gantimpalang Collantes, which gives honor to outstanding Filipino essays, for "Paghuli sa Sigbin: Pagsan(g)ga't Pagkaka(i)sa para sa Pambansang Panitikan."

Eksklusibo!

Kailan nga ba exclusive ang 'exclusive' sa pagbabalita sa telebisyon?

Ni Joel L. Orellana



MAY multiply factor ang midya.

Malawak ang nararating ng mga mensaheng gusto nilang ipaaabot sa tao.

Sa lahat ng uri ng midya na mayroong akses ang mga ordinaryong Pilipino, telebisyon na marahil ang may pinakamalaking impluwensiya sa atin. Dito nanganganak ang kultura o gawi na tinatahak ng marami.

Sa karanasan ko, mas malaki ang panahon na inuukol ko sa panonood ng telebisyon. At naniwala ako na hindi ako nag-iisa.

Pakay ng sanaysay na ito na hikayatin ang mga mambabasa na maging mapanuri sa katangiang gahum ng midya. Gahum? Nakakain ba yun? Naiinom? Oo. Nasa bituka mo na, dumaan sa tiyan hanggang sa umakyat sa iyong utak.

Hindi mo lang kasi namamalayan at bahagi na siya ng iyong katinuan at buong-puso mong tinanggap.

Hindi ka nakapalag ano?

Sa ating karanasan, dalawang malaking istasyon ang hindi maikakaila na nagdidikta sa kung ano ang ating paniniwalaan sa pang-araw-araw na buhay. Kapuso ka ba o Kapamilya?

Hindi ito tungkol sa network war. Kung tutuusin, wala naman talagang kompetisyon na umiiral. May Eat Bulaga yung isa, may Wowowee naman ang kabila. A.S.A.P. vs. S.O.P, StarStruck sa Siyete, Star Circle Quest sa Dos. May bago ba?

Pero tungkol ito sa isang konsepto na madalas lumilitaw sa kanilang mga news program. Sinasambit ni Mike Enriquez pati ni Julius Babao. Hindi rin makaliligtas si Korina Sanchez at Mel Tiangco.

Handa ka na ba sa 'eksklusibong' pagtalakay nito?

Makauna lang

Minsan, may magandang naidudulot din ang pagtunganga ko sa buong maghapon sa telebisyon. Dito nagbuntis ang mensaheng aking nais iparating. Ang madalas na pagsambit ng ‘exclusive’ sa mga istoryang inirereport.

Bawat araw, bawat edisyon.

Sila lang daw ang mayroon noon. Ang kabila wala. Kaya nga eksklusibo, sa lenggwahe ng mga mamamahayag, ‘scoop.’

Wala naman akong tutol doon. At wala akong karapatan na tutulan. Nais ko lang hamunin ang mga taong nasa likod ng mga higanteng istasyon na ito na bigyang ningning ang konseptong ‘exclusive’ sa kanilang larangan.

Para sa akin, malakas ang dating ng konseptong ito. Iba ang awra nito kaysa sa mga ordinaryong balita. Ito ang kanilang pambenta sa mga manononood.

Sabi sa Webster Dictionary, “exclusive is something exclusive as a newspaper story at first released to or printed by only one newspaper.” Kung sino ang makauna, sila ang ‘exclusive.’

Pero paunahan na lang ba ang panuntunan upang maituring na ‘eksklusibo’ ang kanilang balita? Himayin natin ang ilang halimbawa na may leybel na ‘exclusive’ sa ginawang pagbabalita ng dalawang istasyon:

Sa Kapuso network, sabi ng isang brodkaster nila, “Isang lalaki ang natagpuang patay sa Commonwealth, Quezon City. Narito si (pangalan ng reporter), exclusive!” (Mula sa 24 Oras, Agosto 13).

Siyempre, hindi naman magpapatalo ang Kapamilya network, mayroon din silang eksklusibong balita para sa kanilang mga paroklyano noong Agosto 13 edisyon ng TV Patrol World:

“Dalawang holdaper, apat na babae ang dinampot ng mga pulis sa Blumentritt, Manila. Eksklusibong nagbabalita si (pangalan ng reporter).”

Kinabukasan, nagpatuloy ang ‘eksklusibuhan’ ng dalawang network.

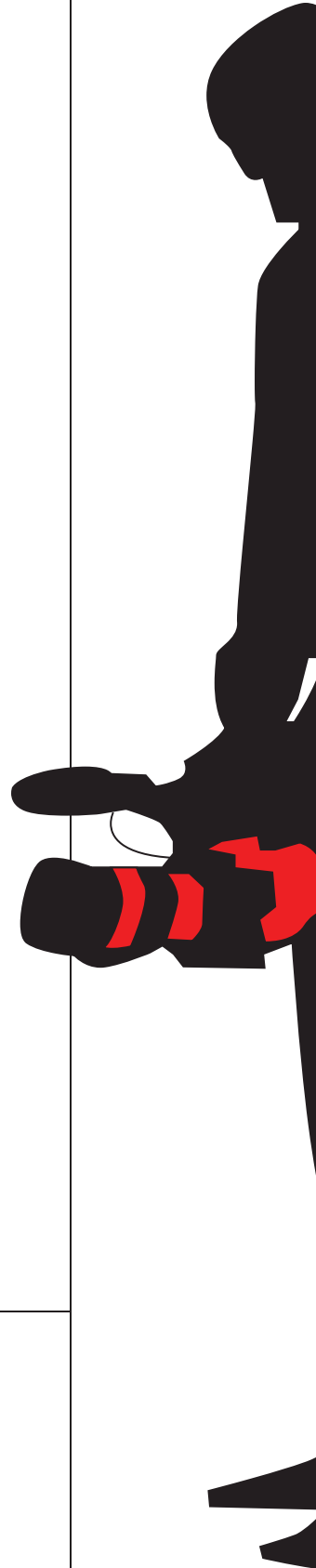
Unahin naman natin ang Kapuso, ang sabi ng lead anchor, “Limang lalaki ang arestado matapos murahin ang pulis sa Caloocan. Narito si (reporter) para sa detalye ng balita, exclusive” (Umagang kay Ganda, Agosto 14).

Humirit din ng sarili nilang ‘exclusive story’ ang Unang Hirit sa kanilang news segment. Ani brodkaster, “Negosyante, hinoldap ng dalawang lalaki sa Navotas. Narito si (reporter), exclusive!”

Kung susundin ang depinisyong ibinigay natin sa itaas, may katotohanan na tunay ngang ‘exclusive’ ang mga balitang ipinalabas ng dalawang istasyon.

Wala namang umaangal dito. Maliban sa akin na hindi kumbinsido na ang pagiging una lamang na makapagpalabas ang magiging batayan upang maging eksklusibo ang isang istorya.

Nabababawan ako sa praktis na ito. Bakit?



Sa dami ng insidente ng holdapan, patayan, damputan ng mga pulis at iba pang krimen sa Kamaynilaan, walang duda na malaking porsyento ang makakuha ng 'exclusive story' sa ganitong uri ng balita.

Wala akong istadistika ng mga presinto (kung saan madalas kumuha ng balita ang nasa police beat) at mga reporter ng dalawang istasyon subalit tiyak ko na mas malaki ang insidente ng mga krimen kaysa sa bilang ng mga mamamahayag.

Samakatuwid, malabong mabokya sila sa paghahanap ng mga eksklusibong istorya na ihahatid sa atin.

Bilib ka ba? Pag-isipan mong mabuti.

Sa akin, kung dadalumat in mabuti ang uri ng balitang nakapaloob sa sinasabi nilang 'eksklusibo,' tila nang-iinsulto ang mga ito. Dahil kung ganoon, ako, ikaw, kaya nating maging isang magaling na reporter dahil tiyak na may matitisod kang 'exclusive story' sa daan.

Sa CNN, umuusbong ang tinatawag na 'I-Reporting.' Ito yung pagbibigay-pagkakataon sa isang ordinaryong mamamayan na maging reporter nila gamit ang video o cellphone camera at ipadadala ang footage o larawan ng isang pangyayari sa website ng nasabing istasyon.

Nang bumagsak ang isang tulay sa Minnesota kamakailan na ikinasawi ng ilan, di mabilang ang 'exclusive photo o video' ng nasabing trahedyang sa nasabing istasyon.

Hindi na malayong sundan ito ng dalawang istasyong ito. At kung magkataon, madadagdagan ang bilang ng mga 'exclusive story' bawat araw. Parang ayaw kong mangyari ito.

Ano ba dapat?

Hindi naman ako praktisyuner ng broadcast media. Tagamasid lang ang papel ko rito. Ang sa akin lang, tila may kakulangan ang mga 'exclusive story' na isinahihimpapawid kung susukatin ang lawak at lalim ng mga balitang ito.

Kulang sa 'exclusivity' ika nga.

Panukala ko na maging isang pangunahing panuntunan ng 'exclusive story' ay pagkakaroon ng 'national appeal' o pambansang atraksyon ito. Damay ba ang buong bansa sa sanhi o epekto ng balita? Buong pulo ba ay napag-isip sa kaalamang ibinahagi?

Isang klasikong halimbawa ang video footage ng pagbabalik ni Angelo dela Cruz, ang OFW na muntik nang pugutan ng ulo ng mga rebelde sa Gitnang Silangan. Nagalit ang Kapamilya network dahil sa pananaw nila, 'exclusive' lamang sa kanilang ang video na mayroon ding nakuha ang Kapuso sa pamamagitan ng foreign news agency.

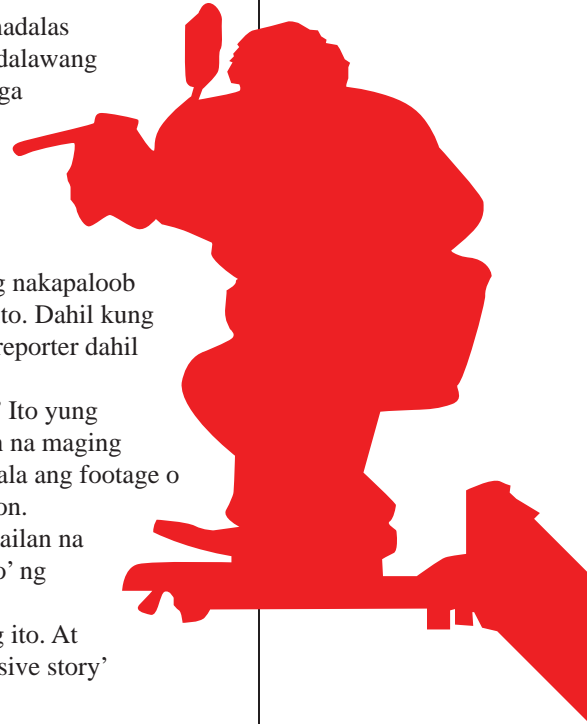
Umabot sa korte ang isyung ito pero hindi na natin konsern ito. Malinaw kasi sa kanila na may 'national interest' ang isyu na ito. Marami ang sumusubaybay. Ito ang tunay na 'exclusive.'

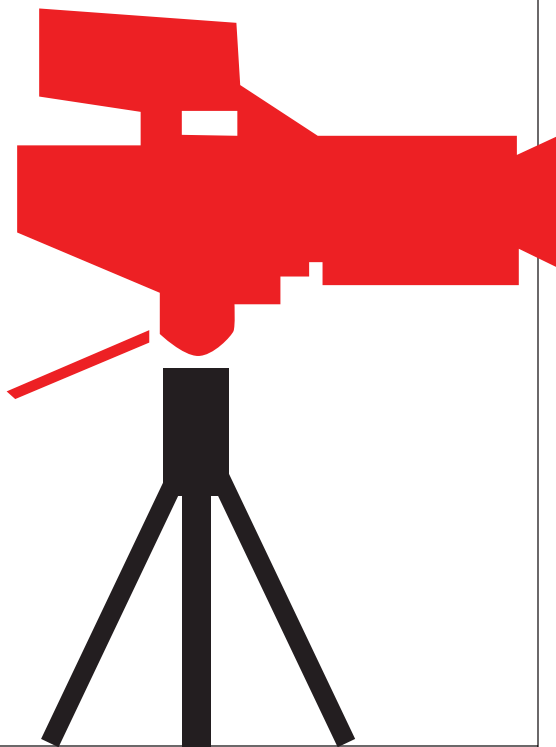
'Yung negosyanteng hinoldap, may epekto ba, sa kabuuan, sa isyu ng national security ang uri ng mga balita na ibinihagi sa atin? Nakabawas ba sa GDP o GNP ng bansa? Nabawasan ba ang mga foreign investors na gustong mamuhunan sa atin? Siguro pero di tayo tiyak.

Magandang bigyang pansin ang lawak ng epekto ng balita, kung hindi man nasyonal, sa mas maraming tao na makakaugnay dito. Ang meninggo scare o dengue outbreak sa isang probinsya ay papasa pa siguro sa pagiging 'exclusive.'

Mahalaga ring matukoy ang estado ng o mga tauhan na sangkot o pinag-uusapan sa exclusive story na binabanggit. May pakialam ba ang marami sa negosyanteng hinoldap o mga lalaking dinampot ng pulis na nabanggit sa itaas? Siguradong yung mga kamag-anak lang nila.

Ngunit kung isang public figure – presidente, pulitiko, artista, atleta,





Nagtuturo sa Departamento ng Filipino si Joel Orellana at kasalukuyang tinatapos ang M.A. Philippine Studies sa DLSU-Manila. Taong 1993 pa nagsimula ang buhay peryodista niya bilang manunulat sa Ang Pahayagang Plaridel at ipinagpatuloy ito sa Balita, Kabayan, FilMag, at The Manila Times

alagad ng simbahan, gobernador, mayor, konsehal, mga opisyal ng NGO at iba – ang sangkot sa isang anomalya, tiyak na mas marami ang apektado nito.

Bakit ba maraming sumubaybay sa kaso nila Jalosjos at Sanchez? Kay Garci? Sa paring may asawa? Sa mga proyekto ng Gawad Kalinga at Greenpeace? Sa paglipat ni Angel Locsin sa Kapamilya network? Sa pagbibitiw ni Noli Eala bilang commissioner sa PBA? Ang pananapak ni ex-PBA player Bong Alvarez sa isang Kapamilya lady reporter?

Mungkahi lamang ng sanaysay na ito na bigyang kaukulang halaga o importansiya ang paggamit ng salitang ‘exclusive’ sa pagbabalita. Taasan ang istandard sa pag-uuri ng isang ‘exclusive story.’

Para sa akin, hindi lamang ang elemento ng panahon (tumutukoy sa pagiging una sa pagpapalabas ng istorya) ang dapat isaalang-alang. Higit na mahalaga ang lawak at personalidad na naaabot at sangkot ng mga balitang ito. At kung mangyayari ito, ang pagiging ‘exclusive’ ang magiging batayan sa ng kahusayan sa kanilang larangan.

Mababago ba?

May pagkakataon bang mabago ang praktis na ito? Ang dalawang higitang network lang ang makasasagot nito dahil sila ang nagtatakda ng batayan ng kahusayan sa media.

Pero baka hindi. Tayo rin kasi ang may sala. Pansinin muli natin ang mga uri ng balita sa telebisyon.

Walang duda na mas marami ang mga balita na mula sa police beat kaysa sa mga balitang may ‘national interest.’

May nabanggit si Luz Rimban sa kanyang artikulo na ‘The Empire Strikes Back’ sa librong From Loren to Marimar. Aniya, gumagamit ang Kapamilya network ng sistemang ‘infotainment’ sa kanilang pagbabalita. Pinagsasanib ang ‘news’ at ‘entertainment’ upang maging mas kaaaya itong panoorin. Sa akin, ganito rin ang pormularyong ginagamit ng kabila.

Kaya nga inihalalintulad ko sa perya ang dalawang istasyong ito. Upang pasukin ng mas maraming tao, dapat may kakaiba silang ‘attraction’ na sa kanila lang makikita. Taong pinaglihi sa palaka, kumakain ng buhay na manok, mga sirena, syokoy at kung anu-ano pang nilikhang nilalang.

Tatawagin ko itong ‘infusement,’ (information plus amusement). Kailangang ma-amuse ang mga manonood ng kanilang exclusive stories upang makuha ang kanilang atensyon. Parang mga theme park, perya kung tawagin sa kanto.

Sa mga istasyon sa telebisyon, unang pakay ang ma-attract ang tao sa kanilang mga ‘exclusive story’ upang mapukaw ang kanilang interes. Ganito rin sa mga perya. Dapat wala yung kabila. Dito nanganganak ang kanilang ‘exclusive story.’

Mga istoryang mas tinatangkilik o nagugustuhan ng marami sa atin. Gusto kasi natin ng drama, aksyon at komedi. Ito ang entertainment value ng balita. At kung susuriin ang kanilang mga eksklusibong istorya, dagdagan mo ng amusement value.

At kung magpapatuloy ito, ninipis ang tunay na kahulugan ng ‘exclusive’ sa pamamahayag.

Sabi nga ng mang-aawit na si Gary Granada, ang konsepto kapag nasobrahan sa gamit, nababawasan ang kahulugan.

May multiply factor ang media. Baka hindi pa huli ang lahat.



CCS PARTNERS WITH HP TO FURTHER MOBILE IT INNOVATIONS

The College of Computer Studies (CCS) recently received a donation of equipment for its mobile computer laboratory from HP Global Delivery Philippine Center (HP GDPC).

Currently, the mobile computer laboratory of CCS is only equipped with specialized software for developing applications for various mobile devices. All developed applications will then run on a simulator. With the donation of 20 units of iPAQ rx4240 from HP, the students will be able to test out the applications that they have developed on a real device.

The donation is part of HP's thrust to promote the innovative use of IT in solving problems and continually improving today's technology-based processes, according to Mitch Gonzalez, DLSU-Manila alumnus and HP's Service Delivery Manager for Enterprise Application Integration/Master Data Management, during the signing of the donation agreement.

HP has continued its strong ties with DLSU-M by providing resources that will help its IT students excel in their chosen field and pave the way for IT innovations that students can develop and benefit from as they meet their curriculum requirements.

In response, CCS Dean Dr. Caslon Chua expressed his gratitude on behalf the student and faculty beneficiaries. He also noted that the HP-DLSU partnership remains strong with the support of La Salle alumni who are now HP professionals.

September 27

The Catechist of Slaves

As a devout young man in his native village in Burgundy, Jean Bernard Rousseau was serving as a catechist when he was introduced to the Brothers, who had just opened a school in a nearby town. John Bernard was born in Born in Annay la-Côte, France on March 21, 1797. He entered the Paris novitiate in 1822 and gained the name Brother Scubilion. After 10 years serving in elementary schools throughout France, he left the country in 1833 to dedicate the remaining 34 years of his life to the enslaved natives on the island of Reunion in the Indian Ocean.

Remembered as “the catechist of slaves,” he inaugurated evening classes for them, which were well attended, even after a long day of exhausting labor. He devised special programs and techniques, suited to their needs and abilities, in order to teach the essentials of Christian doctrine and morality, and prepare them to receive the sacraments. He won them over by his kindly manner and his respect for them.

After the emancipation of the slaves in 1848, he continued to care for them and to help them adapt to their new life of freedom and responsibility. In the last years of his life, despite failing health, he assisted the local pastor in visiting the sick, winning over sinners, encouraging vocations, and even effecting what seemed to be miraculous cures. Brother Rousseau died on April 13, 1867 on the Island of Reunion. At his death he was venerated everywhere on the island as a saint. He was beatified on May 2, 1989.

From www.lasalle.org



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tool in the search for new knowledge, being a substantial long-term investment, rather than an immediate revenue-generating activity, its conduct and publication usually depend on external grants, which vary from year to year. Community service tends to share the same fate.”

In the case of De La Salle Philippines, as the umbrella organization that serves ten colleges and universities with varying levels of development, Quebengco explained that it is the task of the organization to strategically manage all of its member institutions, rendering efficiency of operations and quality assurance for each school within the network.

She said that despite De La Salle Philippines attaining some measure of success, as with the centralization of investments, support for institutional audit and internal quality assurance to education, there still lie challenges and concerns that must be addressed in order for the network to be truly

effective, such as equal distribution of resources among member institutions and the maximum synergy of schools within the network.

Aside from strategic management of institutions, the event also tackled issues such as the changing roles and tasks of universities in Asian and European economies and societies; the responses of universities to these changes, particularly in redesigning governance and management structures; the practical consequences of developments for institutional governance and management in the different national and regional environments; prospects for enhanced cooperation through national and regional rectors’ associations; and the outlining of policies and programs to support interregional higher education cooperation and exchange.

The Colloquy Report will be presented at the EUA Annual Conference in Wroclaw on October 25-27.

UNITED BOARD, DLSU-MANILA PROMOTE FACULTY EXCHANGE

In collaboration with the United Board for Christian Higher Education in Asia, DLSU-Manila is undertaking faculty exchanges with various foreign universities to prepare selected mid-level faculty and administrators for leadership positions in their home institutions.

Dr. Kennedy Andrew Thomas of Christ College, India was welcomed on campus this September to start his stint as a United Board Fellow under the mentorship of Dr. Roberto Borromeo, chair of the Educational Leadership and Management Department. He will be in the country until January next year.

Meanwhile, University Registrar Edwin Santiago, selected by DLSU-Manila for the United Board Fellowship for SY2007-2008, spent a semester at Fordham University, New York City, from January to May 2007 for training on school administration and operations.

As a United Board Fellow, he was able to visit and study Fordham University, La Salle University in Philadelphia, and Manhattan College in New York City. Both La Salle University and Manhattan College are run by the Christian Brothers. His second placement will be at McQuarie University in Sydney, Australia for another four months.

He is the second DLSU-Manila representative to participate in the United Board Fellows Program. The first faculty from the University to join it was Dr. Ma. Andrea Santiago of the Business Management Department.

Last August, the University welcomed Dr. Rita Pullium, current vice

president of the United Board, and Anne Ofstedal, who will assume her post by yearend. They made a courtesy call to Br Armin A. Luistro FSC, DLSU-Manila president; Dr. Carmelita Quebengco, chancellor; Dr. Julius Maridable, vice chancellor for Academics; and Dr. Wyona Patalinghug, vice chancellor for Research. During the same month, Dr. Patricia

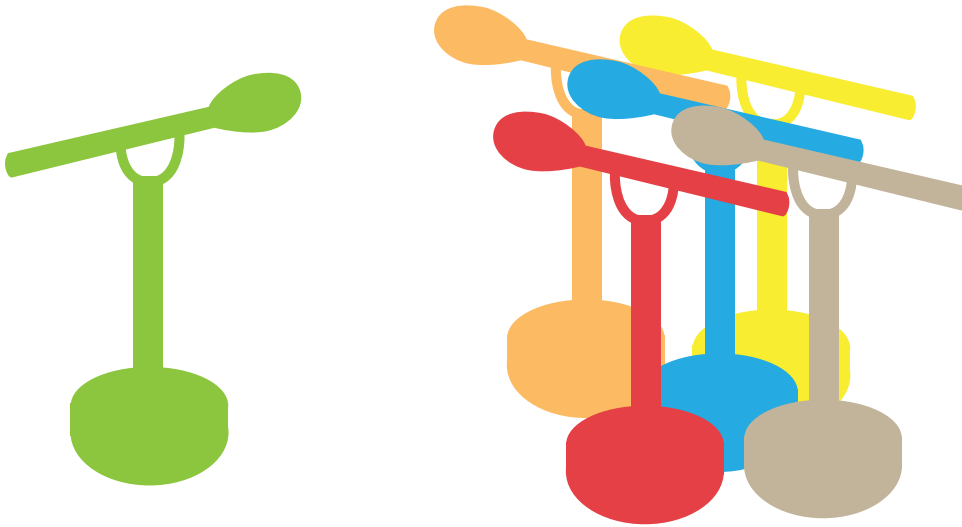


Stranahan, United Board president, made a brief visit to Br. Armin's office.

Pullium and Ofstedal received an orientation on Regional Faculty Scholarship and Intensive English Programs. They likewise met with the United Board mentors and coordinators, as well as UB-supported scholars and fellows on campus.

For SY2007-2008, the University's United Board scholars are composed of six students under the doctoral program, 13 under the Master's program, and five under the three-month English study program.

Dr. Rita Pullium (center, in white blazer) and Anne Ofstedal (left of Pullium) with United Board scholars and coordinators.



LA SALLE JOINS ASIA-EUROPE UNIVERSITY LEADERS' MEET

De La Salle University-Manila Chancellor Dr. Carmelita Quebengco shared the experiences of the University and of De La Salle Philippines in a recent Asia-Europe Colloquy on University Governance and Management in Malaysia.

The colloquy, which was held last September 5 and 6 at the Malaysian Open University in Kuala Lumpur, was an effort to further enhance academic cooperation and exchange among university associations and networks from Asia and Europe. It likewise aimed to facilitate dialogue and discussion among participants and to establish a better understanding of institutional management and governance in different parts of Europe and Asia.

The colloquy was organized by the European University Association (EUA),

Malaysian Vice-Chancellors Committee and the Asia-Europe Meeting Education Hub, which is an initiative of the Asia-Europe Foundation.

Quebengco delivered the paper “Strategic management of diverse institutions: Balancing teaching, research, and services,” which opened the working group discussion. She discussed the initiatives made by the University for effective management practices and institutional policies, as with the Abra Microhydro Project which provides an alternative source of energy to destitute

rural communities in the country.

She noted that the idea of balancing teaching, research, and services is a difficult task for many universities in the country today. She cited, for instance, the case of Philippine public universities that suffer from insufficient subsidies from the government.

“Due to these financial constraints, many colleges and universities tend to focus on teaching, which is the main source of revenue for school operations,” she said. “Although Philippine universities consider research an essential

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