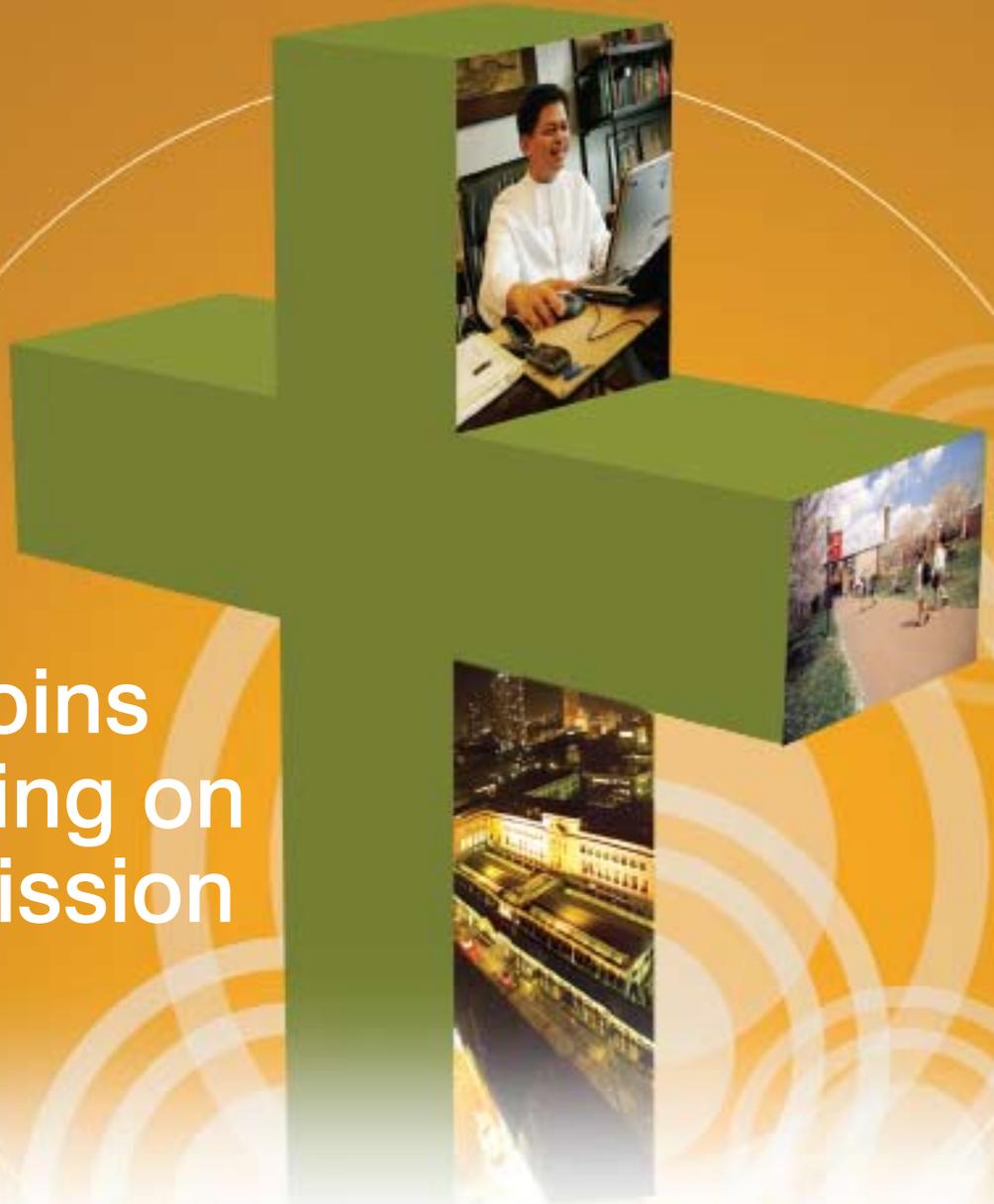




2401 (twen 'tē fôr',ō, wun) is a landmark number along Taft Avenue. It is the location ID of De La Salle University-Manila, home to outstanding faculty and students, and birthplace of luminaries in business, public service, education, the arts, and science. And 2401 is the name of the official newsletter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

7 APRIL 2008. VOLUME 39. NUMBER 21. 10 PAGES



# Br. Armin joins IFCU meeting on Catholic mission

see page 3

VICE CHANCELLOR FOR ADMINISTRATION

VICE CHANCELLOR FOR LASALLIAN MISSION AND EXTERNAL RELATIONS

BOT appoints new administrators

2

DLSU-M leads Math teacher training in RP



5

Engineering faculty receives NRCP Achievement Award



9

# BOT APPOINTS NEW ADMINISTRATORS

*De La Salle University-Manila's Board of Trustees recently established two new Vice Chancellor positions, appointing Agnes Yuhico as Vice Chancellor for Administration and Br. Bernard Oca FSC as Vice Chancellor for Lasallian Mission and External Relations beginning School Year 2008-2009.*

Also part of the new line up is former DLS-Canlubang Executive Vice President Dr. Arnulfo Azcarraga who was appointed as Assistant Vice Chancellor for Lasallian Mission and External Relations.

The appointments were made after members of the Council of Deans and Operations Council submitted their nominations and feedback to the Board of Trustees.

The Office of the Dean of Student Affairs and all units comprising the Student Personnel Services (SPS), which used to be under the Chancellor, will now be under the Vice Chancellor for Lasallian Mission and External Relations.

Br. Bernie currently serves as director of the Office of Sports Development of the University. Prior to that, in 2006, he was director/principal of the Jaime Hilario Integrated School-La Salle in Bagac, Bataan. He became president of La Salle Green Hills from 1997 until 2006.

Yuhico, on the other hand, served as the Assistant Vice President for Academics and Research before the administration was restructured last year, separating academics and research into two offices. She is currently the Assistant Vice Chancellor for Academic Services.



# BR. ARMIN JOINS IFCU MEETING ON CATHOLIC MISSION

*De La Salle University-Manila President and Chancellor Br. Armin Luistro, FSC attended the 77th administrative board meeting and 16th executive meeting of the International Federation of Catholic Universities (IFCU) at Sacred Heart University in Fairfield, Connecticut, USA from March 10 to 14.*

Br. Armin is one of the three Vice Presidents of IFCU, which is composed of some 200 Catholic universities and institutes of higher learning worldwide.

About 30 officials from different universities across the globe joined the conference, “Church, Culture, and the Catholic University-Looking to the Future.”

The participants tackled issues on Catholic identity and mission in the era of globalization. Sessions touched on how the Catholic faith and the respective cultures of believers shape the face of Catholic education.

The IFCU leaders discussed four key topics for reflection and action: 1) stewardship of the Christian intellectual tradition and its engagement with cultures in changing and pluralistic contexts; 2) inter-cultural and inter-religious dialogue; 3) globalization and Catholic higher education; and 4) the ecological challenge.

IFCU aims to further effective cooperation and common deliberation on their mission among Catholic higher education and research institutions, represent Catholic universities in dealing and collaborating with international organizations and societies, and contribute to the development of Catholic higher studies.

It enjoys consultative status with such institutions as the United Nations and the Commission on Human Rights in Geneva. It was formally recognized by Pope Pius XII in 1949.





100 Years  
of Lasallian Journey

## FROM A COLLEGE TO A UNIVERSITY

*After more than 60 years of providing quality Christian education to young Filipinos, De La Salle College was granted a university charter on February 19, 1975 by the Department of Education and Culture.*

It was a journey that started in 1915 when the institution was authorized to grant a high school commercial diploma, patterned after the curriculum offered by the government's Philippine School of Commerce. Three years later, the two year-course was lengthened to three and in 1919 the Associate of Arts degree, a pre-requisite to enroll in all law schools, was added. Expansions in the curriculum saw La Salle as the best school for commerce in the country until before World War II.

In the years after WWII, there was a shift in emphasis from liberal arts and commerce to engineering and technology that brought a tremendous increase in enrollment for the School of Engineering, which opened in 1948.

Five years later, in 1953, the School

of Liberal Arts was opened followed by the School of Education in 1959. The Graduate School of Business was opened a year later in 1960, while the Graduate School of Education and the School of Industrial Engineering followed suit in 1963 and 1972, respectively.

The school's then President Br. Gabriel Connon and Vice President for Academic Affairs Dr. Waldo Perfecto were behind the astonishing expansion of the undergraduate and graduate curricula and facilities from 1969 to 1971.

When Dr. Perfecto left his post to join the Ministry of Education in 1971, Br. Connon, then on his second tenure as president, together with Br. Andrew Gonzalez, the new academic vice-president, continued the expansion of the

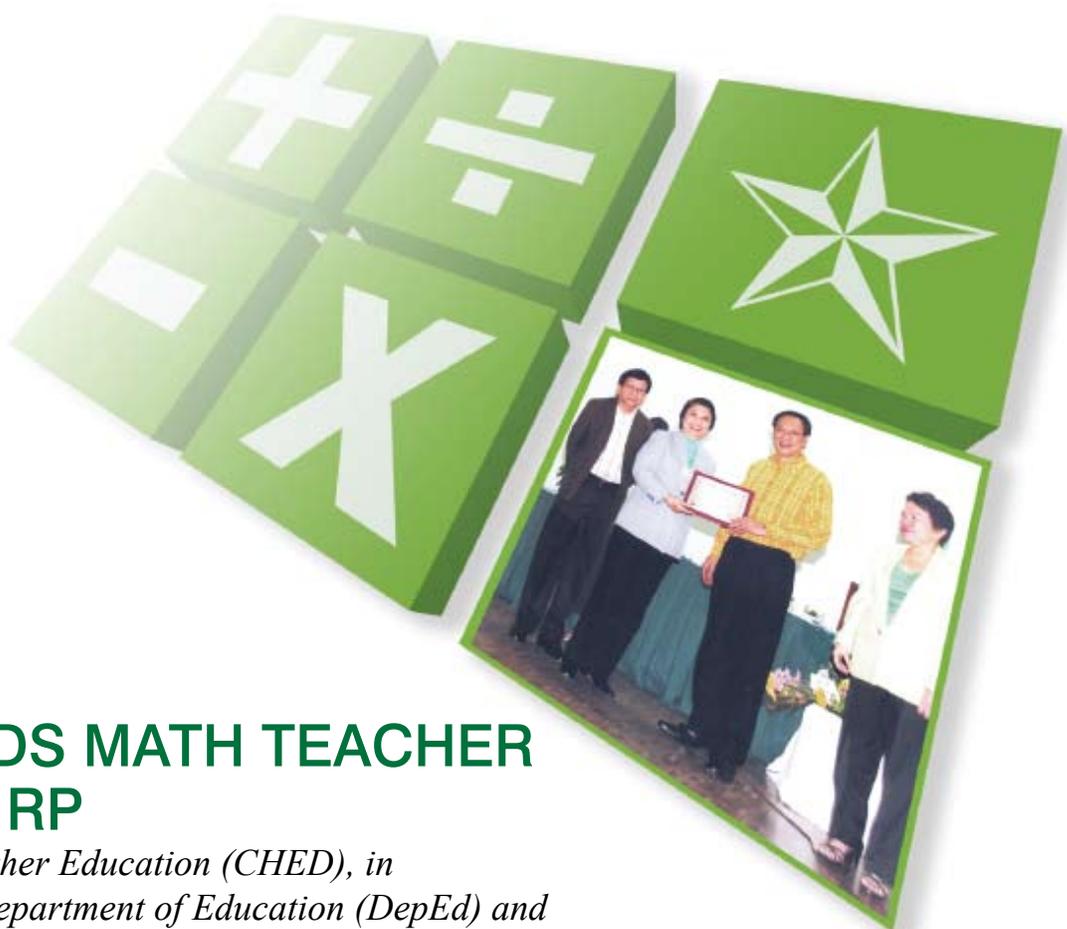
college curricula.

The period also saw a rapid and phenomenal change in the number of majors such as the introduction of the Philosophy and Letters major and Bachelor of Science degrees in Chemistry, Mathematics and Physics in the School of Arts and Sciences.

In SY 1973-1974, the school opened its doors to female students, in response to the growing need to participate in providing a Catholic education for Filipino women. By this time, De La Salle College had expanded sufficiently to fulfill the basic requirements of a university. It was granted the university charter in 1975.

*Reference: La Salle: 1911-1986 by Quirino, Carlos, 1986*





## DLSU-M LEADS MATH TEACHER TRAINING IN RP

*The Commission on Higher Education (CHED), in coordination with the Department of Education (DepEd) and the Teacher Education Council (TEC), recently identified De La Salle University-Manila as the lead institution in Mathematics for DepEd's Certificate and In-Service Training Programs for basic education teachers.*

The University is one of the 82 institutions chosen from among 1,600 teacher education institutions in the country to serve as a Center of Training (COT) for the different pre-service and in-service training programs.

Dr. Rose Marie Salazar-Clemeña, dean of the College of Education, and Dr. Roberto Borromeo, chair of the Educational Leadership and Management Department, attended the first national convention of COTs last March 5-6 at the Development Academy of the Philippines in Tagaytay City. In the conference, DLSU-M received a certificate of recognition for having passed the criteria set by CHED, DepEd, and TEC for the selection of COTs.

The rigorous pre-service and in-service training of teachers is part of the Medium Term Philippine Development Plan (2004-2010) of the government to achieve sustainable quality basic education.

*Dr. Rose Marie Salazar-Clemeña receives the Certificate of Recognition for DLSU-M from DepEd Secretary Jesli Lapus together with CHED Commissioner Nenalyn Defensor and Dr. Roberto Borromeo.*

# A SEASON OF

*DLSU-Manila students showed their academic prowess in the fields of business, science, and engineering in recent national competitions, reaping top awards and accolades for the University.*

## Social Business plan writing meet

A group of students from the College of Business and Economics won in the recently concluded “Make it Happen!” social enterprise business plan writing competition of Ateneo de Manila University.

The team, composed of Kristine Anne del Rosario (AE-BSA), Jessamin Jana dela Cruz (BS-AEC), Maria Katrina Lachica (AE-MFI), Hazel Ann Co (AE-BSA), Alexis Bilton Tong (ECM-MMG), Juan Carlos Aguado (AE-ACM), Paulo Sicangco (BS-AEC), Regina Jo-Vincen Gamboa (AE-ACM) and Giselle Sombito (AE-MFI), won for their entry, “Wired-up to 1,000.” They were among the five winners of the competition.

“Wired-up” is a social enterprise that advocates the welfare of special children through increased awareness and better appreciation of their rights and needs by selling products made of wire such as key chains and rings.

The social enterprise is an opportunity to create livelihood for poor but talented Filipinos,

generate resources for other organizations with the same cause, and gather enough funds to produce a special month-long module for special children.

Initial plans of the group include the Wired-up card, a promo card that will serve as an invitation to the culminating activity after the enterprise reach the initial target of wiring up 1,000 individuals. The team is currently preparing for the official launch of “Wired-up.”

The proposals were judged based on their effectiveness in addressing key social problems, innovativeness of the plan, and sustainability of the social enterprise.

The winners will each receive start-up funds courtesy of Coca-Cola Foundation.

“Make It Happen!” was launched during the 1st Future Leaders of Asia Forum, a conference on social entrepreneurship, held last January. In the conference, Del Rosario also won for her social enterprise presentation for the indigenous people sector. She was also elected to be part of the forum’s five-member council.

## Pre-medical quiz contest

The team composed of Leo Carlo Sarion (BS BIO), Abegail Ceralde (HUM-BIO) and Lorenzo Alba (BSBCHEM) bagged the championship title in the Excellence, Knowledge and Genius (EKG) 2008 Pre-Medical Quiz Contest held in the University of the Philippines College of Medicine Campus in Manila last March 13.

The DLSU-M COS team bested four other teams from UP and Ateneo that qualified for the final round. EKG 2008 was sponsored by the Mu Sigma Phi Sorority of UP-Manila.

Two other teams that represented COS in the said contest were composed of Marc Rhyon Puno (BSBCHEM), Jana Tumpalan (HUM-BIO), Jose Isagani Janairo (BSBCHEM), Kenneth Saulog (BSBCHEM), Ju Hee Kim (BS BIO) and Jamie Anne Yap (PHY-PMD).

# BOUNTIFUL HARVEST

## Chemical Engineering National Quiz Bowl

A team of Chemical Engineering majors were the first runner up in the Philippine Institute of Chemical Engineers, Inc.'s annual National Quiz Bowl held in the University of San Carlos, Cebu last March 1.

Charles Edric Co (BS-ChE), Jericho Mercado (BS-ChE), Benson Fuentes (BS-ChE), and Katherine Hong (BS-ChE) participated in the competition together with contingents from 14 other universities in the country. UP

Diliman won the first place and Mindanao State University finished third.

The team's head coach, Chemical Engineering Department faculty Engr. Teddy Monroy, expressed gratitude to the university administrators, Parents of University Students Organization (PUSO), and the Chemical Engineering faculty for their support to the team.



## IE Inter-university Quiz Competition

A team of Industrial Engineering students placed first in the 20th Inter-University Industrial Engineering Quiz Contest held last February 23 at the University of the Philippines Los Baños.

Raymund Cuesico (BS-IE), Al Benjamin Ngo (BS-IE), Dhesirey Sio (BS-IE), Pingyleene Castañeda (BS-IE) and Marie Dawn Pring (BS-IMEIT), together with their coach Engr. Eric Siy of the Industrial Engineering Department, bested all the other teams in the competition. They beat the representatives of UP Diliman, Adamson University, and UP Los Baños in the final round.

The La Salle Industrial Engineering Team bagged its 6th championship in the annual quiz contest, now on its 10th year.

The Inter-University Industrial Engineering Quiz Contest was the culminating activity of the Philippine Institute of Industrial Engineering Student Congress, attended by over 1,500 students representing 28 engineering schools in the country.



*Clockwise, from top left:  
Eric Siy (Coach), Raymond  
Cuesico, Al Benjamin  
Ngo, Pingyleene  
Castañeda, Dhesirey  
Beryl Sio and Dawn Marie  
Pring.*



## SOCIETY OF FELLOWS SPONSORS LECTURE ON THE LORD'S PRAYER

*The Society of Fellows held its annual lecture program with a discussion on “The Lord’s Prayer from a Filipino Perspective” by Dr. Jose De Mesa, full professor of Theology and Religious Studies Department and University Fellow, last March 19 at the Yuchengco Hall.*

The lecture touched on the largely unknown text of the 1593 version of “Ama Namin” (“Our Father”) in the *Doctrina Christiana* which, according to De Mesa, provides insights in doing theology in the Filipino cultural context. He pointed out that it illustrates the positive values of the Filipino culture and also shows the capacity of the Filipino language to articulate the faith and provide fresh categories for understanding the Gospel.

De Mesa, a University Fellow since 1996, is among only 22 faculty members who belong to the Society—an honor bestowed in recognition of their distinguished teaching, research, and

publications in their field of study and their meritorious service to the University.

He is a married Filipino lay theologian and was noted in 1997 by the Institute of Missiology *Missio e.V.*, Federal Republic of Germany, to be among the 100 famous contemporary theologians in the world.

His latest publications include *Why Theology is Never Far from Home* (DLSU Press, 2003), *Mga Aral sa Daan: Dulog at Paraang Kultural sa Kristolohiya* (DLSU Press, 2004) and *The Prayer Our Lord Taught Us* (CCM Publications, 2005), and *Bakas* (Anvil 2008).

## ISD faculty articles published in international journal, book

Two articles of International Studies Department Associate Professor Dr. Renato de Castro on contemporary Philippine-China relations were recently published in a scientific journal and book.

De Castro, in both of the articles, examines China’s emergence in East Asia and the application of its soft-power statecraft on the Philippines.

In his journal article “The Limits of Twenty-First Chinese Soft-Power Statecraft in Southeast Asia,” which was published in the Thompson Scientific listed journal *Issues and Studies* (National Chenchi University, Taiwan), De Castro looked into the reasons behind the dramatic improvement in Philippine-China

relations since 2005 as shown by the increased bilateral trade and investment relations as well as close and intense security cooperation between the two countries.

Meanwhile, in the book chapter “The Dynamics of 21st Century Chinese Strategic Culture and Statecraft in Southeast Asia,” De Castro contextualized the improvement in Philippine-Chinese relations within Beijing’s broader effort to restrain and counter-balance the United States in Southeast Asia.

The article came out as a chapter in an edited work, *Regional Security in East Asia: Challenges to Cooperation and Community Building* published by the University of the Philippines Asian Center and edited by Dr. Aileen Baviera.

## DLSU-M experts chosen to head professional organizations

### PSSC Chair

University Fellow and Full Professor of the Counseling and Educational Psychology Department Dr. Allan Bernardo was elected chair of the Philippine Social Science Council (PSSC) during the meeting of the Board of Trustees held last March 5.

Bernardo is set to serve as chair for two years, and will oversee the Board of Trustees programs that will focus on improving social science journals in the country, revitalizing the code of ethics for social sciences, and sustaining the various capacity building activities of the PSSC.

PSSC is a private, non-stock, non-profit organization of professional social science associations and social science research and instructional institutions in the Philippines. From an initial network of six disciplinary associations in 1968, it is now a network of 14 regular member organizations representing various disciplines and 39 associate member organizations.

It has several major programs including the Research Award Program, Travel Assistance Program, Conference Awards, and the sponsorship of training programs, social issues forums and public lectures. It also currently manages the Ford Foundation International Fellowships Program, the Asia Fellows

Awards, and the PCPD Graduate Fellowship and Research Grants in Population and Development.

### NRCP Vice President

Dr. Alvin Culaba, full professor of the Mechanical Engineering Department, director of the Center for Engineering and Sustainable Development Research, and University Fellow, recently assumed the post of vice president of the National Research Council of the Philippines (NRCP) during the Governing Board meeting held last March 28.

NRCP is the oldest scientific organization in the Philippines, having been established in 1933 to promote basic research in 12 different fields of study. According to NRCP, the Council was established “to promote the advancement of science through researches that will build up a body of Filipino men and women devoted to scientific research.”

Among the principal mandates of NRCP is to provide assistance to Filipino scientists for the development of their research capabilities. It likewise acts as an advisory body to the national government in select priority sectors to provide possible solutions to problems and issues affecting the country.

## ENGINEERING FACULTY RECEIVES NRCP ACHIEVEMENT AWARD

*Dr. Raymond R. Tan, associate professor of the Chemical Engineering Department, received the 2007 Achievement Award for Engineering and Industrial Research at the annual general assembly of the National Research Council of the Philippines (NRCP) held last month at the Manila Hotel.*

The award was given on the basis of Tan’s outstanding theoretical contributions in the field of clean technologies, life cycle assessment, and process integration, which have appeared in many of the leading international publications of these disciplines.

His computational work addresses many pressing national and global environmental issues, including climate change, biofuel use in transportation, and industrial water conservation.

Tan’s extensive research on computational approaches to energy and environmental engineering has led to 22 papers published or accepted for publication in ISI-indexed journals over the past decade.

NRCP annually recognizes outstanding researchers in various disciplines as a way to promote the advancement of research work in the country.

According to the Council’s website, “NRCP was created in 1933 under ACT 4120 during the 9th Government Legislature, with the main purpose of stimulating and supporting research work in the various fields of multidisciplinary and humanistic sciences and their related applications.”





## URCO HONORS FACULTY RESEARCHERS

*“We are celebrating an academic harvest,” De La Salle University-Manila Vice Chancellor for Research Dr. Wyona Patalinghug said in her opening remarks at the Annual Faculty Research Recognition Ceremonies last March 31 at the Marilen Gaerlan Conservatory.*

Over 40 research papers and 30 ISI publications of faculty members were recognized during the ceremony. The awards given were based on projects completed and articles published within the period of March 1, 2007 to February 29, 2008.

During the recognition, Patalinghug explained that the awarding was a celebration of academic harvest because research output quadrupled in the past year. However, she said that while the University posted a significant growth in research output, it is still far from achieving its research targets.

She thus encouraged the Lasallian community to contribute actively in the pursuit of La Salle’s research goals.

DLSU-M President and Chancellor Br. Armin Luistro FSC, in his message, reiterated Patalinghug’s call to pursue research projects actively, remembering the late Br. Andrew Gonzalez who, he said, had pushed a culture of research in the University.

“As we harvest the fruit of our work in the past year, we

realize that we have so much more to do in the coming years,” he noted.

The Lasallian community, Br. Armin explained, must move beyond research targets and address research issues and concerns such as the impact of research locally and internationally; the difficulties in appropriate budget for research; the placing of implementing guidelines of intellectual property rights for researches within the University; and the number of faculty members producing research every year, which, he said, is still confined to a short list of names.

Br. Armin encouraged everyone to build a “virtuous circle” within the Lasallian community, where faculty members share their research to industry partners and the government to reach national development goals, at the same time inspiring and influencing students to continue a culture of research so that they too can produce research with substantial impact on national development.



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