



2401 (twen 'tē fōr 'ō, wun) is a landmark number along Taft Avenue. It is the location ID of De La Salle University, 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, featuring developments and stories of interest about the University.

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Conference on poverty features Oxford Researcher



## IS FACULTY PUBLISHED IN INTERNATIONAL JOURNAL

*A faculty member of the International Studies Department was recently published in a 115-page edited work, “Radical Islamic Ideology in Southeast Asia” of the Center for Combating Terrorism (CTC) of the US Military Academy at West Point.*

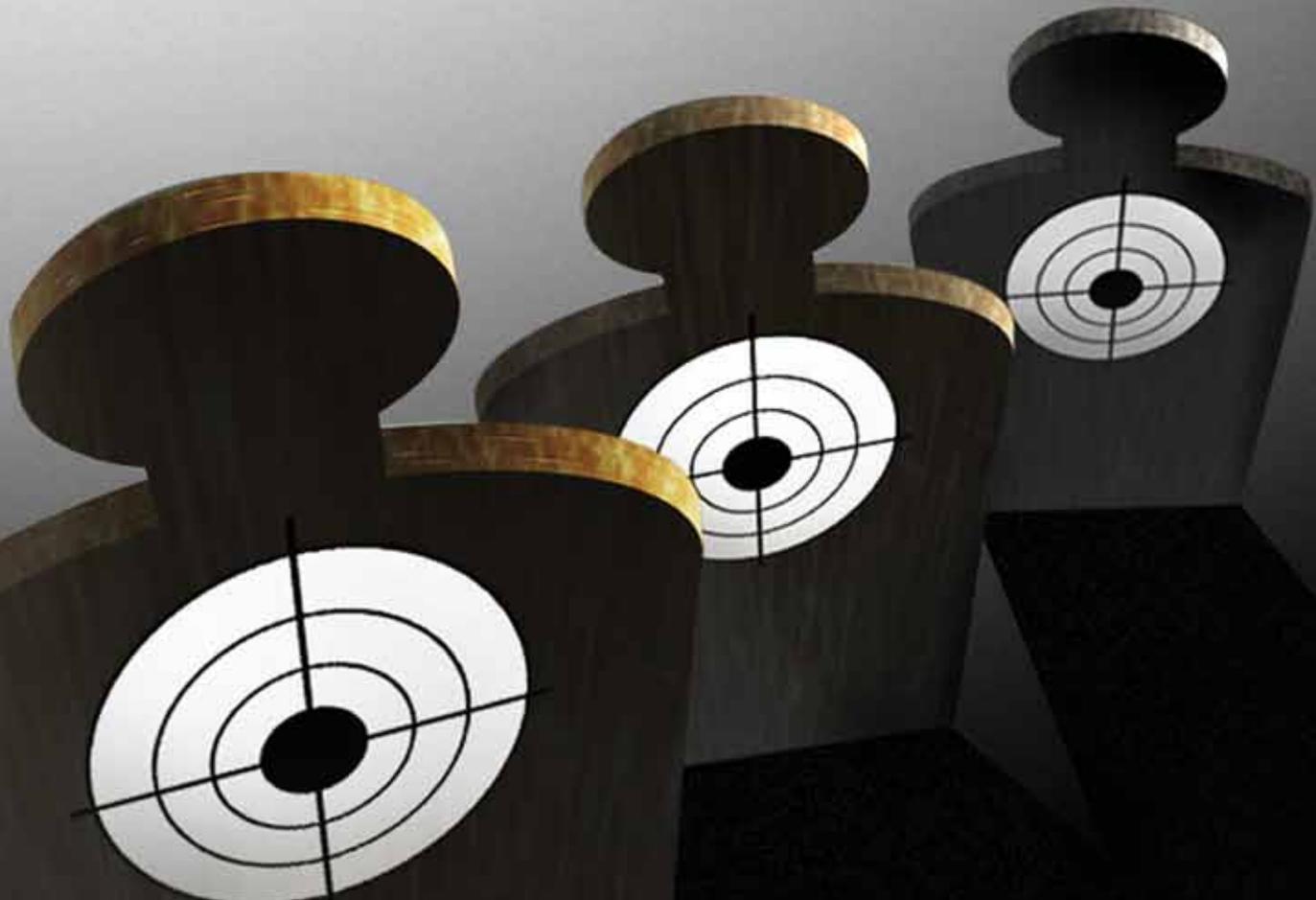
Full Professor Dr. Renato De Castro’s article titled, “The Influence of the Transnational Jihadist Ideology on Islamic Extremist Groups in the Philippines,” is part of a regional study that aims to explore and understand the ideologies, strategies, and structures that define the various Islamic militant movements in Southeast Asia. The CTC study uses a country-based approach, focusing on jihadi ideology in Indonesia, Malaysia, the Philippines, and Thailand.

Moreover, another article of De Castro titled “Confronting Militant Islam in Southeast Asia: The Case of the Abu Sayyaf in the Philippines,” was published in the September 2009 issue of the Korean

Journal of Defense Analysis (KJDA). The article discusses the Bush Administration’s extension of War on Terror in Southeast Asia as it provided security assistance to the Philippines after 9/11.

The article likewise explores the main components of American security assistance to the Philippine military, which include the deployment of US military advisers in Philippine military camps in Sulu, Mindanao.

The KJDA is a peer-reviewed journal published by the Korean Institute of Defense Analyses. It is a Thompson-listed scientific journal.



## DLSU ESTABLISHES COMPLIANCE OFFICE

*In line with promoting stewardship, accountability, integrity, efficiency, and compliance, De La Salle University established the DLSU Compliance Office to ensure the community's adherence to internal and external laws and promote standardization of work practices.*

The Compliance Office was formally launched last October 28 at the North Conservatory, with DLSU President and Chancellor Br. Armin Luistro FSC as keynote speaker.

Br. Armin challenged Lasallians to constantly find ways to make their work processes more efficient and to write these down as procedures and constantly improve on them and share them with the community.

With the slogan "I am Lasallian. I care. I comply," the office

initiated a university-wide campaign for awareness and compliance to university ethos, policies, and procedures.

The office will ensure that all administrative and operating units of the university have written policies and guidelines in place necessary for internal controls and compliance with national laws, especially in external dealings of the University. They will be responsible for implementing and enforcing these policies and guidelines.

Also, the office will conduct training programs to ensure that the community understands the importance of establishing and complying with regulations. Comment boxes will be installed all over campus to solicit feedback from the community. Currently, a microsite on the DLSU website can be accessed for updates and queries on this initiative.



## FACULTY BAGS CMMA AWARD FOR NEWSPAPER COLUMN

Dr. Benito Teehankee, DBA, associate professor and Sen. Benigno Aquino Jr. chair in business and governance, received the special citation for his contribution to the Manila Times Managing for Society column last July 1 titled, “Sex and Billboards.”

In the award-winning column, Teehankee discussed the sexual content of billboards around Metro Manila and raised ethical issues on such content. He wrote: “The trouble with such persuasive uses of sexual images is that they discourage rational decision-making and amounts to little more than psychological manipulation. Obviously, advertisements which manipulate consumers do not deserve the protection of mass media which are

supposedly meant to inform the public.”

Teehankee has been a member of the DLSU faculty for the past 25 years. He concurrently serves as Board Governor of the Philippine Academy of Management, board member of the Pambansang Samanhan sa Sikolohiyang Pilipino, and head of the Center for Social Responsibility for Human Development of DLSU Graduate School of Business.

The Manila Times started publishing his work in 2005. He and co-faculty members contribute to Managing for Society on a rotating basis.





## COME HELL OR HIGH WATER

DLSU Graduation Message  
October 2009

By Br. Armin A. Luistro FSC

Beloved Lasallian graduates, I am truly thankful for this opportunity to address all of you today. There is not a single soul in this auditorium who has not known a relative or friend who has lost property or life in the calamity that has struck us all. Indeed we can all say that, thanks to the care and goodness of God, we have survived the deluge that has hit us. Are we luckier or smarter or holier because we survived while others perished?

It has only been weeks since we experienced the wrath of typhoon Ondoy, and as we speak, Pepeng is continuing to wreak havoc on the lives of many in Northern

Luzon. Hundreds drowned in the floods or got buried in landslides. Hundreds of thousands have lost their homes, livelihood—if not their life's works and hard-earned fortunes—in a devastation we have not seen in decades.

Through it all, what saved us was not our disaster preparedness. And certainly not the strong leadership and effectiveness of government rescue efforts. What prevailed was the resilience of the Filipino spirit. Battered but not defeated. We witnessed in full display the quiet generosity and steady heroism of countless individuals who braved the storms. The judge in a jetski rescuing hundreds. The son

who bought a rubber boat and steered one for the first time to pick up an ailing father-in-law on the roof. Thousands of stories of courage and kindness, of strangers going out of their way—to heroic lengths, in many instances—to come to the aid of those who were helpless, homeless, and hungry. Jericho Rosales and Gerald Anderson who came to the rescue of their neighbors. Eighteen-year old carpenter Toto Magallanes and Philippine Army Private First Class Venancio Ancheta who together saved at least seven families and 38 people without anyone noticing until after they were found dead. There were individuals and families, schools and businesses that willingly welcomed those who sought food, refuge, and company.

At De La Salle University, a thousand two hundred were stranded during that fateful night of September 26. Aside from the familiar faces of students, faculty and staff were countless other visitors and guests who could not travel safely home. The Student Council readily set up a physical Helpdesk to post much-needed information or to lend phone chargers to those on low bat. Animo Canteen hurriedly prepared warm lugaw for late lunch at 3:00 p.m. and rice and corned beef at 7:00 p.m. to feed a thousand guests. And at 4:00 a.m. the next day, Ate Em's was roused from her sleep to be asked if she could prepare breakfast for the stranded. Half-asleep, she readily agreed only to be told that it would be for more than a thousand. She must have fallen from her bed hair rollers and all. But she did whip up whatever was available in three hours, and there were several basketfuls left to gather after the crowd thinned.

When the floods reached the Gaerlan Conservatory, the crowds found refuge once again in our history-rich Chapel of the Most Blessed Sacrament and slept on the pews and on the floor. God must have been amused watching the whole night the acrobatic sleeping positions of His house guests! Many others used the classrooms at La Salle building. There is a light side to that story. I couldn't figure out why the lights were out so early at 9:00 p.m. until I discovered that a group had turned on the newly-installed LCDs in the classroom to view a Korean film. I was incensed but kept my feelings to myself. I passed by to check on the others, and many of the other rooms had posted the movie premieres of various movie genres. It was

a veritable film festival on campus! By that time I was resigned to the fact that it was best to leave things as they were and just smiled to myself. Truly resourceful Lasallians who knew how to make the best of an unfortunate situation!

But when the floods have subsided at least in our section of the city, hundreds of volunteers came to do their share in a very well-organized relief operations lining up in an unbroken chain of helpful hands to pack thousands of relief goods for affected communities. When it was more convenient to worry about your friends and families, you deployed and solicited life-saving relief assistance to those who needed them most. In the face of unprecedented adversity, your example, resolve, and generosity have uplifted thousands in our country and inspired many in the world.

Like the stubborn waters that still submerge many communities, may we never forget the ability to actively empathize with our fellow human being. When we feel helpless, may we find strength in that bayanihan spirit as we struggle to rebuild from the little that was saved. The accomplishments we honor today will only acquire meaning when you anchor it on something bigger and greater than yourself. While it is proper to celebrate a milestone in your life today and be jubilant in every success we garner, we must never forget that for every stripe on your toga, for every pay raise you receive, the healing and life-giving waters of those gifts must reach places that had heretofore not been reached—the last, the lost and the least—bringing consolation and hope to lives in distress. Like the patriarch Noah of old, may we always live and hold fast to a faith that believes in a better tomorrow even after the fiercest of storms.

The last few weeks should instruct us on the paradoxes that are intrinsic in life. Though our economy has progressed as evidenced by the growth of many communities in urban and urbanizing areas, the aggressive nature of development has led to deleterious effects on our environment, disturbing erstwhile ecological balances that had protected us from the devastation wrought by natural calamities. And while we are in a celebratory mood, the last few weeks should also be a sobering reminder of our own vulnerability and mortality. What we have built up in years can go in a flash. What we assume will

be there can disappear overnight. The sweat and tears of many years can be washed down as we stare helplessly at the memories that are tossed to and fro by the rampaging current.

We live in a dangerous and vulnerable world. We hold our treasures in earthen vessels. We can choose to amass for ourselves wealth that moth and rust destroy. We can choose to build up business empires that can be wiped out in an economic downturn. We can ride in style on expensive SUVs but only until the rising waters flip those wheels like toy cars. We can ride high on our celebrity status until we find ourselves on our rooftops waiting for hours for a rubber boat to rescue us.

In the midst of our sorrows and anxieties, we hear a quiet whisper:

When the oceans rise and thunders roar  
I will soar with you above the storm.

And in the stillness of our hearts we pray:

Father, you are king over the flood  
I will be still and know you are God.

You may have heard of the mother stranded in a Jollibee store with a hundred other strangers. She

insisted that she had to go and brave the floods. The concerned crowd would not let her leave, but she was adamant: "I have to go. I have to go. You do not understand. I have left two kids, one is six months old, the other, one and a half. There is no one home but their yaya." "If you have to go, take this," offered the staff in the counter as he wrapped buns and drinks in a plastic bag. "Text us every so often so we know you're safe," was the anxious appeal of another caring soul. "Thanks but I don't have a phone," she whispered. And from the newly transformed community of concerned citizens a phone was tossed, "Take my phone and keep in touch." She traveled for hours wading through the floods but kept them updated. She finally reached the relative safety of her flooded home and called back, "I'm safe. I'm home."

Dearly beloved graduates, it is time to go. You have to go. Keep in touch. Tell us of your travails in the journey. Let us know if you are safe home. And when you reach home, kiss your loved ones and embrace them warmly. More than anything else, they are your real treasures. You can pass through hell or raging waters as long as you know what—or who—your real treasure is.

Congratulations!





## CONFERENCE ON POVERTY FEATURES OXFORD RESEARCHER

*The Angelo King Institute for Economic and Business Studies (AKI) launched its lecture series on Poverty Research last October 6 with a lecture titled “The Missing Dimensions of Poverty.” Dr. Emma Samman, research officer of the Oxford Poverty and Human Development Initiative (OPHI) of the Department of International Development at Oxford University, was the inaugural speaker.*

Samman has worked on OPHI’s Missing Dimensions of Poverty research theme since April 2007 and her current research interests are in survey design, multidimensional poverty assessment, human development and the use of subjective data in research and policy. She has also worked on the socio-economic effects of market development and the effects of space (and segregation) upon wellbeing and has field experience in Chile and Vietnam.

During the lecture, Samman presented the results from the dataset on ‘missing dimensions’ of poverty in Chile, the first nationally representative dataset of its kind. Employing the five modules designed by OPHI, the dataset contains indicators on employment quality, empowerment, physical safety, dignity,

and subjective/psychological wellbeing.

Together with the Centro de Microdatos of the University of Chile, the first-ever large-scale survey of the five modules was conducted from January to March 2009 with 2,000 households being interviewed in the process.

The survey is a rare opportunity for researchers to validate the modules. Additional analyses can also be carried out to compare the ‘missing dimensions’ with income poverty and standard measures such as nutrition, health, education and housing quality.

OPHI has begun collaborating with AKI’s Community Based Monitoring System (CBMS) research network in the Philippines on a project that will collect census data on OPHI’s ‘missing dimensions’ of poverty and propose new

indicators to inform future CBMS work.

CBMS seeks to gather extensive local-level data in order to drive local government actions, and to empower communities to participate in the process. Currently, work is underway to design an integrated questionnaire; it will then be piloted in two communities in the Philippines in early October.

The census will cover about 1,000 households and will be accompanied by qualitative interviews and participatory focus groups. CBMS already routinely collects data on 11 indicators of poverty in the communities in which it works; this research aims to both validate OPHI’s new survey modules and to provide CBMS with new indicators they might adopt in future work.



## FILIPINO DEPARTMENT PROF DISCUSSES MODERN USE OF NATIONAL LANGUAGE

*Filipino department faculty and award-winning writer Dr. Lakangiting Garcia gave a talk about his perspectives on the Filipino language and its common usage last October 16 at the Pablo Nicolas Seminar Room.*

Dubbed as “,” the talk was held to give the Lasallian community an extensive picture of the evolution of the Filipino language, while centering on its present-day usage. Garcia’s talk was meant to spark discourse among faculty, staff, and students on how the Filipino language is used today and how it should be used.

While instructors are encouraged to teach their students strict grammatical rules, the discourse explored that language, by nature, perpetually evolves. Garcia said that society must learn to welcome this change and embrace it; at the same time, society must stay true to the very essence of its people and their culture.

With innovative ideas, Garcia showed the complexities and nuances of our national language in an effort to keep the Filipino language alive and thriving.



## NEW DLSU MERCHANDISE

### Men’s executive jacket

comes in black and dark green

### Striped hoodie jacket

comes in green and grey (with men’s and women’s sizes)

### Men’s polo shirt

with three designs to choose from

*For inquiries on these items and other DLSU merchandise, please proceed to the University Bookstore at the Ground Floor of the SPS Building.*





## LASALLIANS ON THE DOT UPDATE

Of the eight committees composed of 55 individuals, six have already used the time-in/attendance form. The Vice Chancellor for Lasallian Mission and External Relations Council posted a perfect on-time record in all its meetings since the start of the second term. The President's Council recorded two attendees who came in late, while the Academics and Administration Coordination Council recorded three.

There are six records of late time-in for the meetings conducted by the Vice Chancellor for Academics and Research Council during the same period. Five late attendees were noted in the Student Personnel Services Directors' Council. A total of 16 late time-in records were

posted as of October 29.

Lasallians on the DOT is a campaign that aims to strengthen a culture of punctuality and honesty. The program is being undertaken in response to a memorandum issued in September 2008 by the Commission on Higher Education, which urges higher education institutions in the country to support its Project W.A.T.C.H. (We Advocate Time Consciousness and Honesty).

Moreover, the campaign aims to enhance the existing system of attendance and time-in monitoring in meetings and other activities. Various departments, faculty, student organizations, and co-academic personnel on campus are encouraged to replicate this effort.

LASALLIANS

ON  
THE

D.O.T.

DEFINITELY ON TIME

### Time management tip:

Learn to delegate tasks instead of trying to accomplish everything on your own. This will help you accomplish your projects more efficiently.

*Lasallians on the DOT (Definitely on Time) is a De La Salle University campaign to strengthen a culture of punctuality and honesty. The program is being undertaken in response to a memorandum issued in September 2008 by the Commission on Higher Education, which urges higher education institutions in the country to support its Project W.A.T.C.H. (We Advocate Time Consciousness and Honesty).*



**Lasallian Guiding Principles.** To answer our questions and successfully pursue our quests, we must return to the beginning. In order to find real answers and to see our way clearly, we must go back to our real source. This means going back to our core Lasallian values: the spirit of faith, zeal for service, and communion in mission.

## WORKING TOGETHER TO HELP OTHERS

Miguel Trespeses, a student volunteer for the Center for Social Concern and Action, expresses his gratitude to his organization for giving him the chance to help out in the bigger and much more complicated world outside De La Salle University.

“What is good about COSCA is that it has different programs which cater to the different needs of people. For example, there are advocacies or community development projects implemented by COSCA that have a common goal. The goal is living out our faith in the form of service.”

Not only focusing on outreaches, Miguel explains that COSCA exemplifies communion in mission by educating other Lasallians and encouraging them to reach out more to the marginalized.

“In COSCA, we don’t want to just solve short-term problems. When people need food, we have programs that supply the hungry with the nutrition they need. We have programs like the Lasallian Outreach and Volunteer Effort or the Lasallian Volunteer Program. But it does not stop there. We are trained to think long-term, too. Specifically, we aim to educate others so that our mission lives on as long as possible, through other people. And hopefully, the Lasallian practice of reaching out to those in need spreads.”

With clear and concise language, Miguel encapsulates what he believes is at the very heart of COSCA.

“COSCA is the bridge of De La Salle University to the marginalized sectors of society. We’re living in a world where most people are indifferent to those suffering just outside their doorsteps. If we’re to be truly human, we have to lend a helping hand. And it’s not a losing battle like most people think. There’s nothing stronger than a heart of a volunteer.”



### **What are Lasallian Partner Groups?**

Lasallian Partner Groups are groups that are currently and actively engaged in a Lasallian ministry. Since the main criterion is active engagement, some student organizations, parents, and alumni associations may also be considered Lasallian Partner Groups if their involvement is in the delivery of the Lasallian Mission to others.

