

Task Force Child-Friendly City

Consistent with the charism of St. John Baptist de La Salle to help children and youth-at-risk, the University's Center for Social Concern and Action (COSCA) continued to promote its children's advocacy by convening the first general assembly of the Task Force Child-Friendly City last August 18 at the Board Room of the St. La Salle Hall.

Attended by 30 leaders representing 20 children-focused institutions that included the United Nations Children's Fund, the Manila City Social Welfare and Development Office, and the Council for the Welfare of Children, the assembly tackled possible interventions aimed at crafting comprehensive policies and programs for affected children in Manila.

Discussions focused on strategies to prevent and respond

to issues of child abuse, exploitation, neglect and violence, as well as on socio-economic, cultural, political contexts and other factors affecting the children's immediate environment.

The assembly was in partnership with Metro West Network, a network of NGOs and other institutions working on children's issues.

Aside from coordinating the Task Force, COSCA is also engaged with the Stairway Foundation in a project called "Child Friendly Spaces". Led by COSCA's volunteer group Lasallian Outreach and Volunteer Effort (LOVE), it aims to physically transform into child-friendly spaces the 15 selected Women and Children Protection Desks (WCPD) in Metro Manila.



Winning PR program for trade and tourism

A YEARLONG PR CAMPAIGN developed by DLSU students won the 2010 National PR Students Congress Grand Prix Competition held recently at the University of Santo Tomas Education Auditorium.

The campaign dubbed "Ipagmalaki Mo, Pilipino! Kasama Ka Rito!" promotes collaborative efforts among youth and volunteer groups, government agencies, local government units, Philippine embassies, chambers of commerce, and the mass and interactive media to re-

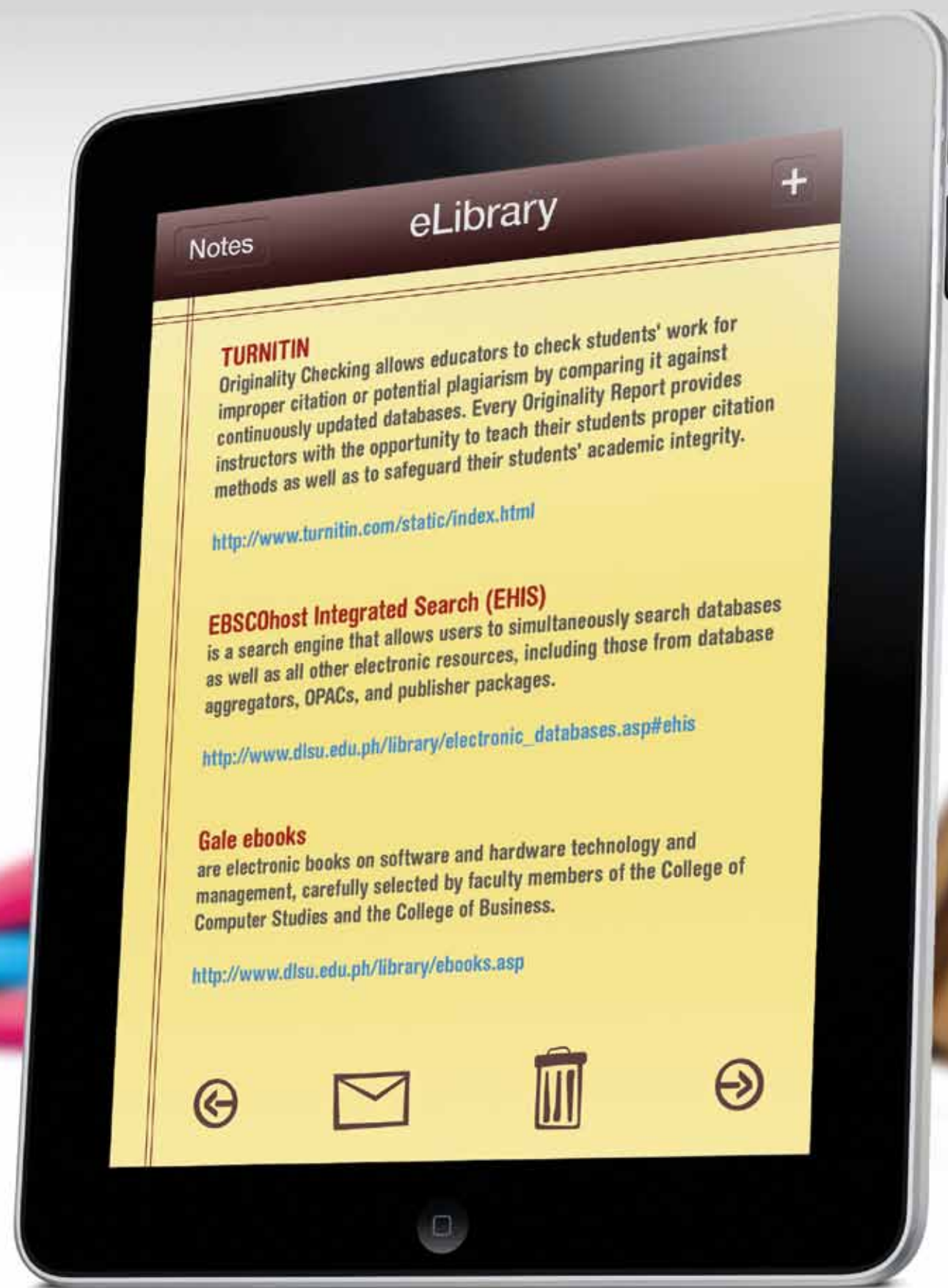
position the Philippines as an ideal place for trade and tourism.

The winning communication plan will be presented to the 17th National Public Relations Congress this month and the Department of Tourism.

Members of the DLSU team were Karmina Garcia, Mara Chen, Monica Reyes, Mariel Alfonso, Mark Salvan, Roxanne Robins, Elizabeth Wang, Alex Gonzales, Bill Ti Yu, Janela Poblete, Joanna Tan, Dixie Camua, Patricia Ayson, Harvie Sering, Carissa

Loresca, Katja Aseoche, Lawin Ileto, Paul Saret, Zahra Ibanez, Kyla Bagsic and Trixie Ngo, and team coach Dr. Jaime Ong.

The congress was hosted by the Public Relations Society of the Philippines.



Source: University Library



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FACTS and FIGURES



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Engineering research highlights biotechnology



Engineering students demonstrate their project, a rehabilitation machine for stroke patients.

SEEKING TO CONTRIBUTE TO THE ADVANCEMENT OF BIOTECHNOLOGICAL RESEARCH IN THE COUNTRY, a team of students

from De La Salle University designed a project for stroke patient rehabilitation. They focused on helping stroke patients regain control of their arm through use of

2401 (tween 'te fôr, o, 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.

active motion therapy and a biofeedback system.

For this innovative, outstanding research, Matthew Ang, Luke Limkaichong, Winston Perez, Lyka Sayson, and Nikka Tampo received the grand prize in the 2010 Student Engineering Design Competition sponsored by the Philippine Association for



The malunggay processor

Technological Education (PATE) during its annual convention held at the National University last September 17.

Another DLSU project, a processor of malunggay leaves, won third place in the same competition. Jerico Abedania, Casey Ang, Jean Paul Cristobal, Precious Marasigan, and Enrique Palomar showed the potential commercial applications of their machine, which automates the drying and powdering of up to 10 kilograms of malunggay per batch.

Both machines were thesis projects developed under the guidance of Manufacturing Engineering and Management Department Chair Dr. Nilo Bugtai.

Criteria for judging included use of sound engineering practices and principles, reliability test and demonstration, commercial viability and quality of work, and presentation proper. The grand prize winners received a cash prize of PhP 60,000.

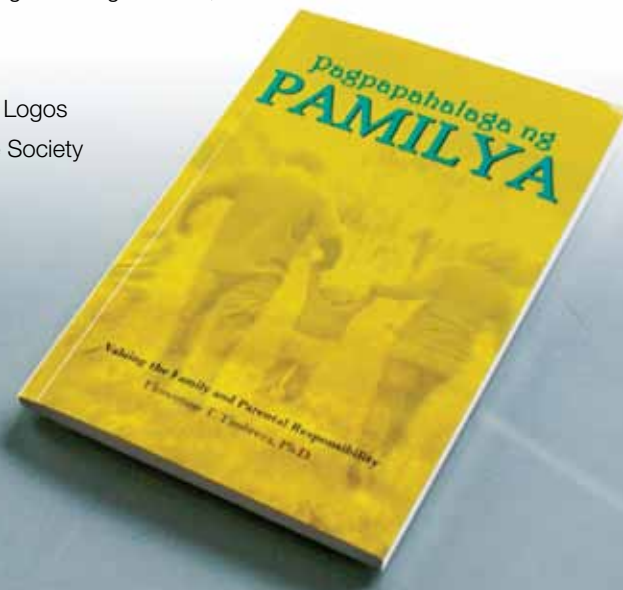
University Fellow launches new book

University Fellow Dr. Florentino Timbreza, editor-in-chief of Malay, an official De La Salle University refereed journal, announces the launch of his new book, *Pagpapahalaga ng Pamilya (Valuing the Family and Parental Responsibility)*.

The author stresses the value of family not only as a social institution but also as a major cultural force. He points out that family breakdown also leads to cultural damage. The book shows that a person's relationship with his/her family defines how successful the person is.

"Walang kasingtamis ang kaligayahang matatamo sa loob mismo ng sariling tahanan; at wala ring kasingpait ang kalungkutang nagmumula sa isang sirang pamilya at gumuhong tahanan," Timbreza writes.

The book is published by Logos Publication Inc. under the Society of Divine Word (SVD), an international missionary congregation of priests and brothers in more than 50 countries.



A year of compliance culture-building

The DLSU Compliance Office, which celebrated its anniversary last September, encourages the University's various stakeholders to engage in and promote sustainable and effective compliance practices all year-round.

The Compliance Office introduced TALK: Because You Care feedback campaign and Compliance Hour training and dialogue sessions as part of its compliance culture-building programs. It forged partnerships with external regulators and internal units, and conducted feedback and capacity building programs.

It also undertook Compliance Review Programs quarterly through the De La Salle Schools Compliance Officers Committee.

Since its establishment a year ago, the Compliance Office has engaged Lasallian members in promoting stewardship, accountability, integrity, efficiency, and compliance, in line with its goal of making DLSU the benchmark in compliance programs and standards among institutions of higher learning.

Student financial experts

Team DLSU-Manila topped the NCR-Southern Luzon Eliminations of the 12th FINEX Inter-Collegiate Finance Competition (ICFC) held last September 17 at the Asian Institute of Management (AIM).

As the top-scoring school for the NCR group, Team DLSU-Manila automatically advances to the finals round of the ICFC along with the 19 other highest scoring schools during the eliminations. The finals round will be held at the Bangko Sentral ng Pilipinas (BSP) on October 18, with top universities from Hong Kong, Singapore, Thailand, and Malaysia likewise participating in the competition.

The FINEX-ICFC is the biggest finance, accounting, and



economics competition in the country today. Questions asked during the ICFC are based on the Chartered Financial Analyst (CFA) Curriculum and the Certified Management Accountant (CMA) Program.

Coached by Financial Management Department Lecturer Clive Manuel Wee Sit, Team DLSU-Manila is composed of Emmanuel Nikole De Vera (AE-MFI), Zushuo Huang (BSA), Cranston Hans Ng (AE-MFI), Bonvin Nuqui (AE-BSA), and Anthony Soliven (AE-MFI).

Football Field send-off activity

A multi-sectoral initiative to raise funds for the One La Salle Scholarship dubbed as "Kickoff: The DLSU Football Field Send-off Celebration" was staged last October 1, with Lasallians braving the continuous heavy downpour to join the festivities on campus.

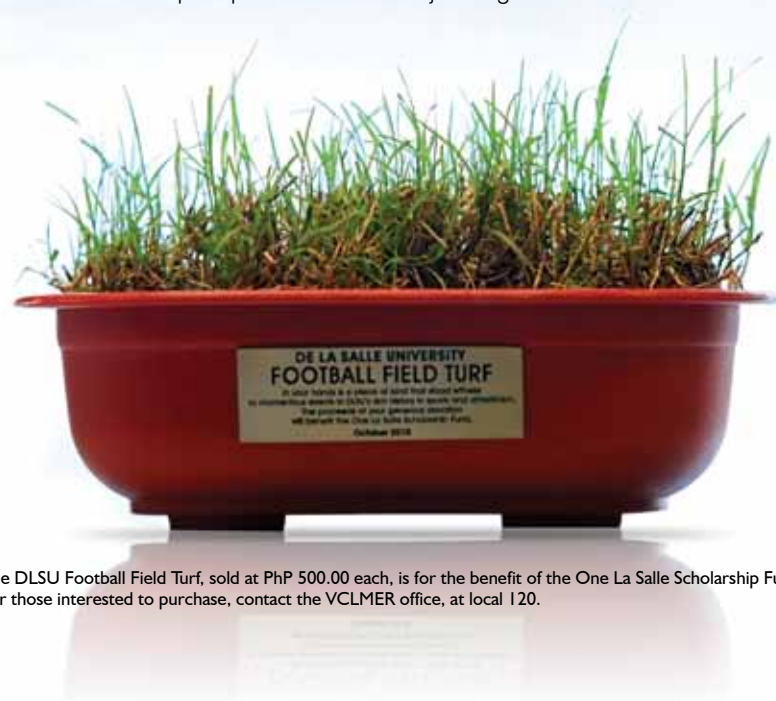
The send-off activity signaled the

commencement of the Campus Renewal Plan, which includes the construction of the Henry Sy, Sr. Hall at the site.

There were 48 booths that participated in the bazaar, selling various products such as food, clothes, accessories, shoes, and souvenir items. Student organizers also put up a velcro wall and jousting arena

set up at the Central Plaza for community members to enjoy.

Local bands, namely Akafellas, Up dharma Down, Rocksteddy, Verbose, Buendia Submarine, Paranoid City and Taken by Cars also joined the fundraising concert.



The DLSU Football Field Turf, sold at PhP 500.00 each, is for the benefit of the One La Salle Scholarship Fund. For those interested to purchase, contact the VCLMER office, at local 120.

A historical journey of Latin American relations

Last October 5, De La Salle University through the History Department hosted the opening of the Second Latin American Studies Conference, an event organized by the Philippine Academic Consortium of Latin American Studies (PACLAS) in cooperation with the Dia Del Galeon Festival 2010.

Focusing on the theme "The Bicentennial of the Independence of Latin American Nations," the forum held at the Natividad Fajardo-Rosario Gonzalez Auditorium

brought together scholars as well as Latin American Ambassadors to discuss studies and recent developments in the field. It was the first in a series of PACLAS activities scheduled across different universities.

Participants explored topics such as independence movements, personalities, and leaders; post colonial development, including national and regional histories; and the relevance of these events to the Philippines.

The Dia Del Galeon Festival is a commemorative celebration of the Galleon Trade opening between the Philippines and Spain via Mexico. This event was responsible for the global trade and cultural exchange between Europe, Asia and the New World for 250 years. Organizers said the celebration, the first in the Philippines, will now be observed annually.

World Teachers' Day

In celebration of World Teachers' Day, the University paid tribute to its faculty members for their contribution to the Lasallian mission of teaching minds, touching hearts, and transforming lives. More than 200 faculty members joined the simple program and lunch get-together held last October 5 at the Don Enrique T. Yuchengco Hall lobby.

DLSU Chancellor Br. Ricky Laguda FSC



The best way to prepare for the future is to live the present as authentically and fully as we can.

---St. John Baptist de La Salle

