

# Weeklong activities for good governance



Mike Enriquez

**MEMBERS OF THE COMMUNITY CELEBRATED** the annual Lasallian Action Week last November 15-19, with activities centering on the promotion and advocacy of good governance.

The theme on good governance focused not so much on the role of the government but mainly on community members' role as Lasallians and as citizens of the country.

Highlights of the week included daily creative Eucharistic celebrations with alumni and Lasallian Partners, among them Mike Enriquez of GMA 7, Fr. Francis Salcedo of the Theology and Religious Education Department, Fr. Mon Merino of San Carlos Major Seminary, and Priscilla Nasam of Kayumanggi, partner community of the Center for Social Concern and Action.

The two-day forum on social media and good governance featured Lasallian alumnus Atty. Yves Randolph Gonzales of the Metro Manila Development Authority, and Fr. Jboy Gonzales, SJ of the Jesuit Music Ministry.

The Lasallian Social Engagement Awards was also given to about 40 Lasallians and Lasallian Partner organizations and individuals for their meritorious contributions in advancing the Lasallian values of faith, service, and communion in mission.

Various members of the Lasallian community, from faculty and students to administrators and staff, highlight their sense of community in a boodle meal, one of the featured activities of the Lasallian Action Week.



## Eduniversal Excellent Business School

**DEANS FROM 1,000 TOP ACADEMIC INSTITUTIONS** from 153 countries voted De La Salle University as an Excellent Business School in the country, according to the Eduniversal Worldwide Business Schools Ranking 2010 released in Prague last October 28 during the 3rd Eduniversal World Convention.

Only three Philippines schools received three palms from the respondents--an indication that the institution is excellent, nationally strong, and with continental links. DLSU's then College of Business and Economics was ranked second to UP's College of Business Administration and ahead of Ateneo de Manila University's Graduate School of Business.

Of the total schools that received three palms ranking, DLSU was ranked at 120, UP was at 59, and AdMU was at 214.

The survey was conducted from December 2009 to March 2010. Country by country, deans were asked a simple question: "Which business school(s) would you recommend to anyone wishing to study in this country?"

## DLSU Graduate Studies Term 2, AY 10-11 Top 5 foreign nationalities



Source: Information Technology Services

# FACTS and FIGURES



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## Cojuangco named Lasallian MASTER



**FOR HIS EXEMPLARY LEADERSHIP IN BUSINESS** and his staunch advocacy for education and sports, Ambassador Eduardo Cojuangco, Jr. was given the

Lasallian MASTER (Mavens, Stewards, Trailblazers, and Entrepreneur Resource) Award last November 20 at the Brothers' Community in St. La Salle Hall.

2401 (twe'n'te fór, '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.



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Cojuangco, who graduated from high school in De La Salle College in 1952, is the Chairman and Chief Executive Officer of San Miguel Corporation and Ginebra San Miguel, Inc., the largest food and beverage conglomerate in Southeast Asia. He also serves as Chairman of San Miguel Pure Foods Co. Inc. and ECJ & Sons Agricultural Enterprises, Inc. He is also the Director of Petron Corporation and Cainaman Farms, Inc.

He was also a public servant for many years, first as Governor of Tarlac, then as Congressman of the First District of Tarlac, and finally as Ambassador Plenipotentiary at the Department of Foreign Affairs.

Operating in Tarlac City, his Eduardo Cojuangco Foundation, Inc. focuses on providing scholarship for educators and less privileged children, granting aid for disaster and calamity victims, and giving financial assistance for the clergy in the region.

An avid sports advocate, he is noted for supporting Philippine basketball through his company's sponsorships in various sporting events.

De La Salle University President Br. Narciso Erguiza FSC presented the Lasallian MASTER award to Cojuangco, together with Department of Education Secretary Br. Armin Luistro FSC and DLSU Chancellor Br. Ricardo Laguda FSC.

## Outstanding Student Research in Psychology



**THE THESIS** of BS Educational Psychology students Stephanie Dy, Kriszel Siasoyco, and Sherwin Diu won first place in the Search for Outstanding Student Research held last November 26 by the Psychological Association of the Philippines (PAP).

The thesis, "Do Perfectionists Arrive at the Right Solution when

they are Worried?" was written under the mentorship of Dr. Carlo Magno from the Counseling and Educational Psychology Department.

Initially awarded as an Outstanding Undergraduate Thesis in the College of Education, the thesis highlights the extension of the tri-cognitive belief model by proposing new premises on how people arrive at the right solution. The paper will be published next year in the International Journal of Psychology (abstracted in Thomson Reuters ISI web of Science).

## Sustainable consumption and production advocate

**TO PROMOTE REGIONAL RESEARCH INTEREST** in the business modeling for sustainable development, DLSU Industrial Engineering faculty member Dr. (Anthony) Shun Fung Chiu gathered together people from diverse backgrounds around the world in two major conferences.

He chaired the 9th Asia Pacific Roundtable for Sustainable Consumption and Production (APRSCP) in Colombo, where more than 250 professionals, academics and industrialists from nearly 32 countries attended. The Sri Lankan Prime Minister and the United Nations Industrial Development Organization Director General graced the event.

The roundtable discussions sought to offer practical solutions for the

global challenges in business and industry. Issues tackled included sustainable consumption and production, water and sanitation, energy, sound chemical management, eco-cities and sustainable building, new marketing strategies, and tools for SCP.

Chiu also presided over the Asia Pacific Business Innovation and Technology Management International Conference held in Beijing University of Aerospace and Aeronautics last July.

A number of research papers from the DLSU College of Business and College of Engineering were presented in the conference, which was participated in by representatives from 22 countries.

## Lasallian stories of hope

**ELEVEN FORMER LA SALLE SCHOLARS** share their inspiring stories in *A Time for Hope*, a special book that comes with the very limited edition DLSU Centennial chrono watch by Swatch.

The special publication focuses on the lives of former scholars from various La Salle schools who persevered against the odds to become achievers in the fields of media, government, sports, finance, and the academe.

The book and centennial chrono were released as tribute to the Lasallian mission of making quality education accessible to all. These are part of the pre-centennial activities of the University, which will culminate in June 2011.



The DLSU Centennial chrono watch is part of the very limited edition DLSU Centennial Watch Collection by Swatch.

Proceeds of this collection will go to the One La Salle Scholarship Fund, a project to raise one billion pesos to support 18,000 full scholars in La Salle schools nationwide.

For reservations, contact the DLSU Centennial Office at local 290 or visit any Swatch outlet.

## GREENLIGHT Project in Greenbelt exhibit

**ONE** of the major pre-centennial activities of De La Salle University, the Greenlight Project was launched last December 2 at the Gallery, 2nd Level Greenbelt 5, Makati City.

The Greenlight Project is a collaborative effort of DLSU and 10 Lasallian alumni photographers, showcasing 40 images inspired by the theme GREEN. The images were reproduced in the form of a limited-edition note cards collection, and in 11x17" copies with a limited run of only five prints per image.

Proceeds of the Greenlight Project will go to the One La Salle Scholarship Fund.

In his opening remarks, DLSU Vice Chancellor for Lasallian Mission and External Relations Br. Bernard Oca FSC noted the creativity and the passion of individuals involved in the project. He said: "Our target for the One La Salle Scholarship Fund is not impossible to reach."



Lasallian photographers with Br. Bernie. Front row, from left: Ronnie Salvacion, Vic Icasas, Niccolo Cosme, representative of Sal Campos, Perry Aragon, Louie Aguinaldo. Back row, from left: Francis Rivera, and representatives of Jun Miranda, John Ong, and Raymund Isaac.

## Partnership with TELUS

**LAST OCTOBER 10**, De La Salle University entered into a partnership with one of the country's top contact centers and business process outsourcing (BPO) solutions providers, TELUS International Philippines (TIP), for the company's unique employee empowerment program.

The initiative, TELUS International University (TIU), aims to provide continuing education opportunities for TIP employees of good standing.

TIP employees are given the chance to



Photo shows (seated L-R) TELUS International Philippines President and CEO Javier Infante, DLSU Vice Chancellor for Lasallian Mission and External Relations Br. Bernie Oca FSC, DLSU Vice Chancellor for Academics and Research Myrna Austria, Ph.D., (standing L-R) TELUS International President Jeffrey Puritt, TELUS International Vice President for Human Resources Marilyn Tyfting, and DLSU Associate Vice Chancellor for External Relations Arnulfo Azcarraga, Ph.D.

finish or continue their education while still working full time. TIP will sponsor the tuition of qualified employees, as well as lend its training facilities for all classes. Instructors and professors from participating schools will be at the three TELUS sites for each class.

The partnership also opens the possibility of DLSU serving as resource for TELUS employment, to support working students of La Salle.



Foreign students perform during the CELL launch.

## Center for Language and Lifelong Learning

**THE NEW CENTER FOR LANGUAGE AND LIFELONG LEARNING**, formerly known as the Center for Language and Learning, held its formal launch in a simple ceremony last November 23 at the Enrique Razon Multi-Purpose Hall.

The launch coincided with CELL's 21st anniversary. CELL changed its name to reflect its expanding role of providing supplementary education programs to the DLSU community.

Attendees included administration, faculty, staff, and foreign students who benefit from the programs being offered by CELL.

Wear your color with Lasallian shirts



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TEES @ PhP365



CHRISTMAS CARD @ PhP25

In new designs, limited edition. Visit the Centennial Office at LS 102 or the STRATCOM Office, 21st floor, Br. Andrew Gonzalez Hall. Institutional Christmas card also available at the STRATCOM Office. For inquiries, call Virgie at local 144. Payment should be made at the Accounting Office.

In your own concerns, as a person of good judgment, you should be even-tempered and display serene countenance.

---St. John Baptist de La Salle

