



DLSU releases policy on Artificial Intelligence use in education

DE LA SALLE UNIVERSITY HAS RELEASED THE DLSU POLICY ON GENERATIVE AI USE IN EDUCATION, which shall take effect on Term 1 of Academic Year 2025-2026.

Provost Dr. Robert Roleda announced the pioneering policy via DLSU’s Help Desk Announcement released on April 7, 2025. He said the policy stemmed from a series of deep conversations with Lasallian stakeholders and drew inputs from international conferences and workshops.

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Roadshows will be conducted in Term 3, AY 2024-2025 to provide members of the academic community with opportunities to clarify their understanding of the policy.

The Generative AI Use Policy states: “The rise of generative artificial intelligence (AI) is transforming education in various ways. Generative AI is a type of artificial intelligence that can create human-like output such as text, images, audio, and video after being trained on massive amounts of data. Despite exhibiting many signs of intelligence, generative AI models are probabilistic, prone to hallucinations, and run the risk of

weakening human cognitive skills. Therefore, the use of generative AI tools necessitates careful oversight and responsible implementation.”

It further notes: “De La Salle University’s advisory on the use of generative AI in academia in September 2023 highlights the need to be receptive towards generative AI’s potential benefits while also being mindful of its risks. It also encourages the responsible use of generative AI in teaching, learning, and research through augmentation, rather than replacement, of human output. This policy aims to support the position of the

university towards generative AI by (1) providing a unified but flexible structure to the integration of generative AI in teaching, learning, and research, (2) ensuring that the use of generative AI is responsible and aligned with Lasallian values, and (3) continuing a critical engagement with generative AI and its effects on the various aspects of life to maintain learner agency.”

To read more, visit:
<https://bit.ly/DLSUpolicyforgenerativeAI>

JUBILEE STRATEGY PERFORMANCE MANAGEMENT PROGRAM

Building Systems, Not Just Setting Goals



SINCE MAY 2024, DLSU’S ACADEMIC DEPARTMENTS AND SUPPORT OFFICES HAVE BEEN RECEIVING TRAINING AND COACHING AS PART OF A UNIVERSITY-WIDE INITIATIVE TO IMPROVE UNIT-LEVEL PERFORMANCE.

The Jubilee Strategy and Performance Management Program gathers departments and offices 16 at a time in “Waves”. Over a nine-day period under the guidance of Gagement, a Melbourne-based consultancy founded by Alfred Ablaza (BSIE ‘92), unit heads and their leadership teams are equipped with tools, routines, and skills to formulate structured actionable plans and deploy them to ensure the University delivers on its AY 23-27 Jubilee Strategy.

After the initial workshops, departments and offices are coached so that within six weeks, they are able to set up a system to manage performance. The elements of this system include: formation of small Strategy Teams, selection of three Jubilee Objectives to contribute to, formulation of unit-level Strategies based on gap

analysis, development of lead and lag indicators, Gantt charts, analysis of team virtues, etc., all displayed on a public physical Strategy Board. The Strategy Board then becomes the focus of weekly short review meetings.

So far, four Waves have been completed, covering 44 academic departments and support units. By Wave 5 in May, half of DLSU’s offices will have undergone training and coaching. According to Dr. Gerardo Largoza of the Strategic Management and Quality Assurance Office (SMQA), “this is about improving DLSU’s organizational capabilities: how we work as teams and how we keep each other accountable, so that whether our core tasks are in education, research, social engagement, internationalization, or institutional support, we have a shared language for talking about performance. Our bet is that by learning the tools, skills and routines used by high-performance teams everywhere, we’ll be able to individually flourish, make the most of our enormous pool of talent, and set DLSU up for a fruitful next half-century.”

UNIVERSITY RECEIVES HIGHEST DISTINCTIONS AT IPOPHL SUMMIT



DE LA SALLE UNIVERSITY, THROUGH THE DLSU INTELLECTUAL PROPERTY OFFICE (DIPO) AND THE DLSU INNOVATION AND TECHNOLOGY OFFICE (DITO), received two of the highest recognitions given by the Intellectual Property Office of the Philippines (IPOPHL) during the 2025 ITSO Presidents’ Summit held last April 10 at the Sequoia Hotel, Parañaque City.

ITSO stands for Innovation and Technology Support Offices, which are under IPOPHL’s ITSO 2.0 Clustering Program.

DLSU received the Palladium Award, which is given to select institutions that demonstrate outstanding performance in all five strategic KPIs — from patent filings to

commercialization, training, and awareness initiatives — and show exceptional leadership and influence in advancing IP in their clusters.

The University was also handed the Platinum Award, also a prestigious distinction, given to top-performing ITSOs who meet IPOPHL’s key targets on patent services and research commercialization support services.

Representing DLSU during the awarding ceremony was Atty. Christopher Cruz, DIPO director and DITO manager, alongside his team. He expressed DLSU’s gratitude to IPOPHL for this recognition and for its continued support for DLSU’s innovation and IP efforts.

“These awards reaffirm DLSU’s position as a national leader in intellectual property protection, management, and commercialization, consistently empowering innovators, researchers, and creatives across disciplines. DLSU continues to champion intellectual property as a cornerstone of inclusive innovation, academic excellence, and nation-building,” DIPO posted on its FB.



Photos: Sherina Krystel Peña & Paulo Luis Lozano



SDRC highlights impact and progress on 46th anniversary

ON MARCH 27, 2025, THE SOCIAL DEVELOPMENT RESEARCH CENTER (SDRC) OF DE LA SALLE UNIVERSITY COMMEMORATED ITS 46TH ANNIVERSARY, highlighting research contributions and honoring individuals whose works have significantly shaped its journey.

Held on the Roof Deck of Henry Sy Sr. Hall, the event brought together faculty members, research fellows, staff, interns, research assistants, families of the awardees, and colleagues from various research institutions, universities, and partner organizations.

The program opened with welcome remarks from SDRC Director Dr. Homer Yabut, who reaffirmed the Center’s commitment to advancing research on public health, vulnerable populations, and program development and evaluation. Gracing the event were Vice President for Research and Innovation Dr. Raymond Girard Tan and College of Liberal Arts Dean Dr. Ador Torneo.

A highlight of the event was the presentation of the Evolutio Socialis Distinguished Researcher Award, which was given to two outstanding faculty members: DLSU Scientist in Residence Dr. Pilar Jimenez and SDRC Research Fellow Dr. Ma. Elena Javier.

Jimenez has conducted extensive research on reproductive health, indigenous rights, and social development has informed national and international programs that empower marginalized communities. Javier has pursued research on cultural studies, social sciences, and media. Her work on Filipino viewers’ engagement with local films has provided valuable insights for the Philippine film industry and cultural policy. The two presented their respective projects during the event.

SDRC also launched the book *Ours to Steer: Perspectives, Practices, and Ways Forward for Teaching the Social Sciences*, edited by Dr. Romeo Lee and published by the DLSU Publishing House, under Executive Publisher Dr. David Bayot.

DITECH 2025 CELEBRATES CREATIVITY AND INTELLECTUAL PROPERTY



THE 12TH DLSU INNOVATION AND TECHNOLOGY FAIR (DITECH 2025) ON APRIL 2-4, 2025 CELEBRATED “IMAGINATION, VISION, AND HOPE”. Titled “HARAYA: The Symphony of Creativity and Intellectual Property,” the 3-day event served as a platform for innovation and imagination to thrive in harmony.

Day 1 keynote speakers were Intellectual Property Office of the Philippines (IPOPHL) Director General Atty. Brigitte da Costa-Villaluz and Bureau of Competitive Development Director Jo Dann Darong, who shared valuable insights on the theme “Domestic Efforts to Protect the Creative Industries in the Contemporary Landscape”. Dr. Lilian Salonga, OIC of the Creative Industries Development Office of the Department of Trade and Industry, also guested as the Day 3 keynote speaker.

The plenary session, themed “Keeping the Music Alive: Copyright and the Modern Music Ecosystem,” was led by Atty. Exequiel Valerio of the Bureau of Copyrights and Related Rights and moderated by Atty. Christopher Cruz, director for the DLSU Intellectual Property

Office (DIPO), manager of the DLSU Innovation and Technology Office (DITO), and faculty member of the DLSU Department of Commercial Law.

Two panel sessions were held throughout the event: “Creative Rights in the Modern World: Navigating IP for Artists and Authors” and “Beyond the Curtain: Copyright, Performance Rights, and the Future of the Performing Arts”.

Ian Andre Cabañez from DLS-CSB Industrial Design took home the First Prize (Student Category) for his exterior design for Agapay’s Robot-Assisted Therapy Device, which was developed in partnership with DLSU medical design engineers. Romeo Catap Jr. and Andrei Dumaguet served as his mentors, and his participation was made possible by the Center for Intellectual Property Management.

The event, which was a celebration of creativity, was also graced with performers from DLS-CSB: Benilde Experimental Dance and AB Music Production. Lasallians Got Talent was another highlight of DITECH 2025.

LAGUNA CAMPUS UPDATE

Media partners join immersive Laguna campus tour

DE LA SALLE UNIVERSITY LAGUNA CAMPUS RECENTLY HOSTED AN IMMERSIVE MEDIA DAY TOUR, themed “Powering a Future of Progress and Innovation,” for media partners.

The event underscored the campus’s commitment to sustainability and innovation through its initiatives, showcasing its latest state-of-the-art facilities and hubs. Student leaders and administrators walked the media guests through these facilities, demonstrating DLSU Laguna’s dedication to both environmental responsibility and technological advancement.

Administrators outlined the strategic importance of these facilities in fostering future progress and provided media partners with an in-depth preview of upcoming DLSU Laguna campus activities. Students actively shared their roles in these projects, emphasizing the campus’s unique and enriching learning environment.





LA SALLE HOSTS TRI-UNIVERSITY RELIGIOUS AND THEOLOGY EDUCATORS MEET

ON APRIL 2, 2025, THEOLOGY AND RELIGIOUS EDUCATION FACULTY MEMBERS OF DE LA SALLE UNIVERSITY, ATENEO DE MANILA UNIVERSITY, AND THE UNIVERSITY OF STO. TOMAS gathered for the third Tri-University Meeting hosted at DLSU. The event brought them together for shared learning, spiritual reflection, and collegial exchange.

The program opened with a prayer by Dr. Jeff Clyde Corpuz, faculty member of the DLSU Department of Theology and Religious Education (DTRE), followed by

welcome remarks from Dr. Ador Torneo, dean and full professor of the DLSU College of Liberal Arts.

DLSU Laguna Campus Associate Dean and DTRE full professor Dr. Fides Del Castillo introduced the keynote speaker, Dr. Ron Resurreccion, director of the DLSU Student Success Center.

Resurreccion delivered a talk on *Religious Trauma: Understanding and Responding in Educational Contexts*. His insights prompted deep reflection on how theology educators

can create compassionate spaces for students grappling with faith-related wounds.

Group discussions followed, organized by teaching areas and focused on operationalizing the day's key themes using guided reflection points. In the plenary session, appointed reporters shared their group's insights, followed by Resurreccion's constructive feedback.

Dr. Ma. Marilou Ibita read the Certificate of Appreciation, and Dr. Dorothy Javier-Martinez delivered the closing remarks.

Student teams win Big 3 Startup Showdown

DE LA SALLE UNIVERSITY (DLSU) STUDENT TEAMS SWEEP THE TOP PRIZES AT THE BIG 3 STARTUP SHOWDOWN last April 6 at the Maya Headquarters. The winners were Venyu PH, Quasar, and Little Branch.

The participants tackled "The 10-Year Question: If invested today, which three startups are most likely to deliver the highest returns in 10 years?"

Team Venyu PH project streamlines sports venue discovery and booking, empowering athletes and organizers to find and secure perfect playing spaces instantly. Members of the team are AB International Studies major in Chinese Studies student Sherna Yaun, BS Information Systems major Anna So, BS Computer Science major Austin Natividad, and BS Accountancy major Bernard Lu.

Meanwhile, the Quasar team's project focuses on transforming loan processing through automation, dramatically reducing approval times

and democratizing access to financial services. Its team members are BS Computer Science majors Enrique Lejano, Miguel Robles, and Darius Ardales, and AB Psychology major Raphael Tapiador.

Behind the project Little Branch, the team seeks to revolutionize how parents discover and book kid-friendly activities, connecting families with quality experiences to foster childhood development. Members of the team are BS Information Systems majors Jake Rivera, Stefano Santos, Matthew Suarez, and Nathan Recto, and AB Organizational Communication major Sancho Go.

Other participating startup teams included groups from Ateneo de Manila University and University of the Philippines Diliman.

The competition was hosted by Maya, Google, and Geeks on a Beach.

“Bless God daily for having called you to share in the various aspects of his passion.”

De La Salle

-Letter 110

12th DLSU Innovation and Technology Fair (DITECH 2025)

HARAYA: The Symphony of Creativity and Intellectual Property
April 2-4, 2025

465 Total number of participants on Days 1 and 2

14 Exhibitors

Best Exhibit Winners (Professional)

1st place

BamBoards: Compression Molding Machine for Bamboo Biocomposite Boards

2nd place

Akosi Music

3rd place

Memoirs of a Prisoner of the Tagalogs

Best Exhibit Winners (Student)

1st place

A Design of the Exterior of Agapay's Robot-Assisted Therapy Device to Improve Patient Adherence

2nd place

Para Kay Nanay...

3rd place

Project TINDIG

People's Choice Award

Project HOPE: A Reward-Based Waste Disposal

Lasallian's Got Talent (LGT) Champion

Lawrence Luke Yacat

1st Runner Up

Catherine Liz Aquino

2nd Runner Up

Beyond Movement (DLSL Multimedia Arts, Nexus Innovation Labs, & Salindayaw)



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Source: DIPO, DITO and IP Academy



2401 (twen'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.

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