



2401 (twen 'tē fôr '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.

14 JULY 2008. VOLUME 40. NUMBER 4. 12 PAGES



DLSU submits College of Law proposal to CHED

see page 3

Exhibits of ASEAN, NAST showcase Sinag



4

Field Notes:
It's the Archer, not the Arrow



5

LSIG lends expertise in Senate and Congressional hearings



11

LS FACULTY MEMBERS RECEIVE NAST AWARDS

De La Salle University's faculty members from Engineering and Counselling and Educational Psychology were honored in this year's National Academy of Science and Technology (NAST) Awards, held last July 10 and 11 in separate investiture ceremonies.

Among the award recipients was Mechanical Engineering Department Full Professor Dr. Alvin Culaba, who was elected as Academician. Membership to the Academy is the highest honor given by NAST.

Culaba was also given the distinction of Outstanding Science Administrator for his contributions to science and technology as director of the Center for Engineering and Sustainable Development Research (CESDR). His passion for networking led CESDR at the forefront of discussions of pertinent 21st Century issues with government agencies, industry, and non-governmental organizations.

Aside from his abovementioned awards, Culaba, together with Associate Professor Dr. Raymond Tan and graduate student Kathleen Aviso, also won an Outstanding Scientific Paper award for their paper, "A Multi-criteria Rough Set Based Methodology for Life Cycle Impact Assessment."

Meanwhile, an Outstanding Scientific Paper award was also given to Vice Chancellor for Academics Dr. Julius Maridable and College of Engineering Dean Dr. Pag-asa Gaspillo, together with DLSU graduate students and ASEAN scholars Huynh Ky Phuong Ha from Vietnam and Mith Hasika from

Cambodia, for their paper, "Modeling and Optimization of Supercritical Carbon Dioxide Extraction on Essential Oil from Lemongrass using Response Surface Methodology."

Co-advisers for the paper were Tokyo Institute of Technology faculty Junjiro Kawasaki and Mindanao State University-Iligan Institute of Technology faculty Dr. Roberto Malaluan.

Likewise, Counselling and Educational Psychology Department Assistant Professor Dr. Carlo Magno with co-author Josefina Sembrano won an Outstanding Scientific Paper award for their paper, "The Role of Teacher Efficacy and Characteristics on Teaching Effectiveness, Performance, and Use of Learner-Centered Practices."

The awarding of the Elected Member of the Academy and Outstanding Scientific Papers was held last July 10 during the closing ceremonies of the 30th Annual Scientific Meeting of NAST at the Manila Hotel. The Outstanding Science Administrator, meanwhile, was conferred last July 11 during the National Science and Technology Week ceremonies held at the World Trade Center, Pasay City.



Dr. Alvin Culaba

DLSU SUBMITS COLLEGE OF LAW PROPOSAL TO CHED

In a press conference with the University's official student publications last July 4 at the Yuchengco Conference Room, De La Salle University President and Chancellor Br. Armin Luistro FSC disclosed that they have already submitted the final proposal for the establishment of the DLSU College of Law to the Commission on Higher Education (CHED).

Br. Armin explained that one of the University's main considerations to this endeavor is that DLSU needs a college of law for the different advocacies that it tries to pursue, providing a legal perspective on issues such as the environment or human rights.

In line with this objective, therefore, the University intends to position the proposed College of Law in the country as a law school that actively engages in the promotion, protection and preservation of human rights and environmental laws. This, Br. Armin said, will make DLSU's proposed College of Law different from any other law school in the Philippines today.

While rules and regulations governing law schools state that basic law courses must still be taught, Br. Armin explained that the incorporation of this particular orientation in the College of Law's curriculum will have several different approaches, which, he said, could be in the form of electives or exposure trips for law students. Other avenues to expose the students on issues of human rights and environment protection will also be discussed, he added.

DLSU Chancellor Emeritus Dr. Carmelita Quebengco brainstormed with a team of human rights lawyers and drafted the concept paper, guided by Br. Armin's vision for the college. She likewise wrote the entire proposal submitted to CHED.

The University Registrar facilitated the DLSU's application to CHED. The final proposal includes a formal study conducted by the Institutional Testing and Evaluation Office (ITEO) to determine the demand for legal education in the country, to conduct a survey on DLSU students' interest in enrolling in a law school, and to present a profile of the different law schools in the Manila/Makati areas.

Br. Armin said that the University will start with only 90 students, or no more than three classes, for the college of law's first year. The college will confer a Juris Doctor degree, and will follow the trimestral system of the University. There is also the option that the Transformative Learning framework will be incorporated in the college.

In addition, Br. Armin said initial preparations were already made for the establishment of the College of Law, as with the appointment of Atty. Jose Manuel Diokno, son of former Senator Jose Diokno, as dean of the College of Law,

and the expanding and updating of law books in the University Library. Quebengco also shared that the University, through the ITEO, is now in the process of preparing a law aptitude test for the College of Law.

With the establishment of DLSU's College of Law already underway, Br. Armin expressed his anticipation for the college and of its future law students. He said that he hopes the students will become committed lawyers in the future who do not only have achievements in the discipline in mind, but also the moral integrity to keep a clear perspective on the Lasallian mission of service for the less privileged.



EXHIBITS OF ASEAN, NAST SHOWCASE SINAG

De La Salle University's College of Engineering (COE) showcased Sinag, the first Philippine solar-powered car, in an exhibition held in celebration of the 8th ASEAN Science & Technology Week (ASTW) and 2008 National Science and Technology Week (NSTW) at the World Trade Center last July 7 to 11.

The event showcased the technology available in ASEAN and dialogue partners such as Sinag which was designed, built, and raced by the students and faculty of COE in the 2007 World Solar Challenge.

The Philippines through the Department of Science and Technology hosted this year's ASTW which coincided with the country's annual NSTW with the overall theme "Making Science Work for You." The conference's sub-theme was "ASEAN S&T: Addressing Regional and Global Challenges in the 21st Century."

Held every three years, the ASTW is a major undertaking of the ASEAN S&T cooperation. It aims to provide S&T development in the region by creating awareness of S&T culture as well as providing a medium for participation and

collaboration in regional S&T programs.

Meanwhile, Sinag was also part of the poster presentations in the 30th Annual Scientific Meeting (ASM) of the National Academy of Science and Technology (NAST) held last July 9 and 10 at the Manila Hotel.

With the theme "Energy Security and Sustainability: Assessing the Present and Foreseeing the Future," the event also featured five plenary sessions and awarding ceremonies for outstanding S&T achievements.

A major event that gathered scientists and researchers from the government, academe, industries, and non-government organization, the ASM served as a venue to discuss S&T issues of national relevance and to enrich knowledge on the new research findings and scientific advances in and outside the Philippines. It was one of the key activities during this year's NSTW celebration.



It's the Archer, not the Arrow (That really matters)

By Emmanuel Garcia



Undeniably, the best teaching moments I have had were those that happened outside the classroom with the not-so-usual audiences. On some occasions, I find myself being the audience. Perhaps, this is because these have made me reflect about apparent contradictions on how we think and act as individuals and as a nation.

As a science teacher, I share a particular hypothesis with many others as to why we Filipinos have not advanced in science and technology—that a majority of our population are awed and fascinated by science but at the same time have a dislike for it. It still remains with an impression of being the “province of a privileged few,” as mentioned in a journal article I read not too long ago. Let it not be said that this symptom of our current education crisis is due to many other contributing factors, such as the decline in teacher content competency. But much has to be said also about what runs in each individual’s mind.

We find evidences (or symptoms, as the case may be) of this apparent contradiction.

On campus, for instance, our parking spaces are always full. We say “go green” and yet we can easily give up the thought of saving fuel, forgetting carpooling or commuting for the sake of comfort. We probably have learned



that by taking the public transport, we increase the efficiency of the vehicles we ride on, not to mention reducing our carbon footprint.

We eat and drink from styrofoam and use plastic utensils, even if we are aware that these are all non-biodegradable. Moreover, we probably do not notice (or care about) disposing them in either the green or black trash bins.

Despite sufficient water fountains equipped with adequate purification systems, we still purchase bottled water. It is very likely that we were captured by the reverse osmosis treatment. Do we really know what animal that reverse osmosis is, let alone just “osmosis?”

We brandish the latest, “nastiest” gadgets. We go for terrabytes, when we actually need much much less, or for Mp3 players that can store songs good enough, if power permits, to churn out music for days on end without any repetition. How long can we detach ourselves from the real world we’re living in?

On our streets, we find cars with sound systems that can rival a concert venue. We should actually call them mobile sound systems for being so. But what’s the point of such a show? Music that is way beyond what its passengers can appreciate? Drivers of such vehicles should think that there is a maximum number of decibels that a person can listen to, just sufficient to appreciate the music, and not the noise. And what about car registration plates “protected” with dark tinted glass or polycarbonates? If the intention is for the plate numbers not to be seen, it would have been more sensible to just have removed the plates.

Let’s also take a look at those “low-profile” cars dressed up with chins, air dams, sideskirts, and spoilers. To go over



There seems to be a contradiction between what we envision ourselves to be and what we actually end up being, having, and looking like.

humps, they have to cross diagonally, thus occupying another lane. Asked about it, some college students “explained” that the advantage is improved aerodynamics. Had they consulted their physics and engineering professors, they would have learned that with a traffic condition like ours, there’s no way we can treat our roads like wind tunnels. The only “downforce” that may probably be experienced is the kind that gets one reacquainted with the abundant potholes all over the metropolis, in which case would eventually damage the skirts.

High Intensity Discharge (HID) Bulbs, meanwhile at a price exceedingly higher than the percentage increase in illumination these can put into effect, does so at 40 percent. On a two-way street, though, will this translate to a 40 percent increase in visibility of the driver in the car on the opposite lane; or would this blinding light hamper his view instead?

I could distinctly remember a former student of mine who used pure radiator coolant instead of the prescribed 1:1 coolant to water ratio. He missed the lesson on colligative properties of solutions, specifically, boiling point-elevation. Not surprisingly, no one in his barkada, who drag-raced often, knew what “octane rating” really was. All they knew was “higher octane rating, faster car”. Had they asked a chemist and a chemical engineer, they would have known that octane rating has nothing to do with car speed. No direct effect.

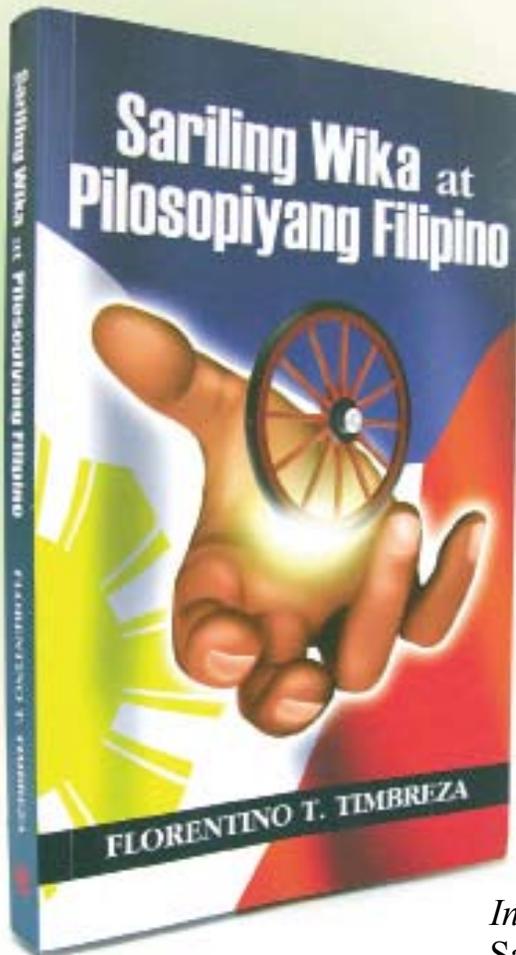
This lack of knowledge or, perhaps, the lack of the desire to learn, also extends all the way to the moviehouse. Wonder why people are so fascinated with action movies? Of course, who would not get stunned seeing the good guy slicing a bullet head with a knife to bring down two bad guys? But ask the physics experts whether this is probable at all. In the movies, the last bad guy to go down is always the big boss, the mastermind. The statistician and the psychologist will definitely have another thing to say. I just hope majority of moviegoers can clearly distinguish between fact and fiction.

The list goes on and on.

The bottom line is that, again, there seems to be a contradiction between what we envision ourselves to be and what we actually end up being, having, and looking like. The odd thing is that it is the very same education we have obtained that makes us into unreasonable consumeristic fools. This somehow mirrors how our students view education: Is it to obtain a diploma from a branded, expensive institution or to obtain knowledge and skills that mold one’s character?

In the end, we must realize that it is the ARCHER, NOT the ARROW that matters the most.

Henri Le Chatelier will be happy.



BAGONG AKLAT SA PILOSOPIYANG FILIPINO

Inilunsad kamakailan ng Pamantasang De La Salle ang Sariling Wika at Pilosopiyang Filipino ni Dr. Florentino Timbreza, University Fellow, na inilimbag ng C & E Publishing Inc.

May dalawang layunin ang akda: una ay ang paggamit at pagpapaunlad ng wikang sariling atin at pangalawa, ang artikulasyon ng katutubong pag-iisip ng mga Pilipino.

Pinatutunayan ng may-akda ang likas na kagandahan, kayamanan, kalaliman, kalawakan, at sapat na kakayahan ng wikang Filipino hindi lamang bilang isang wikang panturo sa pamantasan, kundi bilang isa ring mabisang kasangkapan ng pagsusulat, pananaliksik, at pagpapahayag ng mga kaisipang pampilosopiya.

Ang aklat ay binubuo ng 21 panayam at sanaysay. Malawak ang naging saklaw ng mga paksang tumatalakay ng pamimilosopiya ng mga taong-bayan. Kabilang rito ang mga hugis-pag-iisip ng Pilipino, ang kanyang negatibong pag-uugali, likas na pagkatao, sariling disiplina, konsepto ng kawalang-karahasan, at pagwawari sa kabuluhan ng buhay. May mga pangasalukuyang isyu ring tinatalakay sa aklat gaya ng parusang kamatayan, pilosopiya ng kudeta sisteng Pinoy, terorismo, at ekolohiya.

Ang lahat ng ito at iba pa ay siyang bumubuo sa panulukang bato ng maituturing na pilosopiyang Filipino.

Si Timbreza ay binansagang Ama ng Pilosopiyang Filipino.

DEAL FACULTY PRESENT PAPERS IN HONG KONG CONFAB

Two faculty members from the Department of English and Applied Linguistics presented their papers in the international conference “Language Issues in English-medium Universities: A Global Concern” held last June 18 to 20 at the University of Hong Kong.

Dr. Rochelle Irene Lucas and Marianne Jennifer Gaerlan joined linguists, English professors, and researchers from 40 different countries. The plenary lectures, colloquia, and parallel sessions discussed issues and concerns regarding the increasing adoption of the English language as a medium of instruction for tertiary education in the Asian region and some parts of the world.

Lucas discussed the URCO research “Language Amotivation and Approaches to Learning English among Filipino College Freshmen Students” that she co-authored with Dr. Mildred Laurilla. The study explores Filipino college freshmen students’ approaches to learning in relation to amotivation (possible lack of motivation in learning English as a second language) and related experiences in using English outside the language classroom.

The results of the study indicate that university freshmen students are neither predominant on deep nor surface approaches to learning. In terms of dimensions of amotivation, the results imply that the students still show interest and are motivated to learn English as a second language.

On the other hand, Gaerlan presented the paper titled, “Academic Emotions of

English Language Learners: The Case of Philippine Private University Students,” which she co-authored with Dr. Allan Bernardo of the Counseling and Educational Psychology Department. The paper presents the results of a quantitative study looking into the relationship between academic emotions of Filipino university students in four large private universities and their motivation and strategies for learning English.

Factor analysis of the data revealed distinct dimensions of Filipino students’ emotions during English classes. Results of the study are discussed in relation to general theories of second language acquisition and instructional strategies that may address problems related to academic emotions.



Gaerlan (second from left) and Lucas (right-most), with fellow conference participants.

Philippine Corrosion Society visits campus

Members of the Philippine Corrosion Society Inc. led by its president Raul Sabelarse visited the campus last April to give College of Engineering (COE) faculty and technicians a seminar on engineering materials and the problems of corrosion.

The activity was part of COE’s continuing commitment to train its faculty members and was the second in a series of trainings planned by COE Dean Dr. Pag-asa Gaspillo. The first

one was held last year when experts from the Occupational Safety and Health Center of the Department of Labor and Employment provided an Appreciation Course on Chemical and Fire Safety.

The lead speaker, Francis Xavier Martinez, discussed the basics of corrosion and different corrosion control strategies. Chemical engineering students also participated in the seminar.

LA SALLE PARTICIPATES IN EAST ASIA EDUCATIONAL SUMMIT



Vice Chancellor for Academics Dr. Julius Maridable represented De La Salle University in the workshop “Harnessing Educational Cooperation in the East Asia Summit (EAS) Countries for Regional Competitiveness and Community Building,” last June 9 and 10 in Jakarta, Indonesia.

Sponsored by the ASEAN Australia Development Coordination Program-Regional Economic Policy Support Facility Phase II (AADCP-REPSF II), the workshop focused on a study commissioned by the ASEAN Secretariat in behalf of the EAS.

The EAS study covers regional cooperation in primary and secondary education, technical and vocational education, and higher education. It seeks to develop strategies for the participants to enhance regional competitiveness and community building in a balanced and sustainable manner through cooperation in education.

The research was a result of the 2nd EAS held in January of last year in Cebu, during which regional educational cooperation was also discussed. Part of the study included a series of consultations and visits to all 16 EAS countries between March and May of this year.

Workshop participants were asked to relate issues covered under the project and to review the draft report, particularly, to identify any errors or gaps in the literature review and analyses. They were also asked to review the materials concerning their respective universities and to provide their recommendations for enhancing educational cooperation among EAS countries.

A “road map” was proposed in the workshop for a more extensive educational cooperation among EAS participants to address both the process of greater educational cooperation and the priority areas for cooperation.

The EAS is comprised of 16 countries: the 10 ASEAN member states (Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, the Philippines, Singapore, Thailand, and Viet Nam); and six other EAS countries (Australia, China, India, Japan, Republic of Korea, and New Zealand).

LSIG LENDS EXPERTISE IN SENATE AND CONGRESSIONAL HEARINGS

The La Salle Institute of Governance (LSIG) of the College of Liberal Arts, was invited to provide policy advice in a series of public hearings conducted by the Senate and the House of Representatives on proposed legislation regarding the issuance of free patents to residential lands.

LSIG participated in the joint meeting of the Committee on Natural Resources and the Committee on Justice of the House of Representatives last June 3. It was also requested to share policy inputs during the meeting convened by the House Special Committee on Land Use headed by Rep. Antonio Cerilles as well as the Senate Committee on Constitutional Amendments, Revision of Codes and Laws chaired by Senator Richard Gordon last June 11.

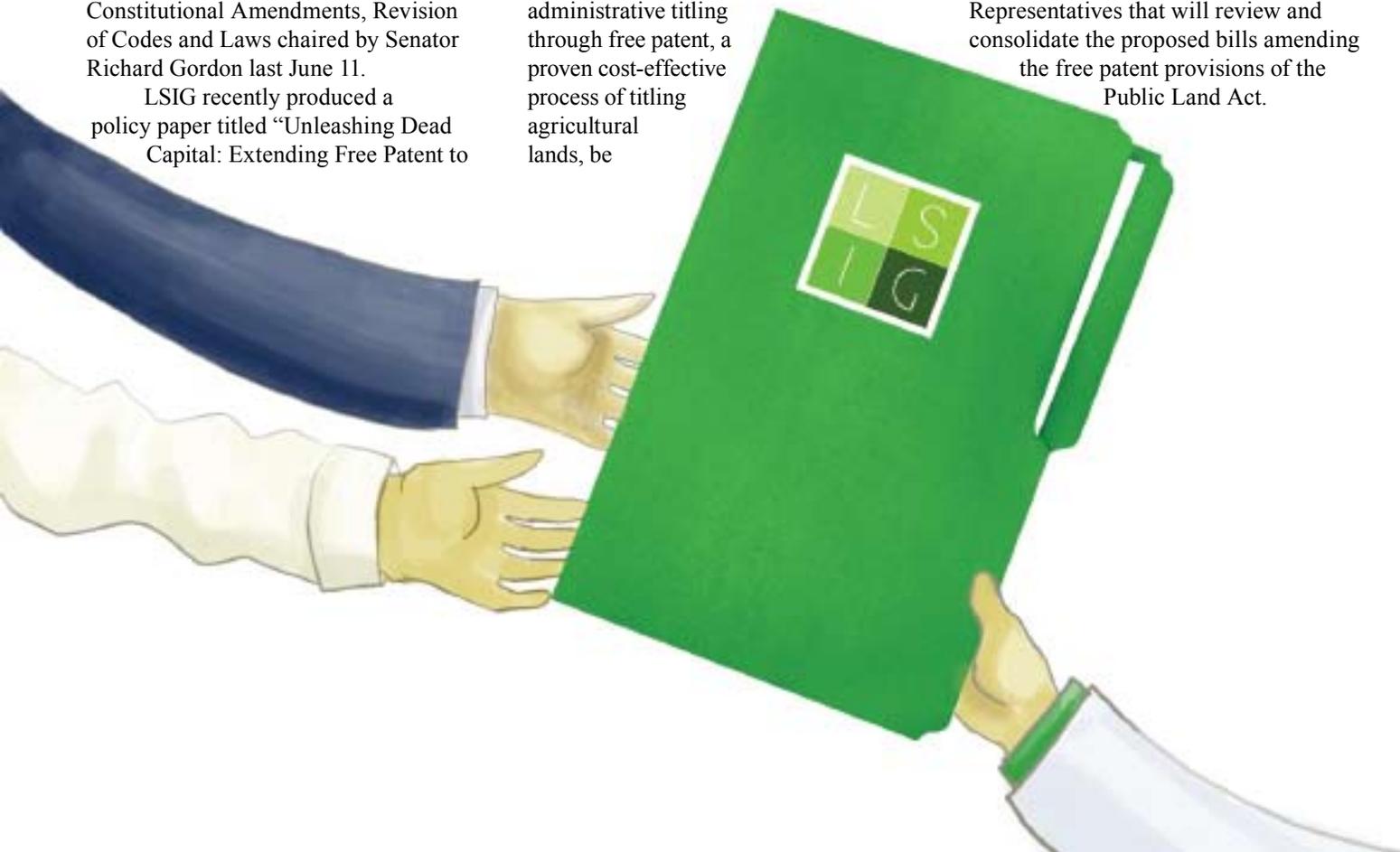
LSIG recently produced a policy paper titled “Unleashing Dead Capital: Extending Free Patent to

Residential Lands” as part of the Land Markets Development Project. The study observed that a large number of residential lands remain untitled due to a lack of effective and affordable land titling procedures and mechanisms.

The existing judicial proceedings for securing land titles are expensive and tedious. It was proposed, therefore, that administrative titling through free patent, a proven cost-effective process of titling agricultural lands, be

extended to residential lands in all cities and municipalities. Under this proposal, registered titles will be put into the land market and can be used to access capital for land development and entrepreneurial activities.

In recognition of its work, LSIG was asked to be part of the technical working group in the Senate and the House of Representatives that will review and consolidate the proposed bills amending the free patent provisions of the Public Land Act.





DLSU SPONSORS GIULIANI TALK

In line with De La Salle University's thrust to be a resource for God and nation, the University is sponsoring former New York City Mayor Rudolph Giuliani's talk on leadership on July 29 at the Makati Shangri-la Hotel. The event is part of the Leadership Seminar Series organized by Campaigns and Grey, Inc.

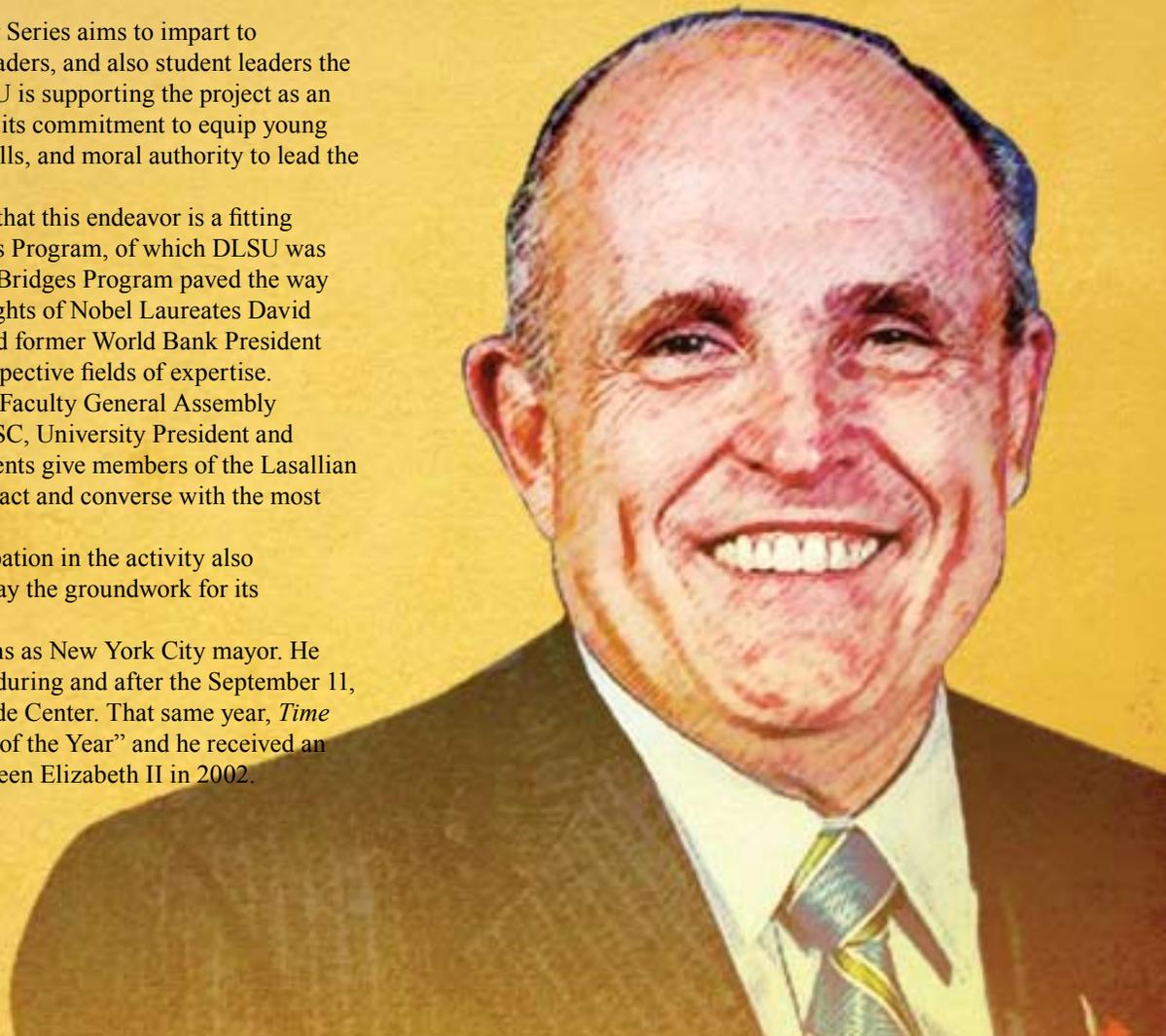
The Leadership Seminar Series aims to impart to government, business, civic leaders, and also student leaders the qualities of a true leader. DLSU is supporting the project as an academic partner in pursuit of its commitment to equip young minds with the knowledge, skills, and moral authority to lead the country in the future.

The University believes that this endeavor is a fitting follow-up to last year's Bridges Program, of which DLSU was also among the sponsors. The Bridges Program paved the way for Lasallians to hear the thoughts of Nobel Laureates David Gross and Robert Mundell, and former World Bank President James Wolfensohn on their respective fields of expertise.

In his speech during the Faculty General Assembly last May, Br. Armin Luistro FSC, University President and Chancellor, cited that these events give members of the Lasallian community the chance to interact and converse with the most influential minds in the world.

The University's participation in the activity also highlights its commitment to lay the groundwork for its internationalization campaign.

Giuliani served two terms as New York City mayor. He gained international attention during and after the September 11, 2001 attacks on the World Trade Center. That same year, *Time* magazine named him "Person of the Year" and he received an honorary knighthood from Queen Elizabeth II in 2002.



is published bi-weekly by the Marketing Communication Office (L-163, intercom 144). Editorial deadline is 3 p.m. Tuesdays. Contributions should include the name, office and signature of the sender. Materials may be edited for clarity or space.

Jose Mari Magpayo, Executive Director; Brian Gail E. Bautista (bautistabg@dlsu.edu.ph), Operations Director; Ma. Ruby A. Carlos (carlosm@dlsu.edu.ph), Editor; Gian Vizcarra, AARichela dela Cruz, Anne Alina, Writers; Peter Varona, Art Director; Meneer Marcelo, Luis De Vera, Graphic Artists; Virginia Umacob-Gases, Secretary; Raymond Menor, Office Assistant. **2401** may be accessed online through the URL: <http://www.dlsu.edu.ph>