

Electoral reforms through ICT

TO FURTHER PURSUE ELECTORAL REFORMS IN FUTURE ELECTIONS, DLSU College of Computer Studies and the Lasallian Justice and Peace Commission conducted a study on the May 2010 elections, taking a holistic and objective perspective on the use of the automated election system.

The paper, presented by DLSU faculty and Center for ICT for Development Director Sherwin Ona, sought to contribute to innovative approaches in the utilization of ICTs in Philippine elections.

Speakers included Director of Advanced Research Institute for Informatics, Computing, and Networking Charibeth Cheng; Head of Lasallian Justice and Peace Commission Dexter Basunillo; Senior Research Fellow for Center for ICT Development Allan Borra; and Philippine Computer Society's Edmundo Casino.



Building business in manufacturing engineering

TO ENCOURAGE ENTREPRENEURSHIP among its Manufacturing Engineering and Management students, the College of Engineering has invited engineer and entrepreneurial advocate Professor Ioan Marinescu to conduct a series of lectures on the topic, from June 1 to August 5.



The Romanian-born professor is a faculty member at the Mechanical, Industrial, and Manufacturing Engineering Department of The University of Toledo, where he is also director of the Precision Micro-Machining Center.

Marinescu was also visiting professor in various universities in Asia, including Vietnam, Thailand, Singapore and Japan, where he observed a growing and highly lucrative trend in manufacturing entrepreneurship. He sees the "immense engineering talent in the Philippines" as a good foundation for such interest to flourish.

Manufacturing entrepreneurship involves engineers pursuing their own inventions and research and building a business from it. COE associate professor Dr. Nilo Bugtai explained the need for engineering majors to be exposed to the option of becoming entrepreneurs. He described the rewards to be "potentially more fulfilling financially and intellectually, with their output helping our economy and boosting national pride."



FACTS and FIGURES

23 Total number of DLSU honorary degree recipients since 2000

23 Total number of new members of the Jose Rizal Honors Society in 2009-2010

30 Total number of active University Fellows



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INSIDE:

Electoral reforms through ICT

Building business in manufacturing engineering

Art tribute to DLSU centennial

Additional Filipiniana books



New academies to support entrepreneurs, athletes



A groundbreaking ceremony signals the start of a series of activities leading to the establishment of an academy for national athletes.

IN LINE WITH ITS COMMITMENT to make Lasallian education accessible to all, De La Salle University recently entered into separate agreements with

partner institutions for the development of the country's young entrepreneurs and national athletes.

2401 (twen 'te for '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.



Academies, from page 1

EOY program manager Maria Balmaceda said: "Entrepreneurship keeps the economy afloat and is a way out of poverty. The academy will work

hard to send this message across and educate the public."

Meanwhile, the University and the Philippine Sports Commission (PSC) joined forces to establish a sports academy for national athletes, most especially the

retirees. The academy will provide the athletes the opportunity to complete their secondary and tertiary education, with courses in sports management, sports science, and entrepreneurship. This is to enable them to become highly competent trainers, instructors, sports administrators, and professionals, even after their playing years are over.

DLSU will handle the preparation of the curriculum and provisions for faculty. PSC, on the other hand, will be responsible for the physical facilities needed for the sports academy such as classrooms, offices, and computer laboratories.

DLSU will help promote entrepreneurship among the youth and budding entrepreneurs as academic partner in the Entrepreneur of the Year or EOY Academy, one of the projects of the business recognition program Ernst and Young EOY, Philippines.

Photo shows recipients of the EOY Awards who will serve as resource of the entrepreneurs' academy.

Special awards for marketing

FOR TAKING THE CHALLENGE

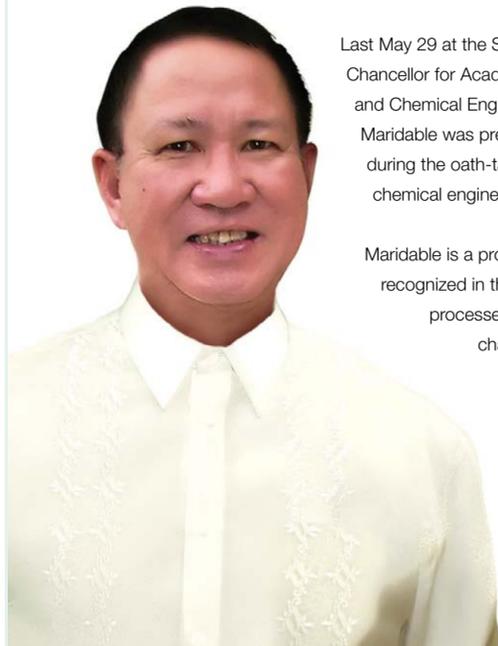
to bring an unconventional brand of apparel into the men's beauty product market, two groups of Lasallians received special awards for their innovative campaigns.

The competition, sponsored by international leader in cosmetics and beauty L'Oréal, acknowledged two groups of Lasallians: Team POW, composed of Mae Ong (CAM-AMG), Krizelle Lazatin (PSM-MMG), and Margarita Gaerlan (PSM-MMG), and Green DOT, composed of Kristine June David (CAM-MMG), Eugene Ong (PSM-MMG), and Justin Ticzon (OCM-MMG). Both teams were mentored by Benison Cu, faculty member of the Marketing Department.

Team POW was cited for Best Communications Campaign and Best Speaker (Maita Gaerlan). Team POW won bronze, while Team Green DOT won silver.

Distinguished career in Chemical Engineering

A FACULTY MEMBER of the Lasallian community received the Award of Recognition of the Board of Chemical Engineering—one of the most prestigious awards in the field—given to the most distinguished in their professional academic career.



Last May 29 at the Sofitel Hotel, former Vice Chancellor for Academics and Research and Chemical Engineering faculty Dr. Julius Maridable was presented with this award during the oath-taking ceremonies of new chemical engineers.

Maridable is a prolific researcher highly recognized in the field of separation processes, and is currently the chancellor of DLS-Canlubang.

Art tribute to DLSU centennial

PARTICIPATING IN THE PRE-CENTENNIAL CELEBRATION

of DLSU, The Museum pays tribute to the magnificence of Filipino artists by exhibiting 100 significant works of Modernists, including those of National Artists.

Its latest exhibit, The Legacy, features works from the Wili and Doreen Fernandez Collection from the late 50s to the 80s. Some of the works are by National Artists namely Fernando Amorsolo, Carlos "Botong" Francisco, Vicente Manansala, Cesar Legaspi, H. R. Ocampo,



Arturo Luz, J. Elizalde Navarro, Ang Kiukok, Jose Joya, Benedicto "Bencab" Cabrera, and Federico Aguilar Alcuaz, Filipino Modernist Anita Magsaysay-Ho, and other prominent Filipino artists.

The exhibit is also a tribute to the Fernandez couple, whose eye for artistic excellence has been mirrored in the collection. By making these works available, DLSU aims to inspire artists and students to produce their very own masterpiece and to enrich lives through a deeper appreciation of art.

Fostering creativity on campus

DLSU IS GEARING UP FOR MORE collaborative cultural programs as it seeks to implement the lessons from the International Cultural Exchange Fellows Mentoring Program for Performing Arts Managers held in the United States last April.



Cultural Arts Office (CAO) Director Glorife Samodio, who represented the University, took part in the fellowship program that was

exclusively attended by 12 emerging arts managers from selected countries.

Sponsored by the United States Department of State, Bureau of Educational & Cultural Affairs and the John F. Kennedy Center for Performing Arts, the program addressed issues and current trends on arts management through extensive lectures; group visits to performing arts centers and theater organizations; and immersions in various not-for-profit organizations in the United States.

Through this mentoring program, Samodio was able to draw up various projects and efforts aimed at promoting cultural education in DLSU and, eventually, in the Philippines.



Rare Filipiniana books

STUDENTS, FACULTY MEMBERS, AND RESEARCHERS are expected to gain fresh insights on Philippine history and culture through a rare book collection of the late Doreen Gamboa Fernandez, consisting of almost 2,000 volumes of books and serials by prominent and prize-winning Filipino authors.

Almario, Palanca Hall of Famers Cirilo Bautista, Jose Dalisay Jr., and Ruth Elynia Mabanglo, and National Book Award winner Edilberto Alegre.

The publications will be housed in the Filipiniana Section on the fourth level of the library.

The collection was recently donated to the De La Salle University Library by Gabriel Besa, nephew of the late art enthusiast and educator.



Included in the collection are works by National Artist for Literature Virgilio

Religious education for lay

MORE THAN 200 TEACHERS AND ADMINISTRATORS

in public and private secondary schools participated in the first annual service training for teachers by the Theology and Religious Education Department.

Dubbed Lasallian Summer Religious Education Symposium (LSRES), the symposium held last April featured Br. José Mari L. Jimenez, F.S.C. as the resource speaker.

The leadership styles that were presented in the LSRES aimed to describe the teacher's influencing activity inside the classroom. Knowledge of such dynamics proves necessary in focusing the goals of and evaluating the best methods for teacher formation and accompaniment.

Organizing the event was TRED faculty member J.L. Ivan V. Pineda, with support from the TRED Chairperson at the time, Dr. Rito Baring.



How good it is to inspire children and to lead them to read good books.

---St. John Baptist de La Salle

