

# Labor market study leads to new city ordinances



Pasay City

**A STUDY ON UNEMPLOYMENT AND WAGE PRESENTED** by a DLSU alumnus has led to the adoption of new city ordinances.

The paper of Andrew Pua, who earned his undergraduate and master's degree (mathematics) in DLSU, was part of the Community-Based Monitoring System (CBMS) lecture series being hosted by the University's Angelo King Institute (AKI).

Pua evaluated Pasay City's labor

market, using CBMS data and applying these to six econometrics models.

The results showed that if unemployment rate doubled, the average wage of workers in Pasay City decreased by 10 percent. It was also found that the level of unemployment in a specific zone is affected by the unemployment rate of its neighboring districts.

Pasay City Supervising Cooperative Development Specialist Rowena Tabuzo expressed that Pua's research is invaluable to the city's policy makers. She added that the city responded to the findings by implementing new ordinances to ensure employment for the residents of Pasay, such as requiring businesses established in the city to have Pasay residents form 60 percent of their employees.



Photo courtesy of AP Photo/Patrick - <http://news.scribd.com>



## Expanding role at GK Baseco

**THE UNIVERSITY** is expanding its role in Gawad Kalinga, a national movement that builds communities.

The Office of Associate Vice Chancellor for Lasallian Mission led by Br. Michael J. Broughton FSC is coordinating with Gawad Kalinga and is encouraging more members of the Lasallian community to participate in the movement.

The official adopted community of La Salle is the GK Baseco community in Tondo, Manila. The GK Core, in partnership with the De La Salle Alumni Association, is working on Green Print 2017, a seven-year plan to uplift the lives of the 900 families in GK Baseco.

GK programs focus on child and youth development, community building, environment, food sufficiency, health, infrastructure, livelihood and social enterprises.

**FACTS and FIGURES**



Source: Center for Social Concern and Action (COSCA)

DLSU is an active participant of the One Million Trees and Beyond (OMT) Project of the Lasallian Institute for the Environment and De La Salle Philippines. The target of OMT is to plant one million trees by 2011, the centennial of Lasallian presence in the Philippines.



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## DLSU joins Asia-Europe Rectors' Meet



**TO STRENGTHEN TIES** with international universities and discuss relevant trends in higher education, De La Salle University President Br. Narciso Erguiza FSC participated in the 2nd

Asia-Europe Meeting (ASEM) Rectors' Conference last October 26.

Organized by the Asia-Europe Foundation (ASEF), Korea University

2401 (twe'n'te för',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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and the ASEAN University Network (AUN), the 2nd ASEM Rectors' Conference, "Asia-Europe University Cooperation: Contributing to the Global Knowledge Society," attracted more than 80 higher-education experts from 46 ASEM member countries.

"ASEF considers education as central to the development of the individual," said ASEF Executive Director, Ambassador Dominique Girard. "ASEF has initiated and has been supporting several programs to strengthen collaboration between education networks and academic institutions in Asia and Europe."

The ASEM Rectors' Conference was first organized in 2008 by ASEF in response to the first



Asia-Europe Meeting of Ministers for Education's call for structural education cooperation among ASEM partners.

The AUN has undertaken a wide range of activities both within and beyond ASEAN, and has substantially increased cooperation in higher education between Asia and Europe.



## Academic Publishing Office launches literary book

### THE ACADEMIC PUBLISHING OFFICE,

in partnership with C&E Publishing, recently launched the poetry book, *Tamang Hinala* by Camilo M. Villanueva, Jr. He completed this collection of poems when he was editor in the Textbook Division of the defunct DLSU Press, Inc. He is also a student of the University's Master of Fine Arts in Creative Writing Program.

The book was written under a grant by the Bienvenido N.Santos Creative Writing and Research Center.

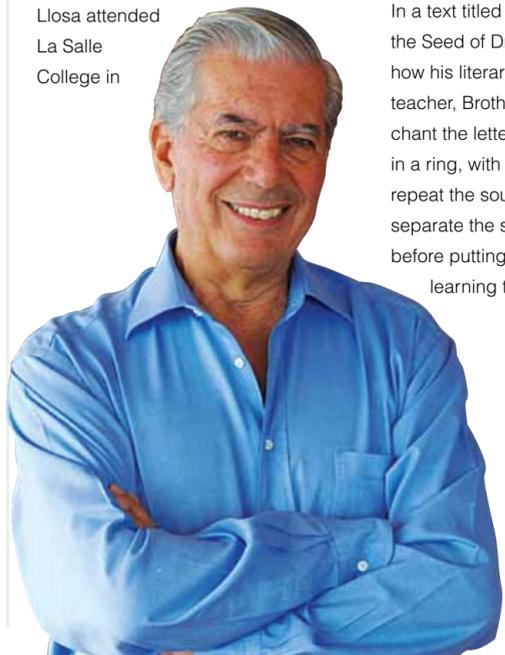
On the concept of hinala, Villanueva wrote: "likas na mapaghinala ang sensibilidad ng makata./lahat ay pinaghihinalaan nito: ang bayan, pamilya,/mangingibig at kahit siyang pag-ibig, at pati ang/sarili mismo, nawawalang integridad./mabuway ang lahat sa pakiwari ng makata".

The book is available in C&E bookshops.

## Lasallian wins Nobel Prize for Literature

A LASALLIAN from Bolivia recently received the 2010 Nobel Prize for Literature "for his cartography of structures of power and his trenchant images of the individual's resistance, revolt, and defeat."

Mario Vargas Llosa attended La Salle College in



Cochabamba, Bolivia as a young boy. The 74-year-old writer was born in Arequipa, Peru and moved to Cochabamba at an early age. At just eight-years-old, he wrote "A Letter to the Child God." He returned to Peru with his family in 1945.

In a text titled "Spontaneous Jottings: the Seed of Dreams," Vargas explained how his literary career began: "Our teacher, Brother Justiniano, made us chant the letters one by one, then all in a ring, with hands joined, we had to repeat the sound of the letters, then to separate the syllables of each word, before putting them together again and learning them by heart."

Mario Vargas Llosa

## Benchmarking global practices in academic marketing

TO BENCHMARK GLOBAL PRACTICES in academic marketing, Office for Strategic Communications Executive Director Jose Mari Magpayo joined other academic marketing executives from across the globe in a symposium organized by the American Marketing Association last November 7-10 in San Diego, California.

Participants of the 2010 Symposium for the Marketing of Higher Education tackled various issues, such as cutting-edge approaches, new tools and technologies, and the hottest trends in higher education marketing.

Over 40 sessions covered topics like social media, mobile marketing, public relations, strategy, branding, and metrics. Alternative session formats, which included discussion forums and unconference sessions, allowed for a conversational environment, inviting participants to network and connect with others.



Magpayo was the only participant from Asia in this year's symposium, and only one of five participants who came from foreign countries. Other universities that were represented included Harvard University, Stanford University, Notre Dame University, and Loyola University as well as state universities and liberal arts colleges across the United States.

In the symposium, Magpayo took the opportunity to share initiatives, existing programs, and materials with other participants that affirmed the University's efforts in academic marketing: "Your materials depict an institution that has its act together in marketing terms," says Jessica McWade, executive vice president of Maguire Associates, Inc. in an e-mail.

Keynote speakers in the symposium included Purdue University Vice President for Marketing Teri Thompson, Zocalo Group Partner Dave Kissel, and Google, Inc. Vertical Lead, Local Markets Head Spencer Frashner.

## Scholars conduct mangrove nursery management

TO EXPOSE STUDENTS to DLSU's mangrove reforestation project and help gather mangrove wildings, the Office of Student Leadership Involvement, Formation and Empowerment (SLIFE) and the Center for Social Concern and action (COSCA) conducted a mangrove nursery management activity for Star Scholars Batch 9 and 10 last October 29 at Sitio Kayreyna, Barangay Lumanyag in Lian, Batangas.

The activity was under the Achieving through Integrated Mentoring (AIM) program for Star Scholars supervised by SLIFE, which seeks the maximum development of the students' potentials.

De La Salle University's mangrove reforestation project is part of the "Green for Life: One Million Trees and Beyond" (OMT) project. OMT is a joint undertaking of the Lasallian Institute for the Environment and De La Salle Philippines in cooperation with all 17 La Salle schools in the country.

In preparation for the planting season in January, participants gathered wildings of frontier species namely

*kalapinay* (avicennia spp.) and *pagatpat* (sonneratia spp.) for the nursery. COSCA aims to gather 12,000 wildings by December.



## Outstanding athlete gets BPI award

A MEMBER OF THE DLSU TRACK AND FIELD TEAM was recently named as "Ibang Klaseng Athlete," one of the 2010 BPI Inoy Ten Outstanding Expat Pinoy Children.

Jose Renato Unso, a third-year BS Psychology student, was among this year's recipients of the Bank of the Philippine Islands (BPI) campaign to promote the value of education among the children of OFWs. Other categories include entrepreneurship, community leadership, and the arts.



ACADEMIC LINKAGES. In his recent visit to Korea, DLSU President Br. Jun Erguiza took time to visit two partner universities of La Salle-Daejeon University and Hannam University. Welcoming him were officials and exchange students from these academic institutions.

The Lord rewards us even in this life and fills with happiness the person who gives himself entirely to him.

---St. John Baptist de La Salle



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