



# 2014



## UNIVERSITY OF THE PHILIPPINES CEBU ANNUAL REPORT

**BRANDING THE HEART  
OF THE MATTER**

**BRANDING THE HEART  
OF THE MATTER**

We define ourselves according to the culture and traditions that set our standards as a unique institution among the campuses of the UP System. With our mark, drawn from the ubiquitous Visayan culinary icon - *puso* (hanging rice) - we nurture the importance of creativity, innovate from profound inspiration, and focus on our destiny to serve.

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# PUSO: THE STORY OF A BRAND

by Gregg. S. Lloren

On April 17, 2013, a memorandum was issued from the office of UP System President Alfredo Pascual. The subject: “Improving the UP information system and increasing institutional visibility for the University of the Philippines.” In this communication, the university president sets forth the roles of Information Officers of Constituent Units, most particularly, that of “keeping the various publics informed of all programs and services provided by the University and its CU’s so that they could avail themselves of such services;” as well as “increasing the institutional visibility of the University by disseminating information and multimedia materials on the activities, initiatives, and achievements of the administration, faculty, staff, students and alumni; and other materials pertaining to their CU’s through publications, news releases, the traditional media, and new media.”

On November 12, 2013, Dean Liza D. Corro of the University of the Philippines Cebu, issued a letter identifying Systems Information Officers from different Clusters to be sent to a seminar workshop in the University of the Philippines Visayas, Iloilo City, known as Communicating UP to the Nation and the World: Capacity Building Workshop for Information Officers of Constituent Units and Information Officers of Colleges, Schools and Other Units of UP.

There were three main parts in the workshop. The first was on elaborating the branding rules and policies related to the use of the UP logo and the Oblation. The second was a presentation on how to make every unit’s website look and feel the brand of UP. The third was dedicated to the enhancement of the news writing skills of the delegates.

VP De Vera said that across the country, campuses are established in order to cater to the diverse cultural, social, and economic make-up of the regions that comprise the country’s 7,000 islands. Though there is only one UP, it has many faces.

Following this part of the seminar, the University’s Vice President for Public Affairs encouraged the two campuses present, UP Cebu and UP Visayas, to develop their kind of branding that, though still UP, must be characterized by each campus’ unique cultural character and academic niche. What transpired next was a workshop that stirred the groups to draft a tagline. It would serve as the starting point in enhancing and developing each campus’ very own UP campus brand.

## THE RIGHT BRAND

Finding the right brand is not an easy task. As mentioned previously, it involves “burning the side of a cow.” It is tedious, painful, and unpleasant. But this “burning the side of a cow” is a welcome pain for those who were tasked to labour towards establishing a brand since this process is the only way to stamp a lasting and deeply seated brand value and impression for the stakeholders. During the workshop, the delegates were grouped according to their campus. In the case of UP Visayas, they were grouped according to departments.

Being an advertising practitioner that I am who has the technical know-how in brand development and strategies, i was tasked to stir the group in pouring out ideas in configuring UP Cebu’s tagline.

Several tags were developed. In the beginning, it was not clear for everyone as to what direction to take in formulating a tagline.

The words thrown into the table were either poetic or merely aesthetic, but of no value to the UP Cebu brand. Some words were highly technical as the group began to define and determine what UP Cebu is all about.





As such, we were seeing UP Cebu - in all level of looking at an institution - in a multifaceted point of view. Do we see it in the academic standpoint; or should we see it as just another government agency that was established to serve the marginalized before the privileged? Shall we begin a tagline by defining UP Cebu according to the law by which its establishment is based, if there is any?

Sensing that so much issues are already being introduced in defining the brand of UPC, consequently producing words that are disparate or surreal for a tagline, I redirected the course of the session by reminding everyone about the clear directions of Prof. De Vera: a brand that speaks about the campus' character in relation to the culture of its region, its unique story (if there is any), and its academic niche in reference to its place among the seven CU's of the UP System.



After much deliberation, we reached the following paradigms for the UP Cebu brand:

1. That UP Cebu's narrative is tied up to its history: founded in 1918 and has gone through some upheavals marked by several renaming, closure and reopenings. These upheavals should not be seen in the negative sense, rather by its positive result. Like a child raised in tough times, UP Cebu has grown up to become a person seasoned to face tough times.
2. The UP Cebu brand is correlated to its academic character as the campus in the UP System that foster creativity (teaching dynamism as exemplified by its Product Design program) and innovation (research savvy and excellence in Computer Science).
3. As an academic institution, UP Cebu is a community of inspired and inspiring individuals as both teacher and students complement each other in providing a repository of knowledge and learning.
4. In reference to being a campus of the national university, it is endowed with the idea that service is in its blood.

We later rationalized these paradigms to re-articulate the University's Core Functions: teaching, research, and public service.

Having agreed among ourselves that these three paradigms shall constitute what UP Cebu is all about, we proceeded to formulate the tagline. After determining and defining the branding parameters by which the group can base the context of their tagline, we went back to the drawing board of tagline formulation.

Item 1 of the branding paradigm was expressed in the word nurtured. The words create and innovate were chosen to represent the 2nd item of the branding paradigms. Paradigm 3 is represented by the word inspired, while Paradigm 4 was articulated in the phrase Destined to Serve.

These words were rearranged in sets of three with preposition to connecting the two main words in each set. This is also a copywriting technique to convert a word from any part of speech (e.g. noun, adjective), notwithstanding grammatical rules, into a verb; a verb being most favored in advertising as they are nearest to a "call to action" when a call to action is not possible in a copy.

Even as these words were already chosen and viewed as "final", a more liberal rule of formulating a tagline was used by letting the group suggest better words and welcome suggestions on how to structure them. The final words to illustrate the University of the Philippines Cebu brand was set in a tagline, as follows:

**NURTURE TO CREATE. INSPIRE TO INNOVATE. DESTINED TO SERVE.**

In February, at the DAC assembly in Montebello Hotel, the use of the period was questioned by Prof. Lilia Tio of the Arts & Humanities Cluster. The question was based on grammatical rules concerning sentence structure. The phrases are not complete sentences; thus, they do not warrant the use of a period. I rationalized that the use of the period follows the liberal grammatical rule applied to a stylistic fragment, where a fragment may be allowed for aesthetic purposes, if it is located. Nonetheless, the period was dropped and, in its stead, a separator was used, as follows:

*Nurtured to Create • Inspired to Innovate • Destined to Serve*

The formulation of the tagline involving the words and the structure, follows the rules of tagline writing technique that renders it as "a succinct phrase, situated under or alongside a logo, that communicates a single but powerful brand message designed to resonate strongly with an intended audience."

When it was presented to the assembly at the end of the workshop, there was a marked enthusiasm on the face of VP De Vera. He recognized that we were at the grasp of UPC's brand. However, he finds the word destined quite heavy and loaded in reference to the rest of the words in the tagline. So, we supplied the word committed in its stead. However, the group agreed that the word committed lacks the drama and weight that destined carry - the drama and weight we needed to punctuate the idea that UP has the immutable mandate to serve the public. The word destined is not just a word. It stand for the total market positioning of UP Cebu - UP for that matter. We felt that it meets its communicative purpose as it is a word that enables stakeholders to buy into the UP brand as they believe and feel that it is associated to their own personal values.

In my own rationalization for the use of the word destined, I recall a copywriting expert's advice on tagline writing. She said, "Great taglines convey an organization's benefit with personality and attitude. The most memorable tagline connects in the emotional level." In this regard, I stood by the use of the word destined. According to current developments in advertising communication, "Whilst advertising is certain to play an important part in the success of major organizations and brand leaders, the form and nature of that advertising is likely to be in a constant state of change as it adapts and reinvents itself to accommodate both new technology, and the fresh demands and requirements of an amorphous marketplace."



What we know as traditional media (print, radio, and television) may have to be tweaked in order to have a new way of communicating to a target market who has grown weary of old and usual formulae. But this does not necessarily mean that a communicator may only have the option to pursue ways of communicating offered by current and advanced technology. Creative industry practitioners must benefit from the liberal option to choose the medium that fits their purpose and limitation; minding the observations of Barfoot and colleagues that, though an ad has the fundamental aim of being something informative or entertaining to its audience, will still apply, in the future, the sales pitch will have to be less obvious.

This is the principle I follow, being conscious of the purpose of the medium, and at the same time mindful of the budget limitation of the campaign. In other words, a bigger announcement of the newly formulated branding identity of the campus need not use sophisticated technology nor the latest trends in campaign strategies. What we have available are videos and billboards rendered in both soft and hard versions. We can work around these materials. What it needed next is a venue by which they can be assembled together in a gander scale to capture an audience through entertainment; the objective result of which are to inform and instill ownership among its stakeholders. A special event is one awareness campaign that utilized a clever combination of traditional media efficiently. It produces the same effect a nontraditional advertising that gets people talking in highly unexpected and attention-grabbing ways.

The Special Event (Culminating Branding Identity Launch Program) was set for staging on February 14, 2014. The date was chosen because it was agreed that the campus should be abuzz with activities on the staging date. On this date, UP Cebu was in a festive mood more than the usual days as it was celebrating the College Day.

With all the messaging objectives of the videos and print collaterals established, the staging of the special event becomes a backbone to which the previously produced media are hinged together for a more succinct, coherent and well-coordinated presentation. The concept was to be simple, concise and elegant.



# A REPORT FROM THE DEAN



**LIZA D. CORRO, LLB**  
Dean  
University of the Philippines Cebu

The start of 2014 saw UP Cebu's constituents agreeing to course its direction to be the "lead university in pioneering research, creative design, ICT-driven innovation, responsible governance and community service in the Central Visayas and the global society." Coupled with the setting of UP Cebu's vision was its branding, through the launch on 14 February 2014 of its tagline, "Nurtured to Create. Inspired to Innovate. Destined to Serve."

As UP Cebu expanded, it now has two campuses, the main campus is in Lahug, Cebu City, which is for the undergraduate programs, while the UP Professional Schools in the South Road Properties (UPPS SRP) campus hosts the graduate programs. Thankfully the Cebu City Government had been very supportive to our graduate students. City buses have been consistently assisting us by shuttling majority of our graduate students who do not have their own private vehicles for their classes, to the second campus.



We are hopeful that the dearth of public transportation will soon change by the latter part of 2015, once two big malls of two real estate developers start their operations by the third quarter to the last quarter of 2015. The City Government is now preparing the transportation plan for the SRP area. This will surely provide a great relief to our commuting graduate students.

As part of the diversification of our graduate program offerings, 2014 ushered in the collaboration between UP Los Baños and UP Cebu, through hosting of UPLB's MS Math, offered as an off-site campus program in UP Cebu. Of course, our affiliate faculty from Diliman still continue to assist UP Cebu in our MS Computer Science program.

With all disasters that had visited UP Cebu and causing damage to some of our infrastructures, the lack of large assembly halls was really a pressing concern for us. We then just had to be innovative.

# 3

major conferences and seminars were hosted by UP Cebu in 2014.

2014 saw the conversation of the Arts and Sciences Lobby into the AS Conference Hall. What used to be UP Cebu's biggest 'tambayan' for students, now its doors and windows are glass, complete with ceiling-mounted air-conditioner, compliments of NEC Corporation, which donated them.

The AS Conference Hall proved to be 'heaven sent' for both students and faculty who were conducting large assemblies and conferences. It did not only provide us a venue for our first year students' orientation, students' multi-sectoral assembly, unit-wide faculty Academic Program Improvement seminar on Outcome Based Learning, and other several big assemblies. It provided us a venue to host in 2014 big conferences and seminars, like the Asean University Network Conference (AUN) on Asean integration, as well as the Philippine Society Biochemistry and Molecular Biology (PSBMB) RevUp Workshop and Seminar on "Biochemistry, Molecular Biology and Biotechnology for K12 Program" and Lifeline Bio-Rad's Real Time PCR Workshop.

The AUN Asean Integration conference we hosted inside UP Cebu campus was aside from the co-hosting of the AUN Reactors and Presidents' Meeting in Mactan Shangri-La Hotel and Resort and Crimson Resort and Spa, that UP, through the Office of the Vice President for Academic Affairs' (OVPAA), Office of the Institutional Linkages and UP Cebu, together with Ateneo de Manila University and the Commission on Higher Education, had hosted sometime in the middle of 2014.

We also co-hosted, with the support of the UP OVPAA, Office of Institutional Linkages, the annual PSBMB in Marco Polo Hotel in December 3, 2014. This is by far the PSBMB Conference with the biggest attendance in history, with several speakers, and with the most number of poster exhibits and presentations, despite that it had to happen when another strong typhoon again visited Cebu during that time.

Another international event UP Cebu hosted in 2014 was the Satellite Workshop on Theory and Computation (WTC), prior to the main event and big WTC held in De La Salle University. UP Cebu's impressive hosting of the Satellite WTC convinced its organizers to let UP Cebu host in September 2015 the annual main WTC.

We are anticipating, however, the use of the Library in the Lahug Campus for its retrofitting is already done, except for some minor finishing, which had to be finalized at the start of 2015. Its ground floor has now been redesigned to become a Learning Commons, while the second floor-houses a Performing Arts Hall, as well as another AudioVisual Room. Everyone is, indeed, excited to be able to hold their function once this retrofitted building is done.

Better infrastructures do not only serve the physical needs and boosts the morale of UP Cebu's constituents. It reflects on how UP Cebu is on the inside, in terms of its performance. Research output in UP Cebu had drastically doubled, if not tripled. All these translated into a doubled increase also in UP Cebu's ISI/Scopus indexed publications. This is, of course, with the consistent support from the President's Discretionary Fund for the research endeavors of our faculty, for which we thank President Alfredo Pascual.



Some of our faculty members were recipients of the International Publication Awards.

Faculty from Sciences got qualified to assist the DOST light intensive detection and ranging project. (PhiliLIDAR 1 and 2) for hazard mappings. UP Cebu's assignment for this project was Western Visayas.

In celebration of the anniversary of UP Cebu as a constituent college last 24 September, outstanding faculty, REPS and staff received the Dean's Awards. This is UP Cebu's counterpart for the Gawad Chancellor of other CUs.

UP Cebu's students themselves were besting out in competitions. UP Cebu's Debating Club, LANTUGI, won the 7th Visayas Universities Debate Championship, as the best debating team and with the best speaker, held at the UP Visayas last February 2014.

The Computing Programming Varsity of UP Cebu was the champion in the ACM International Collegiate Programming Contest Northern Luzon Invitational held at Cagayan State University.

Students from the department of Computer Science (DCS) were certified as Top 1 School in Cebu City in the Phil National IT Standards Foundation certification exam, both in percentage and in absolute number, with Ryan Ciriaco Dulaca, DCS Faculty as their coach. DCS students were tapped as Plenary speaker during the 22-25 October 2014 (PCITE).



UP students, mostly from the Arts and Humanities Cluster under the Fine Arts Students Organization (FASO) garnered the first place in the October 2014 Annual Green Fashion Revolution sponsored by the Ramon Aboitiz Foundation, Inc. This is where different big universities in Cebu join and compete to come up with couturier-like designed clothes made out of recycled materials.

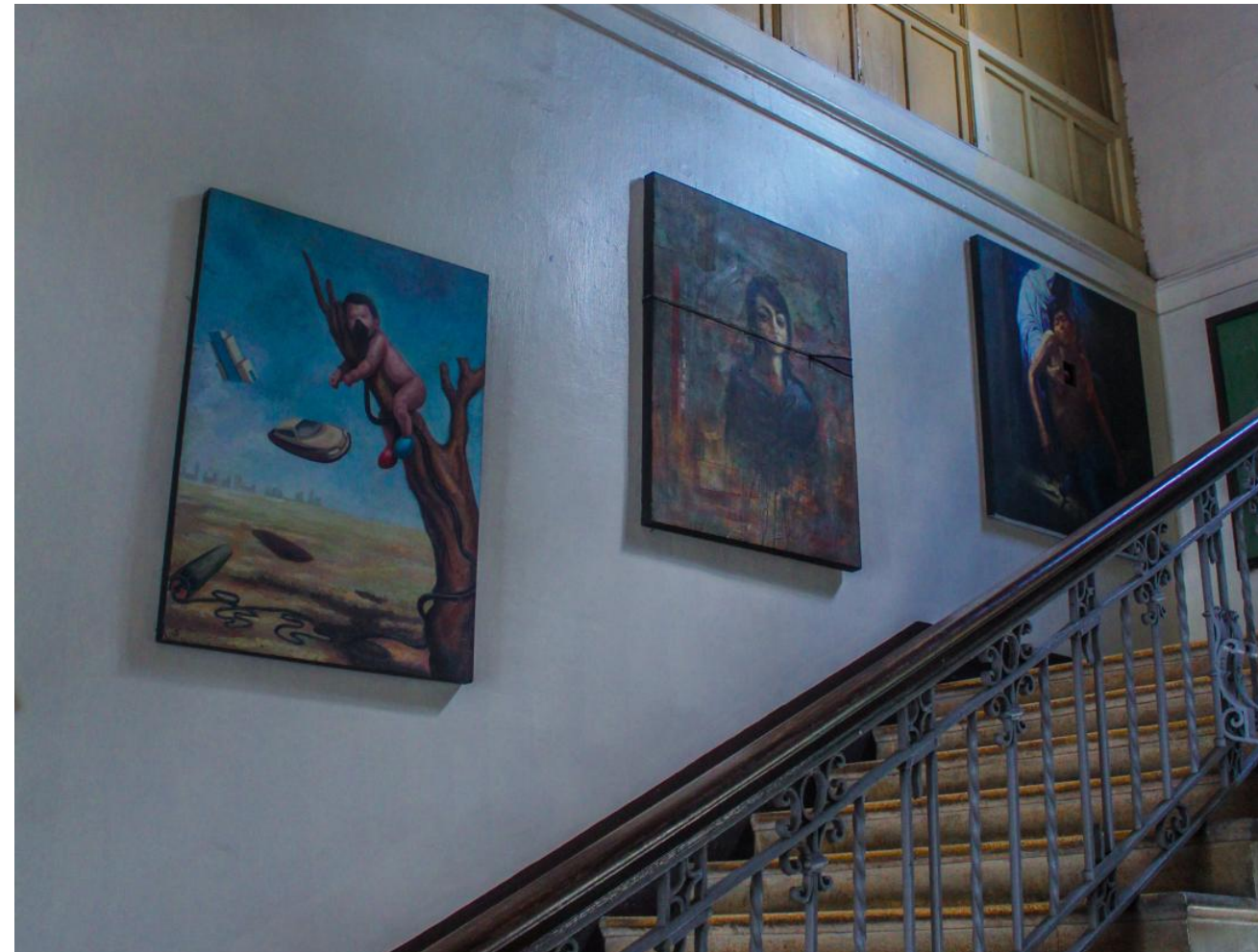
Mass Communication students of UP, through UPelikula organizers, went "Beyond the Big Screen" deviating from the previous years' in campus competition only.

They opened its doors to film aficionados from other universities in Cebu, like the University of San Carlos, University of San Jose Recoletos and Cebu Institute of Technology, among others.

The annual Jose Joya Awards and Exhibits of the Fine Arts students, was expanded from the visual arts to include already their outputs in product design. 2014 culminated with their Arts and Design week.

All these student activities were made possible through UP Cebu's support and funding. For the first time in UP Cebu history, an Open House was conducted and we opened up our rooms and classes to those who wanted to assess if a UP Cebu education was what they wanted. This initiative proved to be beneficial in terms of giving students the opportunity to finally decide where they want to enrol because, for the first time, the percentage of UPCAT qualifiers who enrolled in UP Cebu drastically increased from within the range of 35.45% to around 65%, resulting to a big increase in UP Cebu's population.






2014 was opened with a visit from UP President Alfredo Pascual who visited the students from UPV Tacloban who cross-enrolled in UP Cebu after the damage wrought in their campus by Typhoon Yolanda in a dialogue with them, bringing also donations for them.

Offers of benefactors to help out UPV Tacloban's Yolanda survivors students, brought us the Sunlife Foundation who helped provide funding for additional students' stipend. But more than that, this resulted to additional scholarships and other support for UP Cebu from Sunlife Foundation.

For the first time in its Annual Charter Anniversary, the Cebu Provincial Government, with the support of Gov. Hilarion Davide III and Vice Gov. Agnes Magpale, gave UP Cebu's Technology Business Incubation facility CEBUinIT, an opportunity for its ICT startup company locators to exhibit their products and services right at the lobby of the Capitol of the Cebu Provincial Government.

This was, indeed, a great exposure given to them. UP Cebu through its CEBUinIT, was able to provide assistance to the local government of Negros Occidental which tapped it, through Gov. Alfredo Marañon, to do the mentoring of the administrators and locators of its technology business and incubation facility opened up by the province in its Cyber center.

There are more to these than what had been mentioned here, as far as UP Cebu's accomplishments are concerned. These are the ways that UP Cebu has added value to the UP organization and to the leadership of the administration. We don't need to offer a lot of programs. What matters is we excel in what we offer. UP Cebu may be small, but it is really not the size that matters. It is really the impact that we create, be it in our community or in the region, locally and globally.



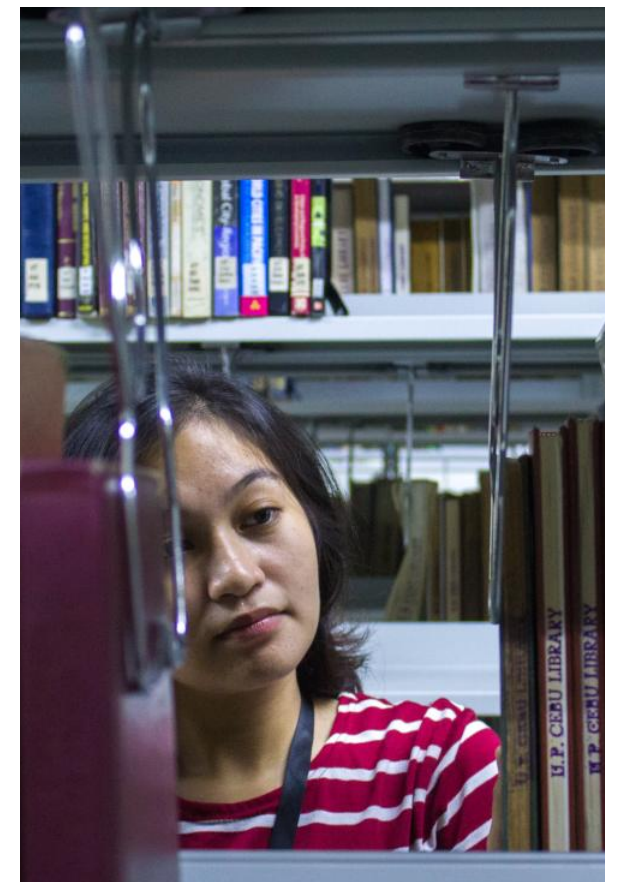
**LORNA S. ALMOCERA, PhD**  
Associate Dean for Academic Affairs  
University of the Philippines Cebu

## ASSOCIATE DEAN FOR THE ACADEMIC AFFAIRS

The Office of the Associate Dean for Academic Affairs initiated activities geared towards sustaining academic excellence in the different programs of UP Cebu.

On 8 February 2014, UPC held an academic program review at Harolds Hotel. It was aimed at streamlining the respective programs of the different clusters. Assistant Vice President for Academic Affairs Dr. Marilou Nicolas served as resource person. The different cluster chairs, program coordinators and heads of offices participated in the activity.

On 4-5 September 2014, the office of ADAA organized a seminar in outcomes-based education and 21st century learning. It was held at the AS Conference Hall of the college, with UPC faculty in attendance. The workshop was geared towards integrating knowledge and learning in the curriculum relevant to real-life situations, designing activities that promote critical thinking, reasoning, reflection and action in the curriculum, and utilizing emerging technologies that will provide expanded learning opportunities for the students. Speakers of the seminar were Dr. Amelia Fajardo and Dr. Ferdinand Pitagan.



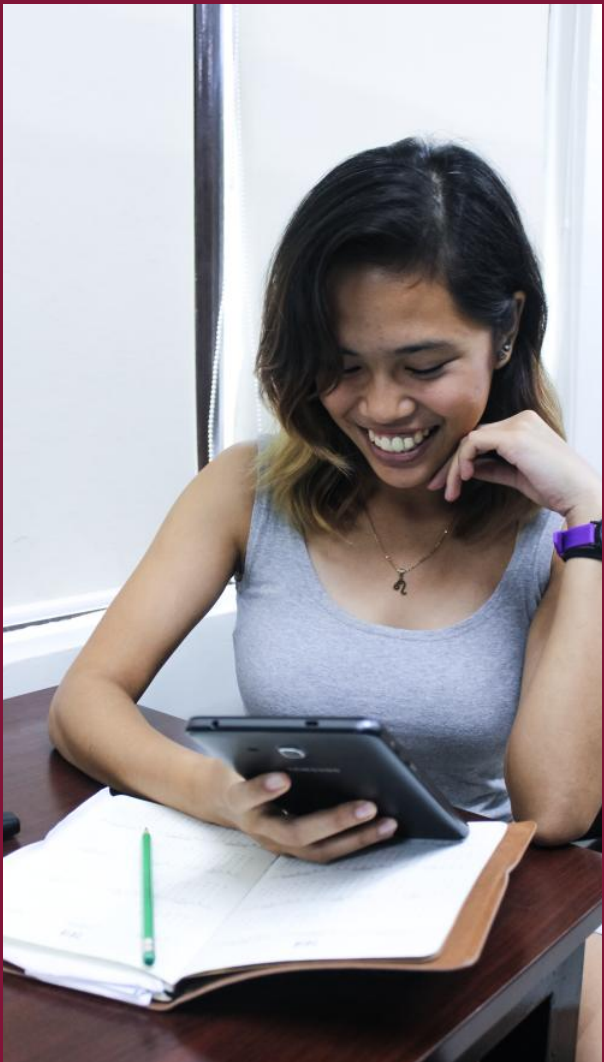




**TIFFANY ADELAINE G. TAN, PhD**  
Associate Dean for Administration  
University of the Philippines Cebu

# ASSOCIATE DEAN FOR ADMINISTRATION

The Leadership Training Program was held on 19 November 2014 at RAFI-KAC Adventure Education Center in Cansomoroy, Balamban, Cebu. This was attended by Faculty Administrators, administrative staff and REPS. The primary objective of the activity was to inspire the leaders of the administrative offices to work together towards a better UPC.





# 1,402

enrollees for the First Semester of Academic Year 2013-2014.



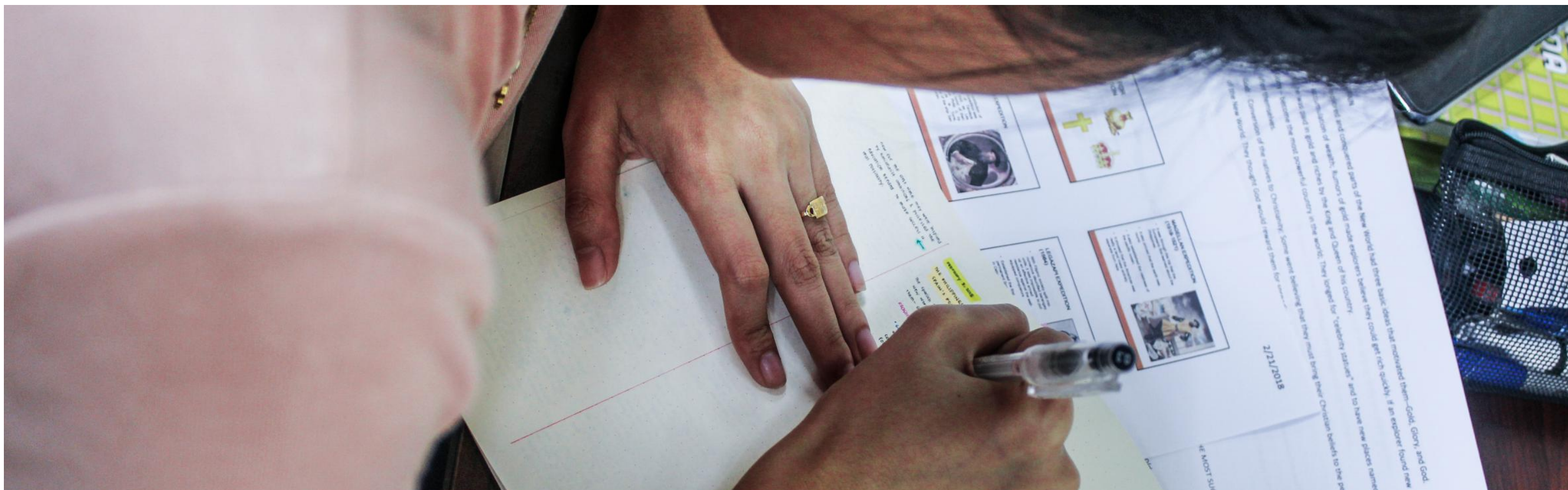
The OCSR continuously serves the students of the four operational Clusters of UP Cebu, namely: Arts & Humanities, Business Management, Sciences and the Social Sciences Clusters. Under the Arts & Humanities Cluster are the following programs: Certificate in Fine Arts, Bachelor of Fine Arts and the Bachelor of Arts Mass Communication Program; under the Business Management Cluster are the Master of Business Administration Program and the Bachelor of Science in Management Program.

**PATRICIA ANNE G. NAZARENO, PhD**  
College Secretary and Registrar  
University of the Philippines Cebu

## OFFICE OF THE COLLEGE SECRETARY AND REGISTRAR







Under the Sciences Cluster are three undergraduate programs (Bachelor of Science in Biology, Bachelor of Science in Mathematics and the Bachelor of Science in Computer Science) and two graduate programs namely, Master of Science in Computer Science and Master of Science in Environmental Studies. The Social Sciences Cluster offers the following programs: BS Political Science, BA Psychology, and Masters in Education.

Office of the Associate Dean for Academic Affairs initiated activities geared towards sustaining academic excellence in the different programs of UP Cebu. On 8 February 2014, UPC held an academic program review at Harold's Hotel.

It was aimed at streamlining the respective programs of the different clusters. Assistant Vice President for Academic Affairs Dr. Marilou Nicolas served as resource person. The different cluster chairs, program coordinators and heads of offices participated in the activity. On 28-30 August 2014, UPC hosted the GE (Math, Culture and Society) Mini Conference, which was held at the Costabella Tropical Beach Hotel.

The GE Math Faculty of the different UP campuses were able to harmonize the topics to be taught in Math, Culture and Society and crafted a common syllabus for the course.

Different pedagogies to be used in teaching the course were also identified. VPAA Gisela Concepcion gave an inspirational talk and AVP Alyssa Alam-pay facilitated the lively discussion.

On 4-5 September 2014, the office of ADAA organized a seminar in outcomes-based education and 21st century learning. It was held at the AS Conference Hall of the college, with UPC faculty in attendance.

The workshop was geared towards integrating knowledge and learning in the curriculum relevant to real life situations, designing activities that promote critical thinking, reasoning, reflection and action in the curriculum, and utilizing emerging technologies that will provide expanded learning opportunities for the students. Speakers of the seminar were Dr. Amelia Fajardo and Dr. Ferdinand Pitagan.



A woman with long dark hair, wearing a maroon jacket over a teal top, is holding a black DSLR camera up to her eye, taking a photograph. She is standing next to a large, textured tree trunk. The background shows more trees and foliage.

# ARTS AND HUMANITIES CLUSTER

What started as a vigorous pursuit, in 2013, for the curricular review of the Mass Communication and Fine Arts Programs respectively, as guided by UP Cebu's roadmap, meandered into the making of the proposal for elevation of the two programs as well as the crafting of well-deliberated revision of the Mass Communication into the BA Communication.

The former was considered a priority as the elevations have been mandated as essential ground work for the attainment by UP Cebu of the status of a constituent unit. The latter was deemed by the cluster to be of parallel importance, as the revision of its programs will respond to the need for a relevant and upgraded education of which UP must be at the forefront and correspond as well to the nature of a constituent unit.

Hence, in 2014, the Arts and Humanities Cluster was at exactly where it wanted to be: purposively steering the two programs into a short (three years), medium (5 years), and long term (10 years) elevation proposals, at the same time, into the heart of the process of curricular revisions.

A woman with long dark hair, wearing a black sleeveless top and a black and white striped skirt, is sitting on a green armchair. She has her arms crossed and is smiling at the camera.

**LILIA TIO, MA**  
Chairperson  
Arts & Humanities Cluster



Mass Communication has been reviewed and revised through the concerted work of the Communication and GE (AH) faculty. It went through a series of meticulous critiquing in the hands of experts in Communication namely, Dr. Rolando Tolentino and Dr. Florinda Mateo, both of the College of Mass Communication in Diliman.

Dr. Tolentino is the dean of the college while Dr. Mateo, aside from being a faculty of the college, is also a member of the CHED Technical committee on curriculum. Consequently, the rationale of the revision has been made clear, feasibility study conducted, and curricular changes put in place. The revised curriculum is now ready for submission to the curriculum committee. And the preparation for implementation is stepped up by gearing the GE and the communication faculty for the Creative Communication track of the revised program.

The preparation will take the form of researching, organizing and attending workshops, inviting resource speakers, participating in short-term trainings for the technical and new media dimensions of the curriculum.

In the area of Creative Work and Research, the faculty of the fine arts continue to be active practitioners in their field by holding exhibitions of their work either individually or as part of group exhibitions.

The creative writers among the GE faculty were active in the engagement of their craft in the genre of poetry in English and short story in Cebuano. Another faculty who is into video documentary production had his entries nominated in the Sinulog Film Festival in 2014.

And quite number of faculty availed of the Research Dissemination Grant and presented papers in national and international conferences. And these papers had been developed into full blown scholarly articles and submitted ISI peer-refereed journals.





The Joya Annual Exhibition and Visual Arts contest has become a yearly venue for Studio Arts students to showcase their works and give them the opportunity to win the coveted top three prizes. In the field of design, our students garnered first prize in the 2014 Fashion Revolution contest organized by the Ramon Aboitiz Foundation Incorporated where they made fashionable attires out of tarpaulin. These were worn and modeled by selected students in the Mass Communication Program. In addition, the mass communication students successfully organized and sourced outside funding for 2014 UPelikula, a film festival on video documentaries and short film.

The increase funds enabled the student organizers to open entries not only to students within but also outside UP Cebu.

And as a unit destined to serve, the faculty prepared training modules on their respective fields of expertise such as the teaching of Philippine literature with basic theories, writing poetry and short story, media literacy workshop, poster making now in demand in conferences, basic drawing and painting, etc., and make these as Arts and Humanities service to the community outside.

Before the year ended, a Media Literacy Seminar-Workshop was successfully conducted by the Mass Communication faculty as an extension activity to a mixed audience consisting of teachers from different schools, students and professionals.

Looking back, 2014 has been an exciting and challenging year.

The ground has been paved and considerable work has been done in the direction of the AH vision. And if it is to continue to grow, more ground has to be covered, more work to be done, more challenges to face, and more exciting possibilities to explore in 2015. And the Arts and Humanities Cluster is ready.

(L-R) Belinda Espiritu PhD, Ligaya Rabago-Visaya MMEM, Jocelyn Pinzon PhD, Juanito Karl Roque BFA, Palmy Tudtud MCI, Gregg Lloren MScR, Raymund Fernandez BFA, Jason Baguia EM, Januar Yap MA, Lilia Tio MA, Noel San Pedro







# BUSINESS MANAGEMENT CLUSTER

The Business Management Cluster consists of two programs, the BSM and the MBA with a full complement of eleven (11) fulltime faculty members, inclusive of the Dean of the College, the Associate Dean for Administration and the Budget Officer of the college. Other faculty members also handle sensitive positions, including the BA Chairmanship.

Our being few is not a hindrance to achieving more. All teaching performances were rates from very good to excellent; a good number of researches were published. IR Faculty members had their own extension services.

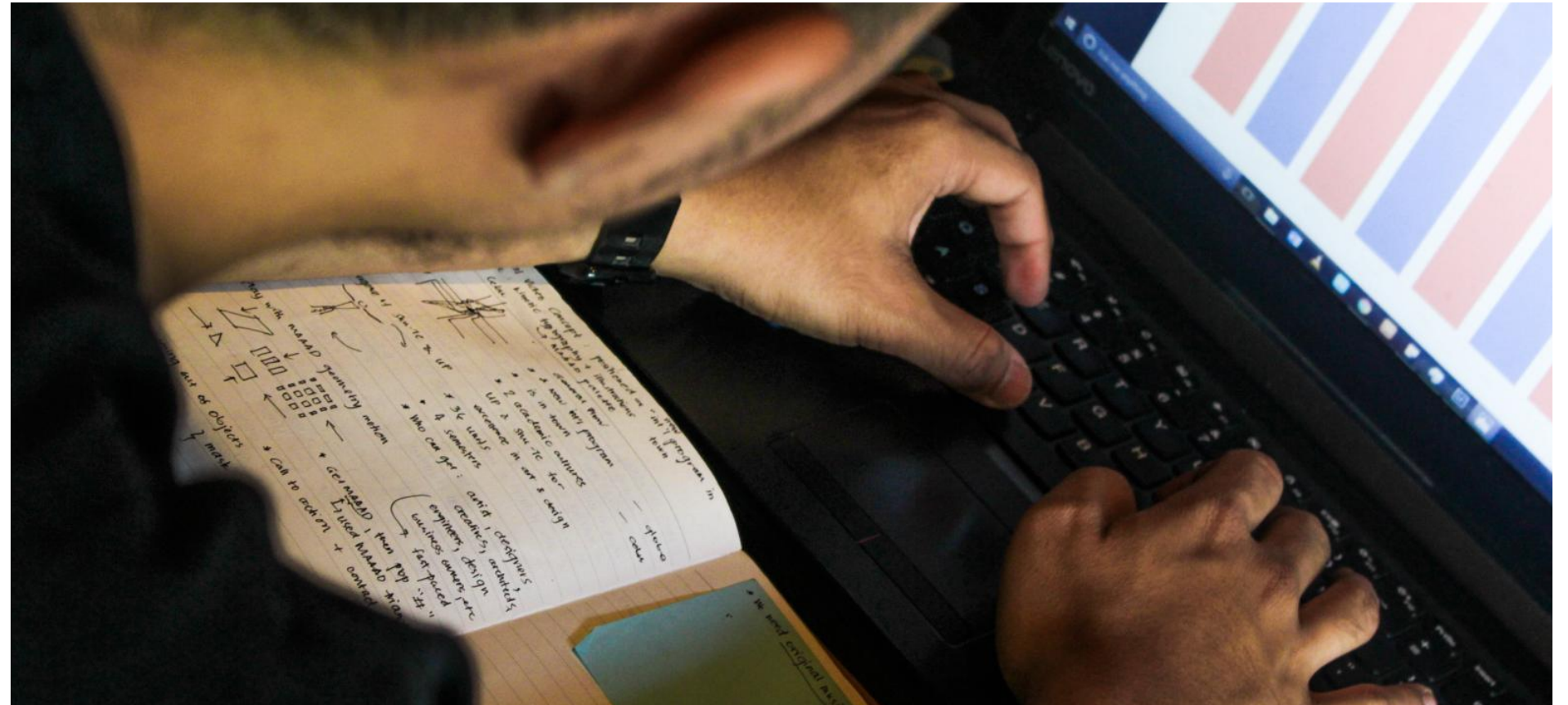
**ERNESTO G. YAP, MBA**  
Chairperson  
Business Management Cluster

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research papers by various faculty were presented and published.







Yet, one of our biggest achievements as a cluster was the conceptualization and development of the plan for the elevation of our cluster to a School of Management.

The Business Management faculty and staff had an environmental tour in Bohol on 10 and 11 July 2014. The purpose in going to Bohol was to rediscover Bohol after the 7.8 magnitude earthquake in October 2013, appreciate its structures, both natural and man-made, its environment, in general, and most importantly, be cognizant of how its local government responded to environmental challenges.

The municipalities of Mabini, Carmen and Tubigon were selected and arranged for the team's stopover.

An environmental tour at the Carmen Copper Corporation in Bo. Don Andres Soriano, Toledo City was conducted by the faculty on 17 July 2014. This activity was undertaken in line with the cluster's intention to introduce a course on sustainable development to enhance the relevance of the existing Business Management curriculum.

The site visit was to give the faculty a first-hand appreciation of the environmental impact of a company involved in natural resource extraction/processing and how the selected organization mitigates its impact on the host communities and the natural environment.

Last 31 July to 1 August 2014, an environmental tour was undertaken by the Business Management the local government officials and looked into their efforts in promoting environmental sustainability. It is one province which the faculty considered to be quite advanced in terms of environmental sustainability efforts and practices, by regulating the use of plastics in daily transactions.



Dr. Mary Gretchen F. Chaves, has been granted the UP Research Dissemination Grant. Her paper was accepted and presented at the 2014 International Symposium on Business and Management (ISBM 2014) in Nagoya University, Nagoya, Japan, last 2- 4 April 2014. AMURE Multidisciplinary Research invited Dr. Mary Gretchen F. Chaves, as a Concurrent Session Judge at the World Research Festival (WRF 2014) on 2 May 2014 at the Radisson Blu Hotel, Cebu City.

Dr. Mary Gretchen F. Chaves and Prof. Ernesto G. Yap participated the 12th Management Association of the Philippines International CEO Conference 2014 held on 9 September 2014 at the Makati Shangri-La.

The Business Management faculty and staff attended the Integrity, Transparency and Accountability in Public Service (ITAPS) Seminar, 8 October 2014 held at the Office of the Ombudsman Visayas, Cebu.

Prof. Jesus C. Cinco, Jr. participated in Cn the Energy Smart Cebu 2014 Training, One-Day Forum and Exhibition. ECCP's initiative event and exhibition was geared towards promoting the advancement of solutions and initiatives on energy, efficiency, renewable energy, and clean technology to enhance the country's sustainability and competitiveness held at Sta. Maria Three, Radisson Blu Hotel on 16 October 2014.

Business Management's Academic Program Improvement (API) entitled "Design on a Short Term Training Program held at Juana Hall, Cebu International Parklane Hotel Cebu, on 26 November 2014, was attended by all the faculty and staff. Dr. Lelani E. Paredes served as the resource speaker.



(L-R) Tiffany Adelaine Tan PhD, Mary Gretchen Chaves DBA, Jesus Cinco Jr. MMBM, Ernesto Yap MBA, Liza Corro LLB, Marilou Busano MM, Rhenoze Barte MM, Marie Jane Matero DPA, Leahlizbeth Sia DODT





## SCIENCES CLUSTER

2014 was indeed, a great year for the Sciences Cluster. It was marked with more accomplishments of our faculty in academic, extension, and operational matters. For the first time, the enrollment of our undergraduate freshmen soared to 34% in BS Biology, 59% in BS Computer Science, and 42% in the BS Mathematics program the preceding year. The enrollment in our graduate programs, the MS in Computer Science and MS in Environmental Studies, also increased significantly compared to the previous year.

# 36%

of the total programs in UP Cebu is offered by the Sciences Cluster.

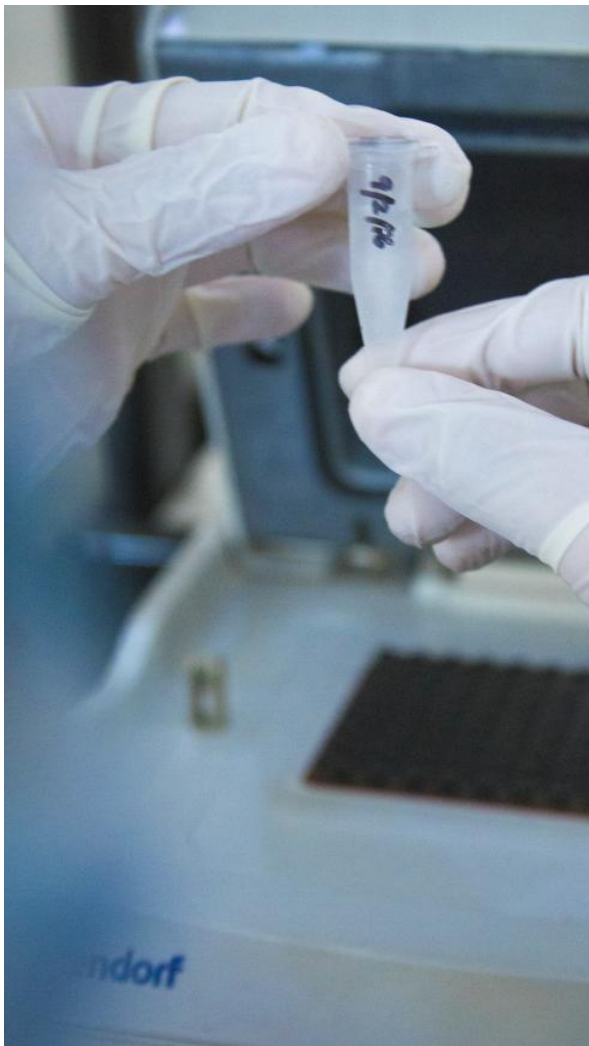
### **JONNIFER R. SINO GAYA, PhD**

Chairperson  
Sciences Cluster





The Philippine Genome Center (PGC) facilitated a Seminar-Workshop on Phylogenetics and Bio-informatics held at Statistical Laboratory, AS Building, University of the Philippines Cebu last 8-9 December 2014. The event was attended by the Biology Program faculty members as part of their Academic Program Improvement (API). The seminar workshop was intended to introduce recent tools and techniques on the analysis of DNA sequences that complement the program's existing research thrusts.



Lifeline-Bio-Rad in cooperation with Philippine Society of Biochemistry and Molecular Biology (PSBMB) Visayas Chapter conducted Real-Time PCR Workshop which was hosted by the University of the Philippines Cebu at the Molecular Biology Laboratory last 4-5 September 2014.

This was attended by secondary and tertiary teachers to improve and update their teaching of the biosciences.



The 41st Philippine Society for Biochemistry and Molecular Biology (PSBMB) Annual Convention was hosted by the University of the Philippines Cebu with theme "The Role of Biochemistry and Molecular Biology in the Rehabilitation and Conservation of Biological Resources". This event was held at Marco Polo Plaza Hotel, Cebu City last 4-5 December 2014. The Biology/MSES program served as the Secretariat/Local Organizing Committee.

In the First Semester of AY 2014-2015, UP Cebu hosted the MS Mathematics Program of UP Los Baños with an initial enrollment of ten regular and two probationary students.

Four among the regular students are in the academe, and the rest are working in the industry and government. Under the agreement between UP Los Baños and UP Cebu pertaining to the hosting of the MS Math Program, UP Los Baños sends faculty to UP Cebu to conduct classes, while UP Cebu provides the venue for holding, and shoulders the expenses for travel, food, and hotel accommodation of the UPLB professors.



In late 2014, the faculty of the BS Mathematics Program took the initiative to propose for the adoption of the GE Course Math 2 (Problem Solving) of UP Los Baños. This proposal was met with approval from officials of UP Los Baños with the condition that the UP Cebu faculty-in-charge undergo training with IMSP. The target date of this implementation of this GE course is on the First Semester of 2015-2016.

The faculty of the BS Mathematics Program of UP Cebu "Mock continues to be actively involved in the Mathematical Society of the Philippines Cebu Chapter.

MSP is the largest professional organization of tertiary mathematics researchers and educators in the country and MSP Cebu is the only such organization in Cebu City. Key positions in the organization are present- ly occupied by Mathematics faculty of UP Cebu. The faculty of the program remains very active in spearheading the annual activities of MSP Cebu, the highlight of which is the 2014 MSP Cebu Research Congress and Convention held in December 2014. This convention was participated in by around 80 mathematics educators and researchers from various regions of the Philippines.

One of these projects is the implementation of the multi-million Hazard Mapping and Resource Assessment using LiDAR technology in Western Visayas Region. This project is part of the Philippine LiDAR Mapping Program proposed by the Department of Geodetic Engineering of UP Diliman, which is funded by the DOST-Philippine Council for Industry Energy and Emerging Technology Research and Development (PCIERD) for 2014-2016.



(L-R) Florence Evacitas PhD, Ritchelita Galapate Dr. Eng'g, Ellen Grace Funesto MS, Demelo Lao MS, Mary Joyce Flores PhD, Lorna Almocera PhD, Robert Roxas PhD, Jonnifer Sinogaya PhD, Patricia Anne Nazareno PhD, Natividad Virginia Estillore PhD



# 17

workshops, fora, and seminars were hosted/attended in 2014.

The Social Sciences Cluster organized a heritage tour dubbed “Exploring the Cultural Heritage of South Cebu”. The faculty and staff of UP Cebu had a trip down memory lane on 21 June 2014.

The cluster organized a seminar-workshop on “Reforming the Bureaucracy” with Dr. Clarita Carlos as resource speaker at the City Sports Club on 9 July 2014.

The Social Sciences cluster held a two-day workshop on “Curriculum Revision” for the High School, Masters in Education, Psychology, Political Sciences and General Education on 26-27 June 2014 at the Costabella Tropical Beach Resort.

## SOCIAL SCIENCES CLUSTER



**MA. ROWENA V. MENDE, MA**

Chairperson  
Social Sciences Cluster



The cluster had a workshop on “The Importance of Mental Health” at UP Cebu AS Conference Hall on 3 Jul 2014, facilitated by Edna Carolina Lee. The workshop was facilitated by the faculty and staff of UP Cebu.

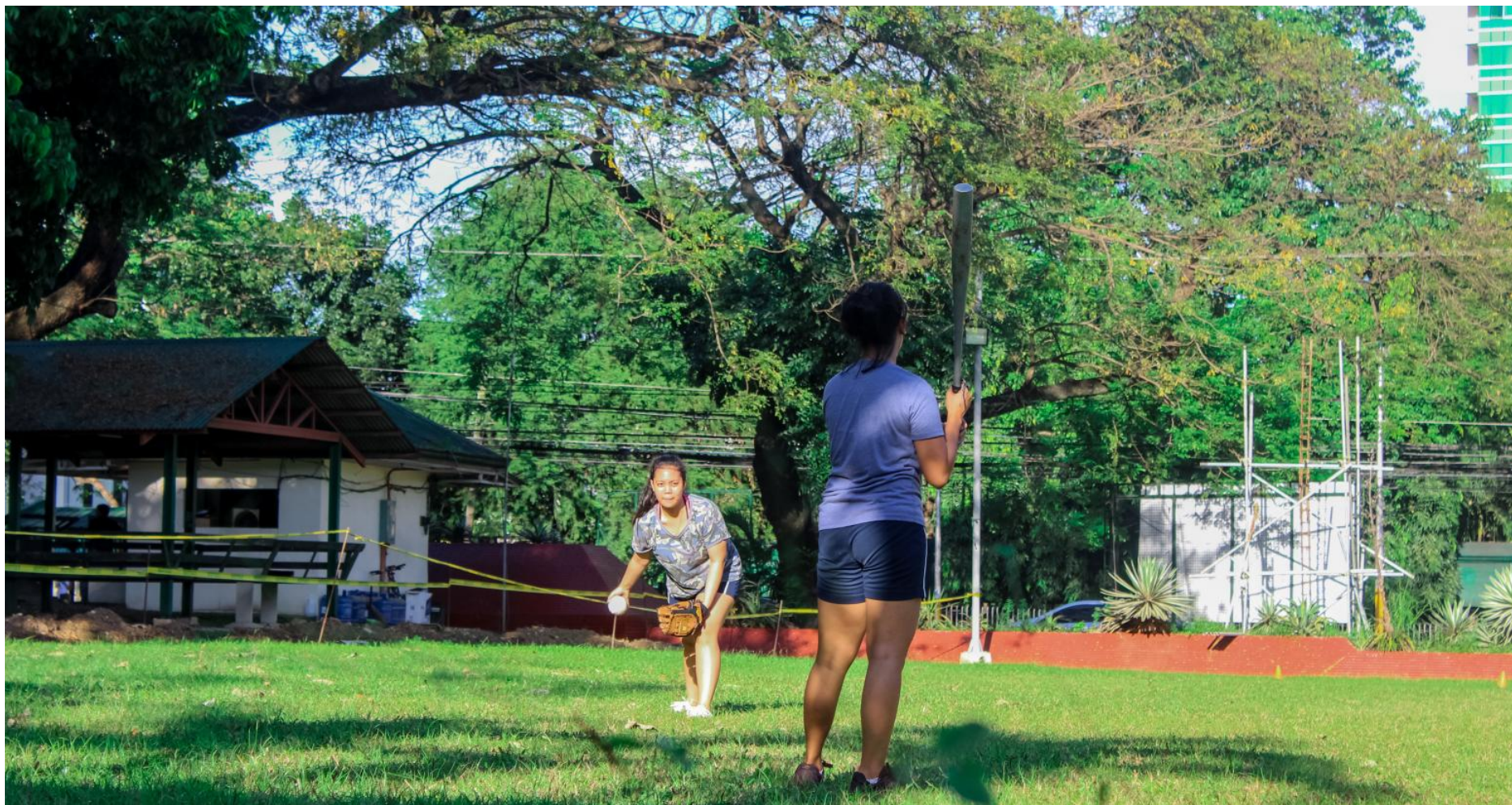
The High School and Masters in Education program held a seminar-workshop on “Interdisciplinary Teaching” at the City Sports Club on 17 July 2014. The workshop had a second part on 21 July 2014.

The Psychology and Political Science Programs had a three-day seminar-workshop on “Elevation of Programs into Department: Workshop 2 and Revising Gender Mainstreaming in the Curriculum” on 25-27 July 2014 at the Costabella Tropical Beach Hotel.

The PE Program organized a seminar-workshop on “PE Curriculum Revision K-12 and Sports Tourism” on 25-27 July 2014 at Costabella Tropical Beach Hotel.

The SSC also conducted an API on “Mentoring Project Research” on 8 and 15 November 2014. Aside from mentoring the younger faculty, The Social Sciences cluster also conceptualized a collaborative research on Dimensions of Poverty to be proposed to the CVSC.

The High School Program held an API activity on “Assessment and Evaluation” at the City Sports Club Cebu on 9 November 2014 to develop a new admission test for the High School applicants.





The Social Sciences Cluster also had a consultation for hosting the PhD Program of the Department of Psychology in UP Cebu with the UP Diliman Graduate Faculty of Psychology, Dr. Ma. Cecilia Conaco, Dr. Ma. Carmen Jimenez and Dr. Lynna Marie Sycip on 18 October 2014.

Prof. Ligan-Ashburn and Dr. Weena Jade Gera went to UP Diliman to have consultation with Dean Marie Fe Mendoza for the hosting of the Doctor of Public Administration Program for the NCPAG on 29 October 2014.

The API activity on "Alternative Analysis of Philippine Culture" last 12 November 2014 with Dr. Rommel Rodriguez.

The cluster conducted the seminar-workshop on "Curriculum Development for the MA in International Studies Program held last 20 November 2014 with Dr. Clarita Carlos.

An API program entitled "Rights-Based Approach in Teaching" last 17 December 2014.

The cluster chairs of UP Cebu and the Social Sciences faculty went to UP Baguio to have a consultation meeting on "Elevation of Programs into Department and the Cluster into the College of Social Sciences in Baguio City last 26-29 November 2014.

The cluster had an API on "Cebuano Sociology" on 3 December 2014 with Prof. Mimi Fabe as resource person.

Ten students from the UP Cebu High School participated in the Asian Youth Forum funded by the Busan Foundation of International Activities held at Busan, South Korea on 20-27 July 2014.

Dr. Flora Generalao spoke during a workshop on Statistics for Social Sciences on 18-20 December 2014.



(L-R) Ma. Rowena Mende MA, Henry Francis Espiritu MA, Zenaida Ligan-Ashburn MA, Paulo Amiel Coloscas BA, Francis Michael Abad LLB, Jonathan de la Cerna MA, Yuleta Orillo MA, Ronald Pernia MEd, Anna Marie Talam MA, Julie Ann Oreiro BA, Regletto Aldrich Imbong MA



# LIBRARY SERVICES

A catalogers system-wide meeting was held in UP Diliman to come up with the final resolution on the way UP Librarians organize and retrieve materials in our collection. A discussion on U.P. RDA Core Elements and Policy Statements (UP-RCEPS) for monographs in order to have a system-wide cataloging procedure in preparation for the eUP integration. RDA (Resource Description and Access) is a new standard for describing library resources, designed to replace AACR2 (Anglo-American Cataloging Rules 2). The Head Cataloger of Diliman plans to increase the number of access to RDA Toolkit Subscription so that it can be distributed to all CUs.

Mr. Chito Angeles, UP Diliman University Librarian presented to us the new iLib version (Integrated Library System 2.0) and we are asked to give our feedback and suggestion from his presentation. iLib (Integrated Library System) is an automated package of library services that contain several functions.

These functions include circulation (lending materials to patrons and receiving them back), cataloging (classifying and indexing materials), and OPAC (On-line Public Access Catalog), and there are other 2 modules (Serials and Acquisition) that are not yet functional.

Mr. Val Crisostomo from Computer Services Division of UP Diliman was also present during the meeting to gather and assess our feedback and suggestion on what we wanted for the iLib version. Ms. Annie Lyn Cruz (UP Diliman Head Cataloger) told Mr. Val Crisostomo to consider MLA and APA as display format in the new version of iLib which was not featured in the previous version. I agreed with Ms. Cruz's suggestion because these are the standardized format being used by researchers nowadays. A unified cataloging system is in the planning and development stage for UP constituent libraries for One UP Library Catalog.





# GENDER AND DEVELOPMENT OFFICE

The Gender and Development (GAD) Office streaming of gender and development in teaching, research and public service. It takes the leading role in engendering the curriculum publication and creative work in the University and in helping transform policy frameworks and programs of government agencies, communities, and institutions to become gender responsive and to promote the rights of women and other marginalized sectors.

In collaboration with its extension arm Sidlak Gender Resource Center Region 7 network hosted by UP Cebu since 2003) and the Office of Anti-Sexual Harassment (OASH), the GAD Office has pursued its mandate and accomplished key programs and projects in 2014. These have been made possible by the dynamic leadership of the forerunners and GAD Committee members who tirelessly offer their commitment to delivering services that could best respond to gender equality and women empowerment.



The following constitute as impact programs of GAD for 2014 in and outside the University:

- Engendering the curriculum and administrative services of UP Cebu
- Three (3) joint Gender Sensitivity Orientations/Trainings (GSO/GST) and Anti-Sexual Harassment orientations were given to new faculty and staff in 2014. These generated awareness and appreciation toward gender mainstreaming in course syllabus among the faculty members, and to greater gender sensitivity among all staff. Social Science 5, a GE course on Understanding Gender, has been expanded to seven (7) sections open for all students.

Other GE courses such as Social Sciences 1, Philosophy 1, History I and 2, and NSTP classes have integrated gender analysis and feminist pedagogies in their class activities.

In the Implementing Rules and Regulation (UP IRR) of RA 7877 or the Anti-Sexual Harassment Law, it states that we "establish and maintain an intellectual and moral environment in which the dignity and worth of all members of the academic community are guaranteed full respect."





The IRR even specifies the Report, definition of sexual harassment in the university setting, pines to include both the "informal through and formal procedures for resolving cases or dealing with incidents of sexual harassment" not only for persons with authority, influence and moral ascendancy but even peer to peer or from one colleague to another. It also designates the Chancellors or Dean, under the general supervision of the University President, as "directly responsible for effective implementation of the policy on sexual harassment" of the university.

('A Preliminary Gender audit of the University of the Philippines: Research Report, December 2010) Thus, University of the Philippines Cebu has also followed through its commitment to continue such advocacy through its various programs and activities.

In 2000, the Women's desk was institutionalized and called Gender and Development Office. Also on the same year a separate Office of Anti- Sexual Harassment (OASH) was established with Ms. Portia Dacalos as Coordinator from year 2000 until August of 2013 during her retirement. At present, Ms. Annabelle Maglasang was appointed as OASH Coordinator from 13 September 2013 till now.

# 3

joint Gender Sensitivity Orientations/Trainings (GSO/GST) and Anti-Sexual Harassment orientations were given to new faculty and staff.



# HUMAN RESOURCE AND DEVELOPMENT OFFICE

The Human Resources Development Office aims to help UP Cebu achieve its strategic mission, while ensuring employees are engaged and motivated to help the University succeed. As much as possible putting the values at the center of everything we do.

We aspire to make quality a part of the way we work, enhance our ability to support the University and its goals by means of training and updating our skills to new changes and processes, improve the efficiency and effectiveness of human resources at all levels by stringent implementation of HR rules and regulations, employ methods which enhance services, open communication, and productivity by employing new technology through the implementation of the Human Resource Management Information System (HRIS) and help make UP Cebu a great place to work -- professionally and personally "A great University, taking a leadership role in the development of a globally competitive Philippines" is UP's vision as One UP: One University. In order to achieve operational excellence, we have to have p administrative efficiency and financial sustainability. The realization of this vision hinges on the ability of each component unit-offices and staff members to contribute their share.

To achieve organization effectiveness and efficiency, a service quality revolution is imperative. We cannot exist with our traditional methods anymore. We have to embrace and compete in a world of advanced technology

HRDO in coordination with the HRIS team, started the year 2014 with an HRIS End-User Training for the UP Cebu constituents. HRIS is one the strategic initiatives of UP President Alfredo E. Pascual on his thrust for operation excellence.

In accordance with the implementation of the UP's Merit Selection Plan, unit or cluster REPS and Administrative Personnel and Fellowships Committees were created to prepare the members of these committees for the job, HRDO initiated a training workshop in "The Interview Process" held on 7 May 2014.

The ideals of academic excellence can on attained through an effective and efficient delivery system by the administrative staff. The administrative support staff play a crucial role in the fulfillment of the University's objectives.

The long summer break because of the shift in the University's academic calendar, gave us great opportunity to conduct training workshops and programs which aimed to promote the welfare and motivate every administrative staff to maintain a high standard of excellence in our work. As public servants, we had to review and check on our values and work ethics periodically. We aspired to develop an attitude that does not limit our capacity to serve, an orientation of mind and heart that is open to a broader horizons of quality service to every Filipino that we serve.

The workshops and programs that we did have brought together all administrative staff to create and develop collaboration addressing the need for administrative improvement to be ready for the big change and challenge where the College is heading to.

Through the years, policies and procedures evolved. Thus, heads of the different office gave their updates on the recent policies and procedures on how clients went through and availed of the services of the administrative offices.







The ITSO was also able to deploy IP Foundation Courses to Biology and Undergraduate students to increase their awareness on the different forms of IP and to enable them to pursue technologies that would later become IP assets of the University. An IP Orientation on UP's IP Policy was also conducted to encourage IP protection among faculty, researchers, and students.

The ITSO also participated in the Cebu Province Anniversary Technology Exhibit to further promote the services that UPC ITSO could render to external clients in the province.

The ITSO also conducted an IP audit to identify the different IP assets that the UP Cebu possesses. With the aim to promote IP protection in the campus we have identified student and faculty researches that are to be applied for protection this 2015



## INNOVATION AND TECHNOLOGY SUPPORT OFFICE

The year 2014 has been a fruitful year for the ITSO as it experienced many of its first in filing for Intellectual Property protection. The year started with the ITSO facilitating in the Trademark Application of Greater Heights Educational Solutions. The said Trademark was officially registered on August 2014. The ITSO also facilitated a patent application for DOST-TAPI, as well as, an Industrial Design application for an external client here in Cebu. Both Patent and Industrial Design Applications are currently awaiting approval.



The ITSO further aims to further promote IP awareness and protection in the campus through its upcoming series of seminars and trainings in the campus. The year 2014 is a fruitful one and 2015 would be another fruitful year as the ITSO springs forward to IP awareness and protection in UP Cebu.



The TLRC is an academic Center, which provides instructional and enrichment programs designed to enable students to meet the demands of a UP education especially in areas of Mathematics, Communication and Sciences.

It provides support structures to faculty through the production and development of learning materials and providing assistance to enhance learning especially the GE Courses. It provides reading materials and net services to enhance staff development.

The Summer Bridge Program (SBP) is instituted by the TLRC as a Bridge Program to help the incoming students improve their Math Proficiency and to ensure the promotion of academic excellence in a more caring and nurturing environment. English 2, a General Elective subject, is also offered as a Bridge Program by the TLRC to help the incoming students improve their English Proficiency.

The TLRC of UP Cebu would like to ensure that every student starting in the university is well prepared for the academic challenges of a UP Education. The SBP is an intensive summer course that will be conducted every summer with daily schedules at 8:30 - 11:30 in the morning and 1:00 - 4:00 in the afternoon.

Last July 23, 2014, the TLRC hosted the Integrity, Transparency and Accountability in Public Service (ITAPS). This is part of the inter-agency collaboration and advocacy against Corruption. The seminar was facilitated by the Corruption Prevention and Education Group (CPEG) of the Office of the Ombudsman Visayas. The seminar was a good avenue for the employees, teachers and administrative staff to learn such values of great importance, especially in the field of public service as well as the best manners, conduct, and means to give service to our constituent clients and students alike.

## TEACHING AND LEARNING RESOURCE CENTER





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14

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