

TAMBULI

• THE OFFICIAL PUBLICATION OF FAR EASTERN UNIVERSITY •

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A LIFE OF PURPOSE AND SERVICE

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TAMBULI

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PRESIDENT'S VIEW

What is Life All About?

Year 2017 is more special, for two reasons. First, Class of 2017, I feel that I share a unique bond with you. I came to FEU four and a half years ago, in October 2012. Were I an irregular student, I would have completed my course of study in October 2016, so that I should be graduating with you. Second, I became a senior citizen a few weeks ago, which means that the years ahead me are far fewer than those behind.

These two reasons triggered the following question: From the perspective of hindsight, what life lessons can old fogey share with those who are just beginning theirs, and particularly in what millennials call the process of adulting?

After some hard thinking, I wish to humbly share five insights.

First, the biggest question you will need to answer (which no one else can answer for you) is: *What is life all about?*

Second, let me offer a starting point for your answer, which is tenable whether or not you are a person of faith: *Life is about being given the gift of time.*

Thus, the big question refined is: *How am I to make use of this gift of time?*

Here, I hope that you will reject an answer like Macbeth's in Act 5, Scene 5, of Shakespeare's play, when, upon being informed of his wife's death, he says:

Out, out, brief candle!

Life's but a walking shadow, a poor player
That struts and frets his hour upon the stage
And then is heard no more: it is a tale
Told by an idiot, full of sound and fury,
Signifying nothing.

Instead, I hope that you will see that the way to make good use of the time given you is to *live a life of meaning, a life of purpose.*

Third, if the point of it all is to live a purposeful life, then the big question further refined is: *For what purpose can I dedicate my life?*

Answering this question will involve, on the one hand, scanning the opportunities available to you and, on the other, understanding yourself and your passions. Helpful guide questions include: What developments in the world are accessible to me and how can I take advantage of them? What do I hold most dear in my heart? What life goals will make me happy as I pursue them? (Note the distinction: pursuing the goal in and of itself will be a source of happiness for you.) Are the potential life goals I am considering consistent with my strengths and resources? Are there ways of overcoming my weaknesses and constraints if they are hindrances to pursuing my life goals?

Also, you will need patience. Life has its rhythms. It can take a while before your life's purpose reveals itself to you. If so, you will need to wait – in patience but also with a keenness to sense when the “fullness of time” has come. In the meantime, you

should prepare yourself by honing your strengths and working on your weaknesses, so that you will be ready when your purpose finally beckons.

Fourth, whether or not you have found your life goals, it is important to *take stock of where you are from time to time*.

In the Spiritual Exercises of St Ignatius of Loyola, the activity of the fourth day of the second week is a Meditation on the Two Standards. Having been a soldier, St Ignatius views life as a battle between good and evil; in his view, we fight under either the banner of good or the banner of evil. The point of the meditation is that, in the daily grind of life, it is easy either to lose sight of our purpose or to be impelled by a different set of motives. In our busy-ness, we may already have lost our way and forgotten our life goals; or, though apparently still working towards our purpose, we may already be doing so with selfish or self-serving motives. If so, we should reorient ourselves and find our way back to the banner of good.

Fifth, if you are a Christian, then I invite you to consider taking up Silent Prayer as a daily discipline. Silent Prayer is about spending time, say, 30 minutes to an hour, in quiet with God, sometimes conversing with Him, at other times simply beholding Him. If you persevere, you will have an intimation of the boundless depths of God's Love and partake in His divine life.

I invite you on this spiritual path because, ultimately, we are made for God. In his book, *Jesus of Nazareth, Part Two: Holy Week: From the Entrance into Jerusalem to the Resurrection*, Pope Emeritus Benedict XVI notes, in His Ascension, Jesus being fully human and fully God, "opened up within God a space for humanity [And now He] calls the whole world to this open space in God, so that in the end God may be in all and the Son may hand over to the Father the whole world [And then] God will wipe away every tear, ... nothing meaningless will remain, ... every injustice will be remedied and justice restored. The triumph of love will be the last word of world history" (p. 287).

And that, my dear Class of 2017, is my message. To repeat:

The big question is What is Life all about?
Answer: It is about being the gift of time.

Thus the big question refined is How am I to make use of this gift of time?

Answer: By finding my life's purpose. But along the way I should check my bearings. Am I still working towards my life goals? Am I doing so with pure motives?

Finally, consider silent prayer, which will give you a sense of the life of God.

To close: Remember that I will always have you in my prayers. May you have happy, fruitful, and fulfilling lives. Welcome to your future!

Reference

Joseph Ratzinger [Pope Benedict XVI]. 2011. *Jesus of Nazareth, Part Two: Holy Week: From the Entrance into Jerusalem to the Resurrection*. San Francisco, California: Ignatius Press.

This speech was delivered at the 89th Commencement Exercises at the Philippine International Convention Center, June 20 and 22, 2017.



Michael M. Alba
Michael M. Alba, PhD
President

A vibrant group of young people, likely students, are captured in a moment of high energy and celebration. They are wearing bright yellow shirts with green accents. Many have their faces painted with green and yellow designs, and several are making 'rock on' hand gestures. The atmosphere is joyful and energetic.

2017 Con the Cha



Continuing with Change and Challenges

The year 2017 marked another remarkable period for Far Eastern University, exemplifying a life of purpose and service while continuing with the change and the challenges that come with changes.

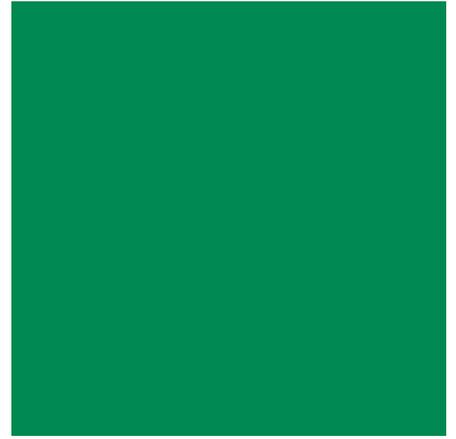
At the 89th Founding Anniversary wreath-laying ceremony, Chairman Aurelio Montinola III said: “We live in interesting times.” True, indeed, as changes occur both in the local and international fronts—with FEU having its own share of equally substantial changes. It was also a year of accomplishments for the students and faculty who proudly carried the name of the University and brought pride to the entire FEU community.

In his FEU 2017 Annual Report Message, the Chairman outlined the reasons why Far Eastern University is considered a Top Five University in the Philippines: enhancing value education experience, producing employable graduates with superior scores in the licensure examinations, providing meaningful careers to faculty and staff; and integrating research capabilities into the University tasks. While it remains strategic in its plans, FEU never loses sight of its goal of fulfilling the Founder’s vision. The University continues to reach far into its aims: successfully implementing the K-12 program and achieving a seamless transition in the consolidation of the newly acquired Roosevelt College Inc (RCI).

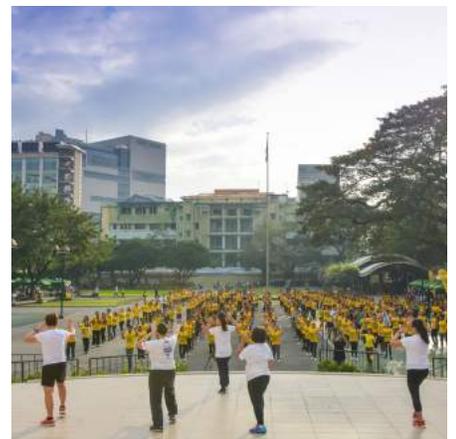
“Despite all the financial and academic challenges, we remain true to our Education Mission as we approach our milestone 90th Anniversary next year,” the Chairman stressed. This optimism is shared with all the University’s stakeholders believing that “despite the challenges from the K-12 implementation and free tuition for state colleges, we are on track towards achieving our 2020 Roadmap.”

Living a life of purpose.

Here are some of the year's highlights — the people and events that made FEU alive, engaged, inspired, colorful and GREAT!



"People's Ballerina" Liza Macuja

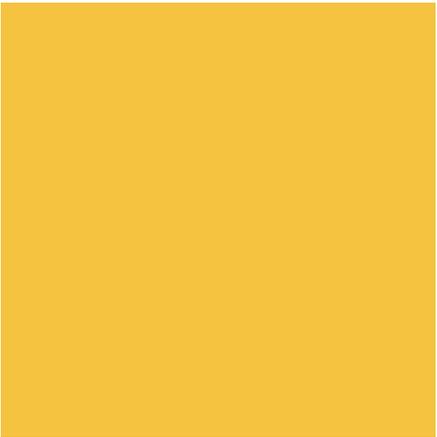




Philippine Vice President Leni Robredo



FEU Chair Emeritus Lourdes R. Montinola and FEU President Michael M. Alba

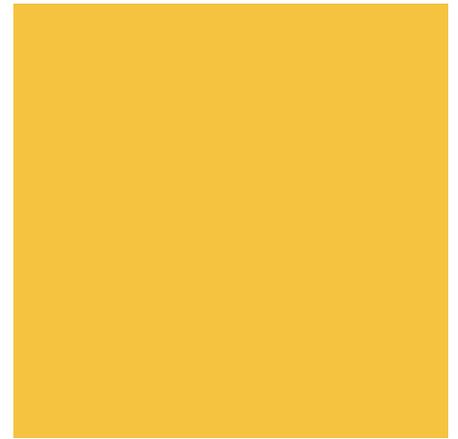


Sulyap Exhibit by Institute of Architecture and Fine Arts (IARFA)



Ribbon cutting of Professor Andy Manarpiiz's art exhibit





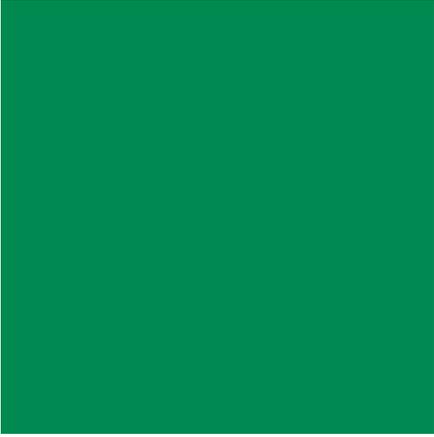
Dr. Myrna P. Quinto



President Michael Alba leads FEU coaches at a UAAP ceremony



Sulyap Exhibit



“...Despite the challenges from the K-12 implementation and free tuition for state colleges, we are on track towards achieving the goals of our 2020 roadmap.”

- FEU Board Chairman Aurelio Montinola III

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VOLUNTEERING

GIANNA R. MONTINOLA

Volunteerism not only helps shape lives but also encourages all to uphold the values of kindness, courage, and perseverance.

Volunteering is the simple act of giving something without any condition. Volunteerism is many things—paying it forward, giving back, and making a difference. It alters your perspective about people and gives you an insight into the lives of others. **It allows you to give hope just when you think there is none.** It encourages a desire to help make circumstances better.



At Hands on Manila, we are committed to finding creative ways for volunteers to be of service to others. **Anyone can volunteer. Everyone can make a difference.**

If you wish to display your artistic talents, you can help paint murals on the walls of a public school or teach arts and crafts in a center. Or hone your academic skills mentoring the youth in English and Math. Or train individuals to do livelihood activities and to become budding entrepreneurs. Or bring out the environmental warrior in you and help plant vegetable gardens in community centers. Or simply play basketball with teenage boys or read to the elderly in shelters. The possibilities in our monthly calendar of projects are endless, and, more importantly, the time you commit to these can revolve around your schedule.

We recruit, educate, and mobilize our over 30,000-strong army of volunteers and volunteer leaders all over the

country. We design volunteer programs for our 100 partner non-governmental organisations (NGOs). We customise the volunteer experience to suit a company's advocacies, internal objectives, and development goals. On average, we work with 75 corporations a year.

Volunteerism not only helps shape lives but encourages all to uphold the values of kindness, courage, and perseverance. Like the Filipino spirit of *bayanihan*, it inspires all to solve a problem or to work together to get a task done. It makes you a better person, a better professional. It re-directs the conversation to the positive, rather than the negative. **It changes the conversation, and in doing so, it also changes the world.**

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 This article originally appeared on the 2017 Christmas issue of "Philippine Tatler" magazine.

Remembering the Greats

Far Eastern University honors two FEU figures whose death left a mark and a reminder of the great things that we as a Tamaraw can do: Serve.

Marine Lieutenant John Fredrick Sagmit Savellano

FEU Alumnus, Brave Soldier, and a Filipino Hero

The University mourned the passing of alumnus Marine Lieutenant John Fredrick Sagmit Savellano. A requiem mass was held in his honor as the FEU community noted his heroism as a soldier who led his Marine company in the Marawi crisis.

Lieutenant Savellano earned his BS in Nursing from the Institute of Nursing in 2009 passed the board exam in the same year, and practiced his profession for less than a year.

His death, along with those of other fallen soldiers, reminds us of the sacrifice they made in the service of their countrymen.

Far Eastern University salutes a brave Tamaraw who exemplified the core values of Fortitude, Excellence, and Uprightness. He endured the hardships of a soldier, dutifully accomplished his sworn oath to the country, and withstood the temptations of glory.

“1st Lt. Jeff Frederick Savellano proved worthy of the uniform he wore. He is a true Tamaraw, a true hero. Our country, most especially the FEU community, will long remember his valor,” FEU president Dr. Michael Alba said at the memorial event.



Coach Kidd Santos

by Mark P. Molina
Athletics Director



When I joined FEU close to 14 years ago, I was pleasantly surprised to see three legends in Philippine sports among the roster of coaches in Morayta. Cito Andaya was behind Project Gintong Alay and was responsible for the success behind world calibre athletes like Lydia De Vega. Lando Plagata was a long time mentor of the Philippine national football team and a pioneer in women's football in the country. And then there was Kidd Santos. He was the first person to welcome me in the athletics office and he took me out to lunch in one of the *carinderias* outside the FEU gym. Having no background in volleyball, I have never heard of Kidd Santos. Little by little I got to know his impressive resume and what he did for FEU and for the sport of volleyball in the Philippines. He was a champion athlete and a champion coach. The volleyball tradition of FEU is ridiculous: 29 women's and 25 men's titles in the UAAP and the person with the biggest influence and involvement in all this greatness was Coach Kidd.

The succeeding months and years made me witness his passion and enthusiasm for the game. I have not seen anybody put this much love and pride in his job. People say find a job you love and you never have to work again. This guy lived his passion and love for more than 40 years as coach, program head, athletic coordinator and was a mentor to many. To me coaches are best judged by the amount of knowledge they pass on to others. At its very core, the coaching profession is teaching. This is what Coach Kidd did on a daily basis. Teach students and other coaches about volleyball, God, and life. Ramil De Jesus, George Pascua, Nes Pamillar, Shaq De Los Santos, Ronald Dulay, Rei Diaz, all top coaches in the country got their start with Coach Kidd. Their success is a testament of the knowledge Coach Kidd imparted to anyone who was willing to listen and learn.

George Pascua posted on his Facebook page calling Coach Kidd his father, coach, mentor, brother and friend and yes, to most of his players, he was all these and more. Amidst all the championships and trophies, Coach Kidd's most cherished feats are the relationships he built and the people he touched with his genuine concern. I was technically his boss for 13 or so years but I surely learned more from him than him from me. He was an inspiration and an example on living every day with passion, enthusiasm and compassion for others. FEU lost the last of the three legends I met 14 years ago but Coach Kidd will remain in our hearts forever.

The *Fortitude* Project:



Maria Teresa Trinidad P. Tinio, PhD

Senior Vice President for Academic Affairs

The Senior Vice President for Academic Affairs shares her thoughts on the Fortitude Project and how it addresses the University's commitment to transform FEU students to be the best versions of themselves by enhancing their life-skills, honing their intellectual ability and skill sets, and fortifying their integrity.

FEU firmly believes in the growth mindset. Despite the fact that our students may not have had the best academic backgrounds or are not the most economically privileged, they will graduate equipped with sharp minds, good work ethic, and high integrity.

FEU will give them the privilege they were not given before. We believe that we will achieve this by insisting on the highest standards and providing a lived-experience of these high standards in our teaching, in our processes, in our policies, and in our daily transactions. We will achieve this by ensuring that the faculty and administration are models of critical thinking and research, are models of professionalism, and models of hard work, transparency, and fairness.

In FEU, students will experience in the most palpable of ways, critical thinking, rigorous research, professionalism, high work ethic, integrity, transparency, and fairness.

We FEU teachers will need to change our paradigms in order to effect this change and make Aspiration 2020 a reality. We will be expected to do our PhDs in the best schools; we will have to do rigorous and relevant research and publish this research in top-tier journals; we will have to shift from the old style of teaching which is focused on the lecture and focused on testing for rote memorization; we will have to develop our own course material and constantly update these materials; we will have to be technologically proficient and use CANVAS as fully as possible; we will have to treat student professionally and with fairness and transparency. This is how we will be models of the Fortitude project.

PME

SERIES:

INSIGHTS FROM THE EXPERTS

Prominent practitioners of Human Resources Development from the Personnel Management Experts (PME) conducted a seminar series organized by the University Linkage Office under the Academic Affairs Office. Their insights and experiences will help FEU students get off on the right foot once they step into the real world of work.

KNOW THE PROFILE OF THE COMPANY AND COME ON TIME

As a practitioner of Human Resource Development (HRD) for the past six years, Paula S. Cabrera shared practical interview tips to create an excellent first impression during a job interview. “Know the profile of the company and come on time,” she emphasized. She said that students should use the STAR (Situation, Task, Action and Result) approach in answering interview questions.

Millennials (those who were born between 1980 and 2000), according to Cabrera, are the future of the organizations. “Millennials are confident, achievement-oriented, and have high expectations.” She shared an article written by a millennial who celebrated her first anniversary as an employee of Philippine Airlines and expressed how much she appreciated the work atmosphere, on-the-job exposure, training and travel benefits given by the company.

Ms. Cabrera said that the young employee’s statement proves that millennials value the importance of enrichment programs, coaching and training, and presence of a congenial work atmosphere. With millennials comprising 75% of the workforce in the next years, employers are now preparing for this influx and have identified base pay and advancement opportunities as top drivers to attract talents. Ms. Cabrera encouraged the students to be brave in finding their career and life purpose and to never stop learning and improving themselves.



PAULA S. CABRERA
Organizational Effectiveness Division Manager
Human Capital Department of Philippine Airlines

SURROUND YOURSELVES WITH LEADERS AND POSITIVE INDIVIDUALS



ROWENA SUBIDO
First Senior Vice President and
Group Head of the Human Resource Department
Rizal Commercial Banking Corporation (RCBC)

“Human Resources functions have evolved from being transactional to strategic and transformational,” according to Ms. Rowena Subido. She emphasized the commitment of RCBC in developing its people. As one of the leading banks in the country, RCBC has a wide array of relevant and enriching leadership development programs for their employees. Ms. Subido encouraged the students to surround themselves with leaders and positive individuals who can be their mentor, to build meaningful relationships and to have passion for the things that they do. “It is important to make a difference in the lives of the people that you interact with everyday,” she stressed.

FINDING YOUR TRUE NORTH:

APPLYING THE

7 HABITS

OF HIGHLY EFFECTIVE PEOPLE

Renato L. Serapio

VP - Human Resources Department (HRD)

As part of the Learning & Development initiative, the HRD conducted the first 7-Habits Workshop for FEU department managers. Vice President for HRD Renato Serapio explains how Franklin Covey's "7 Habits of Highly Effective People" helps employees achieve a strategic and meaningful work-life balance and those habits tie-in with the University's aspirations.

Tailor-fitted for educational institutions, the workshop provided an opportunity for participants to learn how to: take initiative, balance key priorities, improve interpersonal communication, leverage creative collaboration, and apply principles for achieving a balanced life. The workshop aims to develop not only efficient but also highly effective people.

Participants only learned to use processes and tools to live by. Learning is facilitated by powerful principles that can help participants live more effective lives, both personally and professionally through combinations of lecture, video

presentations, and experiential learning exercises. The workshop uses the Maturity Continuum framework as a guide on the path from being Dependent to being Interdependent. It is a great tool to help employees align their personal goals with that of their jobs, their department goals and, ultimately, with the mission and aspirations of FEU.

HABIT 1 - BE PROACTIVE

This is the habit of choice. Participants learned that faced with a situation that cannot be changed, they are free to choose their responses and be responsible for such choices.

At work, people are often faced with stressful situations and would normally respond reactively. Being proactive is having the ability to examine thoughts, moods, and behaviors, to visualize beyond the current circumstances, to understand right or wrong, and to act independently of external influences. Employees need to be more pro-active in their respective functions. Given that there would be challenges in achieving respective goals, there are choices that can be made on how to achieve such goals. Think outside the box.

HABIT 2 – BEGIN WITH THE END IN MIND

This is the Habit of Vision. Participants learn the importance of having a personal vision and mission statement which serves as a focal point as one travels the path to achieve such vision and mission. As an analogy, the product cannot be produced without a design that projects how the product would look like in the end.

This is the purpose of having a vision, mission and value statement: it defines the direction and goals of the organization. After a strategic planning, management sets its goals and objectives over a 5-year period which are highlighted in Aspirations 2020. In order to support the institutional goal, each division and department craft their respective quality objectives aligned with and supportive of Aspirations 2020.

HABIT 3 – FIRST THINGS FIRST

This is the Habit of Integrity and Execution. It is the practical fulfillment of Habit 1 and 2. Habit 3 is about practicing self-management where effectiveness requires the integrity to act one's priorities.

At work, the mission, direction, and values help the employee determine what matters most and to plot their respective priorities for each day to ensure that objectives or deliverables for the day are achieved.

HABIT 4 – THINK WIN-WIN

This is the habit of Mutual Benefit. Win-Win is not a technique but a total philosophy of human interaction. It is a frame of mind and heart that constantly seeks mutual benefit in all human interactions.

In general, people tend to be competitive and that only one should be the winner. Rather than being competitive, people need to look on cooperation or collaboration. In FEU, each unit has to understand the needs and capabilities of the other units in the organization and see how they will be able to work together to achieve their respective objectives.

HABIT 5 – SEEK FIRST TO UNDERSTAND THEN TO BE UNDERSTOOD.

This is the habit of Mutual Understanding. As part of the communication process, managers and employees must first understand each other in order to communicate effectively. Most people don't take the necessary time and effort to properly diagnose the symptoms of an issue before prescribing solutions.

They immediately assume they understand someone else's condition and quickly offer their own advice. Before we implement a solution, we first have to discover the real cause, then determine all the alternative solutions, and let the other party understand our recommendations.

HABIT 6 – SYNERGIZE

This is the habit of Creative Cooperation. People are often threatened by differences in opinion, perspective or background. Synergizing is a process of interacting that highly effective people use to earn everyone's cooperation. With a concerted effort from all units and employees of FEU, the institution will be in synergy to achieve its aspirations.

HABIT 7 – SHARPEN THE SAW

The Habit of Renewal. In Habit 7, participants are taught the need to renew themselves physically, emotionally, mentally and spiritually. These are the four dimensions of a person that need to be nurtured in order to maintain and increase effectiveness.

The physical dimension is about how one ensures physical fitness through proper nutrition, physical activities, and stress management. In FEU, learning and development programs, wellness programs, employee fellowship, spiritual recollections that are part of our yearly activities help in maintaining and improving the well-being of each employee, thus enabling each one to perform better.

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Franklin Covey Co. is an international organization devoted to empowering people to become significantly more effective in their personal, managerial, and organizational lives. It provides a variety of products and programs, one of which is the 7-Habits of Highly Effective People first published in 1988. It is a business and self-help book written by Stephen R. Covey who presents an approach to how to be effective in attaining goals by aligning oneself to what he calls "true north" principles that are universal and timeless.

DATA PRIVACY MATTERS



- Know your rights
- Protect your rights

Purpose of Data Privacy Act of 2012

To safeguard the fundamental human right of every individual to privacy while insuring free flow of information for innovation, growth, and national development.

To recognize the vital role of information and communications technology in nation-building and enforce the State's inherent obligation to ensure that personal data in information and communication systems in the government and in the private sector are secured and protected.

Definition of Terms

DATA SHARING

"Data Sharing" is the disclosure or transfer to a third party of personal data under the custody of a personal information controller or personal information processor. In the case of the latter, such disclosure or transfer must have been upon the instructions of the personal information controller concerned. The term excludes outsourcing, or the disclosure or transfer of personal data by a personal information controller to a personal information processor.

PERSONAL DATA



"Personal Data" refers to all types of personal information.

PRIVILEGED INFORMATION



"Privileged Information" refers to any and all forms of data, which, under the Rules of Court and other pertinent laws, constitute privileged communications.

PERSONAL INFORMATION



"Personal Information" refers to any information, whether recorded in a material form or not, from which the identify of an individual is apparent or can be reasonable and directly ascertained by the entity holding the information, or when put together with other information would directly and certainly identify an individual.

"Sensitive Personal Information" refers to personal information:

1. About an individual's race, ethnic origin, marital status, age, color, and religious, philosophical, or political affiliations.
2. About an individual's health, education, genetic, or sexual life, or to any proceeding for any offense committed or alleged to have been committed by such individual, the disposal of such proceedings, or the sentence of any court in such proceedings;
3. Issued by government agencies peculiar to an individual which includes, but is not limited to, social security numbers, previous to current health records, licenses or its denials, suspension, or revocation, and tax returns; and,
4. Specifically established by an executive order or an act of Congress to be kept classified.

Rights of Data Subjects

BE INFORMED

RECTIFICATION

OBJECT

ERASURE OR BLOCKING

ACCESS

DAMAGES

TRANSMISSIBILITY

DATA PORTABILITY

“Consent of the Data Subject” refers to any freely given, specific, informed indication of will, whereby the data subject agrees to the collection and processing of his or her personal, sensitive persona, or privileged information.



DATA PRIVACY PRINCIPLES

Transparency

The data subject must be aware of:

- the nature, purpose, extent of processing of personal data
- the risks and safeguards involved
- the identity of personal information controller
- his/her rights as a data subject and how those rights can be exercised

Legitimacy

The processing of information shall be compatible with:

- declared purpose
- specified purpose
- not contrary to law, morals, or public policy

PROPORTIONALITY

In relation to a declared and specified purpose, the processing of information shall be:

- adequate
- relevant
- suitable
- necessary
- not excessive

Infographic: Gil R. Vegerano

YOUNGBLOOD @ WORK

TEN UNDER 30

Michelle Bautista

Director, Placement Office

Millennials matter.

By 2025, millennials will make up 75 percent of all workers^[1]. As they become the majority of the manpower, attracting and keeping them will be crucial for an organization. The attitude of this generation towards career and technology resonate the culture of the 21st-century workforce. The stability of the marketplace and strength of the company they are affiliated with will depend on what they can carry out. Withal, the ability of companies to engage with them will impact the organization's profitability, productivity, and innovation.

In the recent study conducted by the Placement Office, FEU graduates can find employment in less than 1 month after graduation. And that, 34.9% are gainfully employed in jobs that were related to their completed degree. Moreso, the recent focus group discussion (FGD) with workforce experts indicates that FEU graduates are on "top-of-mind" because they are perceived to stay longer in an organization.

As revealed in Gallup's report, millennials don't just work for a paycheck — they want purpose^[2]. This growing demographic of workers prefer to become part of an organization with a clear mission and purpose. The Placement Office gathered some of the FEU's young (under 30 years of age) breed of entrepreneurs, professionals, educators, and socio-civic leaders who are proving their worth in their respective fields and showing an even greater promise to be BRAVE and BETTER Tamaraws in the workplace. Exploring new challenges apart from the classroom experience is a risk that lies ambiguous opportunities. For this set of young blood, there is no better time to start than NOW.

[1] The Deloitte Millennial Survey 2014

[2] How Millennials Want to Work and Live, Gallup, Inc. (2016)

KEVIN CORPUZ, 26

Bachelor of Science in Tourism Management / 2016
Program Manager, Gratitude Factory Kabushiki Kaisha /
Gratitude Factory Co. Ltd., Japan

ADVOCACY

Travel, tourism and transportation integration



"I may be walking slowly to a path that I have chosen but I make sure that I learn each step and never walk backwards."

DREXEL HEINZ M. CRUZ, 29

Bachelor of Science in Nursing / 2009
Director for Nursing Services, Biñan Doctors' Hospital, Inc.

ADVOCACIES:

- Rights and welfare of fellow nurses in the Philippines and abroad
- Supporting other nursing organizations in their pursuit of a fair and dignified treatment for all Filipino nurses.
- Uplifting the morale of fellow nurses during trying times and empowering them to believe that nurses are vital in the attainment of a better society



"In times of failure and despair, bear in mind that the comeback is always stronger than the setback. Never ever give up."

MARIA STEPHANIE A. GAÑA, 26

Bachelor of Elementary Education, Major in Special Education / 2015
Grade School Class Adviser and School Paper Adviser
Tomas Del Rosario College, Balanga City, Bataan

ADVOCACY: Education - Special Education

"I may be a 'tired teacher.' Yet, I think that the more tired I feel at the end of the long day, the greater the difference I make on the lives of my students. And so, again, I pray the next morning, for our Lord to grant me again the strength, courage, and wisdom whenever I feel tired, unmotivated, and lost."



JOHN LEMUEL G. LLACUNA, 24

BS ARCHITECTURE / 2011
Licensed Architect
Faculty, Far Eastern University

ADVOCACY:

Strengthening the Architecture profession in the country

“Architecture is more than just designing buildings; it defines people, harnesses culture, contributes to the community, and leaves a legacy.”



JOEMER C. MARAVILLA, 25

Bachelor of Science in Nursing (Cum Laude) / 2012
PhD Candidate and Research Associate at The University of Queensland, Australia

Researching Gender-based Violence Course
2018 - Present, London School of Hygiene and Tropical Medicine (United Kingdom) Western Scholarship Recipient

Doctor of Philosophy (Post Mid-Candidature)
S.Y. April 2015 - Present, The University of Queensland (Australia)

The University of Queensland International Scholarship Recipient

“Research produces evidence essential for nation building. Evidence is a powerful tool to improve the lives of our people, especially the youth and those with poor wellbeing. My goal as a young researcher is to contribute to our country moving forward by generating evidence that would not only impact our health today but also that of the next generation.”



BELMAN O. MILLAN, JR., 23

BS Hotel and Restaurant Management / 2014
Founder / CEO / Operations Manager of Chopping Burgh PH

ADVOCACY

Young entrepreneurship

“You never lose as an entrepreneur, either you win or you learn”.
(Inspired by Melinda Emerson)



AERON CHRISTIAN R. MORADO, 26

BA Mass Communication / 2012
Head of Programs, Media, Communications and Marketing,
Philippine Center for Entrepreneurship

ADVOCACY:

Entrepreneurship and community development

“Servant leadership is the highest form of service. Servant leaders work without expecting anything in return. It is a dedicated duty of serving, helping and leading others beyond price.”



GLADIS D. MORALES, 23

BSBA, Major in Internal Auditing, 2017
Founder, Zestagram and Workbook

Financial Advisor, Sun Life of Canada, Philippines
Junior Associate Partner, UP Enterprise

ADVOCACY:

Youth employment and social entrepreneurship

FEU gave me the knowledge and resources that I needed to act for sustainable education. Our program, Scholars in Action (SIA), makes students aware of the scholarships available to them, and the colleges and universities that they could go to. We also help students get scholarships where they can budget their expenditures and savings, and look for other benefactors if the terms of the sponsorship will allow it.

CHRISTELLE JOY S. ROJANO, 23

Bachelor of Secondary Education, Major in English / 2016
Teacher Fellow, Teach for the Philippines, Inc. (TFP) Cubao
Elementary School

ADVOCACY

Education Equity

“Servant leadership is the highest form of service. Servant leaders work without expecting anything in return. It is a dedicated duty of serving, helping and leading others beyond price.”



MIKKEY MARI M. TUAZON, 25

Bachelor of Secondary Education, Major in English / 2016
Teacher Fellow, Teach for the Philippines, Inc.

ADVOCACY

Nation-building through education reform by providing children access to quality, relevant, and inclusive education

“No dream is impossible if we just believe, for fulfillment begins with a sense of possibility. Same way, giving every Filipino child a sense of possibility means partaking in the realization of our path to nation-building.”

THE MOMENT OF TRUTH

Social media is changing the landscape of journalism and the news — from how it is delivered to how it is consumed by the audience. The Public Policy Center of Far Eastern University in its recent forum titled “The Moment of Truth: The Challenge of Social Media” brought together four well-respected media practitioners who shared their valuable insights on the changing role of media in the digital age and fake news, one of the challenges that come with technology.



“The power of social media has facilitated the exchange of trivia and banal self-expression. It has also become the instrument of propaganda, false narratives and fake news with unprecedented speed and reach, operating on a global scale that could not have been predicted or imagined.”

From left: Edilberto De Jesus, Vergel Santos, Melinda De Jesus, Dean Melencio Sta. Maria, and Jose Roberto Alampay

For Melinda de Jesus, Executive Director for the Center of Media Freedom and Responsibility (CMFR), “the need for quality journalism must be emphasized especially in this age where we have so much news and where this news spreads with such great speed.” Her discussion paper further points out: “The power of social media has facilitated the exchange of trivia and banal self-expression. It has also become the instrument of propaganda, false narratives and fake news with unprecedented speed and reach, operating on a global scale that could not have been predicted or imagined.”

As keynote speaker in the forum, her talk traced the development of journalism in the country compared to the evolution of practices abroad. Her proposed framework touched on mutual understanding in society as well as steps toward policy-making and good governance.

Post-studies, according to her, identified that the press in all its forms is essential to the society of free people because the press encourages discussion, debate, argumentation, and exchange of ideas.

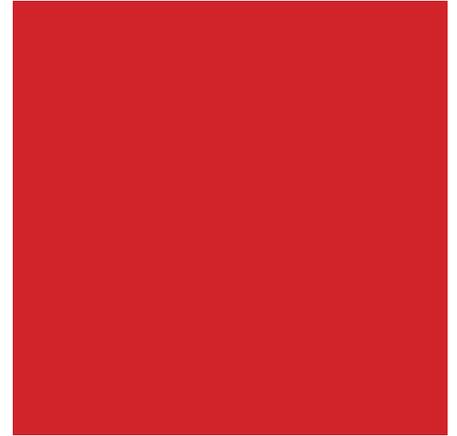
Journalism is protected by laws, she reminded everyone. The protection of freedom is enshrined in the Constitution --- thus,

free speech and free press. “But is journalism fulfilling the role expected of it?” – she asked rhetorically.

Dean Melencio Sta. Maria, of the FEU Institute of Law, and a broadcaster and legal expert for News5 and TV5 pointed out that for him, as the Constitution is not neutral, the press which it protects must likewise be not neutral. “To be effective, it must be, and it should be provocative, compelling and at times antagonistic, disturbing, skeptical and annoying as it can be.”

Dean Sta. Maria agreed with Ms. De Jesus’ view on the press as the “constitutional watchdog” and believes that this is the most important role of the press. However, he added: “... there are times that the press under the pretext of being ‘neutral’ (which I think they should not be) seems to forget its role as a fierce watchdog. It does not give enough impetus for people to critically question the government or any of its institutions.”

“Journalism is by no means error-or malice-free.” This is what Vergel Santos, Chairman of the Center for Media Freedom and Responsibility, also emphasized while clarifying that “its shortcomings are somehow sorted out in the spirit of competition naturally engendered in the media in their race for who gets the news out, maybe not the fastest but right.”



He recounted his days doing news writing when he was 18 years old at a radio station and finally working for the "Manila Chronicle". "Before the news gets out into the market of readers, listeners, and watchers, it is put through layers of checks along with a hierarchy of editors. In other words, everything plausible is bound to ensure fidelity to the truth. That was the environment I find myself in when I entered the business more than 50 years ago."

As a veteran journalist and also the former Director of the Philippine News Agency, he always believed that the press operates on the philosophy that truth and freedom have a mutually reinforcing relationship. "The truth can only be found and revealed through free and independent inquiry. And once the certified truth is out, it shall, as the promise goes, may as well free."

He has seen how the newspapers in the past were the sanctifying medium and how that environment has become less and less familiar. "To see how far we have really gone, the medium that seems to be on the ascendency given its effect on numbers of people, blogging, trolling. Blogging is not journalism."

Today's journalism struggles with fake news and the challenges posed by social media. Ms. De Jesus expounds: "Fake news is not all new, mixing fact with fiction; fake news sites that look like the real thing that will require you many times to check; misleading headlines that have nothing to do with the story; inaccuracies and the lack of context or perspective; disinformation and propaganda that zero in all of these make-up fake news."

Jose Roberto Alampay, editor in chief of InterAksyon and BusinessWorld, and a senior manager at TV5, is still optimistic that good journalism has always been there regardless of the platform. "The question for us is how do we reach them (the audience) particularly when studies show that a majority of people (above 50%) 'share' without even reading the article. So they will like, they will share. So you would think, how many of you actually read more than what you click or share what's in your feed. And if we rely on what other people think, that is the first problem for us."

He disclosed that 90% of advertising budgets are spent on digital that goes straight to Facebook and Google, including YouTube. "So the rest of the world, all of us are now competing for the 10% of the remaining budget."

Aside from audience reach, the second problem for any media practitioner is getting people to read. Because of "commercialism", people need to click. "Because it is essential to our business model. There's nothing wrong with it. Every organization needs money," Mr. Alampay explained. "And for us to get the money, advertisers have to be convinced that people are looking at us--- you actually have to click, you actually have to read."

But what do these ads have to do with fake news?

Fake news, according to him, has perfected the art of headlining. "It's a trap, on one hand for us to dump down our content. Because when we look at best practice for social media, we also look at the fake news. We look at how they headline. The art of headline writing is so different now. It has to be more conversational. It's something that we don't usually do for newspapers. It's different."

"And the social media outlets of fake news are actually making money. And that's one problem, we in the traditional media are not actually competing with each other, with Facebook or Google. We're actually now competing with fake news", he stressed.

Melinda De Jesus could only hope that there are good journalists on all the platforms available in order to counter the effect of fake news, propaganda, and disinformation. "The mandate for journalists is to give the audience news on what is relevant, to make it interesting, to grab the attention of people, to present with appeal to make it attractive which is designed in the DNA of the free press media that it becomes a source and become an instrument of continuous learning."

Traditional news media is no longer the same "gatekeeper" as it was before with people gaining access to content and sharing this in the public sphere --- whether it is the right or wrong information. Social media has created a new channel where communication apparently follow no rules nor boundaries. This lack of "check and balance" forces organizations to rethink what information they put out and the kind of information that really matters; listen to conversations that significantly affect and engage not only stakeholders but the public in general; and, most importantly, join in these conversations to have a voice and make a difference.

FEU TECH

OPENS THE

INNOVATION CENTER

A place for great ideas, products and services. A venue that will generate disruptive ideas and provide opportunities for young individuals in the university and in the workplace. This is the vision that Executive Director Benson T. Tan had when he and his team conceptualized FEU Tech's Innovation Center.

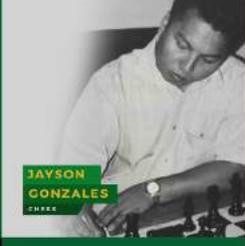
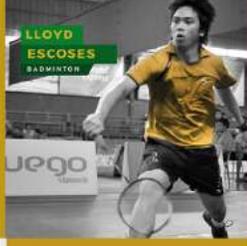
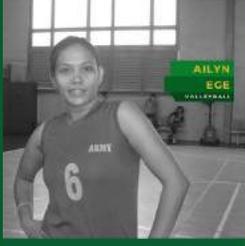
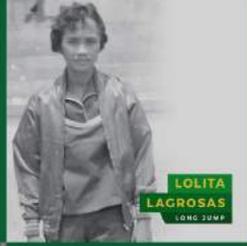
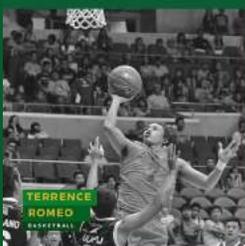
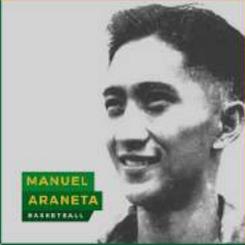
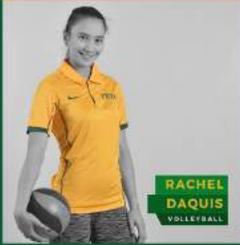
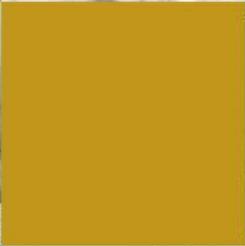
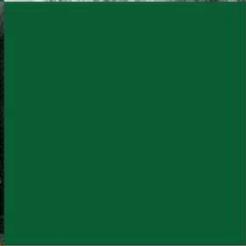
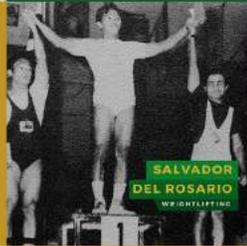
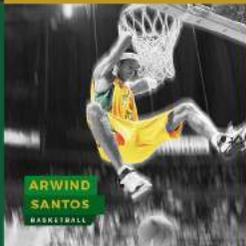
Located at the 5th floor of Tech building, the Innovation Center will hold programs and workshops that will focus on current innovations in technology and business for students, associates, and professionals in different industries. Respected names from varied sectors will be invited to facilitate the programs and to share their insights as well.

According to Executive Director Tan, "The Innovation Center will be available to students and faculty members who want to showcase their research and product ideas. We will introduce technopreneurship to our students and will make them realize how valuable their ideas are."

The Innovation Center is primed to be a platform for groundbreaking ideas. To ensure that new ideas will be generated regularly, competitions will also be organized here. This will provide students with the opportunities to collaborate with established companies and industry partners to create new projects. The Center will also provide assistance in launching promising commercial endeavors and in securing intellectual property rights (IP) for ideas.

FEU Tech is looking forward to the significant contributions that the Innovation Center will develop through the collective efforts of FEU Tech, its students and faculty members, along with the growing number of industry partners.





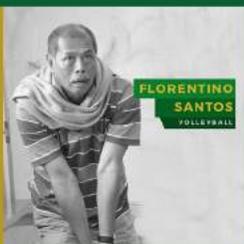


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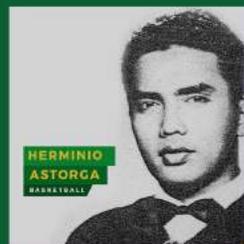
WALL OF GREATS



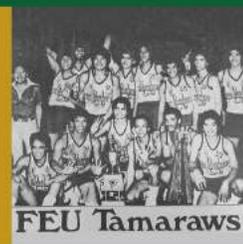
TIRSO DEL ROSARIO
BOXING



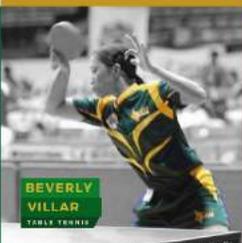
FLORENTINO SANTOS
VOLLEYBALL



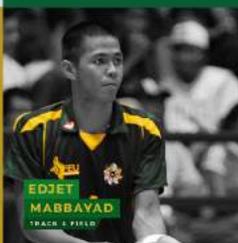
HERMINIO ASTORGA
BASKETBALL



FEU Tamaraws!



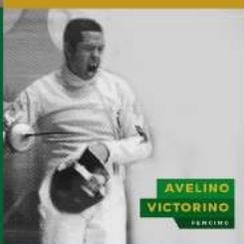
BEVERLY VILLAR
TABLE TENNIS



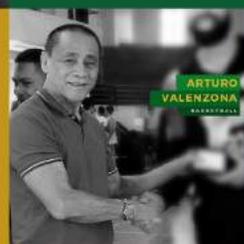
EDJET MABBAYAD
TRACK & FIELD



PAOLO BUGAS
FOOTBALL



AVELINO VICTORINO
FENCING



ARTURO VALENZONA
BASKETBALL



