

USL wins at BID Int'l Quality Summit Award in New York



University of Saint Louis won the International Quality Summit Award in the Platinum category in New York in the presence of leaders and representatives from 49 countries at the International Quality Summit Convention. The prestigious award is presented in recognition of business excellence and innovation. From left to right: Norman Ingle, President of the Quality Mix, Jose E. Prieto, President and CEO of BID, Rev. Fr. Eugene Arco, CICM – President of University of Saint Louis, and Craig Miller, President of the QC100.

New York hosted this year's BID (Business Initiative Directions) International Quality Summit Convention, where professionals and business leaders from around the world gathered to recognize excellence and success. In particular, the convention celebrated quality in business and operations. Award winners demonstrated commitment to the criteria of the QC100 TQM Model, which helps bolster customer satisfaction and cost efficiency across all areas of operation.

Among this year's winners, Rev. Fr. Eugene Arco of University of Saint Louis, from Philippines, received the International Quality Summit Award in the Platinum Category at the BID Quality Convention in New York.

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USL renews MOA with China Jiliang University

Emmanuel James P. Pattaguan

In view of the desire of the University of Saint Louis to further its cooperation with universities in the world, the institution has graciously hosted three guests from China Jiliang University (CJLU) last December 17-18, 2013 for a roundtable discussion and renewal of its Memorandum of Agreement (MOA) with the said university.

CJLU Deputy Director for International Exchange and Cooperation, Dr. Jianguo Chen, and two of his staff, Ms. Yiman Hu (Associate Professor) and Ms. Di Lu (Lecturer), came for the visit.

The December 17 meeting was a roundtable discussion focusing

on the following areas of cooperation: Faculty Exchange, Student Exchange, Research, and other academic undertakings like hosting of national and international seminars.

On top of these, the possibility of putting up a Confucius Institute in USL was also explored. Details of this arrangement will be put in another MOA once USL shall be able to comply with the documentary requirements of the Chinese government.

The two-day visit culminated with the renewal of the MOA between USL and CJLU which was first forged in November 2008.

USL President Fr. Eugene A. Arco, CICM and CJLU

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Chinese Consuls visit USL

Emmanuel James P. Pattaguan

The Consulate of the People's Republic of China in Laoag City visited the University of Saint Louis on March 25, 2014 as part of its Goodwill, Friendship and Cooperation Meeting with the University.

Consul Zhao Qiaoliang, who is also the Consulate's Head of Post, led the delegation, together with Consul Wang Haibo.

The University warmly welcomed the Embassy Officials to a meeting at the University's Sacred Heart Boardroom with key University Officials including the dean of the College of Tourism



Consuls Wang Haibo (left) and Zhao Qiaoliang (right)

and Technical-Vocational Education (CTVED).

Consul Qiaoliang commended USL's partnership with higher education institutions in China (China Jiliang University and Zhejiang Business College) and said that he can connect the University with

other schools in their country.

Consul Qiaoliang also mentioned the possibility of scouting for scholarships for Louisiana faculty to learn Mandarin Chinese.

At the meeting, he gave the University a token and sets of books, digital video discs and compact discs about China for the USL Library. He said that he would add more similar materials later after knowing that USL has set up a Chinese Collection Area in its University Library. **USLN**



USL joins celebration of PIESTTA Airshed's 10th Anniversary

Emmanuel James P. Pattaguan

As part of USL's commitment of promoting a sustainable environment, it hosted a Thanksgiving Mass in celebration of PIESTTA Airshed's decade of action towards maintaining air quality in the third district of Cagayan, March 26, 2014.

PIESTTA (acronym for the local government units of Peñablanca, Iguig, Enrile, Solana, Tuguegarao, Tuao and Amulung) Airshed is a multi-agency

group from government and non-government sectors including the academe that works to promote clean air in Tuguegarao City and the province.

The Thanksgiving Mass was presided by Fr. Macwayne N. Maniwang, CICM (University Chaplain) and Fr. Rex C. Salvilla, CICM (Executive Assistant to the President).

Dr. Eva Ocfemia, Assistant Director of the Department of Environment and Natural Resources (DENR) – En-

vironmental Management Bureau (EMB) Central Office, and the whole of EMB Region 2 led by its Regional Director, Engr. Cesar Siador, graced the activity.

Different government agencies, LGU officials, non-government organizations, barangay officials, USL officials, and the media were in attendance as well.

The Thanksgiving Mass culminated with the blessing of an air monitoring gadget sta-

USL is Certiport Authorized Testing Center for MOS Certification

Luisa B. Aquino

The University of Saint Louis, through its School of Information and Computing Sciences (SICS), has forged a memorandum of agreement with Innovative Training Works, Inc. to make the University a Certiport Authorized Testing Center for Microsoft Office Specialist (MOS) Exams.

MOS certification covers exams on Microsoft Word 2010/2013, Microsoft Excel 2010/2013, Microsoft Power point 2010/2013, and Microsoft Access 2010/2013.

The University has made its SICS faculty members MOS certified to become MOS trainers in the region.

MOS certification is an excellent addition to a student's portfolio. It also serves as an impressive credential when applying for future academic and employment opportunities. **USLN**



USL hosts First Nat'l Business Conference on Islamic Banking, Finance and Accounting

Emmanuel James P. Pattaguan

In its desire to enhance the portfolios of graduating students and professionals for better opportunities in their field, the University of Saint Louis, through its School of



Business Administration and Accountancy (SBAA), hosted the First National Business Conference which focused on Islamic Banking, Finance and Accounting on Feb. 26-27, 2014 at the Crown Pavilion, Tuguegarao City.

With the theme: "Bringing Business into Frontiers for Professionals'/ Students' Better Future," the conference was facilitated by two professors from Universiti Utara Malaysia (UUM) in the

persons of Dr. Rosemaliza Rashid and Dr. Zairani Zainol, both of UUM's Islamic Business Studies Department.

Topics in the said conference included: History and Development of Islamic Banking and Finance; Shariah Framework of Islamic Finance and Banking; Islamic Financial Transactions and Contracts; Islamic Banking System/Takaful and Islamic Pawn Broking; Islamic Financial Markets; and Regulatory and Shariah



Framework of the Islamic Financial Services Industry.

The Universiti Utara Malaysia is one of USL's international partners for student exchange, faculty exchange, research, and other academic undertakings.

USL looks forward to holding other business conferences as early as the start of school year 2014-2015 as part of its contribution to the development of Business Education in the country. **USLN**

USL renews MOA with China Jiliang University

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President Dr. Sujin Jinahyon signed the MOA, which was pre-signed in China, with Dr. Chen and Dr. Emmanuel James P. Pattaguan, USL Vice-President for Academics, as witnesses.

Fr. Rex C. Salvilla, CICM, USL Executive Assistant to the President, the three USL Vice Presidents, and other members of the USL Administration were also present during the signing.

Meanwhile, Professor Peng Fei of CJLU conducted a Mandarin class in

USL from January 12 to 23, 2014, in partial fulfillment of the MOA on faculty exchange.

This is his second time with the University, as he was also tapped for the same teaching stint last year in the same month. Foreign Language forms part of the curriculum for many of USL's program offerings.

USL, for its part, will also explore sending a USL professor to CJLU for a similar endeavor.

USLN

University of Saint Louis is Top School in NLE

Macekrell T. De la Cruz

UNIVERSITY of SAINT LOUIS

Top 1

NURSING SCHOOL IN THE PHILIPPINES (DEC. 2013 NLE)

98.53% USL PASSING RATE

WE ARE VERY PROUD OF YOU!

The University has made a sterling achievement again owing to its passing rate in the Nurse Licensure Examination (NLE) administered by the Professional Regulation Commission (PRC) last December 2013.

The University's passing performance of 98.53 percent (67 passers out of 68 takers) in the said board exam places USL as Number 1 Top Performing School nationwide.

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VP Academics attends Indonesian Study Tour

Macekrell T. De la Cruz

Dr. Emmanuel James P. Pattaguan, the Vice-President for Academics, attended in Indonesia a two-week long study tour sponsored by the Asian University Digital Resource Network (AUDRN), April 21-May 3, 2014.

Dr. Pattaguan was with other Filipino educators whose schools are members of AUDRN. The delegation was led by Dr. Maria Lourdes Q. Baybay, AUDRN's Executive Director.

The Filipino delegates had the tour to visit, get to know and link up with the partner schools of the University Network for Digital (Local) Knowledge (UNDK), an AUDRN counterpart network in Indonesia; to conduct knowledge exchange with faculty members and administrators in the practice of local knowledge integration in teaching and learning as well as in research; to build a possible network of Indonesian universities for the Filipino delegates' own individual schools through the sharing of best practices; and to explore Indonesia as a neighbor in the southeast Asian region in the context of the ASEAN 2015 integration.

The group visited nine partner schools, namely: 1) Universitas Katolik Widya Mandira, Kupang, 2) Universitas Kristen Artha Wacana, Kupang, 3) Universitas Kristen Petra, Surabaya,



The AUDRN delegates and Administrators of Universitas Kristen Indonesia Paulus, Makassar

ya, 4) Universitas Katolik Widya Karya, Malang, 5) Universitas Katolik Soegijapranata, Semarang, 6) Universitas Kristen Satya Wacana, Salatiga, 7) Universitas Kristen Duta Wacana, Yogyakarta, 8) Universitas Sanata Dharma, Yogyakarta, and 9) Uni-

versitas Kristen Indonesia Paulus, Makassar.

"We were warmly received by all schools with traditional Indonesian culture of welcoming guests. I enjoyed every bit of experience in these schools, with the good company of very welcoming school

administrators."

Dr. Pattaguan presented the University of Saint Louis' Local Knowledge initiatives at the Duta Wacana Christian University (Universitas Kristen Duta Wacana, Yogyakarta). He mentioned about *Bannag*, the Local Knowledge research publication of the University, the University researches on Local Knowledge, and the conduct of service learning in an Aeta community in Peñablanca, Cagayan.

In all the schools the AUDRN team visited, Dr. Pattaguan expressed USL's desire to further ties with them.

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University of Saint Louis is Top School in NLE *...continued from page 1*

RANK	SCHOOL	TOTAL NO. OF EXAM.	TOTAL NO. PASSED	PERCENTAGE PASSED
1	UNIVERSITY OF SAINT LOUIS-TUGUEGARAO	68	67	98.53 %
2	XAVIER UNIVERSITY	185	181	97.84 %
3	MARIANO MARCOS STATE UNIVERSITY-BATAC	150	146	97.33 %

Source: prc.gov.ph

"The achievement accounts to the hard work of our graduates and faculty, excellent academic program, quality assurance policies like our admission and promotion/retention policies. The passers also went through spiritual guidance and a well-organized review program," said Dr. Dindo V. Asuncion, the Dean of the College of Health and Allied Sciences (CHAS).

With spectacular institutional passing rates in NLE, the University has been awarded by PRC as a top performing school na-

tionwide since its pioneer batch took the exam in 2008 with its historic 100 percent passing rate making USL then as Number 1 Top Performing School.

The University placed Top 2 in 2009, Top 6 in 2010, and Top 5 in 2012. The number of USL examinees in the Dec. 2011

NLE did not meet PRC's cutoff to qualify the University as a top performing school then although it scored high with a pass-

ing rate of 94.29 percent (33 out of 35) against the national 33.92 passing percentage.

To date, the University has a batting average of 94.96 percent in the

NLE	National Ranking
Dec. 2013	Number 1
Dec. 2012	Number 5
Dec. 2010	Number 6
Nov. 2009	Number 2
Nov. 2008	Number 1

Nurse Licensure Examinations, June/July and Nov/Dec ratings combined. **USLN**

USL wins at BID International Quality Summit Award in New York

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The organization has made huge strides this year as a leader not only within its sector, but also in the Philippines. The Award came as an ideal way to celebrate this past year's successes while looking forward to putting quality first in the year to come.

Considered the world's most important city economically and culturally, New York is

the reference point for international businesses. With a population of over 8 million inhabitants within an area of 1,214 square kilometers, it is distinguished among other cosmopolitan cities as the location of the United Nations and for its stock market as the center of the global economy. It is also a cultural and entertainment center with a wealth of monuments of great historical value: the Statue of Liberty, Rockefeller Center, the Empire State Building, its museums, most notably the Museum of Modern Art (MOMA), the center of theatrical productions (Broadway), and the location of the world's most visited media enclave – Times Square, all of which have made it the perfect city to present the BID International Quality Awards.

Rev. Fr. Eugene Arco stood before the gathering of international leaders, sharing the company's

achievements to date as well as its future ambitions and goals. Despite the difficult current global economic climate, University of Saint Louis strives to excel in quality each day, creating a competitive advantage in its industry. For this reason, University of Saint Louis won the 2014 BID International Quality Summit Award in New York. The Award is presented by BID to those companies and organizations from around the world that best adhere to excellence and innovation in their practices, putting quality first at all levels of organization.

The companies honored in New York were recognized not only for their entrepreneurial achievements, but also for their dedication to continuous improvement and innovation, key concepts of the QC100 Total Quality Management Model. Seeking to increase customer satisfaction and optimize ef-

iciency, the model promotes an organizational culture of engagement and a proactive approach to improving processes.

All of the winning companies in New York have expressed their commitment to the QC100 TQM Model, which serves as an excellent example for other organizations in today's rapidly changing business environment. By making customer satisfaction the highest measure of quality, BID award winners set the benchmark in their respective sectors and contribute to the social and economic development of their countries, paving the way for world-changing initiatives. A key example can be seen through University of Saint Louis, whose spirit of innovation and positive growth has overcome and indeed thrived in the challenging current global economic climate.

(Source: QLeadership Magazine)

USLN

US English Language Officer visits USL

Emmanuel James P. Pattaguan

Dr. Dawn Rogier, the United States' Regional English Language Officer (RELO) for the Philippines, Malaysia, Brunei, Papua New Guinea, and the Pacific Island countries (Micronesia, Marshall Islands, Palau, Samoa, Tonga, Fiji, etc.), together with Ms. Connie Chico, Cultural Affairs Assistant, US Embassy in Manila, visited USL, April

4, 2014.

At the meeting at the Sacred Heart Board Room, the two US Embassy representatives and USL Officials discussed the preparations for the coming of an American English Language Fellow (EL Fellow) to USL for school year 2014-2015. The EL Fellow will be fielded by the American Government.

USL will host the EL Fellow for about ten months



where he/she will be part of the University's English Language Center (ELC) and will also teach some English subjects in College.

Dr. Rogier said that the EL Fellow Program of the US Government is meant to help further the English Language in the host com-

munity and to expose Americans to other cultures.

USL's hosting of an EL Fellow is part of the University's growing commitment to enhance cooperation with different entities for the improvement of its academic programs. USLN

Into the Golden Jubilee

Back in her founding in 1965 and forward to 2015 – and that's 50 for University of Saint Louis!

To be celebrated over the span of an entire school year, USL's Golden Jubilee starts on February 11, 2015 and ends on February 11, 2016.

The countdown was supposed to begin on February 11, 2014, which also marked the 49th founding anniversary of the University. For practical reasons, the countdown was moved to February 12, 2014 – with the unveiling of the Countdown Board by the University President, Rev. Fr. Eugene A. Arco, CICM.

The celebration shall run with the theme –

USL @ 50: Devoted to Mission and Committed to Excellence

– a theme drawn from several submissions from the Louisian community.

Contests were also earlier held for song lyrics composition, song melody, prayer, and logo.

Rev. Fr. Rex C. Salvilla, CICM, Executive Assistant to the President, chairs the Think-tank Committee for the Golden Jubilee celebration.

Please check the University website (www.usl.edu.ph) and upcoming releases of the *USL Newsletter* for announcements and updates on this commemorative event.

Golden Jubilee Prayer

Dr. Emmanuel James P. Pattaquan

Ever gracious God,

With gratitude in our hearts, we express our joys and jubilation for fifty years of USL's felt presence in the Philippines.

In the words of Theophile Verbist, the CICM Founder- Nothing is impossible when done with love, and one with our CICM fathers and brothers, we pray that our mission to help transform society with holistic education will forever succeed even to higher heights for the building of persons and communities, locally and globally. This we will do by living up to the ideals of our founders to love and to serve the marginalized and underprivileged sectors of the society.

As we reminisce the fifty years of meaningful existence, we recall with fondness the humble beginnings of the then Saint Louis School for Boys into becoming a stalwart of education as University of Saint Louis Tuguegarao. Fifty years of meaningful existence has been challenging, yet we survived because of your unceasing blessing to our beloved University, for which we are forever grateful.

May our Blessed Mother, the patroness of CICM, intercede for all of us as we pledge once more to live by the USL Values of Christian Living, Excellence, Professional Responsibility, Committed Social Awareness and Involvement, and Innovation, Creativity and Agility.

Finally, may this joyous occasion unite us as one family for renewed strength in the service and mission of quality education, and our vision of becoming a globally competent Catholic University. In Jesus' Name we pray. Amen.

BURST FORTH USL

Lyrics: Dr. Rina M. Reyes

Melody: Mr. Nicky C. Cardenas

In wisdom you were born;
By God's grace you transformed;
With shared vision and mission;
You created a niche of your own.

Beloved USL to you we sing,
Hail to your glorious past!
Yet humbly you've reckoned,
The excellence you're known.

Refrain: Burst forth USL, with you we soar!
Global competence we aim with you
With our faith, hope and profession,
Our life, our country transform.

Our gratitude to you, Oh USL,
For Sapientia Aedificat
Devotion to mission,
Each day you are reborn.

(Refrain)

God bless your forebears,
Grant wisdom to your offsprings
With excellence and passion,
We build, we lead with compassion!

(Refrain)

Coda:

OUR LIFE, OUR COUNTRY TRANSFORM.

Homily for the Start of the Countdown for the Golden Jubilee Celebration of USL

By: Rev. Fr. Rex C. Salvilla, CICM
Mk 7:14-23

“Nothing that enters one from outside can defile that person; but the things that come out from within are what defile.”

This is a very down-to-earth observation of Jesus of Nazareth about what contributes to the honor or dishonor of a person. It is not the unclean food that a Jew is prohibited to eat, but it is the attitude and the words from inside a person that can defile that person. It is what a person manifests that can destroy a relation. A poor person may have nothing to eat or may have inferior food to put on the table but that does not defile a person, does not destroy the reputation or the moral standing of anyone. However, what comes out from the mouth of someone can honor or dishonor. What comes out as action builds or destroys relationship.

This is also true for any institution. This is also true for any school. This is also true for any university like the Saint Louis. Generally, nothing that enters an educational institution can defile it; but the things that come out from within are the things that defile. Society will judge us more by the kinds of graduates we have than by the kind freshmen we accept. Society will judge us more not by our acceptance of poor students from poor communities, from poor schools with less educational opportunities. But society will judge us based on our own graduates, whether they aggravate or alleviate the poverty of our coun-

try, whether or not they participate in the endless scandal of stealing in public office, whether or not they take part in exploiting the poor laborers, whether or not they participate in smuggling which costs billions of pesos for the government. Society will judge us more not by the kinds of students we accept, whether they have physical disabilities or emotional hang-ups, whether they are spoiled kids or misguided youth, but society will judge what come out of our graduation roster.

Devoted to Mission and Committed to Excellence. The theme of our coming Golden Jubilee celebration succinctly yet accurately expresses the kind of spirit we want to have and the kind of atmosphere in our campus we want to prevail. Devoted to Mission and Committed to Excellence. The theme of our coming Golden Jubilee celebration succinctly yet accurately expresses the kind of aspiration our students would like to fulfill, the kind of result our teachers, personnel and administrators would like to achieve, and the kind of graduates we want to offer the world.

Education is one of the priorities of CICM Philippine Province. CICM is a Catholic religious congregation of men who are committed to spread the good news of Jesus. A school is a venue for evangelization especially of the youth who heard little about the gospel or perhaps who did not hear about it at all. For many years we invested in manpower and in material as well as financial resources here in Saint Louis, and the result is very encouraging. We can be proud of this school as a very good educational in-

stitution. Our tarpaulins inside and outside the campus announce it proudly. We love to repeat our tagline. Everyone knows our tagline. Indeed, we deliver results in terms of academic excellence. We are committed to excellence. We are committed to professional integrity and responsibility. We are committed to competence, and we want to maintain it not only locally but globally.

As a sign of Christian maturity, we also participate in the mission of CICM by our own devotion to mission. Let us start the mission right among us, by our charity, by our respect, by our integrity, and by our compassion to each other. By practicing the gospel in our campus, we can confidently announce the gospel naturally spontaneous in any part of our country, in any part of the world. Once the good news of Jesus is part of our person, it will be effortlessly exuded in our words and action. It will come from within and it will build communities. Once our Christian values are part of our person, then people will trust us for the integrity and honesty we show, people will admire us for the respect we give, people will be touched by the compassion we offer, and above all people will be convinced that it makes a real difference to be the followers of Jesus of Nazareth.

May our coming Golden Jubilee spur us to continue our witnessing as Christians and maintain our academic excellence. “Burst forth USL with you we soar! Global competence we aim with you with faith, hope and profession, our life, our country transform.”



SBAA conducts Youth, Leadership Convergence

Emmanuel James P. Pattaguan

As part of the University's contribution to the development of the youth, the School of Business Administration and Accountancy (SBAA) conducted last January 22, 2014 the Second USL-SBAA Youth and Leadership Convergence with the theme: "The Youth and Leader: Agent for Rebuilding the Nation."

Together with their advisers, sixty (60) stu-

dents from public and private high schools in Cagayan attended the event that focused on transformational leadership as means to rebuild the country.

Dr. Emmanuel James P. Pattaguan, USL Vice President for Academics and OIC Dean of the SBAA, tackled the topic: "Transformational Leadership towards a Better Philippines."

Moreover, three USL student leaders shared



their experiences of leadership: Patrick Louis Reyes, Supreme Student Council President; Jeliford Mayoyo, SBAA Governor; and Mark Anthony Tacuboy, President of the Junior Philippine Institute of Accountants (JPIA) – USL Chapter.

The convergence also

included team-building activities and an impromptu speaking contest via picture analysis with the following winners: first place: Lyceum of Tuao, second place: Cagayan National High School, and third place: Gosi High School. **USLN**

University inaugurates N Building

Macekrell T. De la Cruz

In response to a growing clientele, the leadership of the University pursued for the construction of yet another building. Following the construction of the M Building, the newly-constructed edifice in USL is temporarily named as the N Building.

and a function hall.

Rev. Fr. Ramon P. Caluza, the CICM Philippine Provincial Superior and Chair of the USL Board of Trustees, led the blessing of the building. Other CICM priests who also blessed the building were the University President, Rev. Fr. Eugene A. Arco, Rev. Fr. Rex C. Salvilla (Ex-

ing were representatives from partner government agencies, other University officials, representatives from the Executive Family Council and the USL Alumni Association, among other guests.

In his welcome remarks, the University President emphasized the significance of innovation and creativity with reference to the creation of the simulation room for Accountancy and Business, to other endeavors of the University, and to the goal of the University of becoming a globally competent Catholic University.

Father Caluza said in his homily that the new building is a blessing. He urged the Louisian community to be patient with

one another. He further said, "Let us keep on strengthening our faith which is the rock of all university education."

Some of the guests gave their congratulatory messages at the reception program.

The new building will be used effective the coming school year, 2014-2015. **USLN**



Rev. Fr. Ramon P. Caluza and Rev. Fr. Eugene A. Arco cut the ribbon for the completion of the N Building.

Inaugurated and blessed on May 3, 2014, the N Building houses a simulation room for Business and Accountancy students, classrooms, faculty rooms,

ecutive Assistant to the President), and Rev. Fr. Romeo G. Nimez (former CICM Philippine Provincial Superior).

Present also during the inauguration and bless-



VP Academics attends Indonesian Study Tour

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Dr. Pattaguan with the Rector of Artha Wacana Christian University

During the study tour, Dr. Pattaguan noted the Indonesian Local Knowledge studies, some of which as follows:

1. Lilifuk and Giant Clams Garden: Local Practices of Bolok Village for Coastal and Marine Conservation Ecotourism

The local villagers protect and conserve coastal and marine resources (small pelagic fishes). In Indonesia, Lilifuk means the coastal area which never dries even during high or low tide. The area is closed for six months until it is opened for harvest for a day only.

2. Javanese Traditional Wedding Ceremony

Javanese Traditional wedding is characterized as colorful, fragrant and rich with tradition; these are the elements of the Javanese wedding ceremony. On the wedding day, the groom and the bride are adorned with jasmine flowers and wrapped in jasmine-scented traditional fabrics accented with ornate brass and gold ornaments. The throne where they reside for most of the wedding day is decorated with flowers as well.

3. Ethnography as a Research Method

Ethnography is a qualitative methodology whereby the researcher seeks to understand a culture from the standpoint of the cultural insider, or what it is truly like to live and exist, within a particular framework of customs, taboos, religion, thoughts and all of the cultural institutions that come together to make culture and how the interaction of the individual with this social framework shapes world view. USLN



Traditional Indonesian Wedding Materials



The Borobudur Temple (zenith view)

USL strengthens research presentation, publication

Ferdinand N. Cortez

Two student researchers were presented at the Conference on Advances in Computer Science and Electronics Engineering in Kuala Lumpur, Malaysia, last March 8-9, 2014. One of the researches was entitled *Spread of Influence on Information Propagation: Target Viral Marketing through Influential Nodes in Social Network* by Windelle John Vega, Emiliana Lappay, Tefany Balawen, and Norman Christian Sy.

The other paper was: *Organization Mapping Using Social Network Graph Analysis* by Edward Suyu, Darryl Vargas, Virna Addatu, and Shierly Macarubbo.

Mrs. Luisa Aquino, Dean of the School of Information and Computing Sciences (SICS), accompanied Vega and Suyu in Malaysia for the presentations.



The two researches were also presented at the International Research Conference in Saint Paul University Philippines (SPUP), Tuguegarao City, last Feb. 6 -7, 2014.

Dr. Farida Tallud, mem-

ber of the University Research Pool, presented her research: *Determinants of Buying Behavior of Small and Medium Enterprises (SME's) through Online Shopping* during the 8th Global Business Conference in De La Salle University last Feb. 8, 2014.

From the School of Education, Arts and Sciences (SEAS), a research on local knowledge, *Ybanag Unoni: A Unifying Force Reflective of Values and Virtues* by Mr. Jose Mari Melad, was presented at the National Research Conference on Fractal Modeling and Theory Development in Cebu City, March 10-12, 2014.

For research awards, Dr. Farida Tallud received the "Best Presentation Award" for her paper *Online Buying Behavior of SMEs and their Competitive Advantage* while Dr. Jay Omotoy received the "Best Paper Award" for his research *Management Practices and Business*

Performance of Family-Owned Enterprises. Dr. Tallud and Dr. Omotoy, April 2014 Doctor in Business Management graduates of the University, presented their papers at the National

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USL strengthens research presentation, publication ...continued from page 9



Dr. Tallud and Dr. Omotoy

Marketing Educators Conference and Business Summit Research on April 25-26, 2014 at Saint Louis University, Baguio City.

For international

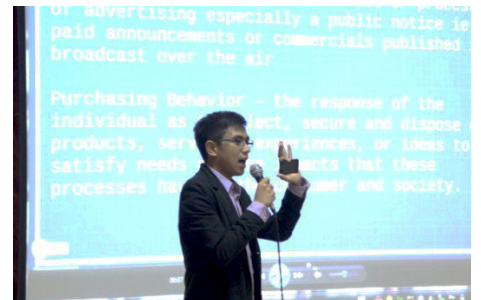
publication, the paper *Ubiquitous Learning Environment Using Android Mobile Application* by Jan Nealbert Calimag, Pamela Anne Miguel, Romel Conde, and Mrs. Luisa

Aquino was published in the International Journal of Research in Engineering and Technology.

Meanwhile, the University Research Center spearheaded Project RISE (Research and Innovation in Sciences Education), where student researchers

presented their outputs, March 10-12, 2014. Said outputs are published in the following in-house journals: *MSN Research*

Bulletin, Engineering Research Bulletin, Accountancy and Business Administration Review, SEAS Research Bulletin, and the Graduate School Journal. Project RISE also showcased students' creative works. **USLN**



University intensifies Service Learning Programs

Herbert S. Corpuz

For school year 2013-2014, the University, through the Community Extension Services (CES) Office and the various academic departments, has intensified the service learning component of its extension agenda.

Sixty-three percent (63%) of the faculty and 37% of the students were involved in service learning programs. Service Learning Program (SLP) is a teaching-learning strategy that integrates meaningful community service with instruction and reflection to boost learners' learning experiences, teach active

citizenship, and empower individuals and communities.

The School of Education, Arts and Sciences' (SEAS) Opportunity Classes at the Aeta Community in Agugaddan, Peñablanca, Cagayan set the intensification of SLP. The said SLP is a community service program of Teacher Education students in Educ 9, Educ 10, & Educ 12 courses.

Education students conducted educational needs assessment of school-aged Aetas, developed learning plans based on the results of the assessment, and implemented weekly tutorial sessions using

the learning plans.

The various academic departments have also strengthened their service learning programs. The School of Engineering, Architecture and Fine Arts (SEAFA) extended its Program KSP (*Kagandahan sa Paaralan*), through the Architecture and Interior Design Departments, and Mathutorial Classes, through the Mathematics Department, at Liwan Sur Elementary School in Enrile, Cagayan.

The College of Tourism and Technical-Vocational Education (CTVED) conducted a regular Banquet Service Learning Activity at Campo, Ig-



Opportunity Class at an Aeta Community, Peñablanca



Program KSP at Liwan Elementary School



MATHutorial Class at Liwan Elementary School

...continued on page 11

University intensifies Service Learning Programs

...continued from page 10

uig, Cagayan.

The School of Information and Computing Sciences (SICS) strengthened its presence in various partner public schools in Baguio, Cagayan through its Service Learning Caravan. The School of Business Administration and Accountancy (SBAA) reinforced its extension programs at Gadu, Solana, Cagayan through regular monitoring of the Gadu Association of Women Entrepreneurs (GAWE). The College of Health and Sciences (CHAS) sustained its Health Profiling, Monitoring, and Education at Magalalag West, Enrile, Cagayan.

The High School Department conducted its Jail Apostolate at the Bureau of Jail Management and Penology (BJMP) R02, Care for the Young at the Reception and Study Center for Children (RSCC), and immersion activities at Cannagan, Enrile, Cagayan.

The SLP programs of the various academic departments are monitored by the CES Office through the Academic Extension Coordinators (AEC) and the CES Director, Mr. Herbert S. Corpuz. **USLN**



Banquet Service Learning at Campo, Iguig



Immersion at Cannagan, Enrile



GAWE Monitoring at Gadu, Solana



Service Learning Caravan, Baguio

USL hosts 4th CICM Schools Student Leaders' Convergence

Ma. Leonora Cagurangan and Marilyn Cruz

The fourth CICM Schools Student Leaders' Convergence is a gathering of student leaders from the different CICM schools to exchange and learn best practices, to foster a sense of camaraderie among student leaders and advisers, and to deepen student-teachers' understanding of relevant themes and issues especially on leadership.

This year's convergence, hosted by our University, was held on

May 5-7 at the Ter Meer Gymnasium and at Villa Domingo Renewal Center, Maddarulug, Solana, Cagayan. Said convergence had the theme: "CICM Student Leaders: Their Challenges and Opportunities."

The convergence started with a Eucharistic celebration at the University Chapel and followed by the opening program where the University President, Rev. Fr. Eugene A. Arco, CICM, gave his welcome address.

Prof. Marlon Jay B. Bay-

sa, Board Member of the Philippine Association of Campus Student Advisers (PACSA) was the speaker on May 6 on the topics, "Challenging Student Leaders to Maximize their Potentials" and "Social Responsibility in Student Leadership."

The third topic was on "Impact and Prospects of Computer Mediated Communications." It was tackled by Rev. Fr. Ferdinand T. Maguigad, the Principal of Lyceum of Aparri and a professor at St. Thomas Aquinas Seminary, Aparri, Cagayan.

The last day was scheduled for the team-building activities. The day ended with a celebration of friendship and unity as the participants savored the meals served in the "boodle fight."

The convergence was participated in by 110 students and 10 advisers from Saint Louis College (La Union), Saint Mary's University (Bayombong), Saint Louis University (Baguio), and University of Saint Louis (Tuguegarao). **USLN**



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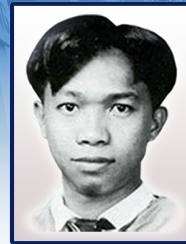
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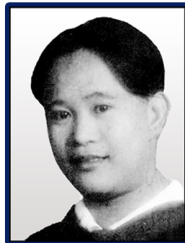
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