



REJETS MEN

IN RETROSPECT: PACU'S MOMENTS & HIGHLIGHTS

LOOKING BACK AT 2022-2024 WITH PRIDE AND HONOR

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PACU President's Report

Overview of Strategic Achievements and Initiatives: October 2022 - September 2024

The Philippine Association of Colleges and Universities (PACU) is pleased to present a comprehensive report detailing significant milestones and strategic initiatives undertaken in recent years. This report reflects PACU's collective efforts in advancing the landscape of Philippine education through policy advocacy, capacity building, fostering strategic partnerships, and the accomplishments of various committees.

PACU has been at the forefront of driving educational policy reforms, actively collaborating with government agencies, and ensuring that the voice of private education is well-represented in legislative discussions. Collaboration with other educational organizations and stakeholders has been a cornerstone of PACU's strategy to promote educational progress and innovation. The association's active leadership in the Coordinating Council of Philippine Educational Associations (COCOPEA) as chairperson in the remainder of PACU's term (2023- June 2024) and membership have proven and tested to be beneficial to ensure successful lobbying of better educational policies.

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PACU and COCOPEA endorsed to President Ferdinand Marcos Jr. the appointment of the newly installed Department of Education (DepEd) Secretary, Hon. Juan Edgardo "Sonny" Angara, and Technical Education and Skills Development Authority (TESDA) Director General, Hon. Francisco "Kiko" B. Benitez. Two highly worthy individuals are now at the helm of two of the three education agencies in the country.

Recently, PACU and COCOPEA hosted a dinner reception to welcome the newly appointed Secretary of the Department of Education, Hon. Juan Edgardo "Sonny" Angara, and the Director General of Technical Education and Skills Development Authority (TESDA), Hon. Francisco "Kiko" B. Benitez, in July and September 2024, respectively.

PACU has responded proactively to government legislations and regulations that impact the academic sector by rallying industry leaders to stand firm and lobby our position on various legislative issues that could be beneficial or could adversely affect private educational institutions.

We effectively championed the passage of the "No Permit, No Exam Prohibition Act," also known as Republic Act No. 11984. A significant triumph for PACU was the transformation of focus and language to mandate that educational institutions support disadvantaged students. The law now ensures access to educational services without unreasonably encroaching on schools' right to enforce payment schemes crucial for their operations.

PACU also supported Senate Bill No. 379 or the Mental Health and Well-Being Promotion Act, which advocates for establishing Mental Health and Well-Being Centers and emphasizes the need for government subsidies to ensure that private schools can offer quality mental health services. The advocacy also calls for expanding counseling services to include online delivery, reflecting the changing needs of the educational community.

PACU addressed the revitalization of the Reserve Officers' Training Corps (ROTC) program, emphasizing the need to uphold academic freedom and respect the prerogatives of Higher Education Institutions (HEIs) in determining program delivery methods. Additionally, PACU suggested incorporating elements of the National Service Training Program (NSTP) into the revitalized ROTC framework.

In response to a tragic hazing incident that shook the academic community, PACU released a position paper condemning all forms of violence and abuse within educational institutions. The association called for stricter enforcement of anti-hazing policies and greater accountability, emphasizing the need for a safer and more supportive environment for students.

PACU supported the bill to strengthen the Legal Education Board but raised concerns about potential infringements on the academic freedom of law schools. We called for balanced legislative support that recognizes the complementary nature of public and private education and urges provisions to protect the autonomy of educational institutions.

In Basic Education, PACU representatives participated in a K to 12 curriculum consultation workshop/s organized by the Department of Education. The workshop/s included discussions on decongesting and making relevant changes to the K to 12 Curriculum, MATATAG Curriculum, and Senior High School (SHS) Program Review. Recently, the SHS Curriculum consultation included topics such as the embedment of the TESDA training regulations, an increase in the number of hours for the SHS work immersion, and other curriculum flexibilities and solutions to address the job-skills mismatch and provide employment opportunities for SHS students who will be seeking employment upon graduation. Important feedback to help shape the curriculum review process was discussed and examined during the workshop.

Moreover, PACU was instrumental in developing the Public and Private Basic Education Complementarity Framework under DepEd Order No. 6, S. 2024. This initiative promoted collaboration between public and private educational institutions, fostering a more integrated approach to education in the Philippines. The organization also took proactive steps to address the proposed amendments to the school calendar year, as outlined in DepEd Order No. 22, S. 2023, by coordinating responses from member schools and facilitating a gradual shift in the academic calendar.

PACU acted swiftly to ensure that Autonomous and Deregulated Private Higher Education Institutions continue to enjoy most benefits under CMO No. 19, series of 2016, except for a few sections, 7, 11 (for graduate programs), 12, and 14, while their renewal applications are being processed. I am proud to announce that 53% of CHED's list of institutions that have Autonomous and Deregulated status as of 2021 are members of PACU, proving that our member institutions are at the forefront and aspire to continuously deliver quality education in the country with its dedication towards institutional quality improvement. We await the release of the 2024 CHED list soon.

Institutional Capacity Building, Government Industry Academic Collaboration towards Sustainability, Lifelong Education Pathways and Continuous Quality Improvement

Innovation and collaboration of private education institutions remain crucial in human capital and social development towards national progress. PACU's commitment to sustainable education to boost efficiency, quality access and responsiveness of education has been evident in its programmatic initiatives. PACU's institutional capacity-building efforts, global education and industry alignment were directly supported by the Private Education Assistance Committee's (PEAC) ASPIRE Program. PACU has strengthened its role in shaping educational leaders by launching several initiatives such as webinars, workshops, and summits/conferences focused on relevant and contemporary topics in education, such as generative artificial intelligence, internationalization of higher education, and the use of micro-credentials and digital badges in the promotion of lifelong education pathways.

Furthermore, PACU members engaged in significant events such as the COCOPEA Biennial Congress and PEAC's PhilEd Conference. The organization partnered with COCOPEA, CEAP, and Rex Education to organize the MATATAG Curriculum Summit, which fostered deep discussions on curriculum improvements and facilitated participation in DepEd's National Training of Regional Trainers. In alignment with its goals of enhancing educational leadership, PACU ensured that member institutions were well-informed about the CHED Scholarships under the Local Graduate Scholarships Office, such as the Global Academic Leadership Program (GALP), Wharton Online Management Masterclass and other Husay Scholarships, extending application deadlines to maximize participation. UNIFAST updates on TES subsidy.



The association contributed to education policy workshops and dialogues with educational agencies and organizations to advance policies and programs.

- CHED National Higher Education Sector Development Plan 2040 (NHESDP) Visioning Workshop; and NHESDP Consultation Meeting
- TESDA for the National Technical Education and Skills Development Sector Plan 2023-2028
- Philippine Business for Education (PBEd) Higher Education Summit in February 2023 and 2024
- COCOPEA Townhall Meeting of the Congressional Committee for Higher and Technical Education
- Consultation meetings and dialogue with the Second Congressional Commission on Education (EDCOM 2); Technical Working Group (TWG) on Higher Education and TWG on Volunteer Engagement, “Sulong Para sa Kabataan”.
- Philippine Qualifications Framework-National Coordinating Council (PQF-NCC) Strategic Planning Workshop. Aims to intensify the coordination efforts of the education agencies for the advancement and development of policies, activities and programs under the PQF that will serve as a vehicle in creating lifelong learning pathways
- Community College Administrators Program (CCAP) and Philippines U.S. Department of State’s Bureau of Educational and Cultural Affairs and the Public Affairs Section of the U.S. Embassy Roundtable discussion

PACU officers and members’ engagement with Government Industry Academe (GIA) Linkages opened opportunities for participation, collaboration and networking ensuring that educational programs align with government and industry needs to strengthen our education system throughputs to contribute to human capital and skills development, build innovative systems, and drive job creation for economic prosperity for inclusive growth in the Philippines.

Some of these strategic planning sessions, conference workshops, and meetings include:

- Department of Trade and Industry-Philippine Trade Training Center Philippine Skills Framework (PSF) Launch. The PSF training workshop is on the pipeline.
- Department of Information and Communications Technology (DICT), IT Business Process Outsourcing Association of the Philippines (IT-BPAP), Analytics Association of the Philippines Philippine Skills Framework Launch for the ICT industry (IT-BPMConsortium).
- Private Sector Advisory Council (PSAC), Private Sector Jobs and Skills Corporation (PCORP), and Philippine Business for Education (PBEd) roundtable discussion with DepEd Secretary on Senior High School (SHS) employability, Adopt-A-School Program, and Connectivity in Education.
- Export Development Council (EDC) Networking Committee on Education and Human Resource Development (NCEHRD)
- National Academy of Science and Technology (NAST) Roundtable on Increasing the number of Filipino STEM PhD and Master’s Degree Graduates
- National Book Development Board (NBDB) - National Alliance of Reading Advocates (NARA Connect) Coalition Launch
- Participation as resource speaker/panelist on Transforming Higher Education into an AI Driven Future and PACU’s Acceptable Use Policy on Generative AI at the Analytics and AI Association of the Philippines (AAP); Asia Society for Social Improvement and Sustainable Transformation (ASSIST), Amazon Web Services (AWS); and Coursera roundtable discussion on emerging educational technologies and Generative Artificial Intelligence (Gen AI) for lifelong education
- Government Academe Industry Network (GAIN) Masterclass
- Asian Association of School HRMD Practitioners, Inc. (AASHPI) Conferences

We must continue to engage with our education agency partners, other national government agencies, development agencies, business associations, and Industry Councils to ensure the alignment and development of curricular programs that are responsive to industry and societal needs.

These efforts will align education with industry demands and promote a globally competitive workforce, further underscoring PACU’s commitment to driving educational excellence.

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Committee Accomplishment Reports

The accomplishments of PACU's various committees have been central to its overall success. Below is a summary of key achievements:

Membership Committee:

- **Membership Dues Amnesty Program:** Successfully implemented from May to July 2023, allowing 46 out of 91 member institutions with arrears from 2008-2023 to update their dues, generating Php 2.1 million in revenue. This program also led to the cleaning of membership records and an increase in active members.
- **New Membership Applications:** The committee welcomed the Medical Colleges of Northern Philippines and National University Laguna as new members. Ongoing applications include Mapua Malayan Colleges Davao, further strengthening PACU's community.
- **Strengthening Membership Guidelines:** Revised by-laws and internal policies for a more transparent membership process. The committee also conducted validation and benchmarking visits to better understand and address member needs, particularly in provincial areas.

Public Relations Committee:

- **Redesigned PACU Website**
In 2023, the PR Committee launched a redesigned PACU website to enhance User Experience (UX) and User Interface (UI). The redesign created a visually appealing, user-friendly platform while prioritizing data security. The website remains a key resource for updates and information about PACU's activities.
- **Biannual Newsletter**
Between 2022 and 2024, the committee produced three newsletters, the fourth issue of which is the one you have on your hands. These newsletters covered significant topics in higher education, trends, and achievements of PACU member schools, celebrating milestones and awards.
- **Digital Tayo Workshop with Habi**
In collaboration with Meta Philippines and Habi Education Lab, the PR Committee facilitated the Digital Tayo Teachers initiative, a digital literacy workshop series held in September and October 2023. Over 300 students from various PACU member schools, including Cebu Institute of Technology-University, participated. The initiative provided valuable resources aligned with technology courses in teacher education.
- **Personalized Holiday Cards**
The PR Committee designed and printed personalized Christmas cards for 2022-2024, ensuring brand consistency and cost-efficiency. This initiative reinforced PACU's internal and external brand presence.

Programs Committee:

- **Mental Health Awareness:**
 - * *Raising Mental Health Awareness Among Schools:* Addressed mental health concerns in academic institutions.
 - * *Suicide Prevention and Awareness in Higher Education Institutions:* Focused on suicide prevention and included an info session on the College Experience Survey (CES).
- **Leadership Development:**
 - * *The Art and the Practice of Deanship 4.0:* Discussed the evolving role of deans, with a focus on digital transformation and leadership in the modern academic landscape.
- **Financial Management:**
 - * *Financial Management for Educational Leaders:* Provided guidance on managing school finances in a post-pandemic world.
- **Artificial Intelligence:**
 - * *The Rise and Perils of Artificial Intelligence:* Initiated discussions on the role of AI in education, focusing on ethical implications.
 - * *Harnessing AI Potential: A Policy Writeshop on Acceptable Use in Education:* Collaborated with the



Committee on Institutional Quality Improvement to draft policies on ethical AI use.

- * *Secure Assessment in the Age of AI*: Focused on protecting academic integrity amid the rise of AI-generated content in assessments.

Legal Committee:

- **Constitutional and Legislative Advocacy**

PACU consistently opposed amendments to the 1987 Constitution that would allow foreign ownership of educational institutions, emphasizing the protection of national patrimony.

Relevant endorsements:

- * Resolutions of Both Houses No. 6 and No. 7 (Amending Economic Provisions of the 1987 Constitution)

- **Educational Policy and Reform**

PACU actively supported various bills and legislative reforms that impact the education sector, advocating for provisions that protect the academic freedom and sustainability of private educational institutions.

Key endorsements include:

- * Revitalized Reserve Officers Training Corps Act (ROTC): Advocacy for integrating NSTP components and preserving academic freedom.
- * Strengthening the Legal Education Board Bill: Emphasis on preventing encroachment on law school autonomy and limiting quasi-judicial powers.
- * K-10+2 Bill: Support for reviewing the K-12 program and cautioning against early exit programs.
- * CHED Memorandum Order for Autonomous and Deregulated Status: Ensuring PHEIs retain their benefits during renewal.
- * Proposed Amendments to the CHED Charter (Senate Bill No. 2270): Advocacy against burdensome administrative requirements.
- * Amendments to the Anti-Hazing Act of 2018 (Senate Bill No. 2271): Opposition to excessive penalties and administrative strain on PHEIs.

- **Financial and Wage Policy**

PACU advocated for exemptions and adjustments to financial obligations and wage orders, considering the economic challenges faced by private educational institutions.

Key endorsements include:

- * No Permit, No Exam Prohibition Act (RA No. 11984): Advocated for protecting schools' ability to enforce payment schemes.
- * Across-the-Board Wage Increase Act of 2023: Recommended measures to mitigate financial strain on PHEIs.

- **Mental Health and Student Welfare**

PACU supported legislative initiatives promoting student welfare and mental health services while advocating for implementation that considers institutional capacities.

Key endorsements include:

- * Basic Education Mental Health and Well-Being Promotion Act: Emphasis on establishing clear guidelines for mental health centers and expanding online counseling services.

- **Apprenticeship and Alternative Learning Modes**

PACU pushed for structured apprenticeship programs and the institutionalization of flexible learning modalities to enhance education delivery in diverse settings.

Relevant endorsements:

- * National Apprenticeship Program Revisions: Advocacy for a robust regulatory framework to protect apprentices.
- * Full Implementation of Alternative Delivery Modes (ADMs): Support for integrating blended learning with robust quality assurance mechanisms.

- **Academic Calendar and Climate Considerations**

PACU recognized the need for academic calendar adjustments but advocated for a flexible and gradual approach to avoid disruptions and align with global standards.

Relevant endorsements:

- * DepEd Order No. 003, Series of 2024: Advocacy for HEI autonomy in setting academic year dates.

- **Teacher Compensation and Quality Assurance**

PACU endorsed policies aimed at improving teacher compensation and enhancing quality assurance in teacher education programs.

Relevant endorsements:

- * RA No. 11997 – “Kabalikat sa Pagtuturo Act”: Advocated for equitable treatment of private school teachers.
- * Quality Assurance Mechanisms for Teacher Education Programs: Called for a balanced and supportive approach to teacher education quality improvement.

Policy Committee:

- **Advocating for longstanding education reforms**

The PACU Policy Committee has lobbied for policies recognizing the complementarity of private education in providing quality access to education in the Philippines. Key advocacies include Student Choice, Academic Freedom, and Reasonable Regulation of private education institutions. This includes working with COCOPEA’s strategic plan for 2022-2025 and collaborating with the Second Congressional Commission on Education (EDCOM 2).

- **Key Legislative and Policy Discussions**

PACU played an active role in discussing major legislative issues, including the No Permit, No Exam Prohibition Bill, now Republic Act No. 11984, and bills on ROTC, CHED’s Flexible Delivery Modes, Autonomous and Deregulated Schools, and more. The committee also discussed emerging technologies, like generative AI, and their impact on education, proposing a roundtable discussion on this topic.

- **Collaboration with EDCOM 2**

PACU participated in key consultations with EDCOM 2, including a workshop on Quality Assurance for Higher Education Institutions (HEIs) and a profiling exercise to gather data for policy-making. Around 50 PACU member schools took part in this survey.

- **Brainstorming Workshop on Solutions for Members**

During the 2023 General Assembly, the Policy Committee led a workshop aimed at addressing critical issues affecting private education, including public-private education complementarity, funding and financial assistance, faculty development, and digital transformation.

- **Stratbase Collaboration for Policy Advocacy**

PACU’s collaboration with Stratbase since April 2023 has led to successful lobbying for critical educational policies. The partnership focuses on addressing policy challenges through strategic advocacy, helping position PACU as a critical partner to the government in nation-building.

- **Major Accomplishments**

PACU’s successful lobbying for the appointment of key education officials, including DepEd Secretary **Juan Edgardo Angara**, TESDA Director General **Jose Francisco “Kiko” Benitez**, and CHED Commissioner **Ethel Agnes Valenzuela**, has been a notable achievement in advancing the interests of private education.

Committee on Institutional Quality Improvement:

- **LAMP Summits:** Organized several summits addressing crucial topics:

- * *One Size Fits All? Education Trajectories, Transitions, and Transformations:* Discussed the evolving educational landscape and best practices in implementing frameworks like the Philippine Qualifications Framework.
- * *Education Without Borders:* Pathways to Internationalization for HEIs: Focused on internationalization and transnational education, promoting collaborations and sharing best practices.
- * *Lifelong Learning Pathways:* Revolutionizing Education Through Microcredentials and Digital Badges: Highlighted the integration of micro-credentials in education and their potential to revolutionize lifelong learning.

- **AI Initiatives:**

- * *Harnessing AI Potential: A Policy Writeshop on Acceptable Use in Education:* Developed ethical guidelines for AI use in education, resulting in a guidebook template for PACU members.



* *AI Summit 2024*: Addressed AI safety, capability, and policy development, emphasizing responsible AI use in education.

- **South Korea Benchmarking Programme**: A benchmarking visit that provided insights into global best practices in internationalization, lifelong learning, and e-learning.

Industry-Academe Linkage Committee:

- **PACU Usapang Industriya on Cybersecurity**: Focused on critical skills and training for cybersecurity roles, particularly in law enforcement, with significant participation and engagement.
- **PACU Usapang Industriya on Workforce Development**: Presented frameworks and case studies on successful government-industry-academe partnerships, highlighting pathways from education to employment.
- **PACU-SeeMeCV Leaders' Workshop**: Explored technological solutions for enhancing student career guidance and placement services, aligning educational offerings with industry needs.
- **Ongoing review of Memorandum of Understanding**
 - * Digital Marketers Association of the Philippines (DMAP) Certified Digital Marketer (CDM) Digital Marketing Fundamentals and other upskilling events and activities for students, alumni and faculty on digital marketing; and
 - * Eskwelabs for Learning Sprint on Generative AI in Education

Research Committee:

- **PACU-Euraxess Info Session**: Introduced EU research grants and fostered collaboration among Philippine researchers, engaging over 200 institutions.
- **PACU-Thames Workshop on Mitigating Learning Loss**: Addressed learning gaps in basic education, emphasizing remediation strategies for bridging these gaps.
- **PACU-USAID Info Session on Opportunity 2.0 Grants**: Focused on improving education, employment, and livelihood opportunities for out-of-school youths (OSYs), highlighting how HEIs can leverage these grants.
- **PACU-USAID UPSKILL Collaboration**: The Joint Research Collaboration aims to establish a research fellowship program between PACU and UPSKILL. PACU member schools will contribute junior or senior researchers who will collaborate with UPSKILL specialists on research projects. Additionally, PACU member institutions may apply to join the Accelerator Program to explore and implement innovative solutions within their campuses.

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Reflections on Leadership and the Future of PACU

PACU's leadership reflects the association's unwavering commitment to advancing the educational landscape in the Philippines. The achievements detailed in this report are a testament to the collaborative efforts of PACU's members, driven by a shared vision of nation-building through transformative education. PACU's ongoing initiatives demonstrate a steadfast commitment to shaping the future of Philippine education, ensuring that it meets the demands of a rapidly changing world.

As PACU looks to the future, the organization remains dedicated to championing the interests of private education, advocating for academic freedom, and working towards a more inclusive and sustainable educational environment. PACU will continue to ensure that the passage and implementation of laws are relevant, incisive, and decisive in improving the well-being of students and all stakeholders in colleges and universities.

In conclusion, the accomplishments outlined in this report reflect the collective efforts of PACU's Board of Trustees, committee chairs, and dedicated members. It has been a source of immense pride to contribute to the advancement of private education alongside such talented individuals. The challenges we faced were

formidable, but the opportunity to work with the greatest minds in our sector has been invaluable.

I would like to express my gratitude to the proactive members of the 197 institutions comprising PACU. You are our essential asset. Without you, our advocacy and mission would not endure.

With gratitude to the present COCOPEA Executive Committee led by Fr. Albert Delvo, Chairman and President of the Catholic Educational Association of the Philippines (CEAP), Dr. Betty McCann, President of the Association of Christian Schools and Universities (ACSCU), Dr. Tony Del Carmen, Philippine Association of Private Schools, Colleges Universities (PAPSCU) and Fr. Jun Inocencio, President of the Unified TVET of the Philippines Inc. (UniTVET), COCOPEA Trustees, COCOPEA Executive Directors and Legal Counsels.

I would like to also thank PACU's friends from other associations Association of Private Colleges and Universities of Region 7 - APCU 7, Davao Colleges and Universities Network (DACUN), the Association of Private, State Colleges, and Universities in Region XI (APSCUR XI), Bicol Association of Private Colleges and Universities (BAPCU) and Federation of Associations of Private Schools & Administrators (FAPSA).

Special thanks to PEAC Executive Director Rhodora Ferrer, Stratbase ADR Group, Dindo Manhit, and Orlando Oxales; EDCOM II Commissioners, Senator Sherwin Gatchalian, Senator Sonny Angara, Senator Chiz Escudero, Congressman Mark Go, Rep. Roman Romulo, among other legislators we have collaborated with; EDCOM II Executive Director Karol Mark Yee, EDCOM II Chief Legal Officer Atty. Joseph Estrada, Advisers to EDCOM II and PACU Policy Chair Dr. Vincent Fabella and Co-Chair Mr. Fred Ayala, PBed President, Mr. Chito Salazar and PQF TWG member Dr. Reynaldo Veal.

We also thank our Corporate sponsors whose support has helped PACU organize our timely and relevant capacity-building programs.

I would like to express my deep gratitude to the PACU Executive Committee, including PACU 1st Vice President Mr. Marco Benitez, PACU 2nd Vice President Ms. Laurice Juarez, Treasurer Dr. Ryan Tirol, Corporate Secretary Dr. Susie Eala, Chief Legal Counsel Atty. Anna Maria Abad, and Executive Director Ms. Joyce Samaniego. Your unwavering support and encouragement have given me the courage to face the challenges that lie ahead. I truly value the 100% support you have provided during our term and cherish our friendship.

I would also like to extend my thanks to the PACU Legal team, Atty. Ada Abad, Atty. Atty. Joshua Calaguas, Atty. Maya Jajalla, Ms. Eddielyn Maghinay, and the people behind our operations in the PACU Secretariat, Ria Lascano and Airol Alfiler. I am grateful for your constant dedication and resilience to be an agent of change.

Finally, I am grateful to my family, who have been the wind beneath my wings, and to my school, Cebu Institute of Technology University (CIT-U) family, for understanding the monumental task ahead. Your encouragement, inspiration, professionalism, and service orientation have propelled me to lead PACU during my term.

Serving as your 50th PACU President has been a rewarding experience. It is both my honor and pride. This concludes my term. See you around. Mabuhay, PACU!

Daghang Salamat. 



Reevaluating Philippine Education: *PACU's Stand on Key Issues in the Past Two Years*

An Accomplishment Report by the PACU Legal Team (2022-2024)

by: Atty. Anna Maria D. Abad, Atty. Joshua Alexander S. Calaguas,
Atty. Maya Angelique B. Jajalla, and Ms. Eddielyn M. Maghinay

It is often said that those who are not actively engaged in shaping their world are destined to be shaped by it. Silence and apathy are the enemies of well-thought-out laws and policies. In the field of education, it would be particularly detrimental not to participate in discussions on matters related to nation-building.

One of the commitments of the Philippine Association of Colleges and Universities (PACU), as outlined in its **Credo**, is the attainment of the educational goals and objectives set forth in the Constitution, as well as the pursuit of educational reforms and innovative programs for national growth and development.

PACU is a staunch believer in participatory democracy as the firm foundation for policy formulation and decision-making on fundamental educational issues.

In this light, the PACU Legal Team reflects on the past two years, a period during which PACU has actively voiced its positions on key education issues, and collectively reevaluates **our education futures together**.

I. RESOLUTIONS OF BOTH HOUSES NO. 6 AND NO. 7 ON AMENDING THE ECONOMIC PROVISIONS OF THE 1987 CONSTITUTION

PACU, through its Legal Team, has submitted its Position Paper strongly objecting to bills proposing amendments to the present Constitution, particularly allowing foreign ownership of higher educational institutions.

While PACU appreciates the efforts of various legislators to spur economic growth and fast-track reforms to make the Philippines more globally competitive and aligned with global developments, it does not see the need to amend the Constitution at this point.

PACU has expressed concerns about proposed amendments to Paragraph 2, Section 4, Article XIV of the 1987 Constitution, emphasizing the need to protect national patrimony and keep education under Filipino control to preserve cultural integrity.

While supporting the goal of producing globally competitive citizens, PACU believes this can be achieved by strengthening existing laws, like the Transnational Higher Education Act (R.A. No. 11448), rather than through constitutional changes. After several public hearings, the proposed Resolutions remain pending in their subcommittees.

II. REVITALIZED RESERVE OFFICERS TRAINING CORPS ACT (ROTC) ACT

While PACU supports the objective of the revitalized ROTC program to instill patriotism, nationalism, and respect for human rights in the youth, it urges Congress to reconsider the bill in light of the following concerns: (a) the preservation of academic freedom for private higher education institutions (PHEIs) in implementing the revitalized ROTC, including the determination of the optimal time to offer the program; and (b) the incorporation of key components of the National Service Training Program (NSTP).

PACU also argues that the revitalized ROTC must include sufficient safeguards to prevent the issues associated with the old mandatory ROTC program and address the needs of students with special circumstances. Ultimately, PACU

emphasizes that the exercise of police power over education in the implementation of the revitalized ROTC should be supervisory rather than controlling.

The bill remains pending at Second Reading.

III. STRENGTHENING THE LEGAL EDUCATION BOARD BILL

While PACU fully supports the proposed independence and fiscal autonomy of the Legal Education Board, it respectfully urges our legislators to review and revisit the provisions of the proposed bills, specifically regarding: (a) the grant of quasi-judicial powers to the Legal Education Board concerning disputes between schools, their faculty members, and students; and (b) potential encroachments on the academic freedom of law schools.

The bill remains pending at Second Reading.

IV. NO PERMIT, NO EXAM PROHIBITION ACT (REPUBLIC ACT NO. 11984)

PACU has consistently advocated for sustainable measures that make educational services more accessible to Filipinos, including privately funded scholarships, subsidies, discounts, assistance, and payment schemes that balance schools' operational needs with their mission to provide transformative private education to students, regardless of their background.

In this context, PACU respectfully highlighted the implications of Senate Bill No. 1359, particularly its potential to unduly infringe upon the academic freedom and management prerogatives of PHEIs, and violate the principle of non-impairment of contracts. Additionally, PACU emphasizes that stakeholders benefit from payment schemes or installment

plans, which the original version of the bill sought to prohibit.

The bill was ultimately signed into law by President Ferdinand Marcos Jr. on March 11, 2024, but not without PACU's efforts to advocate for provisions that protect and uphold the sustainability of PHEIs, particularly during the Bicameral Conference Committee's reconciliation of differing Senate and House versions.

A major victory for PACU in this process was the shift in focus and language from *prohibited acts*, punishable by fines and administrative sanctions, to a *mandate* requiring educational institutions to support disadvantaged students in the final version, now **Republic Act No. 11984**.

The law, now aligned with its intended spirit of ensuring access to educational services regardless of personal or socioeconomic circumstances—a goal PACU fully supports—does so without unduly encroaching on the inherent right of schools to enforce payment schemes or installment plans, as these fees are the lifeblood of our schools' operations.

V. PROPOSED CHED MEMORANDUM ORDER FOR THE GRANT OF AUTONOMOUS AND REGULATED STATUS TO PRIVATE EDUCATIONAL INSTITUTIONS

The proposed guidelines for granting Autonomous and Deregulated status to PHEIs needed reconsideration and recalibration, as many PHEIs across the country were at risk of losing their status.

PACU's swift response was instrumental in ensuring that Autonomous and Deregulated PHEIs could continue to enjoy their benefits during the interim period. As a result, these institutions retain all the benefits under CMO No. 19, series of 2016, except for sections 7, 11 (for graduate programs), 12, and 14, while

their applications for renewal or upgrading are being processed.

VI. THE BASIC EDUCATION MENTAL HEALTH AND WELL-BEING PROMOTION ACT

PACU supports the bill's objectives on mental health but emphasizes that establishing and operating Mental Health and Well-being Centers requires: (a) Consultation with qualified mental health professionals; (b) Clearly defined roles and responsibilities; (c) Specific qualifications and functions for personnel (d) Coordination mechanisms for schools unable to establish their own centers; and (e) Utilization of existing Guidance and Counseling Offices. PACU also advocates for expanding the definition of "Counseling" to include online delivery for more feasible services.

The bill remains pending at the Bicameral Conference Committee.

VII. SENATE BILLS NO. 1083, 1513, 1912 AND 2088 – REVISIONS TO THE NATIONAL APPRENTICESHIP PROGRAM

PACU urged enterprises and industry partners to recognize the benefits of investing in Quality Apprenticeship programs. It outlined key components that should be integrated into the National Apprenticeship program to establish a robust regulatory framework that ensures the protection of apprentices.

Additionally, PACU sought clarification on the potential impact of the proposed bills on existing guidelines, particularly DO 30-2017, CMO No. 22, s. 2013 (Policies, Standards, and Guidelines on the Student Internship Abroad Program), and CMO No. 104, s. 2017, which all pertain to the education sector.

The above-referenced bills were substituted by Senate Bill No. 2491 on November 21, 2023, which was



subsequently sent to the archives on August 12, 2024.

VIII. K-10+2 BILL

PACU supports the current K to 12 program and is concerned that institutionalizing an early exit could adversely impact employment, exacerbate poverty, and hinder the Philippines' global educational standing. PACU firmly believes that an appropriate first step is to review and evaluate the K to 12 program through comprehensive research and analysis, and urges Congress to give due consideration to the recommendations of the EDCOM II.

The bill remains pending with the House Committee on Basic Education.

IX. ACROSS THE BOARD WAGE INCREASE ACT OF 2023

The Philippine minimum wage for 2024 varies across the regions. Senate Bill No. 2002 was subsequently substituted by Senate Bill No. 2534, which proposes a across the board daily minimum wage increase of One Hundred Pesos (P100) for private sector employees and workers for all regions.

PACU asserts that PHEIs have faced significant financial losses due to educational reforms, the pandemic, declining enrollment from free tertiary education initiatives, and recent wage increase orders. To address these issues, PACU recommends: (a) exempting institutions with tuition increases from certain financial obligations; (b) applying salary increases granted under RA No. 6728 to mandatory wage increases; and (c) treating voluntary or collectively bargained wage increases as applicable to any wage order.

Senate Bill No. 2534 was approved on Third Reading on February 19, 2024, and has been sent to the House of Representatives for concurrence. The bill has remained pending.

This may have been rendered moot and academic, inasmuch as the Regional Wage Board in the National Capital Region has mandated a wage increase of P35.00/daily for private sector employees. The new minimum wage for NCR private sector employees now ranges from P608 to P645.00/day effective 17 July 2025, while the kasambahays will now have a minimum wage of P6,500.00/month. With this development, other regions are anticipated to follow and adjust their rates accordingly.

X. SENATE BILL NO. 2270 OR THE AMENDMENTS TO THE CHED CHARTER

Senate Bill No. 2270 proposes amendments to the charter of the Commission on Higher Education (CHED), which PACU argues could impose significant burdens and punitive measures on PHEIs. PACU highlights concerns about the introduction of Section 8(f), which mandates PHEIs to submit compliance reports three times a year to both CHED and Congress.

The association asserts that this requirement imposes an undue administrative and financial burden on institutions already managing multiple reporting obligations, suggesting that annual reporting to CHED would be sufficient. Additionally, the proposed penalties—including program termination, school closure, and a PHP 5 million fine for non-compliance—are viewed as excessively severe and potentially jeopardizing the viability of smaller institutions.

PACU urges the 19th Congress to establish clear parameters for CHED's oversight responsibilities to ensure effective regulation without imposing undue burdens, while allowing educational institutions to retain autonomy in their affiliations and partnerships. The bill was read on First Reading and remains pending in the Senate Committee on Higher,

Technical and Vocational Education.

XI. SENATE BILL NO. 2271 OR THE AMENDMENTS TO THE ANTI-HAZING ACT OF 2018

PACU firmly believes that the proposed amendments—such as the requirement to submit compliance reports to both CHED and Congress, and the imposition of severe penalties, including program termination, school closure, and fines of P5,000,000.00—are detrimental to PHEIs due to their excessive and unnecessary nature.

PACU suggests setting clear parameters for CHED's supervisory responsibilities to ensure reasonable oversight without imposing undue burdens on PHEIs.

The bill was read on First Reading on August 1, 2023, and was referred to the Senate Committees on Public Order and Dangerous Drugs, and Justice and Human Rights, where it remains pending.

XII. DEPARTMENT OF EDUCATION ORDER NO. 003, SERIES OF 2024 AND POTENTIAL CALENDAR SHIFT IN HIGHER EDUCATION

PACU recognizes the rationale behind DepEd Order No. 003, series of 2024, which proposes shifting the academic calendar to June-March to avoid the extreme heat of April and May. However, starting the academic year in June introduces challenges due to the rainy season, which has historically caused significant disruptions. While this shift may address some weather-related concerns, it does not fully resolve the issues posed by extreme weather conditions.

PACU advocates for a comprehensive approach that includes investing in weather-resilient infrastructure, adopting flexible learning modalities, and climate-proofing schools. This includes upgrading technology, training educators in digital platforms,

and ensuring curriculum continuity during adverse weather. Coordination with private schools, many of which align their schedules with international academic calendars to enhance student mobility and global collaboration, particularly within ASEAN, is essential to maximize international educational opportunities.

PACU further contends that CHED should grant HEIs the autonomy to set their academic year dates within the legal framework of RA No. 7797. Currently, HEIs align their calendars with international standards, commencing in August, September, or October. In light of the Philippines' recent accession to the Washington Accord on June 12, 2024, PACU supports gradual adjustments to the academic calendar rather than abrupt changes, to avoid disruptions to established routines and contractual agreements.

XIII. FULL IMPLEMENTATION OF ALTERNATIVE DELIVERY MODES

PACU supports the systematic integration of alternative delivery modes (ADMs) in education, which gained prominence during the COVID-19 pandemic and should be implemented with robust quality assurance mechanisms. ADMs, including blended learning, enhance educational flexibility, accessibility, and inclusivity, particularly for students in remote or underserved areas and those with disabilities. PACU advocates for institutionalizing blended learning as a permanent option, combining in-person and online education to offer flexibility and continuity during emergencies.

While valuing face-to-face interactions for comprehensive basic education, PACU also supports full-distance learning during severe health conditions or public health emergencies to ensure uninterrupted education while safeguarding student well-being.

XIV. IMPLEMENTING RULES OF REP. ACT NO. 11997, OTHERWISE KNOWN AS THE "KABALIKAT SA PAGTUTURO ACT"

PACU appreciates the intent of RA No. 1197, which institutionalized a teaching allowance for public school teachers.

However, PACU has concerns about the proposed IRR, particularly Section 6, which lacks transparency in how the allowance is used since no receipts are required, raising questions about accountability. Additionally, the allowance's tax exemption could widen the compensation gap between public and private school teachers, potentially increasing dissatisfaction and contributing to the migration of teachers from private to public schools.

PACU urges that similar support be extended to private school teachers to reflect the complementary roles of both sectors and address these issues.

XV. THE ADOPTION OF QUALITY ASSURANCE MECHANISMS FOR TEACHER EDUCATION PROGRAMS

The Technical Panel for Teacher Education (TPTE) of CHED presented proposed amendments to Section 25 of CMO Nos. 74 to 80 and 82, series of 2017, concerning sanctions for pre-service teacher education degree programs.


The proposed tiering system assesses institutions based on their passing rates over the past three years and adherence to Continuous Quality Improvement (CQI) standards. Closure is mandated only for Level 1 institutions with significant non-compliance, while Levels 2, 3, and 4 will receive technical assistance to address deficiencies. Institutions failing to meet targets after two years will be barred from enrolling new students.

PACU contends that CHED should focus on its supportive role, as envisioned by the 1987 Constitution, rather than imposing punitive measures. It highlights that Level 1 institutions do not receive technical assistance or a remediation period, which it deems unreasonable. PACU advocates for an expanded intervention strategy, with phase-out or closure as last resorts, and calls for a comprehensive impact assessment of the proposed measures. This assessment should address potential disruptions to teacher supply under RA No. 8190, impacts on educational continuity, and the complementarity between public and private institutions.

Additionally, PACU recommends adjusting thresholds based on the number of test-takers and seeks clarity on the delineation of authority between the Teacher Education Council (TEC) and CHED to ensure consistent quality assurance in teacher education programs.

Throughout our submissions in the past two years, PACU Legal has respectfully maintained that the unqualified power to control education is withheld from the State. In this sense, when the Constitution gives the State supervisory power, it is understood that what it enjoys is a **supportive power**, that is, the power of oversight over all educational institutions. It includes the authority to check, but not to interfere.

PACU acknowledges that the State may impose requirements, set conditions, prescribe restrictions, and ensure compliance, as it is vested with ample authority to set minimum standards to be met by all educational institutions.

However, in no way should supervision and regulation be equated to State control. PACU will remain steadfast in maintaining this position in the years to come. 



Membership Committee

Accomplishment Report: 2022-2024

As we reflect on the past two years, it is with great pride and a sense of accomplishment that we present the achievements of the PACU Membership Committee. Our collective efforts have yielded significant progress in three critical areas: improving the collection of membership dues, processing and evaluating membership applications, and strengthening membership participation and guidelines. We feel that these accomplishments have not only enhanced our organizational efficiency but also fortified our community ties.

1. Improving Collection of Membership Dues through the Membership Dues Amnesty Program

One of our most notable achievements has been the successful implementation of the Membership Dues Amnesty program. Recognizing the need to address outstanding arrears and encourage timely payments, the PACU Board approved the implementation of this program from May to July 2023 to provide members with at least 5 consecutive years and 10 consecutive years of arrears a limited-time opportunity to settle their dues without penalties. The results have been remarkable:

- **Increased Member Participation:** The amnesty program significantly increased the number of members with updated dues. Many members who had previously fallen behind in their payments took advantage of this opportunity to bring their accounts current. A total of 46 out of 91 member institutions with arrears from 2008-2023 availed of the program, significantly increasing the number of active members of the Association.
- **Revenue Generation:** The program generated an additional Php 2.1 million in revenues from membership dues and PR fees. These funds have been instrumental in supporting PACU's initiatives and enhancing the services we provide to our members.
- **Cleaning of Membership Records:** As a succeeding step to the Amnesty Program and to ensure the integrity and accountability of our membership, the committee initiated the process of reviewing and cleaning the membership records of schools with 10 or more consecutive years of arrears, as well as those that have already ceased operations or have been subsumed by other educational entities.

This essential step allows us to maintain a transparent and active membership base, enabling us to better serve

our members' needs and interests. This included the updating of the official PACU Viber Group where important communication and announcements to the membership are disseminated. Official representatives of member schools, particularly those that have updated their membership as a result of the amnesty program, have now also been included in the community.

- **Member Retention:** By easing the financial burden on our members, we have not only retained existing members but also fostered a stronger sense of community and commitment within our organization.

This initiative has demonstrated the power of collaboration and understanding in achieving financial stability while maintaining strong member relationships.

2. Processing and Evaluation of Membership Applications

The Membership Committee has diligently worked to ensure that the process of evaluating and accepting new members is thorough, transparent, and efficient. Over the past two years, we have successfully processed several membership applications, resulting in notable additions to our PACU family:

- **Medical Colleges of Northern Philippines:** After a comprehensive evaluation of membership requirements and a validation visit to Cagayan Valley on March 2-3, 2023, we welcomed the Medical Colleges of Northern Philippines as a new regular member under the leadership of President Christian R. Guzman. Their inclusion has enriched our community with their commitment to medical education and excellence, as well as strengthened the Association's presence in northern Luzon.



- **Ongoing Applications:** We are currently processing the membership application of Mapua Malayan Colleges Davao, under the leadership of Mapua University President, Dr. Dodjie S. Maestrecampo. The evaluation process is underway, and we anticipate their inclusion will further strengthen our association.

These new members bring fresh perspectives, expertise, and energy to PACU, enhancing our collective capabilities and broadening our impact on higher education in the Philippines.



3. Strengthening Membership Guidelines

A key focus of the Membership Committee has been the review and enhancement of our membership guidelines. Recognizing the need for clear, consistent, and fair policies, we undertook a review of the by-laws and internal policies governing membership. Our efforts have included:

- **National University Laguna:** Similarly, after careful evaluation and a validation visit conducted on February 6, 2024, National University Laguna, headed by President Renato Carlos Ermita, Jr., was also successfully accepted as an associate member of the Association. Their diverse academic programs and dedication to student success align perfectly with PACU's values.



- **Review of By-Laws:** We reviewed the PACU by-laws to see how they reflect current needs and realities, as well as remain true to values and ensure the sustainability of the organization. The results of which are what we feel are timely and relevant revisions which have been proposed to the Committee on Constitutional Amendments.
- **Internal Policies:** A review of internal policies and guidelines within the Membership Committee was also undertaken, with the purpose of streamlining the membership process, making it more transparent and efficient. These proposed changes aim to simplify the application procedures and clarify membership criteria.
- **Validation and Benchmarking Visits:** As part of our commitment to strengthening ties among members, we conducted validation visits to member applicants and timed these with benchmarking visits to nearby member institutions. These visits were particularly focused on interacting with members in the provinces, enabling us to touch base and understand their unique challenges and needs. These interactions have fostered stronger relationships and a sense of solidarity within PACU.



Courtesy Visit and Benchmarking at University of Cagayan Valley



Courtesy Visit and Benchmarking at Saint Paul University Tuguegarao

Acknowledgements

The Committee's achievements over the past two years would not have been possible without the dedication, hard work, and support of many individuals and groups. We extend our deepest gratitude to:

- The Members of the Committee:** PACU President, Engr. Bernard Nicolas E. Villamor (Cebu Institute of Technology - University), Dr. Anthony Jose M. Tamayo (University of Perpetual Help System - DALTA), Dr. Caroline Marian S. Enriquez (Our Lady of Fatima University), Dr. Karen Belina F. De Leon (Misamis University), Dr. Patricia B. Lagunda (Baliuag University), Dr. Victoriano B. Tirol III (University of Bohol), Dr. Ma. Socorro M. Eala (San Pablo Colleges). Your tireless efforts, insightful contributions, and unwavering commitment have been the cornerstone of our success. Your passion for advancing PACU's mission has been truly inspiring.
- The PACU Secretariat and Legal Team:** Executive Director Joyce Samaniego and team members Ria Lascano and Airof Alfiler; and the PACU Legal Team, led by Atty. Ana Maria D. Abad. Your administrative and legal support, coordination, and behind-the-scenes work have been invaluable in ensuring the smooth operation of our initiatives, and our adherence to the Association's policies, by-laws and guidelines. Your efficiency and dedication do not go unnoticed.
- All Members of PACU:** Thank you for your cooperation, support, and active participation in our programs and initiatives. Your willingness to engage with and support the Membership Committee's efforts has been crucial to our collective achievements.



In closing, the past two years have been a period of growth, collaboration, and achievement for the PACU Membership Committee. We have made significant strides in improving the collection of membership dues, processing and evaluating membership applications, and strengthening our membership guidelines and even our online community. These accomplishments reflect our commitment to fostering a vibrant, inclusive, and financially stable organization that serves the needs of our members and advances the cause of higher education in the Philippines.

As we look to the future, we remain dedicated to building on these successes and continuing to enhance the value and impact of PACU. Together, we will navigate the challenges and opportunities ahead, driven by our shared commitment to excellence and collaboration.

Thank you once again for your unwavering support and for being an integral part of our journey. We look forward to achieving even greater heights together.

Advancing PACU's Voice: PR Committee Report: 2022-2024

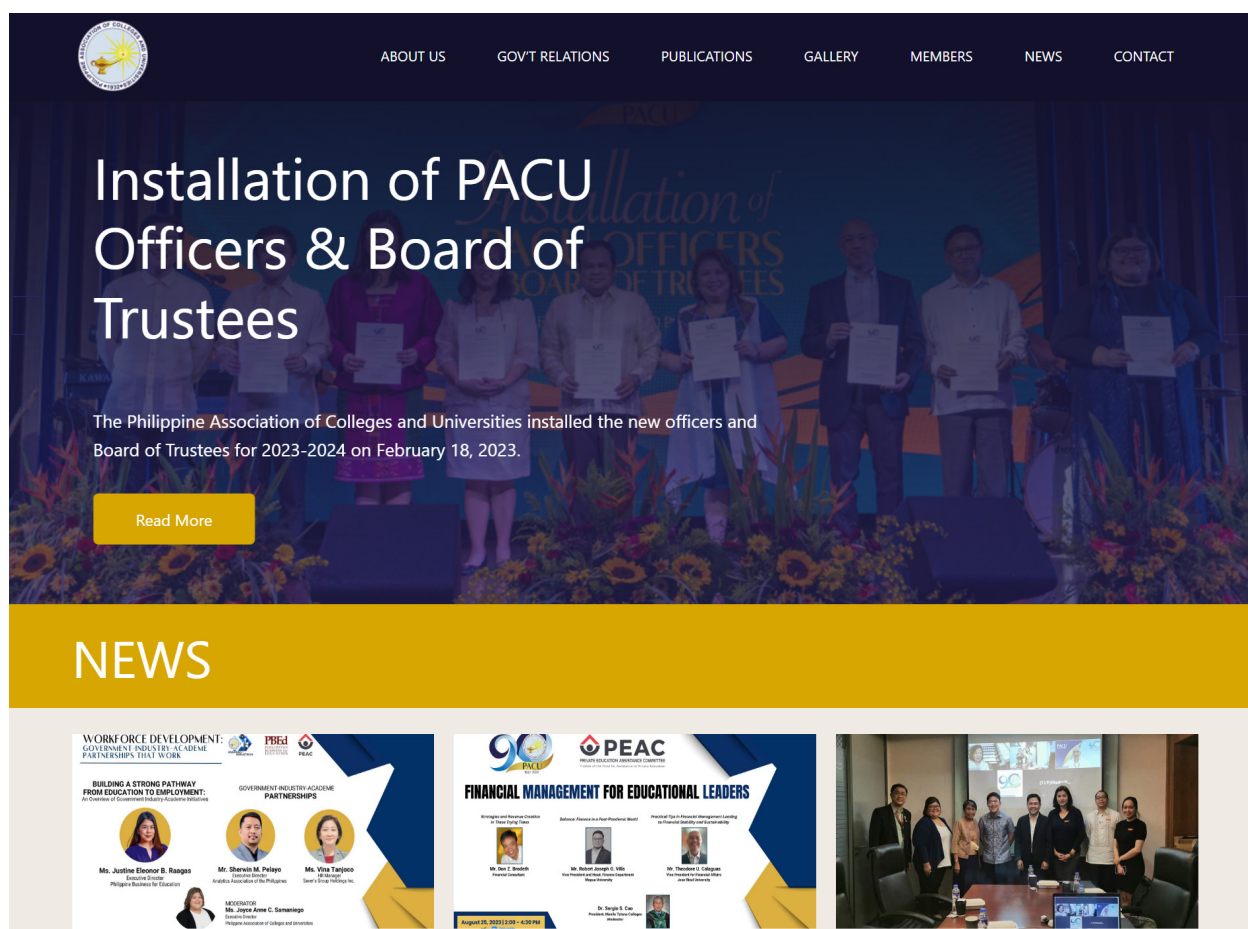
The Public Relations Committee has diligently worked to keep PACU's internal and external communications current, ensuring that members are well-informed about organizational news, updates, and developments.

During the 2022-2024 term, the PR Committee undertook four primary initiatives:

1. Redesigned PACU Website

In 2023, we launched a newly redesigned PACU website, focusing on both User Experience (UX) and User Interface (UI). While UI refers to the interaction between users and the website, UX encompasses the overall user journey. Our goal was to create a visually appealing and user-friendly site for both visitors and the secretariat responsible for updates. Security was a top priority, and we implemented several measures to protect user data and privacy. The PACU website remains a crucial resource for anyone interested in learning more about our organization and its activities.

Visit us at www.pacu.org.ph!



2. Biannual Newsletter

Between 2022 and 2024, the PR Committee produced three newsletters, with this current issue being the fourth. Traditionally, PACU publishes two newsletters annually, covering significant topics related to higher education trends and the Philippine higher education landscape. Our newsletters also highlight school achievements, milestone anniversaries, and prestigious awards received by member schools, their presidents, officials, and occasionally faculty, students, and alumni.



March 2023 Issue 72 pages

Titled **“Continuing the Legacy,”** this issue covered the transition of presidency from Dr. Anthony Tamayo to Engr. Bernard Villamor, and the installation of new officers for the 2022-2024 term. It addressed topics such as:

- Internationalization initiatives and institutional challenges.
- Mental health and socio-emotional wellbeing.
- Best practices in Student Affairs.
- Leveraging technology for improved school management.



September 2023 Issue 92 pages

This comprehensive 92-page issue, themed **“Reimagining Our Education Futures Together,”** mirrored the theme of the 91st General Assembly, which was highlighted in the issue. The keynote speaker of the 91st General Assembly was Ms. Aileen Lam of the National University of Singapore. Other key articles in this issue include Engr. Bernard’s president’s report focused on strategic progress in policies, programs, and processes, the legal committee’s article on PACU’s standpoint in education policies, and the integration of AI in education. Other topics in the issue included:

- AI’s impact on schools and students.
- Innovative Community Engagement in Colleges and Universities
- Enhancing digital literacy among our students
- Transforming learning pathways
- Strengthening faculty development and crafting industry-relevant curriculum



June 2024 Issue 88 pages

Titled **“Leading the Higher Education Frontier,”** this issue highlighted PACU’s strategic achievements in advancing Philippine Education; the legal team’s insights on constitutional amendments and the CHED charter; possible calendar shift and alternative modes of education delivery. There is also coverage on the first international benchmarking for PACU. Featured topics in this issue include:

- Efforts in internationalization and student mobility.
- Embracing AI for enhanced learning.
- Addressing graduate employability and lifelong learning.

3. Digital Tayo Workshop with Habi

The Digital Tayo Teachers initiative, a collaboration between Meta Philippines and Habi Education Lab, aims to enhance digital literacy among teachers nationwide. Launched in 2020, this initiative offers free resources aligned with key technology courses in teacher education:

- Technology for Teaching and Learning 1
- Technology for Teaching and Learning 2
- Building and Enhancing New Literacies for the 21st Century

PACU member schools benefited from these free resources, with a workshop conducted over three weeks in September and October 2023. Over 300 students from institutions including Calayaan Educational Foundation, Inc., Misamis University, University of Perpetual Help, Capitol University, National Teacher’s College, Cebu Institute of Technology- University, Philippine Women’s University, STI West Negros and San Pablo Colleges. The successful workshop was a joint effort between Habi Education Lab and the PR Committee.



4. Personalized Holiday Cards

For 2022-2024, the PR Committee designed and printed personalized Christmas cards, ensuring brand consistency in our communications. It also proved to be more cost-effective.



PACU Christmas Card 2022



PACU Christmas Card 2023

The Public Relations Committee's dedicated efforts over the past two years have striven to strengthen PACU's brand and our internal and external communications. By modernizing our website, delivering timely and insightful newsletters, advancing digital literacy through targeted workshops, and maintaining a consistent brand presence with personalized holiday cards, we hope to have effectively promoted our mission and enhanced our organizational visibility.

Acknowledgements

The success of these efforts would not have been possible without the unwavering support of the PACU Board members and the dedicated PR Committee, including:

- Dr. Caroline Marian S. Enriquez
- Dr. Zorba Bnn R. Bautista
- Dr. Karen Belina F. De Leon
- Dr. Anthony Jose M. Tamayo
- Dr. Victoriano B. Tiroll III
- Engr. Bernard Nicolas E. Villamor
- Ms. Joyce Ann C. Samaniego

Special thanks to the Secretariat, layout artist Michael Robert Cervantes, editor Benhur Cruz, and KW Media for their invaluable contributions. 

Programs Committee

Accomplishment Report: 2022-2024

For the past two years, the Philippine Association of Colleges and Universities (PACU) Programs Committee has offered a number of webinars and seminars to our member schools. The committee provided a variety of topics that were highly beneficial to schools, as reflected in participant evaluations. These events were targeted at diverse groups, including Guidance Counselors, College Deans, Assistant Deans, Financial Affairs Managers, faculty, and Presidents of Colleges and Universities.

Below is a summary of the key activities sponsored by the Programs Committee from 2022 to 2024:

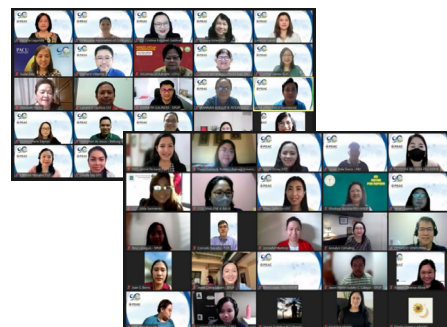
Webinar 1: Raising Mental Health Awareness Among Schools as We Transition to a Better Normal

Date: February 3, 2023

PACU kicked off the academic year 2023 with a webinar focused on mental health awareness. This event provided a platform for educators, administrators, and mental health professionals to address the growing mental health concerns in academic institutions, especially in the context of transitioning to a post-pandemic educational landscape. The webinar featured prominent mental health experts, psychologists, and registered guidance counselors who shared insights and best practices. They emphasized the importance of creating a supportive and caring environment within schools to nurture the mental well-being of students, faculty, and staff. The discussions included strategies for effectively addressing mental health concerns in educational settings.

Key Speakers:

- **Dr. Ma. Cristina Esquivel-Saldivar:** President of the Association of Psychological and Educational Counselors of Asia-Pacific (APECA). Spoke on mental health terms and detecting mental health issues.
- **Dr. Susana Estanislao:** Board Member of APECA and Consultant Counseling Psychologist at In Touch Community Services, Inc. Discussed caring for oneself and others when facing mental health issues.
- **Dr. Sheila Marie G. Hocson:** President of the Philippine Guidance and Counseling Association (PGCA) and Director of Guidance and Counseling at Far Eastern University.



Webinar 2: The Art and Practice of Deanship 4.0

Date: May 4, 2023

This webinar focused on the evolving role of deans in the modern academic landscape, emphasizing the development of digital-savvy leadership amidst the rapid transformation brought by new technologies like Artificial Intelligence. Discussions covered both the internal and external attributes of effective deanship and strategies for identifying future academic leaders.

This webinar was highly impactful, with a large number of participants attending, reflecting its relevance and importance to the current educational climate.

Key Speakers:

- **Prof. Dean Ignacio C. Cordova Jr.:** From Our Lady of Fatima University, shared insights on the internal and external attributes of deans.
- **Arch. Asela D. Domingo:** From De La Salle-College of Saint Benilde, contributed perspectives on the role of technology in academic leadership
- **Dr. Dodjie S. Maestrecampo:** President, Mapua Malayan Colleges Laguna, who had a talk on Developing a Digital-Savvy Dean (Transformations / Chat GPT / AI)
- **Sr. Merceditas O. Ang:** President, St. Paul University Philippines
- **Dr. Glenn R. Laigo:** Chief Learning Officer, PHINMA Education Philippines
- **Dr. Sergio S. Cao:** President, Manila Tytana Colleges



Webinar 3: Financial Management for Educational Leaders

Date: August 25, 2023

Focusing on financial management and resource handling in challenging times, this webinar provided educational leaders with strategies for maintaining financial stability and sustainability post-pandemic. The discussions were led by experienced financial managers who offered practical advice on navigating financial challenges in educational institutions.

The webinar attracted 105 participants, all of whom benefited from the actionable strategies shared by the speakers.

Key Speakers:

- **Mr. Don Z. Brodeth:** A financial consultant, spoke on strategies for revenue creation in difficult times.
- **Mr. Robert Joseph G. Villa:** Vice-President and Head of Finance Department at Mapua University, discussed balancing finances in a post-pandemic world.
- **Mr. Theodore U. Calaguas:** Vice President for Financial Affairs at Jose Rizal University, shared practical tips for achieving financial stability and sustainability.



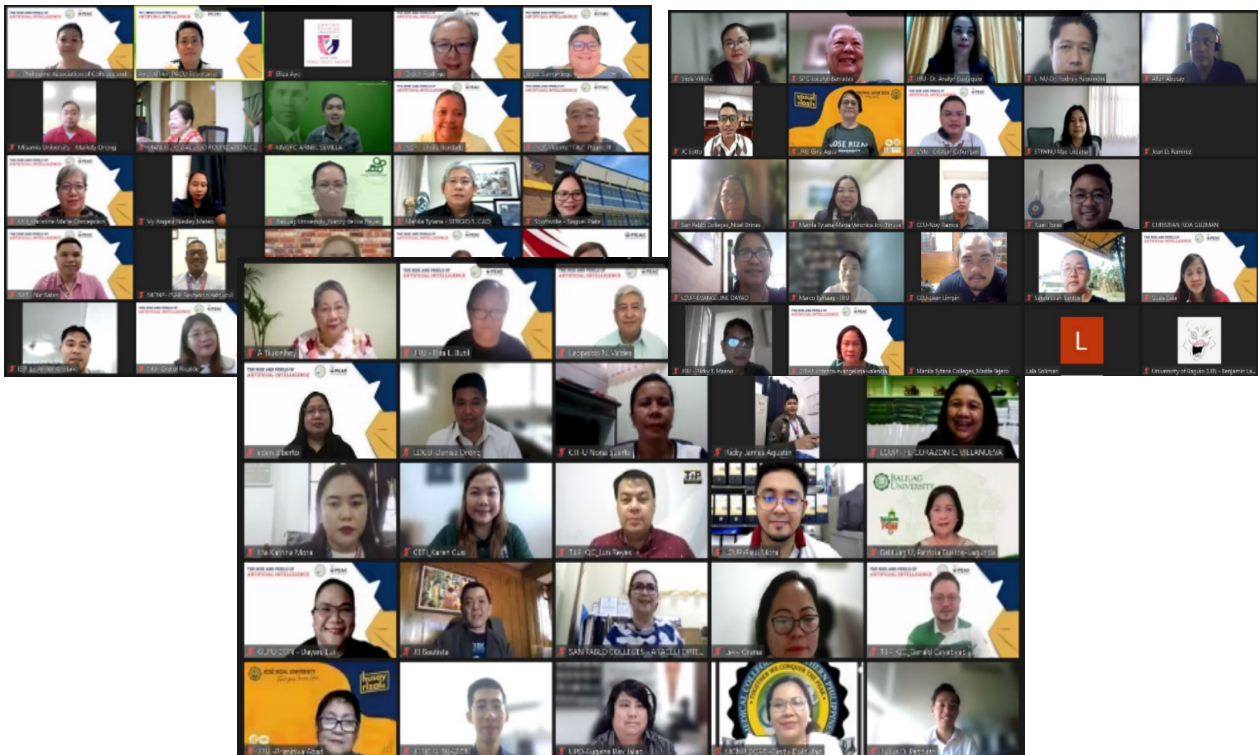
Webinar 4: The Rise and Perils of Artificial Intelligence

Date: December 13, 2023

Building on the interest generated by a previous talk on Artificial Intelligence (AI) during PACU's General Assembly, this webinar delved deeper into how AI is shaping the future of education. The discussions provided a roadmap for responsible and ethical AI use in academic settings.

Key Speakers:

- **Dr. Ma. Mercedes T. Rodrigo:** Head of the Ateneo Laboratory for Learning Sciences and a professor in the Department of Information Systems and Computer Science at Ateneo de Manila University. Discussed the broad strokes of AI in academia.
- **Dr. Eugene Rex L. Jalao:** Professor at the Department of Industrial Engineering and Operations Research and Program Coordinator for the AI Program at the University of the Philippines. Addressed ethical policies regarding AI in higher education.
- **Dr. Leopoldo N. Valdez Jr.:** From Holy Angel University, shared insights on the rise of AI in Philippine higher education, discussing its benefits, challenges, and future implications.



Following the successful webinar, the committee, in collaboration with CIQI, organized a policy writeshop titled **“Harnessing AI Potential: A Policy Writeshop on Acceptable Use in Education.”**

The event, held at Our Lady of Fatima University in Valenzuela, was a face-to-face workshop that produced significant outcomes. The resulting policy recommendations were submitted to a summit at the University of Santo Tomas. These guidelines are now serving as a model for the use of AI in educational institutions, demonstrating PACU’s pioneering efforts in this area.

A total of 234 participants attended the write-shop. The participants were Presidents, Vice Presidents, School Directors, Academic Heads, MIS Directors, Registrars, Deans, and Faculty.

Key Speakers:

- **Dr. Wesley Teter:** Research Fellow, Center for Advanced School Education and Evidences-based Research (CASEER), University of Tokyo
- **Dr. Ethel Agnes P. Valenzuela:** Chair, CHED TWG on Lifelong Learning, Deputy Chief of Party, USAID UPSKILL Program
- **Mr. Francis Jim B. Tuscano:** EdTech Coach, Xavier High School
- **Dr. Maria Mercedes T. Rodrigo:** Head, Ateneo Laboratory for Learning Sciences; Professor, Department of Information Systems and Computer Science Ateneo De Manila University
- **Mr. Sherwin M. Pelayo:** Executive Director, Analytics & Artificial Intelligence Association of the Philippines



Webinar 5: Suicide Prevention and Awareness in Higher Education Institutions and Info Session on the College Experience Survey (CES)

Date: July 16, 2024

This two-part webinar focused on both mental health strategies and an introduction to the College Experience Survey (CES). The first part emphasized mental health awareness and the strategies institutions can adopt to strengthen their support systems for suicide prevention and awareness. The Programs Committee highlighted the importance of continuing to build a community of practice among guidance counselors and advocates, initiated in the February 2023 webinar.

The second part of the webinar was an info session on the College Experience Survey (CES) by the FEU Public Policy Center. The session provided valuable information for educational institutions interested in participating in the CES 2024 Kickoff Event, as well as opportunities for engagement and collaboration within the CES network.

Key Speakers:

- **Dr. Sheila Marie G. Hocson, RGC, RPsy, Rpm. LPT:** Research Fellow at Far Eastern University, Senior Technical Consultant at Unilab Foundation, Business Manager at the Philippine Guidance and Counseling Association, and Member of the Technical Panel for CHED's Healthy Learning Institutions, spoke on "Suicide Prevention and Awareness in Higher Education Institutions."
- **Ms. Danella Bianca N. Bona:** Partner School Coordinator at the FEU Public Policy Center, presented on the "College Experience Survey Orientation Session."



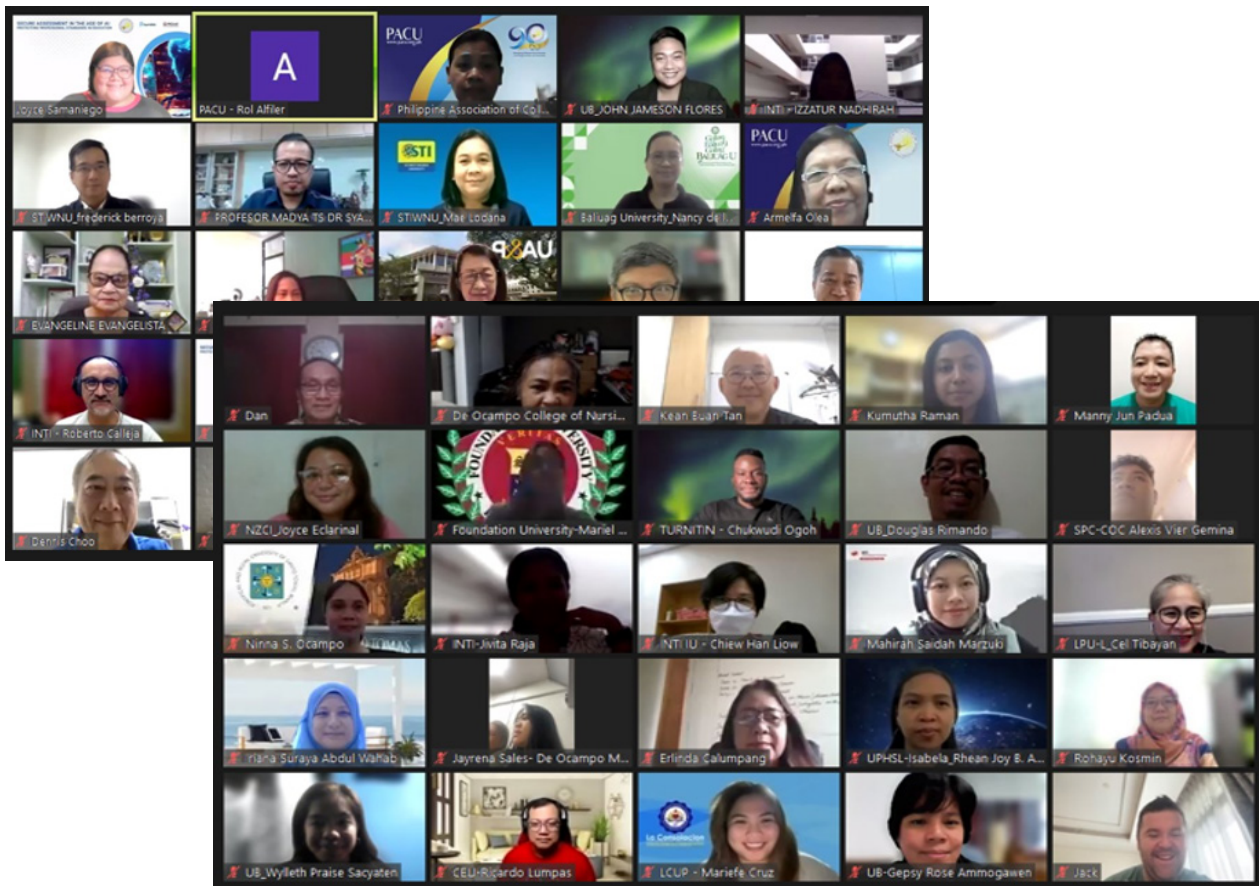
Webinar 6: Secure Assessment in the Age of AI: Protecting Professional Standards in Education

Date: July 24, 2024

As AI technology continues to transform education, this webinar, held in collaboration with Turnitin, explored the implications of AI on assessment methods and the importance of maintaining academic integrity. The webinar provided practical solutions to the challenges posed by AI-generated content, ensuring the security and reliability of assessments.

Key Speakers:

- **Dr. Richard DLC Gonzales:** Chairman & Chief Executive Advisor and Lead Human and Social Development Specialist at Inno-Change International Consultants Inc., discussed "The Impact of AI on Traditional Assessment Methods."
- **Atty. Maya Angelique B. Jajalla:** Legal Associate of PACU, presented on "Academic Integrity in the Age of AI: Navigating Laws, Policies, and Best Practices."
- **Mr. Marko Socco:** Solutions Engineer at Turnitin, provided insights on "Secure Assessment in the Age of AI."




The PACU Programs Committee has successfully organized a series of impactful webinars and seminars over the past two years, addressing crucial topics that align with the evolving needs of educational institutions. These webinars organized by PACU underline the organization's commitment to the continuous improvement of Philippine higher education.

The way forward ...

By addressing pertinent issues and providing a platform for collaboration and learning, PACU continues to empower educators and administrators in their quest for academic excellence. As the academic year progresses, the association remains dedicated to facilitating discussions and initiatives that contribute to the betterment of the Philippine education system. Moving forward, the committee remains committed to providing valuable learning opportunities that foster growth, innovation, and resilience in the academic community.

Acknowledgement

We extend our deepest gratitude to our trustees and member schools for their unwavering support and active participation in the seminars and webinars mentioned above. Your engagement and commitment have been instrumental in making these events successful, and the Programs Committee is truly grateful for your continued encouragement and involvement. 

Policy Committee

Accomplishment Report: 2022-2024

Advocating for longstanding education reforms

The PACU Policy Committee continues to lobby for policies in recognition of the complementarity role of private education and its contribution to providing quality access to education in the Philippines. We advocate for Student Choice, Academic Freedom, and Reasonable Regulation of private education institutions.

The Policy Committee and the PACU Executive Committee, in collaboration with the Legal and Legislative Committee, conducted regular and emergency meetings to discuss recommendations for PACU's strategic plans and policy directions in the two-year term. The committee discussions were cross-referenced with the three-year Strategic Plan for 2022-2025 of the Coordinating Council of Private Educational Associations (COCOPEA) and the two-year priority areas and issues of the Second Congressional Commission on Education (EDCOM 2).

COCOPEA Priorities for 2023-2025 are on Strengthening complementarity between public and private entities, Expansion of GASTPE in the elementary level, increasing the amount and number of subsidies/vouchers for GASTPE and SHS, Expanding the voucher system to cover TVET, Review CHED qualifications for HEIs on Tertiary Education Subsidy; Ensure active participation in EDCOM 2; Strengthen academe-government-industry collaboration specifically for TVET and higher education; Provide/Increase Teacher Salary Subsidy for all levels; Advocate for policies (TESDA and CHED) that will enable for-profit educational institutions to receive grants from government; Standardize measures of quality, as well as accreditation metrics for public and private education.

COCOPEA's secondary priorities include advocating for the even distribution of grants to public and private institutions, studying measures to ensure competitive neutrality between public and private institutions, initiating quality upgrading programs within COCOPEA, building the private education brand (with parents, students, employers, policymakers), improving understanding of private education concerns, and building an advocacy network to support private education.

The topics and issues that were discussed in several policy committee meetings include the carrying capacity of Private schools vis-a-vis DepEd, LGU, SUCs & LUCs, portability of vouchers, accreditation landscape; capacity building on regulation policy and regulation economics for DepEd/CHED; School-based Management (SBM). For the bills affecting the Philippine education ecosystem, the committee discussed

the following: ROTC Bill, No Permit, No Exam Prohibition Bill, which later became Republic Act No. 11984; Constitutional Amendments; and the impact of the Mandanas Ruling. CHED concerns include the Application for Increase of Tuition and Other School Fees (TOSF); CMO 16 s. 2022 or the Flexible delivery mode; Autonomous and Deregulated schools; UNIFAST; Maritime Education: Marina (and blacklisting of international certifying body); DepEd concerns: how to get involved in complementarity; MATATAG curriculum review; Reorganization of DepEd key officials; Infrastructure plan for public schools and International Large Scale Assessment (ILSAs) Test Preparation. Other topics on emerging technologies or Gen AI applications, such as Chat GPT and AI chatbots and their impact on education, were also discussed, and a proposal for a roundtable discussion was made.

Collaboration with Edcom 2

PACU and Edcom 2 Executive Director Karol Mark Yee held a consultation meeting on August 22, 2024. Dir. Yee presented the seven (7) committees that are working and doing consultations on EDCOM 2's priority areas and issues, which include the following:

1. Early Childhood Care And Development (ECCD)
2. Basic Education
3. Higher Education
4. Teacher Education And Development
5. Technical Vocational Education & Training (TVET) and Lifelong Learning
6. Governance And Finance
7. Cross-Cutting

For Higher Education, Year 1 priorities include two main areas. The priority area is on Quality Assurance particularly on Typology-/Outcomes-Based Quality Assurance Towards More Autonomous and Deregulated HEIs for innovations in teaching, Research, and public service. The target outcome is to develop a horizontal typology or typologies depending on the result of a data science-based clustering of PHEIs, SUCs, and LUCs and stakeholder consultations. Develop two vertical typologies-by level of autonomy and designation (e.g., national, regional, local HEI). The second priority area is access to quality higher education, specifically improving access to quality higher education. The target outcome for this is a review of the Implementation of the Universal Access to Quality Tertiary Education Act to Identify the issues and implementation bottlenecks [e.g., Did free tuition and TES give equal opportunity to quality Tertiary Education in public and private institutions? What are the implementation

bottlenecks and how can they be addressed?] Study equity-based tuition models (e.g., socialized).

EDCOM 2 requested PACU member Higher Education Institutions (HEIs) to participate in the Profiling of Private HEIs. The participants were made to respond to the first descriptive questionnaire in aid of policy-making that aims to capture profiles of HEIs and collect data on existing quality assurance mechanisms. The survey covers several sections:

1. Enrollment and graduation figures
2. Programs offered
3. Faculty profile
4. Local and international linkages
5. Internal quality assurance mechanisms
6. Participation in external quality assurances
7. CHED-defined quality assurance

Around fifty (50) PACU member schools participated in the survey. The results will be used for the EDCOM 2 Year 2 Report under the Priority Area of Quality Assurance.

Brainstorming Workshop on Designing Solutions For & From Members

The policy committee conducted a Brainstorming Workshop on Designing Solutions For & From Members during the Annual General Assembly on September 30, 2023. The workshop objective/s are to discuss critical issues and concerns of PACU Members. Particularly to determine current education policies and legislations affecting private education; to bring out operational (CHED, DepEd, etc) concerns that may lead to developing PACU interventions and programs; to draw out current strategies and solutions from PACU Members and to recommend best practices and plans to improve PACU's involvement and execution of its programs to align with the priorities.



The Policy Committee Chair presented issues to the membership. It were categorized into three emerging themes: Complementarity of Public And Private Education, Reasonable Regulation, and Quality Education. Under each theme were the topics such as the E-GASTPE/Voucher Bill, Amendment of the UNIFAST Law, DepEd MATATAG Curriculum (DM 54 s. 2023) and K to 10 + 2 Bill, Amendments to the CHED Charter, No Permit, No Exam Prohibition, Revision of DO 88 s 2010 and a QA Bill to be filed by EDCOM2.

After the brainstorming session, the key themes below were drawn out from the group activity:

1. Review of Regulations & Government Policies: a significant focus on navigating the regulatory landscape.
2. Internationalization/Globalization: need for alignment with global standards for international expansion and student mobility.
3. Funding & Financial Assistance: Review and restructure the current funding and financial assistance programs to increase government subsidies and funding for students and teachers and grants for institutional research, development, and innovation. Explore other PPP arrangements.
4. Faculty & Employee Development: capacity building and short-term training and retention programs for faculty.
5. Collaboration & Partnerships: building strategic partnerships for both public-private educational institutions and local and international collaborations.
6. Digital Transformation and assessment audit: a focus on adopting new technologies, from understanding AI to digital infrastructure, and performing a quick audit of current technological infrastructure and identifying immediate gaps.

Forging collaborations and crafting a coalition roadmap will pave the way for a sustainable and viable future for Philippine private education.

PACU has worked with Stratbase from April 2023 to the present on the "No Permit, No Exam prohibition bill." The rectification of the No Permit, No Exam Law is critical to school operations, and through this advocacy, we have demonstrated the potential of PACU, in alliance with private education stakeholders, to become a strong positive force in shaping government policies to address policy challenges confronting the sector.

In anticipation of more challenging regulatory issues that would affect the private educational sector, there is an opportunity to build a formidable alliance of stakeholders that can be mobilized into a strong constituency of advocates that can proactively shape government policies by enabling reforms that would strengthen the capacity of its institutions to deliver the highest quality of education for the workforce the country needs for a sustainable and progressive economic trajectory. Seeing this need for strong Political Management and Strategic Policy Advocacy Engagement, PACU has renewed its engagement with Stratbase from June 01, 2024 to May 31, 2025.

Through the leadership of PACU, Stratbase has engaged the whole private education sector in a successful campaign to overcome serious policy challenges that would have caused long term, and even existential repercussions to PACU

members and the entire private education stakeholders.

With the help of Stratbase, we will gather data through qualitative and quantitative studies (Focus Group Discussion and nationwide baseline survey) to determine the most critical issues that need immediate, medium term, and long term focus and action. The data will be the basis for consensus and guidance to implement a strategic advocacy and communication campaign that will proactively shape relevant government policies to effectively address issues and initiate reforms that promote the interest and strengthen the private education sector. Stratbase shall give counsel on how

PACU and the private education sector can position as a critical partner of government in nation building.

The increasing number of enrollment in the LUCs is a major area of concern.

Another marked accomplishment of PACU includes the successful lobbying for the appointment of DepEd Secretary, CHED Commissioner/s and TESDA Director General. PACU has successfully endorsed Secretary Juan Edgardo Angara, TESDA Director General Hon. Jose Francisco “Kiko” Benitez and CHED Commissioner Ethel Agnes Valenzuela.



These accomplishments report would not be possible with the strong support of the PACU Policy Committee. The committee is composed of the following PACU Member School Presidents and officers.

Dr. Vicente K. Fabella Jose Rizal University
Committee Chair

Engr. Bernard Nicolas E. Villamor
Mr. Alfredo I. Ayala
Atty. Remeliza A. Moraleda
Dr. Zorba Bnn R. Bautista
Mr. Marco Alfredo M. Benitez
Mr. Juan Miguel R. Montinola
Atty. Juan Crisostomo M. Echiverri
Dr. Karen Belina F. De Leon
Ms. Laurice Faye R. Juarez

Cebu Institute of Technology University
National Teachers College
University of Northeastern Philippines
University of Baguio
Philippine Women's University
Far Eastern University
Manila Central University
Misamis University
Capitol University

Dr. Caroline Marian S. Enriquez
Atty. Christopher A. Tan
Dr. Zosimo Battad
Dr. Anthony Jose M. Tamayo
Dr. Lero Tereso A. Magno
Atty. Anna Maria D. Abad
and Team
Exec. Dir Joyce Samaniego

Our Lady of Fatima University
University of Iloilo
University of the East
University of Perpetual Help System - DALTA
Rizal Memorial Colleges
PACU Legal Counsel

We also thank the PACU Executive Committee, Board of Trustees, and the entire PACU membership for your support of our work. 🙏



Committee on Institutional Quality Improvement

Accomplishment Report: 2022-2024

Contributor: Dr. Caroline Enriquez

Co-Contributors: Dir. Joyce Samaniego and Ms. Ria Lascano

The Committee on Institutional Quality Improvement (CIQI) is dedicated to advancing Philippine higher education. CIQI endeavors to enhance educational quality by cultivating a culture of continuous improvement among member institutions. This is achieved through knowledge sharing, collaborative initiatives, innovative quality metrics, and advocacy for robust performance benchmarks.

The LAMP Summit, CIQI's flagship program, is a cornerstone in this pursuit of excellence. This collaborative platform empowers institutions to elevate performance by exchanging best practices and quality assurance strategies. Through the LAMP Summit, CIQI demonstrates its commitment to institutional growth and development, contributing significantly to the overall quality of Philippine higher education.

Unlike traditional webinars, the LAMP Summit prioritized interaction and collaboration among private higher education leaders. Its goal was to identify shared challenges, foster connections, and stimulate partnerships within the sector.

Building on the success of its initial summits focused on leadership transitions (September 9, 2021), hybrid learning (November 11, 2021), and building school spirit during the pandemic (March 30, 2022), CIQI launched three other LAMP Summits for the past two years. The early events laid the groundwork for addressing the evolving challenges and opportunities in higher education, post-pandemic.

The fourth LAMP Summit delved into the complexities of education, questioning traditional approaches and exploring diverse learning paths. The fifth edition focused on expanding the global reach of private higher education institutions through international partnerships and programs. The sixth summit explored the potential of micro-credentials and digital badges to revolutionize lifelong learning.

In addition to the LAMP Summit series, CIQI has undertaken other significant initiatives. Collaborating with the Programs committee, CIQI organized a policy on "Harnessing AI Potential: A Policy Writeshop on Acceptable Use in Education." Furthermore, CIQI partnered with the Pontifical University of Santo Tomas to host the AI Summit 2024, centered on "Advancing AI Capability Promoting AI Safety."

Future Plans

To navigate the evolving higher education landscape, CIQI prioritizes strategic directions aligned with the needs of education stakeholders. Digital transformation will be accelerated through instructional design, AI, and online learning. Quality assurance will be strengthened through rigorous accreditation, benchmarking of best practices and outcomes-based approaches. Expanding global partnerships, fostering student mobility, and promoting transnational education are imperative. Curriculum innovation, faculty development, and student success, including inclusive and lifelong education opportunities, are core to our mission. Integrating technical-vocational education and higher education through credit transfer and work-study programs is essential. Strengthening higher education policy, fostering collaboration among institutions, and ensuring the sustainability of all institutions, especially smaller ones, are essential. We will also proactively explore emerging trends like AI and sustainability to address societal challenges and shape the future of education.

By prioritizing quality improvement and innovation, we empower institutions to excel and produce graduates ready for the future. As the educational landscape evolves, PACU will continue to lead the way.

The following activities were organized by the CIQI committee in 2022-2024:

PACU and University of Santo Tomas conducts the 4th LAMP Summit, Ignites Transformation in Higher Education

Over 340 higher education leaders gathered at the 4th LAMP Summit on March 29-30, 2023, to chart a new direction for Philippine education. Held in a hybrid format at the University of Santo Tomas and other venues, the summit, themed “One Size Fits All?? Education Trajectories, Transitions, and Transformations,” brought together academicians, administrators, and industry experts. Discussions focused on the Fourth Industrial Revolution, the digital economy, micro-credentials, and educational transitions, with an emphasis on adapting institutions to meet evolving student and workforce needs.

Participants explored quality assurance and outcomes-based learning to create flexible pathways for students. The event also included benchmarking activities at host universities, where attendees observed innovative practices, facilities, and programs, fostering collaboration and inspiring the implementation of best practices across institutions.



PACU and Manila Central University organizes the 5th LAMP Summit on November 20, 2023, Education without Borders: Pathways to Internationalization and Transnational Education in Higher Education

The 5th Leadership and Management Perspectives (LAMP) Summit on November 20, 2023, themed “Education without Borders: Pathways to Internationalization for Higher Education Institutions.” The hybrid event, hosted at Manila Central University and online, gathered over 170 participants from various private HEIs. The summit was conducted in hybrid mode. Experts shared insights on global trends, best practices, and challenges in internationalization, while discussions focused on policies, standards, and strategies to enhance international and transnational education programs. The summit fostered networking and collaboration among institutions, laying the groundwork for future partnerships.



PACU and University of Perpetual Help System DALTA - Las Piñas hosts the 6th LAMP Summit

The 6th Leadership and Management Perspectives (LAMP) Summit on May 31, 2024, at the University of Perpetual Help System DALTA - Las Piñas, themed “Lifelong Learning Pathways: Revolutionizing Education Through Microcredentials and Digital Badges.” The event attracted around 140 participants from both PACU and non-PACU private higher education institutions. The summit highlighted the transformative potential of microcredentials and digital badges in revolutionizing education and skill acquisition, with experts sharing best practices for integrating these into academic and professional development programs. The discussions fostered innovation and encouraged collaboration among institutions to implement future-proof strategies for lifelong learning.



AI Summit 2024: Advancing AI Capability Promoting AI Safety

March 18-19, 2024, University of Santo Tomas

The University of Santo Tomas, in collaboration with the PACU Committee on Institutional Quality Improvement and USAID's UPSKILL Program, hosted the AI Summit on March 18-19, 2024. Centered on the theme "Advancing AI Capability, Promoting AI Safety," the summit built upon discussions from the PACU AI Policy Write Shop held earlier that month. It gathered over 400 educators, researchers, industry practitioners, and government leaders to explore the responsible use of AI in education, the workplace, and society, offering timely insights into AI's evolving impact.



PACU South Korea Benchmarking Programme

May 22-26, 2024, Seoul, South Korea

With support from USAID's UPSKILL Program, the CIQI Committee conducted a Transnational Education Benchmarking Visit to South Korea on May 22-26, 2024. This initiative aimed to strengthen the capacities of PACU member school presidents and officers by exploring best practices in global and transnational higher education (TNHE). The program included visits to top institutions such as Incheon Global Campus, UNESCO's Asia-Pacific Centre of Education for International Understanding, Kyungwoon University, and the National Institute for Lifelong Education, focusing on areas like e-learning, lifelong learning, and TNHE.

PACU representatives visited key educational institutions in South Korea, engaging in knowledge exchanges that emphasized their commitment to internationalization and quality education. The itinerary also featured a cultural tour, including Bukchon Hanok Village and Gyeongbokgung Palace, where participants experienced traditional Korean culture, donning Hanbok attire and exploring the nation's rich heritage, fostering stronger bonds among PACU officers.

The benchmarking program saw an enthusiastic response from PACU member schools, with seventeen (17) representatives signing up to take part in the trip.



Kamsahamnida!

COMMITTEE MEETINGS



Acknowledgement

COMMITTEE MEMBERS

Dr. Caroline Marian S. Enriquez	Our Lady of Fatima University
	Chairperson
Dr. Maria Cristina D. Padolina	Centro Escolar University
Dr. Patricia B. Lagunda	Baliuag University
Dr. Elizabeth Q. Lahoz	Technological Institute of the Philippines
Engr. Bernard Nicolas E. Villamor	Cebu Institute of Technology - University
Prof. Vicente Pijano III	Philippine Women's College - Davao
Dr. Dodjie S. Maestrecampo	MAPUA Malayan Colleges Laguna
Dr. Jennifer R. Reyes	De La Salle Araneta University
Dr. Cheryl Peralta	University of Santo Tomas
Dr. Sherry Junette M. Tagle	Cordillera Career Development College
Dr. Ryan Mark S. Molina	STI West Negros University
Mr. Marco Alfredo Benitez	Philippine Women's University
Dr. Cynthia R. Acosta	Olivarez College
Dr. Noel A. Sergio	Philippine College of Criminology
Dr. Ernesto Ray Adalem	St. Clare College of Caloocan
Dr. Renato C. Tanchoco, Jr.	Manila Central University
Dr. Fay Lea Patria Lauraya	University of Nueva Caceres
Dr. Eduardo Valdez	PATTS College of Aeronautics
Dr. Vivien Co-Say	ICCT Colleges
Ms. Joyce Anne C. Samaniego	PACU Executive Director



Industry-Academe Linkage Committee

Accomplishment Report: AY 2022-2024

The Industry-Academe Linkage Committee of the Philippine Association of Colleges and Universities (PACU) has had an impactful academic year from 2022 to 2024. The committee has made significant strides in fostering collaboration between educational institutions and industry partners. The committee's efforts have been geared toward addressing the evolving demands of the workforce and enhancing student career outcomes.

COMMITTEE MEMBERS

Atty. Christopher A. Tan	PHINMA University of Iloilo
Committee Chair	
Dr. Cynthia R. Acosta	Olivarez College
Dr. Ray Adalem	St. Clare College of Caloocan
Mr. Alfredo Antonio I. Ayala	National Teachers College
Dr. Caroline Marian S. Enriquez	Our Lady of Fatima University
Dr. Vicente K. Fabella	Jose Rizal University
Fr. Daniel Franklin E. Pilario, C.M.	Adamson University
Dr. Esther Susan N. Perez-Mari	University of Cagayan Valley
Dr. Anthony Jose M. Tamayo	University of Perpetual Help DALTA
Engr. Dodjie S. Maestrecampo	Mapua University
Dr. Marilissa J. Ampuan	Mariners' Polytechnic Colleges - Naga
Engr. Bernard Nicolas E. Villamor	Cebu Institute of Technology - University
Joyce Anne Samaniego	PACU Executive Director

WEBINARS

PACU Usapang Industriya on Cybersecurity

Behind the Shield: An In-depth Look at Cybersecurity in Law Enforcement

April 26, 2023 via Zoom and FB Live

In partnership with the Philippine College of Criminology, the committee hosted the PACU Usapang Industriya on Cybersecurity, themed "Behind the Shield: An In-depth Look at Cybersecurity in Law Enforcement." The event offered valuable insights into the evolving needs of law enforcement agencies concerning cybersecurity. It highlighted the critical skills gap in the workforce and emphasized the importance of specialized training and education in cybersecurity for students aspiring to enter the field.

The webinar attracted around 170 participants via Zoom and garnered over 5,700 views on Facebook Live. Topics covered included workforce requirements, essential graduate attributes, and the significance of trainings, micro-credentials and international certifications to equip students with relevant skills for careers in cybersecurity.

Key Speakers:

- Elyvenson D. Plaza, Director, Human Resource Management Services, PDEA
- Mr. Kazu Rudolf Bayas, PDEA
- Dennis Franco M. Layug, President/CEO, Kaizen International Holdings



PACU-SeeMeCV Leaders' Workshop: Innovating PACU's Student Career Journeys

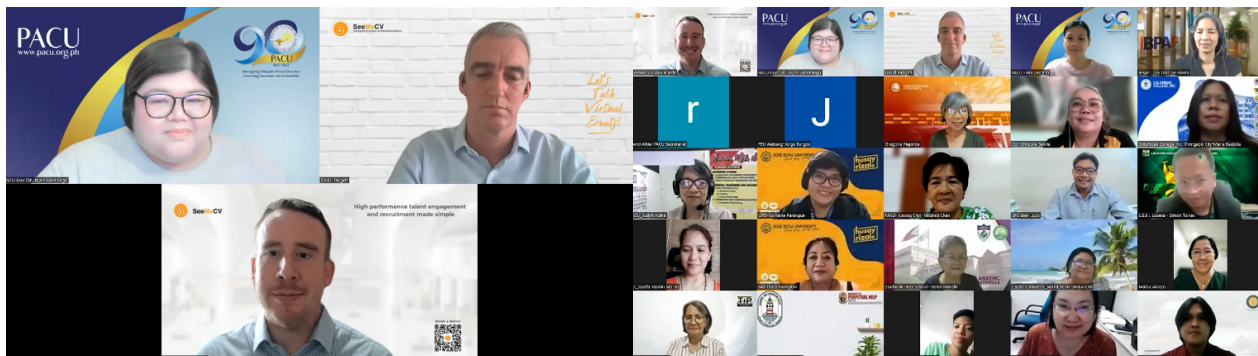
May 30, 2023 via Zoom

This workshop was aimed at academic leaders and decision-makers, focusing on using technology to enhance students' competitiveness in the Philippine job market. Participants were introduced to a free career portal that could revolutionize student career guidance and placement services. By exploring new trends and best practices, schools were empowered to optimize career services and help students navigate the modern workforce more effectively.

The event saw an attendance of 140 participants via Zoom and featured speakers from leading organizations in talent development and career services.

Key Speakers:

- **Mr. David Padgett**, Director, SeeMeCV
- **Ms. Frankie Antolin**, Executive Director, Talent Development, IBPAP
- **Ms. Zoe Diaz De Rivera**, Talent Attraction & Industry-Academe Linkages Lead, IBPAP
- **Mr. Alex Martin**, VP Sales, SeeMeCV



PACU Usapang Industriya on Workforce Development

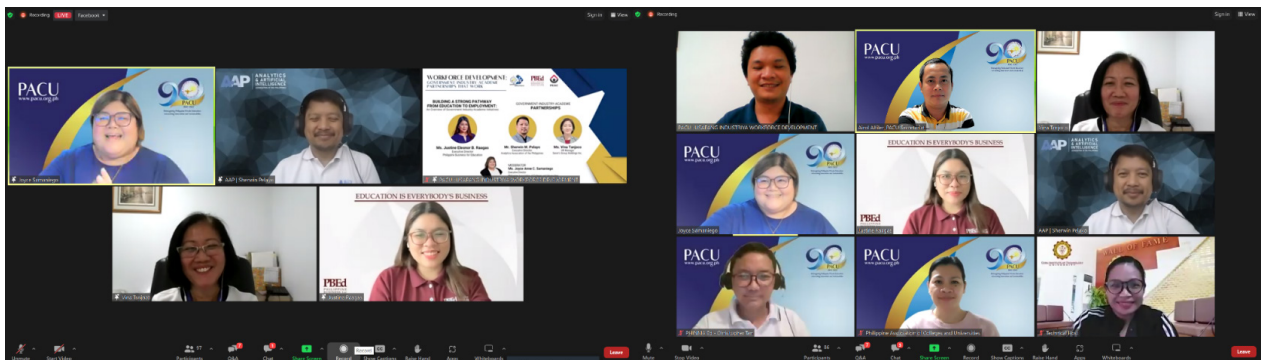
September 15, 2023 via Zoom and FB Live

The PACU Usapang Industriya on Workforce Development aimed to establish pathways from education to employment through partnerships between government, industry, and academe. This event showcased case studies of successful collaborations that created significant opportunities for students and institutions alike. By illustrating these partnerships, the webinar provided insights on how schools and businesses could collaborate to prepare students for the evolving demands of the job market.

The event garnered 654+ views on Facebook and featured esteemed speakers from organizations leading workforce development initiatives.

Key Speakers:

- **Ms. Justine Eleonor B. Raagas**, Executive Director, Philippine Business for Education (PBed)
- **Mr. Sherwin M. Pelayo**, Executive Director, Analytics Association of the Philippines (AAP)
- **Ms Vina D. Tanjoco**, HR Manager, Saver's Group Holdings Inc.



COMMITTEE MEETINGS



PARTNERSHIPS IN PROGRESS

Digital Marketing Association of the Philippines (DMAP)

A collaboration between the PAC and the Digital Marketing Association of the Philippines (DMAP) is currently in development, with several promising projects in the pipeline. These initiatives include digital marketing training programs for students from PACU member schools, the integration of DMAP's digital marketing curriculum into academic offerings, and instructor training through DMAP's "Train-the-Trainer" program. This partnership aims to enhance digital marketing education and equip both students and educators with industry-relevant skills and knowledge.

ABOUT DMAP ACADEMY

- DMAP Academy MASTERCLASS AND CERTIFICATION**
A digital marketing program between DMAP and Certified Digital Marketer (CDM) that aims to train and certify university students with digital foundations required for the modern workforce.
- DMAP Academy COMPETITION**
The culminating activity of DMAP Academy, brings together learnings with a task to create a holistic campaign for a prestigious brand, includes a Mentorship Program with digital industry professionals.
Upon completion, students will be awarded with an DMAP Digital Certification and will have the chance to be invited to internship programs from top companies.
- DMAP Academy VIRTUAL INTERNSHIP FAIR**
An informational and recruitment event happening on **February 2025** that will connect recruiters and candidates in a virtual exchange.

DIGITAL MARKETING ASSOCIATION OF THE PHILIPPINES

- ABOUT**
Formerly the Internet and Mobile Marketing Association of the Philippines (IMMAP), DMAP was founded in 2007. A collective of forward thinkers who are shaping the future of digital marketing in the Philippines. We are composed of over 200 member organizations and individuals across various fields that cover the full digital ecosystem.
- MOONSHOT**
To be the largest collective of brands, businesses, platforms and professionals who champion impactful digital marketing transformation.
- MISSION**
Transformative innovation for impactful growth.

Transformative Innovation to Grow People
PEOPLE

Transformative Innovation to Grow Brands & Businesses
BRANDS & BUSINESSES

Transformative Innovation to Grow the Philippine Digital Industry
COUNTRY

dmap Academy | **CERTIFIED DIGITAL MARKETER**
See Your Advantage.

Present
2024 CDM Digital Marketing Fundamentals
Saturday Masterclass Series

Masterclass Sessions:
September 14, 21, 28, October 5 and 12, 2024

Community Partners

PBEA PHILIPPINE BUSINESS EDUCATION ASSOCIATION
JobsNext
Alonso College Society of Advertising



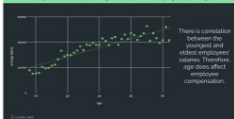
PHILIPPINE JUNIOR MARKETING ASSOCIATION
MAJPA JUNIOR MARKETING ASSOCIATION

Eskwelabs

PACU is exploring a collaboration with Eskwelabs to develop a Data Literacy and Analytics with AI for Education learning sprints. This 1.5 day in-person learning sprint or 4-part webinar series that will be scheduled in January 2025. It will culminate in a micro-credential in data analytics. The initiative aims to engage leaders and decision-makers from Higher Education Institutions (HEIs), with a focus on key areas such as lifelong learning, Generative Artificial Intelligence (AI), digital transformation, and harnessing data to enhance student learning and faculty development. This collaboration seeks to equip HEI leaders with the tools to drive innovation and educational excellence in an increasingly data-driven world.

Data Literacy and Analytics with AI for Education

In this hands-on course, participants will go through a learning sprint where they will learn to harness the power of AI in the education sector, master the use of spreadsheets, create intuitive, impactful dashboards for effective communication of data insights, and work with Large Language Models. By exploring real-world applications and case studies, students will develop practical skills in data literacy and AI utilization.

Sprint Overview		Sprint Topics	Sprint Outputs
3 hours	Data and AI for Education This webinar explores the integration of data and AI in education, focusing on enhancing teaching and learning outcomes through innovative technologies.	<ul style="list-style-type: none"> Ethics and limitations of generative AI Generative AI in the classroom Generative AI in the workplace Data analysis applications for education 	 Learning in the Age of Information Abundance
3 hours	Lifelong Learning for the Future of Work This workshop prepares participants to understand the meta skills of learning how to learn for the evolving job market in the 2020s, including lifelong learning with AI.	<ul style="list-style-type: none"> Learning how to learn Generative AI for learning & career prep Structuring assignments & curricula for post-AI meta-skills 	
3 hours	Data Analysis for HEIs This workshop empowers teachers, professors, and administrators with data analysis skills to enhance their teaching effectiveness and improve student outcomes.	<ul style="list-style-type: none"> Data processing Dashboarding fundamentals EDA and insights Data analysis with generative AI 	
3 hours	Storytelling for Digital Transformation This workshop focuses on the art of data storytelling to drive digital transformation and influence decision-making in educational organizations.	<ul style="list-style-type: none"> Data storytelling Digital transformation Data and AI roadmap Change management with AI 	



Through these key events, the Industry-Academe Linkage Committee has successfully promoted collaboration and innovation in workforce development. By fostering strong partnerships between academia and industry, the committee has played a crucial role in addressing the skills gap, preparing students for the modern workforce, and driving the future of education in the Philippines.

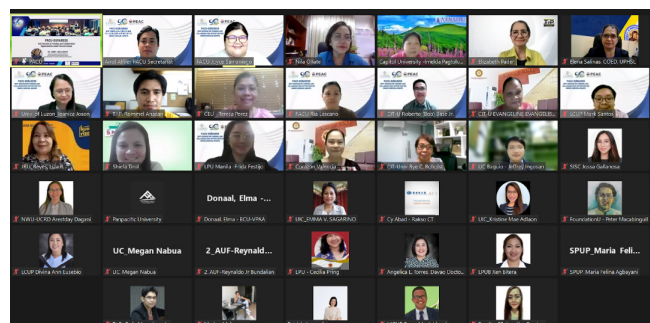
PACU's Research Committee Accomplishments: Creating New Milestones in PACU Leadership and Innovation

Over the past two years, the leadership of the Philippine Association of Colleges and Universities (PACU) has showcased a robust commitment to advancing research, capacity building, and innovative practices in private higher education. Under the PACU Research Committee, several key initiatives were undertaken to address pressing issues in the academic landscape. These efforts reinforced PACU's mission to uphold high standards in Philippine private education while providing a platform for significant contributions to the country's academic and social development.

PACU has long been at the forefront of advocating for complementarity, academic freedom, and reasonable regulation, all in pursuit of quality education. The 2022–2024 leadership exemplified this vision through groundbreaking programs and collaborations that addressed the needs of the academic community and prepared them for future challenges.

Empowering Researchers through Horizon Europe Collaboration

On May 5, 2023, PACU partnered with EURAXESS to offer an Info Session on Funding and Collaboration Opportunities under Horizon Europe. EURAXESS is a pan-European initiative designed to promote researcher mobility and career development, supporting researchers globally who are looking to collaborate with Europe. This virtual event gathered over 200 institutions, offering access to European Union research grants and programs that reached more than 800 individuals via social media platforms.



The session opened doors for Philippine researchers, scientists, educators, and students to participate in international research projects, providing opportunities for collaboration and funding under Horizon Europe.

EURAXESS Worldwide, which supports researchers outside Europe, offers vital networking tools and personalized assistance. The initiative's widespread network, including more than 600 centers across Europe, ensures inclusive support for researchers, promoting mobility and scientific collaboration.

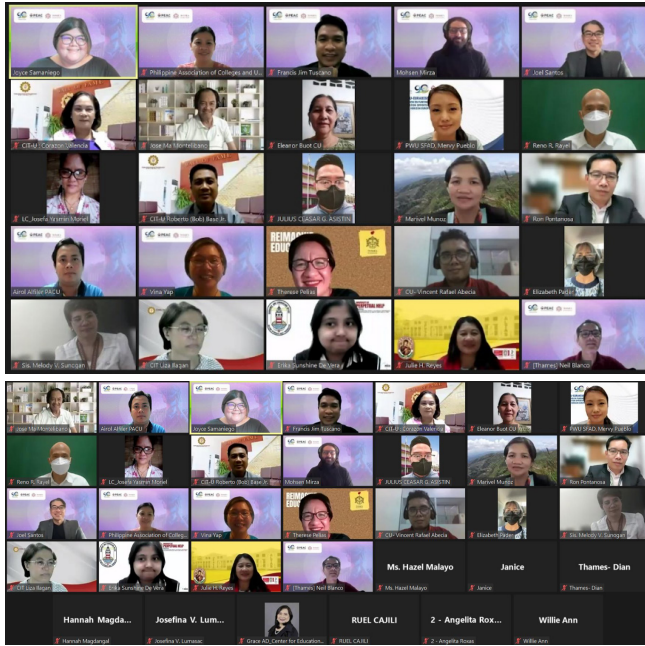
By fostering connections with European research institutions and showcasing opportunities in funding, EURAXESS has empowered local researchers and institutions to engage in world-class research. The result has been a stronger collaboration network between Philippine and European researchers, enriching the country's research ecosystem.

Addressing Learning Loss in Basic Education

In response to the widespread learning loss exacerbated by the pandemic, PACU organized a pivotal workshop on May 29, 2023, titled "How Can Colleges and Universities Absorb and Mitigate the Risks of Learning Loss in Basic Education Institutions?". The event was held in collaboration with Thames International School and revealed concerning data from the Philippine Assessment for Learning Loss Solutions (PALLS), showing that students from Grades 2 to 12 scored below the passing percentage in science, mathematics, and English.

The workshop underscored the significant impact of

learning gaps among senior and junior high school students, raising awareness of the challenges higher education institutions face in accepting students with these gaps. PACU's leadership urged academic leaders to take collective action, reviewing the K-12 curriculum to mitigate these learning losses and enhancing remediation efforts at both the basic and higher education levels.



Supporting Out-of-School Youths through USAID Grants

PACU's collaboration with USAID through the Opportunity 2.0 Grants Info Session on June 27, 2023, is a testament to its commitment to providing inclusive education and opportunities for all. The USAID-funded Opportunity 2.0 program is specifically designed to make a meaningful impact on the lives of Filipino out-of-school youth (OSY), offering them a "second chance" at education and pathways to quality livelihood and employment.



Opportunity 2.0 aims to reach at least 180,000 out-of-school youth over the next five years. In addition to supporting youth, the program will train more than 1,600 teachers and trainers and engage 2,200 employers in 15 cities, establishing programmatic hubs in Metro Manila, Metro Cebu, and Metro Davao. By collaborating with key national and local agencies such as the Department of Education (DepEd) and the Technical Education Skills and Development Authority (TESDA), as well as city governments, private businesses, academe, NGOs, and youth representatives, this initiative offers comprehensive support to ensure that young people can overcome the barriers they face.

Opportunity 2.0 equips OSYs with the knowledge and skills to succeed, particularly in employment and entrepreneurship. Through this program, PACU member institutions play a critical role in transforming vulnerable youth into empowered members of society capable of pursuing their dreams. The initiative contributes to the individual growth of these youths and strengthens the Philippines' social and economic fabric by aligning the educational system with the country's workforce needs.

Through this impactful collaboration, PACU member institutions have been empowered to support youth in overcoming significant challenges, offering them opportunities for personal and professional growth. By participating in such a transformative project, PACU continues to exemplify its leadership in addressing societal issues through education and innovation.



Transforming Higher Education through UPSKILL's Accelerator Program

Another milestone during the 2022–2024 leadership was PACU's active participation in the UPSKILL Transformation Accelerator Program, launched in collaboration with the University Design Institute and funded by USAID. The Accelerator Program is a 12-month initiative to strengthen higher education institutions (HEIs) in the

Philippines, providing workshops, mentoring, and specialist support to help institutions identify and address critical challenges in higher education.

Participating HEIs undergo a three-phase program, which includes access to road-mapping sessions, workshops on design thinking, and opportunities for USAID grant funding to implement transformation projects. The Accelerator Program is designed to drive innovation by fostering ideation and rapid prototyping of solutions specific to the challenges faced by Philippine higher education institutions. Themes such as building research capabilities, integrating technology for increased

academic quality, and expanding access to underserved communities are at the core of this initiative.

UPSKILL has provided Philippine HEIs with the tools and capacity to align their projects with national development priorities, including those set out in the Philippine Development Plan (2023–2028) and the Commission on Higher Education’s (CHED) strategic initiatives. Through this program, PACU member schools are equipped to contribute innovative solutions to pressing educational and social challenges, ensuring a significant impact on their communities and regions.

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These initiatives underscore PACU’s unwavering commitment to promoting quality, inclusivity, and collaboration, reinforcing the association’s role as a transformative force in Philippine higher education. As PACU continues to lead the way, its efforts will undoubtedly have a lasting impact on the academic and social fabric of the country.

The PACU Research Committee oversaw these remarkable accomplishments and consisted of esteemed educators from various institutions. The committee members included:

- Dr. Dodjie S. Maestrecampo (Mapúa University), Chairperson
- Engr. Bernard E. Villamor (Cebu Institute of Technology University)
- Fr. Daniel Franklin E. Pilario, CM (Adamson University)
- Dr. Jennifer R. Reyes (De La Salle Araneta University)
- Dr. Mark Rey C. Santos (La Consolacion University Philippines)
- Mr. Juan Miguel R. Montinola (Far Eastern University)
- Dr. Ma. Cristina D. Padolina (Centro Escolar University)
- Ms. Laurice Faye R. Juarez (Capitol University)
- Ms. Joyce Anne C. Samaniego (PACU Executive Director)



COCOPEA-PACU Dinner and Consultation Meeting with Secretary Juan Edgardo M. Angara



The Coordinating Council of Private Educational Associations and the Philippine Association of Colleges and Universities organized a welcome dinner and consultation for the newly appointed Department of Education Secretary Juan Edgardo “Sonny” Angara last July 16, 2024, at Holiday Inn Suite Makati.

The event was attended by key figures in the Private Education Sector, including representatives from COCOPEA member associations, namely the Catholic Educational Association of the Philippines (CEAP), the Philippine Association of Colleges and Universities (PACU), the Association of Christian Schools and Universities (ACSCU), the Philippine Association of Private Schools, Colleges and Universities (PAPSCU), and the Unified TVET of the Philippines Inc. (UniTVET).

Also present were school heads and presidents from the Manila Archdiocesan and Parochial Schools Association, Inc. (MAPSA), the Davao Colleges and Universities Network (DACUN), the Association of Private, State Colleges, and Universities in Region

XI (APSCUR XI), and the Bicol Association of Private Colleges and Universities (BAPCU). Special guests included PEAC Executive Director Rhodora Ferrer; Officers from Stratbase Consulting Group- Orlando Oxales and Rupert Paul Manhit; EDCOMII Executive Director Karol Mark Yee, and EDCOMII Chief Legal Officer Atty. Joseph Estrada.

Secretary Sonny M. Angara emphasized the need to enhance collaboration between the public and private education sectors to operationalize complementarity. He acknowledged the significant impact of the pandemic on private schools and stressed the importance of implementing supportive measures to ensure their resilience.

Secretary Angara expressed optimism about the upcoming partnership between the Department of Education (DepEd) and COCOPEA and emphasized its potential to enhance educational outcomes nationwide. He concluded his remarks by highlighting the pivotal role of education in securing the nation’s future and affirmed his commitment to shaping policies that promote educational

resilience and sustainability in the face of evolving challenges.

An open forum followed his speech, during which he was asked the following questions:

How will you define yourself as we partner private education with you as the leader in basic education?

- He would like to be known as the secretary who opened DepEd to different sectors and achieved a fruitful, quality education, improving the skills of our youth. He also acknowledges that some of his aspirations may take some time to achieve and may not get credit for them, but it is important to start building bridges that can be passed on as a legacy.

Is there a possibility for the increase of vouchers for all of the beneficiaries and to have a more sustainable budget?

- Increasing subsidies per student can be a bit more complex. But there is already a review to increase this through tiers, which is being looked upon to ensure balance. Regardless, Sec. Angara affirmed that he is expressing his support in this.

They are expanding the voucher program to “lower grades” nationwide to strengthen complementarity and expanding the Brigada program or other projects aligned with their strengths (health, science, community service, etc.) to fulfill the current shortages, depending on the need.

- He answered that it is a very practical solution that he supports. He further shared that studying this information will be vital to ensure its success.

- Dr. Karol Mark Yee and ED Rhodora Ferrer also shared the current efforts of their agencies in formulating a “private school mapping” to determine overcapacity in private schools for a more effective assessment.

Follow up on harmonizing GMRC and CL/VE: Since most Catholic schools are mostly diocesan, separating these subjects means being compelled to allocate more funds to teachers and become more financially vulnerable.

- Sec. Angara expressed his support as long as it complies with the law.

Advocacy of Technical and Vocational Education and Training is critical to preparing students without the intention or means to finish college. How will the Secretary promote TVET for students with enough capacity and skills to work despite not attending college?

- He affirmed this statement. TVET is essential for students to maximize their potential and be culturally appropriate in the Philippines. He shared the Pathways Bill that would help students to have opportunities to maximize this option to have some financial stability whether they go through college or not.

Concerns in vouchers for students and teachers were raised about its sustainability.

- He is unsure whether or when to look for the expenditure programs, but with his current knowledge, he is hopeful about the possibility of increasing this.


Will a law exist to institutionalize research and decolonization in our country and incentivize institutions to establish these programs?

- Sec. Angara positively affirmed the possibility of incentives and his support of promoting entrepreneurial mindsets for students. He also expressed gratitude for bringing up decolonization to be considered as he moves forward in his new role.

What are your thoughts on K+10+2?

- Until the law is amended, he is committed to overcoming challenges such as a lack of competency and credentials, aiming to make students more employable.

Other participants also expressed their support in Sec. Angara wishes a fruitful collaboration with the new Education Secretary.

Overall, the event signifies an optimistic beginning of a productive collaboration between the government, private education, and its associations to address the problems in our educational system and improve the quality of education for every Filipino student. 

COCOPEA Holds National Congress: Collaboration Key to Education Reform



The Coordinating Council of Private Educational Associations (COCOPEA) held its National Congress on July 1-2, 2024, at the SMX Aura Convention Center. Themed “Leading Educational Frontiers Together,” the congress brought together over 400 delegates from private schools across the Philippines to discuss pressing issues and chart a path forward for Philippine education. The federation, following rotational leadership, is presently led by the Catholic Educational Association of the Philippines (CEAP).

Day 1: Charting the Course

CEAP President Fr. Albert N. Delvo opened the event, emphasizing the importance of collaboration in navigating the evolving educational landscape. He highlighted challenges like the impact of AI, foreign influence, and the need for a stronger voice for private education in the Philippines.

The keynote forum featured Congressman Mark O. Go, Chair of the House Committee on Higher and Technical

Education, Cong. Roman T. Romulo, Chair of the House Committee on Basic Education and Culture, and Dir. El Cid Castillo, Executive Director for Qualifications and Standards Office, Technical Education and Skills Development Authority (TESDA).

Their discussion focused on the private sector’s vital role in ensuring quality higher education, equitable access, and continuous improvement. Congressman Go presented proposed legislative measures, including the creation of a tripartite council to address unemployment, a voucher system for underprivileged students, and strengthening public-private partnerships in education.

Building on the theme of collaboration, Congressman Roman T. Romulo, Chair of the House Committee on Basic Education and Culture, advocated for the expansion of the voucher system and the creation of a dedicated bureau for private basic education agencies.

TESDA Executive Director El Cid Castillo concluded Day 1 by underlining the importance of Technical and Vocational



Education and Training (TVET) in empowering Filipinos for the industrial age, guided by the six strategic pillars of the National Technical Education and Skills Development Plan (NTESDP).

Dr. Karol Mark Yee, EDCOM 2 Executive Director, presented their Year 1 report on Philippine education, highlighting significant challenges and proposing steps for private schools to help resolve the learning crisis. He urged private schools to offer region-specific programs, collaborate with DepEd to align teacher specialization and conduct research to tackle learning poverty. Additionally, he recommended understanding PISA performance issues, supporting early education nutrition and literacy, mapping private schools, participating in teacher education surveys, applying for the EDCOM 2 - Ateneo Research Fellowship, and partnering for volunteer and internship opportunities.

Day 2: Building Bridges

The second day focused on fostering collaboration between public and private schools. Experts explored strategies for maximizing the strengths of both sectors, emphasizing the need for increased investment, student safety, and transparency.

Senator Win Gatchalian stressed the need for graduates with creative thinking skills and called for a revamped Senior High School curriculum aligned with industry needs to prepare students for the job market.

The final session highlighted the importance of partnerships between educational institutions and businesses. Experts discussed future job market trends, with growth expected in high-skilled fields like healthcare, science, technology, and engineering. E-commerce was also identified as a growth area, creating opportunities in warehousing and online marketing. Collaboration between schools and businesses was emphasized as key to preparing students for this evolving job landscape.

The 2024 COCOPEA National Congress was overseen by COCOPEA Chairperson and CEAP President Fr. Albert N. Delvo, with Br. Edmundo L. Fernandez, FSC, serving as the Program Design Committee Chairperson and supported by CEAP National Secretariat led by Executive Director Mr. Jose Allan I. Arellano.

The congress highlighted that through unified efforts, both public and private institutions can foster a more efficient and fair educational landscape to benefit Filipino students. 🌐



PACU holds Thanksgiving Dinner to Celebrate the Appointment of TESDA Director General HON. JOSE FRANCISCO “KIKO” B. BENITEZ



September 12, 2024, Pasig City, Philippines

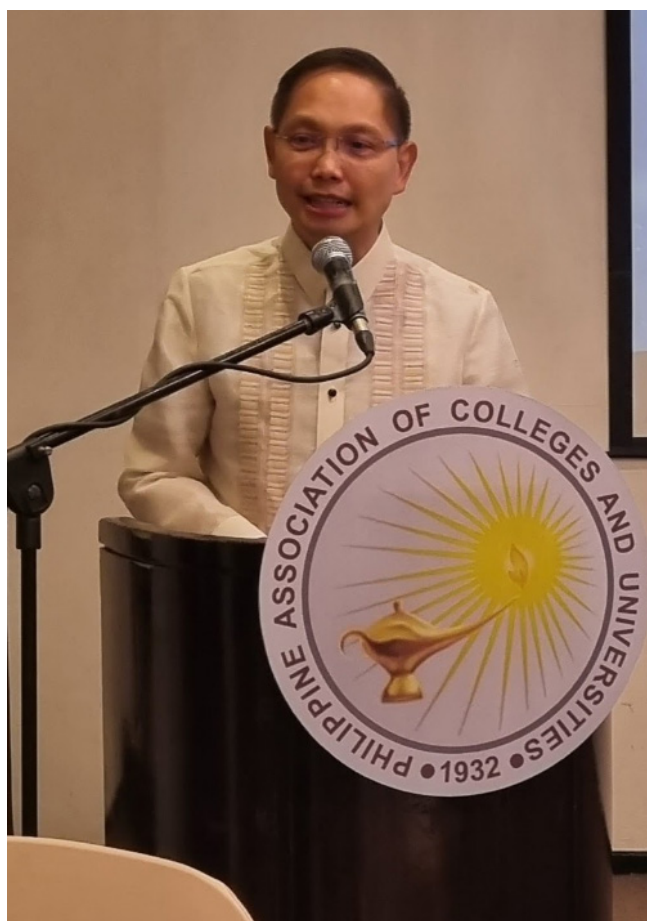
The Philippine Association of Colleges and Universities (PACU) organized a Thanksgiving Dinner in honor of the newly installed TESDA Director General, Hon. Jose Francisco “Kiko” B. Benitez. The event, held at Joy Nostalg Hotel and Suites, Pasig City, brought together esteemed guests, trustees, and officers of PACU for a night of celebration, honor, and appreciation.

The evening commenced with a warm welcome from the Executive Director of PACU, Dir. Joyce Samaniego, who expressed gratitude and excitement at welcoming Dr. Jose Francisco “Kiko” Benitez back to the private education community.

The program then proceeded with an invocation led by PACU Trustee and Adamson University President Fr. Daniel Franklin E. Pilario CM, followed by the Philippine National Anthem, setting a tone of reverence and patriotism for the evening.

Engr. Bernard Nicolas E. Villamor, PACU President and Cebu Institute of Technology - University President, graciously delivered the welcome remarks, formally greeting the guests and expressing enthusiasm for the auspicious occasion. Pres. Villamor honored DG Benitez as an unwavering champion for education and an invaluable ally of PACU. Dr. Benitez, a former PACU Trustee and Officer, is now revered as the champion for Technical Vocation and Skills Development, workforce development, and lifelong education.

A significant highlight of the evening was the introduction of the esteemed guest of honor by Mr. Marco Alfredo Benitez, PACU’s First Vice-President, and Philippine Women’s University President. Director General Benitez’s exemplary profile as the Representative of the Third District of Negros Occidental, along with his pivotal role in legislative and educational initiatives, was acknowledged with admiration and respect.



In his message, Incoming TESDA DG Kiko Benitez expressed heartfelt appreciation to the attendees, acknowledging their unwavering support. He emphasized the crucial role of TESDA in the rapidly changing landscape, highlighting his dedication to

implementing programs that spur job creation and employability among post-secondary and lower tertiary learners, driving sustainable economic and lifelong educational reforms.

The event also recognized Dr. Benitez's outstanding contributions to education in the academic and legislative realms.

Dr. Maria Cristina D. Padolina, Centro Escolar University's President and PACU Trustee, delivered a sincere closing prayer to bless DG Kiko Benitez. In her prayer, she emphasized the need for resilience, courage, and determination in addressing the challenges encountered by his office. Dr. Padolina specifically stressed the urgency of finding immediate and enduring solutions to the country's ongoing education crisis. She underscored the significance of creating employment opportunities for the Filipino populace by promoting technical vocational skills, workforce development, and lifelong learning.

The event, laden with gravitas and camaraderie, epitomized the spirit of gratitude, unity, and anticipation for Dr. Jose Francisco "Kiko" B. Benitez's transformative leadership at TESDA. As the evening concluded, the air was filled with optimism and a collective sense of purpose, paving the way for a new chapter in technical education and skills development under Dr. Benitez's stewardship. 🌟





BAGUIO CENTRAL UNIVERSITY

#18 Bonifacio St., Baguio City, Philippines 2600 | Tel. No. (074)444-9247 | (074)422-1681 | www.bcu.edu.ph

President Bernard Villamor

Phil. Association of Colleges and Universities (PACU)

MESSAGE

The Baguio Central University (BCU) Board of Trustees, Management Council, Faculty and Staff headed by its President and Chairperson DR. MARGARITA CECILDA B. RILLERA, extends its profound gratitude and appreciation for demonstrating your dedication, priceless service and commitment towards the realization of the Vision and Mission of Philippine Association of Colleges and Universities (PACU) during your stint as President of this esteemed association. The numerous undertakings of PACU were so successful because of your invaluable and dynamic leadership . . . truly a testament of excellence.

Whenever there were scheduled expanded board meetings, BCU had been attending even through online in order to take part in the discussion and deliberation of the different issues and concerns affecting the general membership of the association.

Congratulations and here's wishing you continued good health and success in your future endeavors.

Perfecto M. Lopez, EdD

Vice President for Administration



On behalf of the University of Bohol, it is with deep gratitude and heartfelt appreciation that we extend our sincere thanks to our outgoing PACU President, Engr. Bernard Nicolas E. Villamor, for a job well done. You have truly been an indispensable asset to our organization.

Under your visionary leadership, PACU has emerged to become a driving force in educational advancement and a powerful catalyst for policy reforms. Your guidance has not only steered us through challenges but also empowered us to seize opportunities, ensuring that our collective efforts yielded significant results. PACU's pivotal role in the evolution of Philippine education has been greatly amplified under your tenure.

Through your leadership and the collaborative efforts of our members, we successfully championed policy advocacy, program enhancement, and process improvement initiatives. Together, we remain steadfast in our commitment to fostering a more inclusive, sustainable and credible educational landscape in the Philippines.

PACU's transformative influence on Philippine education continues to drive ongoing improvement and collaboration, actively shaping the future of our institutions and academic communities.

Thank you, Pres. Bern, for your outstanding leadership and for keeping us united in driving these milestone initiatives forward. Your legacy will undoubtedly inspire us for years to come.

God bless!



Dr. Victoriano B. Tirol, III
President, University of Bohol



Dear Pres. Berns,

Congratulations on a productive term!



Under your leadership, PACU successfully navigated sensitive and challenging issues, such as the ***No Permit, No Exam Prohibition Act***, the ***Revitalized ROTC Bill***, and the proposed amendments to the provisions on foreign ownership of educational institutions in the 1987 Constitution. Your calm, composed, and gracious demeanor amid the political challenges of the past two years has inspired all of us to approach pressing legal issues in Philippine education with both passion and level-headedness.

As an engineer, you have truly ***built*** a legacy as a leader who skillfully balances standing firm on decisions while also considering the perspectives of others.

You have been a model of humility and diligence, and for that, I am truly grateful.

Daghang salamat, Pres. Berns! May the Lord bless your future endeavors.



ABAD ABAD  ASSOCIATES
LAW OFFICES

ATTY. MAYA ANGELIQUE JAJALLA
PACU Legal Associate

Congratulations to **PACU**
President, Engr. Bernard
Nicolas E. Villamor, for a
successful and fruitful term!



Thank you for continuing to
champion the cause of private
education in the country and for
the wins we have experienced
during your term.

God bless you and we wish you
well in all your endeavors!



Atty. Ferdinand S. Nicolas
NWU President

www.nwu.edu.ph





UNIVERSITY OF LUZON

Message

In behalf of the administration and entire academic community of the University of Luzon, I wish to convey my message of thanks and congratulations to President Bernard Villamor for his outstanding leadership, priceless service, and immeasurable dedication to the Philippine Association of Colleges and Universities.

For two years 2022 to 2024, you have led and stirred our organization to accomplish our goals of serving our youth, building our communities, forging greater and stronger ties, as well as contributing to our nation's growth and advancement through education.

I wish you and your family, all the best and brightest in your future endeavors. Mabuhay and God bless you more!



DR. LUIS M. SAMSON, JR.
President



First of all, I would like to Congratulate you President Berns for a very fruitful term as President of the Philippine Association of Colleges and Universities from year 2022 - 2024.

During your tenure as President, we have seen enormous growth in our policies, programs and community linkages and extension. You have not only given the people in the educational field opportunities but also did exchanges with industries both local and abroad. Your open-mindedness has been an integral part in making Philippine Association of Colleges and Universities known to many especially to the different agencies we have partnered with such as CHED, DepEd, TESDA, BPAP, UPSKILL, US-AID and the like.

I can only say thank you for your benevolent leadership and I look forward to working with you once again in some other ways.

Good luck! God Speed! And may He always guide you in all your endeavors.

Thank you President Bernard!!!

DR. MA. SOCORRO M. EALA
President, San Pablo Colleges





ATTY. PAULINO A. YABAO
University President
University of Southern Philippines Foundation

President Villamor,

As President of the Philippine Association of Colleges and Universities, Inc., your term has left an indelible mark in the history of this esteemed organization.

Your commitment and dedication have been the hallmark of your leadership. Your tireless efforts in meeting the challenges of the new normal and ensuring the positive impact on member schools have steered PACU toward greater heights as a resilient and cohesive organization of HEIs in the country and has laid a strong foundation for future endeavors.

It is with a deep sense of gratitude that we acknowledge your contributions as PACU President, which have significantly enriched our collective experience and will continue to inspire us for years to come.

Your legacy is one of progress, unity, and excellence, and for that, we are profoundly thankful.

Thank you for your extraordinary service.

Best regards!

ATTY. PAULINO A. YABAO
University President
University of Southern Philippines Foundation



Congratulations Pres. Berns for a successful term as our PACU President! It may have been a term of various challenges for private education but you led us all to overcome each one triumphantly.

**Thank you for a job well done!
God bless you.**





A Message of Thanks to PACU President Bernard Nicolas E. Villamor

On behalf of the entire community of Jose Rizal University (JRU), thank you for your outstanding leadership and support to PACU. Your guidance has been crucial to our success, and I genuinely appreciate the opportunities and insights you've shared.

"Your leadership has made a significant impact on PACU and private education. Thank you for everything."






To President Bernard Nicolas E. Villamor,

On behalf of LPU-Manila and LPU-Cavite, proud members of the Philippine Association of Colleges and Universities, I thank you for your dedication and service to PACU as its President from 2022-2024. During your tenure, you brought about many innovations and achievements for private higher education.

We wish you and the Cebu Institute of Technology - University all the best and continued success.

Mabuhay!

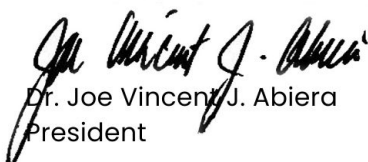

Atty. Roberto P. Laurel
President, LPU-Manila and LPU-Cavite



To our dear PACU President, Dr. Bernard Nicolas E. Villamor ,

I want to sincerely thank you on behalf of LCC administration for your efforts and dedication to PACU . You have been integral to the advances PACU has made particularly on educational policies, guidelines and initiatives, including seminars and conferences that the association has been involved with. For all of us member schools, the work you have done is invaluable for it greatly influenced our management skills thus improving our day- to -day operation.

Once more, I want to thank you for your continuous dedication in enhancing the tertiary education.


Dr. Joe Vincent J. Abiera
President



Dr. Elizabeth Quirino - Lahoz

President
Technological Institute of the Philippines (T.I.P.)



There is a right leader
for the right time.

That was you
the past 2 years 2022-2024.

Thank you for your
outstanding, indefatigable leadership.

Thank you for steering us to the right path!

God bless you, Bern!



**ST. PAUL UNIVERSITY
PHILIPPINES**

Thank you!
Engr. Bernard Villamor

We are truly grateful for your invaluable
contributions. We wish you all the best in your
future endeavors.
May God bless you.

SR. MERCEDITAS ANG, SPC
President, St. Paul University Philippines



Thank You



Congratulations President Bernard Villamor for a job well done. You have steered the Philippine Association of Colleges and Universities during clear and often times rough waters, with your calm and pleasant disposition, strict attention to details and brilliant diplomacy. It was a blessing, working with you and the rest of the officers and trustees. It was a great two years not only for PACU, but also for private education.

I wish you and Cebu Institute of Technology University, more successes and great achievements in the future! I am confident that CITU will continue to reach even greater heights under your guidance.

God bless you.

Karen Belina F. De Leon
Misamis University



**BALIUAG
UNIVERSITY**

Beacon of private education
Exceptional leadership
Remarkable stewardship
Noble inspiration

You have been and have shown all of the above. Keep up the excellent work.

From the entire Baliuag University community, a huge thank you for your vision and dedication!

God bless you, **Engr. Bernard Nicolas E. Villamor!**



Patricia "Pat" Bustos-Lagunda
President
Baliuag University

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BALIUAG UNIVERSITY

CELEBRATING OUR HERITAGE | IPAGBUNYI PAMANA NG KAHAPON,
EMBRACING OUR RADIANT FUTURE | YAKAPIN MANINGING NA BUKAS
1925-2025



I would like to express my heartfelt congratulations and highly commend you for your outstanding leadership and incredible efforts in your various capacities such as PACU President, COCOPEA Chair, Unifast and PEAC trustee, among others. As both a friend and colleague, I had the privilege of witnessing firsthand your unwavering dedication, inspiring leadership, collaborative spirit and calm demeanor which have been instrumental in driving positive change to the private education. Under your stewardship, we have reached new heights and achieved extraordinary success. Indeed, you have done an exemplary job.

Furthermore, thank you very much for setting a remarkable example for all of us. I am confident that your contributions will continue to shape our future for the better.

It is indeed an honor to have you as our leader and I am perpetually grateful to have worked alongside with you over the years.

Daghang Salamat! Ayo Ayo! Amping Pirmi!



Dr. Anthony Jose M. Tamayo

President

University of Perpetual Help System DALTA

August 27, 2024

Dear Pres. Bern Villamor,



Thank you for your kind, collegial, and inspiring leadership of PACU for the past two years. You've steered us through many challenges, such as legislation that could have adversely affected private education like the "No Permit, No Exam Prohibition Act; helped us forge more collaborative partnerships with both private and public stakeholders; and worked with all of us to make PACU a more prominent and respected voice, advocating for the good of Philippine education.

I wish you all the best in your next chapter and still look forward to working with you for the good of the association and the broader Philippine education sector.

Yours truly,

MARCO ALFREDO M. BENITEZ (SGD)

Thank You

Dear President Berns,

Nelson Mandela's notable comparison of leadership to shepherding resonates deeply: "He stays behind the flock, letting the most nimble go out ahead, whereupon the others follow, not realizing that all along they are being directed from behind." Like a shepherd guiding a flock, you have led the PACU community with unwavering dedication and care, your personal brand of servant leadership.

You have shown unwavering commitment and courage to the association's mission. You have courageously tackled private education's challenges, inspiring us to overcome obstacles and achieve remarkable results. Under your guidance, PACU has made significant strides within the association and as chair of COCOPEA.

Your humility and ability to inspire hope and collective action have been instrumental in our progress. Echoing Simon Sinek, "Leadership is not about being in charge but instead about taking care of those in your charge." Your example has taught us invaluable lessons about servant leadership.

We are eternally grateful for your service to PACU and the invaluable leadership and life lessons you have shared. Your legacy will undoubtedly inspire us at the PACU Secretariat to achieve even greater things.

We admire, respect, and cherish you as a leader and a friend.

Love always,
Joyce, Ria, and Airo!



OUR LADY OF FATIMA UNIVERSITY

"I convey my warmest greetings and congratulations to Engr. Bernard Nicolas E. Villamor, President of the Philippine Association of Colleges and Universities (PACU) and the Cebu Institute of Technology – University (CITU), for his remarkable leadership of the association that led to the advancement of the Philippine higher education through various initiatives on advocacies and enhancements of educational policies in the country.

We are grateful to Engr. Villamor for his wholehearted and unrelenting commitment to PACU as its president, and at the same time, his effort in addressing the many challenges of private education. He demonstrated calmness, exhibited an inclusive leadership, and worked relentlessly and on a timely basis.

In addition, under his leadership, our esteemed association has initiated programs for sustainable education, boost processes for higher education efficiency and inclusivity, strengthened collaborations with various partners towards capacity building, and engaged in numerous conferences and events here and abroad. It has also promoted institutional autonomy, academic freedom, and social responsibility to a greater extent.

PACU is very much blessed to have him as its president, and we are thankful for his dedicated stewardship of the association towards the further progression of quality education with the active and generous support and contribution of the officers and Board of Trustees, committee chairs, and member-institutions.

Once again, I congratulate and thank Engr. Villamor along with my prayers for his good health and the Lord's abundant graces for him and his loved ones."

Dr. Caroline Marian S. Enriquez
President, Our Lady of Fatima University
Trustee, Philippine Association of Colleges and Universities



Engr. Bernard Nicolas E. Villamor

Outgoing President
Philippine Association of Colleges and Universities (PACU)



Capitol University

Dear Engr. Bern:

Under your leadership, we have achieved remarkable milestones and navigated complex situations with confidence and poise. Your ability to lead with both empathy and decisiveness has left a lasting impression on PACU, and your impact will be felt for years to come.



Atty. Casimiro B. Juarez
President

On behalf of the Capitol University community, thank you for your hard work and dedication!



OFFICE OF THE PRESIDENT

900 San Marcelino St., Ermita, Manila 1000 Philippines
Trunkline: (+632) 8524-2011 locals 114 & 115
Direct line: 8521-2630 Telefax: 8524-6590



MESSAGE

**For Outgoing PACU President
Engr. Bernard Nicolas E. Villamor**

President Bernie,

In the name of Adamson University, I would like to thank you for the kind of leadership which you have shown us, members of PACU schools.

I just joined the Board meetings recently, and I can easily feel the decisiveness but also the care, the determination but also the spirit of servanthood, present in the way you stir our group towards a more creative network in the educational field in the Philippines today.

Thanks for your years of service in our midst. Daghang salamat sa imong mga tuig sa pagpangalagad uban kanamo. Dawata ang akong panghinaut. May you keep serving wherever you are. As we say in Cebu: "Padayon".


Rev. Fr. Daniel Franklin E. Pilario, C.M.



CHRISTIAN R. GUZMAN, Ph.D.
School President

MESSAGE TO ENGR. BERNARD NICOLAS E. VILLAMOR



On behalf of the Medical Colleges of Northern Philippines, I extend my heartfelt congratulations to you for your exemplary leadership and unwavering dedication as the President of the Philippine Association of Colleges and Universities (PACU) during the school years 2022-2024.

A commitment to excellence, innovation, and collaboration has marked your tenure. Under your guidance and the support of member schools, PACU has reached new heights and contributed immensely to education post-pandemic, with reforms setting a standard for educational leadership that inspires us all.

Your visionary and transformational approach and tireless efforts have strengthened the bonds between member institutions, fostering an environment of unity, inclusivity, and shared purpose.

Your work has not only benefited PACU but also contributed significantly to the advancement of education across the Philippines. The positive impact of your service will be felt for years to come, as future generations benefit from the initiatives and programs you have championed.

I am deeply grateful for your dedication and priceless contributions to PACU and the entire educational community. Your leadership has been a beacon of inspiration, and I am proud to have had the opportunity to work alongside you. As you continue your journey, I wish you continued success and fulfillment in all your endeavors.

May you remain a source of inspiration and guidance to many. Congratulations once again, and thank you for your invaluable service.



SOUTHVILLE

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August 20, 2024

Engr. Bernard Nicolas E. Villamor

President

Philippine Association of Colleges and Universities

Unit 601 Richmond Plaza, San Miguel Avenue,

Ortigas Center Pasig City, Metro Manila



Dear **Engr. Villamor**,

Thank you for your visionary and inspiring leadership at PACU. Your guidance has been instrumental in advancing PACU's advocacy and reshaping the academic landscape in our country. At Southville, we are truly grateful for the many opportunities to learn and innovate our programs and practices through the insightful sessions and conferences PACU has facilitated.

On a personal note, I deeply value the friendship we have cultivated through our collaborative activities with Southville, as well as the meaningful connections formed during the PACU Presidents' benchmarking visit in South Korea.

Congratulations on the numerous achievements PACU has accomplished under your exceptional leadership!

Warm regards,

A handwritten signature in black ink, reading 'Jocelyn P. Tizon'.

Jocelyn P. Tizon

President

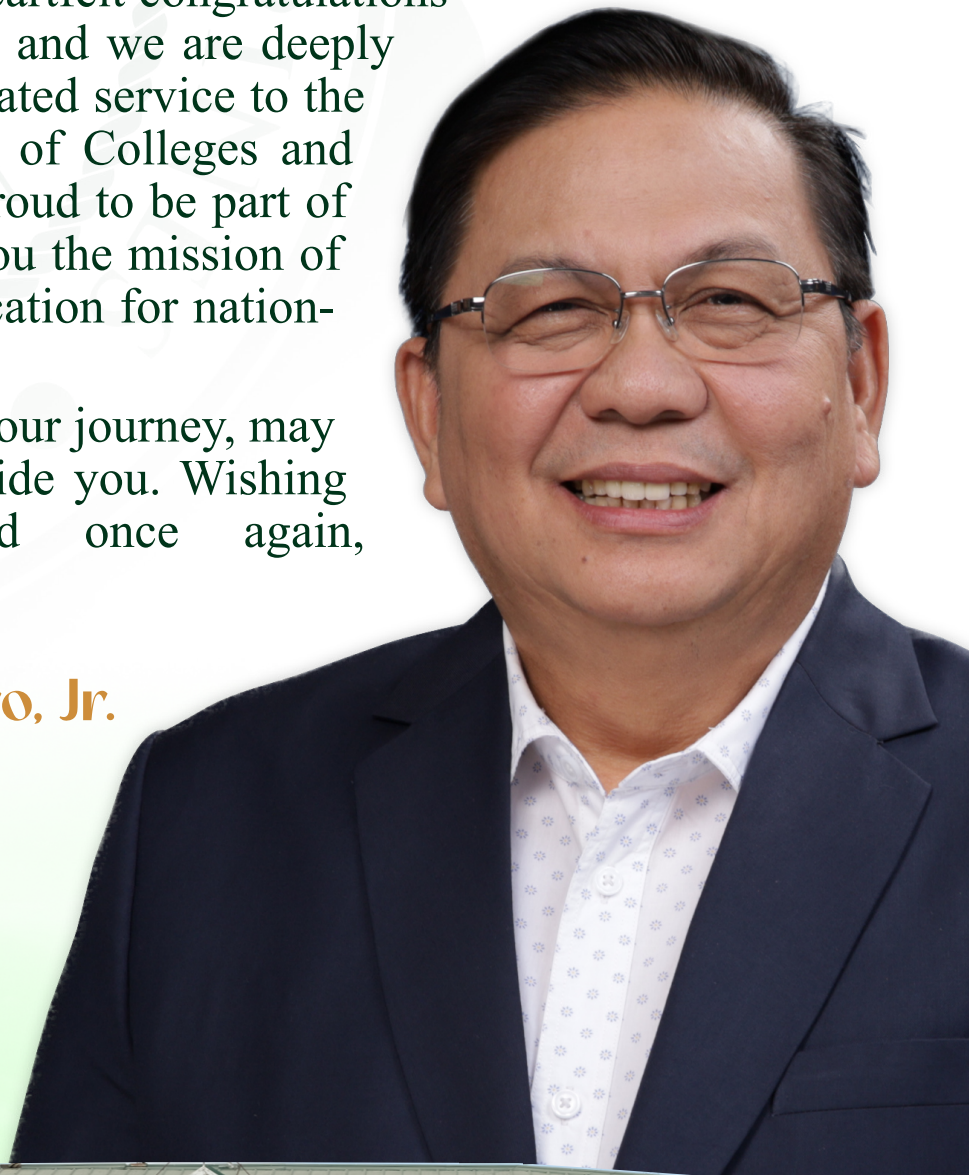


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On behalf of our entire academic community, I want to extend our heartfelt congratulations on your achievements, and we are deeply grateful for your dedicated service to the Philippine Association of Colleges and Universities. We are proud to be part of PACU, sharing with you the mission of delivering quality education for nation-building.

As you continue your journey, may the Lord bless and guide you. Wishing you the best and once again, congratulations!

Dr. Irineo G. Alvaro, Jr.
University President





Thank You

PRESIDENT BERNARD NICOLAS E. VILLAMOR

for affirming PACU as an organization of peers that celebrate each other's success, and engenders collective support for our causes and concerns, where there is sharing of ideas and resources and where friendship and fellowship abides.

Warm wishes for your continued productive and fulfilling work in education.

MA. CRISTINA D. PADOLINA
CEU President



Dear **Pres. Villamor**,

Thank you for your admirable leadership and unwavering dedication to PACU. We are grateful for the opportunity to work with you and PACU member schools in advancing the quality of private education in the country.

May God's grace continue to guide and strengthen you in all your endeavors.

Rev. Fr. Richard G. Ang, OP, PhD
Rector



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Message of Thanks

To our esteemed PACU President, Dr. Bernard Nicolas E. Villamor, it is with gratitude that these greetings are extended from all of us here at LEYTE COLLEGES in Tacloban City. A remarkable insightful experience has been a privilege for me in working as School Administrator, with you as our PACU President. Your dedication and priceless service have given truth to the perspective that though challenging, our work as School Administrators can be exciting.

Higher Education Institutions render service in different areas with varied conditions. They have likewise to prepare students with diverse characteristics. In turn, when these students graduate from our institutions, they serve as professionals in communities with their own kind of needs. Under your PACU Presidency, our school has been able to maintain the required balance between our clients' satisfaction and the quality of our educational service towards the attainment of our goals and aims as expressed in our institutional MISSION/VISION statement. At the same time, you have instilled among PACU members the importance of global quality education. Indeed, with technological advances, it would be a serious flaw for an HEI to overlook this.

Congratulations at the successful completion of your PACU Presidency.



Gamez
ATTY. JOSEPH A. GAMEZ
School Administrator
Leyte Colleges, Tacloban City



Good day Engr. Bernard Nicolas E. Villamor,

On behalf of Manila Central University, I want to express our sincere thanks and deep appreciation for your outstanding leadership as President of the Philippine Association of Colleges and Universities (PACU).

I remember our first meeting at the PACU Board of Trustees gathering at Far Eastern University in Manila, where you were very welcoming. The meetings in Cebu last year and our benchmarking trip to Korea are also memorable experiences for me.

Your commitment to improving higher education and your efforts to support member institutions have made a lasting impact. Under your leadership, PACU has made great strides, and your vision has been an inspiration to us all.

Thank you once again for your service and dedication. We wish you all the best in your future endeavors.

May God bless you.

DR. RENATO C. TANCHOCO JR.
University President
Manila Central University





August 23, 2024

Dear Pres Bern,

On behalf of the **University of Nueva Caceres**, I express my warm appreciation for your leadership of PACU for the past 2 years.

You led us with such calmness despite the many challenging issues and concerns. Your positive mindset inspires unity and solid action. Your inclusive governance invokes committed involvement from all of us, including the BICOL HEIs.

Dios mabalos. God bless your continued mission for higher education. You can count on our support.


Dr. Fay Lea Patria M. Lauraya
President
University of Nueva Caceres





University of Batangas

Greetings to the PACU Community!

We are honored to be a part of a prestigious organization that advocates relevant and effective education policies. This mirrors our mission at the University of Batangas, where we are committed to deliver quality education.

PACU's success comes from the collective efforts and dedication of hard-working people, of course, under the leadership of President Bernard Villamor. His passion to serve the academic community is emphasized by his commitment and support for strong policy reforms, and so I join all of the PACU members in expressing our sincerest gratitude.

President Villamor, thank you for inspiring us to be more active in our role of nation-building and progress through Philippine education.

MARLENE HERNANDEZ-BOHN
University President



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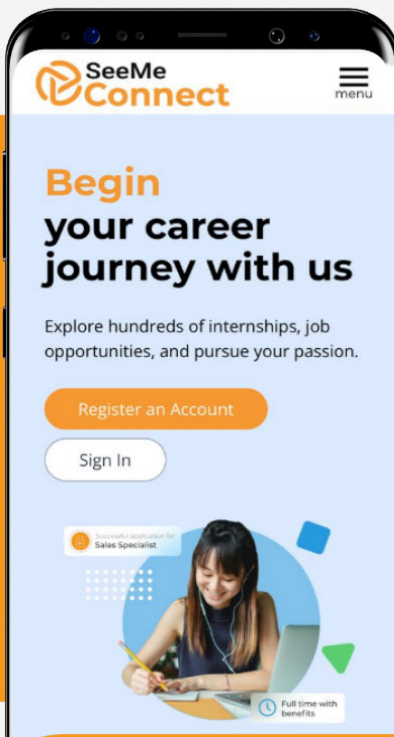
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