



Newsletter

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Newsletter
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Lay-out and Creatives

SEED Conference Premieres in the Philippines

Larry Javier Ambion



*Prof. Em. Dato' Ir. Dr. Zainai Bin Mohamed
ALN Chair delivers the keynote address*

The Office of Linkages and International Affairs' mission to contribute in the knowledge generation, skills development, transformational values acquisition was once again achieved in the recently concluded first ASEAN Learning Network – San Beda University Social Enterprise for Economic Development (SEED) International Conference which was held on December 6-7, 2017 at The Linden Suites, Ortigas Center, Pasig City, Philippines with the theme, *Translational Initiatives for Sustainable Economic Development in the ASEAN*.

The opening ceremony was graced by the ALN Council officers namely, Prof. Em. Dr. Chong Li Choy (Switzerland)—Executive Director, Prof. Em. Dato Ir. Dr. Zainai Mohamed (Universiti Teknologi Malaysia, Malaysia)—Chairman, Very Rev. Fr. Aloysius Ma. A. Maranan, O.S.B. (San Beda University, Philippines)—Vice Chairman, and Prof. Dr. Wee Yu Ghee (Universiti Malaysia Kelantan, Malaysia)—Deputy Executive Director (DED) & Secretary with the members of ALN Executive Committee.

The presence of San Beda University's ad-

ministrators (46), faculty (12), staff (6), and students (58) in the said event was the school's way of showing hospitality and at the same time expertise as some were paper presenters and performers in the said event.

The conference highlighted paper presentations by delegates including ALN-SEED Program implementation experiences in Indonesia, Malaysia, Thailand, and the Philippines. These served as an avenue for knowledge sharing and generation of opportunities. The attendance in the conference likewise provided insights into the network's major program thrusts.

Presentations on Social Enterprise and Innovation, Micro Small and Medium Enterprise, and Entrepreneurial Marketing took place during the conference with the distinguished presenters from different partner universities of Parahyangan Catholic University (Indonesia), Banking University, Ho Chi Minh (Vietnam), Universiti Malaysia Kelantan (Malaysia), Prince of Songkla University (Thailand), University of Bengkulu (Indonesia), Thaksin University (Thailand), Universitas Padjadjaran (Indonesia), and San Beda University (Philippines).

The conference was indeed a very rich exchange of not only academic inputs through research but of genuine advocacy towards community development through the individual and collaborative efforts in guiding people to progress. As Dr. Tita E. Branzuela, Vice President for Linkages and International Affairs of San Beda University, said in her closing remarks, "the event could be viewed initially as academic and research-based in nature, but is an indicator of the common aspiration of ALN members-- to foster lifelong learning while at the same time contributing to local and regional growth objectives."

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Dr. Tita Branzuela is SALT's New Secretary-General

Our Networks

- * Association of Southeast and East Asian Colleges and Universities (50 Universities)
- * Association of Southeast Asian Institutions of Higher Learning (197 Universities)
- * Regional Network on Poverty Eradication (11 Universities)
- * ASEAN Learning Network (16 Universities)
- * Association of Universities of Asia and the Pacific (239 Universities)
- * SWISS Asean Learning and Teaching (8 Universities)
- * World Council for Curriculum and Instruction (19 Universities)

we engage the world

San Beda University's Linkages and International Affairs Office expands pathways for local and international collaboration to harness global skills of administrators, faculty, students, and staff in academics, research, and extension.



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San Beda University hosted the 1st ALN Executive Committee Meeting on 5 December 2017, with

twenty-five Executive Committee Members attending it, representing ten universities from five ASEAN countries and 2 universities from Switzerland. Various agenda were discussed at the meeting. Amongst others, Executive Committee members unanimously passed the proposal of appointing Deputy Executive Director (DED) of Philippines Chapter. Dr. Tita Evasco-Branzuela, having been with the network and who has contributed actively for almost a decade, was naturally the best candidate and thus appointed as the DED of Philippines Chapter. Such appointment was made based on the given continual membership expansion in ALN and the diversity of needs of different member universities and countries. By having DED – Malaysia Chapter (appointed earlier in 2015) and DED – Philippines Chapter, it becomes rela-



Prof. Em. Dr. Li Choy Chong, (Executive Director) stresses a point during the meeting while Rev. Fr. Aloysius Ma. A. Maranan (Vice Chair) and Prof. Em. Dato Ir. Dr. Zinai Bin Mohamed (Chair) listen intently.

tively easy to divide the membership into smaller membership clusters to facilitate greater membership involvement, better membership services, and more effective growth and development of the ALN.

The main objective of ALN network is to promote, develop, and disseminate context-based knowledge in management, law, economics, social sciences and technology, for the betterment of people and societies in the region and at the same time, to promote academic excellence and practice-relevance as well as social responsibility among students and faculty from the mem-

ber institutions. This involves collaborative learning experiences among ASEAN member universities and their partner communities, through teaching, research, and management development. From five founding member institutions, ALN has grown to have sixteen member universities in the network. Such expansion generally calls for better structure and formation of organizational rules which require members' consensus. It was then timely for ALN to hold its very first ALN ExComm Meeting by inviting all sixteen heads of member institutions to attend.



SBU Hosts 1st ASEAN Learning Network (ALN) Executive Committee Meeting in the Philippines

LIA Humbly Flaunts Research Prowess

Larry Javier Ambion



Associate Tabag presents her research paper at the ASAIHL international research conference at Century Park Hotel

The Association of Southeast Asian Institutions of Higher Learning - National Council of the Philippines' (ASAIHL- NCP) two-day conference highlighted the academic exchange of ideas and opinions among the audience and all the presenters during the parallel sessions on the theme, *Embracing ASEAN Integration* in the 2nd International Graduate Students Multidisciplinary Research Conference (IGSMRC) last October 26-27, 2017 at the Century Park Hotel Manila, Philippines. The event was graced by the Chairperson of the Commission on Higher Education (CHED), Dr. Patricia B. Licuanan as keynote speaker. Other keynote speakers include Professor Tan Sri Dato Dzulkifli Abdul Razak, ASAIHL President (2007-2008); Dr. Jose Miguel R. de la Rosa, Undersecretary of National Economic and Development Authority (NEDA); and Atty. Carlos Caliwara representing Atty. Rodolfo Salalima, former Secretary of Department of Information and Communications Technology (DICT).

The event was participated by graduate students from ASAIHL-NCP member schools including Philippine Normal University, Lyceum of the Philippines University, Baliuag University, Southern Luzon State University, Philippine Women's University, Centro Escolar University, Technological University of the Philippines, De La Salle University- Dasmariñas, Quirino State University, University of Cordilleras, Cagayan State University, The University of the Philippines Open University-Los

Baños, University of Saint Anthony-Iriga, De La Salle University-Manila, and San Beda University. San Beda's Office of the Linkages and International Affairs' associates shared their expertise in the said event with their written papers:

Mr. Joel Gonzaga Filamor

Asian Englishes: Bridging the language gaps

Ms. Norielyn Cullar-Tabag

Reorganization of the existing association for economic sustainability in Sitio Binaka, Mountain Province

Prof. Larry Javier Ambion

Phonetics, first languages, and space of standardization in Philippine Speech class

All the presented research papers were reviewed by the distinguished members of the Scientific Review Committee, namely Dr. Ahmed N.Y. Meandahawi (PWU), Dr. Tita Evasco-Branzuela (SBU), Dr. Marya Svetlana T. Camacho (UA&P), Dr. Auxencia Alarcon Limjap (FEU), and Dr. Rosemarie L. Montanano (BU). The conference was made possible by ASAIHL-NCP Board of Trustees (2016-2018) chaired by Dr. Patricia B. Lagunda with co-chairs Dr. Winston Conrad B. Padojinog (UA&P) and Dr. Tita Evasco-Branzuela (SBU). Ms. Marie Paul E. Rosuello ably provided the assistance with the working committee members/representatives.

Internationalization initiatives can be realized within national borders (home or campus-based) or beyond national borders (cross-border). San Beda, through the Office of Linkages and International Affairs (OLIA), has gradually initiated internationalization programs and activities. The participation of students, staff, faculty, and administrators were increasingly observed as well.

OLIA undertakes periodic home-based international activities for students, staff, faculty, and administrators for academic, research, and community engagement activities.

On 8 June 2017, the representatives of Universidad Catolica San Antonio de Murcia (UCAM), Spain spearheaded by Mr. Paul Chan Wei Ti, Head of ASIA & Middle East and North Africa (MENA), and Ms. Karina Kristine C. San Juan, Marketing & Institutional Relations-Philippines, visited San Beda to present about UCAM's graduate programs, scholarships and other student mobility opportunities to San Beda students alumni.

On the other hand, a visiting lecturer from Faculty of Law and Communication of the Soegijapranata Catholic University, Indonesia, Atty. Rika Saraswati, shared the *Indonesian Islamic Judiciary and Compilation of Islamic Laws* to 359 College of Law (COL) and 105 College of Arts and Sciences (CAS) students on 14-15 August 2017, at the San Beda Conference Hall.

Another visiting lecturer from Hirao School of Management of Konan University, Japan, Professor Brent A. Jones, presented lecture on Peak Experiences to 23 Bedan Entrepreneurship students on 22 February 2018 at San Beda, Manila. Meanwhile, San Beda Economics Professor, Ricardo M. Deri, shared his lecture about Philippine Economy to 12 Konan University Japanese students. These has transpired during the *Konan University, Japan Unite the Universities: San Beda University and Konan University Meet*, the third academic visit and student cross-cultural activity of the said universities, spearheaded by the College of Arts and Sciences' Department of Business Management and Entrepreneurship, and the Management and Entrepreneurship Society (MaNSoC).

In the desire of the OLIA to institutionalize, *The San Beda University students engaging the world*, an orientation cum information campaign on the international programs and services for students was initiated, in partnership with the College of Arts and Sciences- Student Council and Student Organization Circle on 21 February 2018. A total of 40 student leaders from 22 student organizations attended and participated in the said activity.

SBU Strengthens Internationalization Capability

Norielyn Collar-Tabag





Research is one of the priority engagement programs of San Beda University (SBU). SBU, through the Office of Linkages and International Affairs (OLIA), has co-organized with the Association of Southeast Asian Institutions of Higher Learning- National Council of the Philippines (ASAIHL-NCP) the 2nd International Graduate Students Multidisciplinary Research Conference on October 26-27, 2017, and organized the first ASEAN Learning Network (ALN) San Beda Social Enterprise for Economic Development (SEED) International Conference on December 6-7, 2017.

ASAIHL-NCP International Conference with the theme, *Embracing ASEAN Integration*, has provided an opportunity to SBU staff to present their research papers. The three associates from the Office of Linkages and International Affairs participated in the said event, namely:

Prof. Larry Javier Ambion, International Research Associate
Phonetics, First Language, and Space of Standardization: The case of Philippine Speech Class

Mr. Joel Gonzaga Filamor, Associate for Administrators and Faculty
Asian Englishes: Bridging the Language Gaps (Co-author)

Ms. Norielyn Cullar-Tabag, Associate for Staff and Students
Reorganization of the Existing Association for Economic Sustainability in Sitio Binaka, Mountain Province, Philippines

On the other hand, the ALN San Beda SEED 1st International Conference has also opened doors for faculty and staff to present papers anchored on the theme, *Translational Initiatives for Sustainable Development in the ASEAN*. Six papers presented were SEED-inspired studies from the outputs of the annual SEED program in Bauko, Mountain Province. There were three faculty members (2-CAS, 1-GSB) and four staff who have presented their papers along with other 14 international presenters.

Prof. Ma. Emperatriz C. Gabatbat

An Assessment of the Farming Condition and Potential Livelihood Opportunities of a Fourth-class Upland Farming Community in Mountain Province

Prof. Raquel P. Castro

Farmer's Development through Agripreneurship in Sitio Bato, Barangay Sadsadan, Mountain Province

Ms. Maria Angela R.J. Balance

Business Development Strategies for the Women Entrepreneurs of Barangay Leseb, Bauko, Mountain Province

Prof. Larry Javier Ambion

Product Diversification and Livelihood Sustainability in Barangay Sinto, Mountain Province

Ms. Norielyn Cullar-Tabag

Analysis of the Experiences of Binaka Women's Association in Bauko, Mountain Province Contextualized in the ASEAN Learning Network

Mr. Joel Gonzaga Filamor

Business Opportunities and Challenges in Slope Vegetable Farming: The Case of Sinto (co-authored with Mr. Fernando Mulia)

Increasing Productivity Using Fodder Business Education: The Case of Hute Tuo, Thailand (Co-authored with Theodoros Emmanuel Noenz, Annisaa Novieningtiyas, and Fernando Mulia)

Dr. Ronald M. Pastrana and Mr. John David O. Molina

Food Blogging and Marketing Effectiveness: An Empirical Study of a Contemporary Digital Strategy

Gabatbat, Castro, Balance, Ambion, Tabag, and Filamor have served as SEED facilitators and utilized their group outputs in developing their research papers.

Furthermore, SBU administrators, Dr. Tita Evasco-Branzuela and Dr. Divina M. Edralin, and faculty member, Dr. Rudolf Cymorr Kirby Martinez, have participated in the ASAIHL International Conference 2017 with the theme, *Better Life Expectancy through Education, Research, and Innovation* at Naresuan University, Phitsanulok, Thailand on 13-15 December 2017. Papers presented are:

Dr. Divina M. Edralin

Mobile Learning in Higher Education

Dr. Rudolf Cymorr Kirby Martinez

Of Mastery and Weariness: Qualitative Evaluation of the Lecture-RLE Series Scheduling Scheme

Administrators, Faculty, and
Staff Present

INTERNATIONAL PAPERS

Norielyn Cullar-Tabag



True to its strategy in boosting international presence, San Beda University (SBU) through the Office of the Linkages and International Affairs (OLIA), keeps stronger linkage through a number of partnerships from the international networks and other individual institutions.

World Council for Curriculum and Instruction (WCCI), a transnational educational organization committed to advancing the achievement of a just and peaceful world community, is SBU's newest network after its membership has been formalized in December 2017.

On the other hand, four (4) more bilateral partners were added to the roster of international linkage. The three (3) of which are Indonesia-based institutions, namely: University of Bengkulu (UniB), Parahyangan Catholic University (UnPAR) and Institut Teknologi Bandung (ITB), which are our multilateral partners under the roof of ASEAN Learning Network (ALN). UniB signed the Memorandum of Understanding (MOU) during 22nd ASEAN Learning Network (ALN) Council Meeting on 28 July 2017, while UnPAR and ITB signed

the MOUs on the occasion of the 1st ALN-San Beda SEED International Conference opening ceremony on 6 December 2017 at The Linden Suites, Pasig City.

Meanwhile, the fourth MOU was with the University of Notre Dame, Australia (Broome, Fremantle & Sydney campuses) signed on 15 January 2018. It is SBU's multilateral partner under the Association of Southeast and East Asian Catholic Colleges and Universities (ASEACCU) network.

These partnerships encompass collaborations on academic programs, administration, teaching, research, community development, and cultural affiliation for students, staff, faculty, and administrators that will truly strengthen internationalization of San Beda University. "In our continuing journey, San Beda, through OLIA, is faithful to our commitment to boosting our local, regional and international partnerships to realize integrative and comprehensive internationalization," Dr. Tita Evasco-Branzuela, VP for OLIA, added.

Cognizant to the Office of Linkages and International Affairs' (OLIA) mandate, home or campus-based (within national borders) and cross-border (beyond national borders) international programs and activities are sustained and strengthened for the period of June 2017 to February 2018. Various programs and activities were conducted, in collaboration with international networks, individual institutions, and local organizations.

Glimpses of international programs and activities are engagements on academics, research, and community outreach for students, staff, faculty, and administrators.

ACTIVITY (Category)	SAN BEDA UNIVERSITY PARTICIPANTS	PARTNER NETWORK/ UNIVERSITY
10 January 2017 ASAIHL-National Council of the Philippines (ASAIHL-NCP) Meeting at San Beda, Manila <i>(Campus-based academic meeting for international collaboration)</i>	Administrator (1)	ASAIHL-NCP
25 January 2017 Academic Visit and Program Campaign <i>(Campus-based academic meeting for international collaboration)</i>	Administrators (2) Faculty (1) Staff (2)	Shandong University
2-4 February 2017 ASEAN Learning Network (ALN) Council Meeting at Universiti Malaysia Kelantan, Kota Bharu, Malaysia <i>(Cross-border Administrators Academic meeting on international programs)</i>	Administrators (2) Faculty (1)	ALN
6 February 2017 EduCanada Networking Dinner and Webinar at New World Hotel, Makati City <i>(International linkage for Student Mobility, Scholarships)</i>	Staff (1)	EduCanada
7 February 2017 EducationUSA Fair at Hotel Sofitel Philippine Plaza, Manila <i>(Home-based International linkage for Student Mobility, Scholarships)</i>	Staff (1)	EduUSA
10 February 2017 ASAIHL-National Council of the Philippines (ASAIHL-NCP) Meeting at San Beda, Manila <i>(Home-based Campus-based academic meeting for international collaboration)</i>	Administrator (1)	ASAIHL-NCP
20 February 2017 Konan University, Japan Educational and Cultural Visit at San Beda, Manila <i>(Campus-based students' academic and cross-cultural exchange and visiting lecturer)</i>	Administrators (5) Faculty (1), Staff (4) Students (18)	Konan University
1-3 March 2017 Swiss ASEAN Learning and Teaching (SALT) Meeting at University of Economics, Ho Chi Minh City, Vietnam <i>(Cross-border Administrators Academic meeting on international programs)</i>	Administrator (1)	SALT
27-31 March 2017 IT Summit 2017 in Tokyo, Japan <i>(Cross-border Academic Conference)</i>	Faculty (3) Students (20)	ITHURED Philippines, Inc.
8 May 2017 Academic visit of Soegijapranata Catholic University, Indonesia to San Beda, Manila <i>(Campus-based academic visit and Administrators' meeting on academic, research and community engagement)</i>	Administrators (8) Faculty (2)	Soegijapranata Catholic University
8-12 May 2017 ALN Social Enterprise for Economic Development (SEED) Program Implementation and Monitoring Study at Bauko, Mountain Province <i>(Home-based Administrators, Faculty, Staff and Students' academic, research and community engagement program)</i>	Administrators (2) Faculty (9) Staff (5) Students (10)	CAS, ICIC
16-19 May 2017 ASAIHL International Conference 2018 at Hasanuddin, Indonesia <i>(Cross-border Academic and Research conference)</i>	Administrators (1)	ASAIHL
23 May 2017 Academic visit of the Administrators of Parahyangan Catholic University (UnPAR), Indonesia to San Beda, Manila <i>(Campus-based academic visit and Administrators' meeting on academic, research and community engagement)</i>	Administrators (6) Faculty (2) Staff (2)	UnPAR
8 June 2017 Education campaign on graduate programs and scholarships at San Beda, Manila <i>(Campus-based Student Mobility, Exchanges, Scholarships)</i>	Administrators (2) Staff (4) Students (4)	Universidad Catolica San Antonio de Murcia (UCAM), Spain

glimpses

Norielyn Cullar-Tabag

ACTIVITY (Category)	SAN BEDA UNIVERSITY PARTICIPANTS	PARTNER NETWORK/ UNIVERSITY
9 June 2017 Association of Southeast Asian Institutions of Higher Learning- National Council of the Philippines (ASAIHL- NCP) Meeting on International Conference at the University of Asia and the Pacific <i>(Home-based Academic and Research meeting)</i>	Staff (1)	ASAIHL- NCP
30 June 2017 ASAIHL-NCP General Assembly Meeting at Baliuag University, Bulacan <i>(Home-based academic and research meeting)</i> Philippine Association of Colleges and Universities (PACU) meeting at Holy Angels University, Pampanga <i>(Home-based academic meeting)</i>	Administrator (1) Staff (2)	ASAIHL-NCP PACU
27-29 July 2017 22nd ASEAN Learning Network (ALN) Council Meeting at the University of Bengkulu, Indonesia <i>(Cross-border Administrators' Academic meeting on international programs)</i>	Administrators (2) Staff (1)	ALN
28 July 2017 Signing of the Memorandum of Understanding (MOU) between San Beda College and University of Bengkulu (UniB, Indonesia) <i>(Cross-border Academic meeting and linkage boosting)</i>	Administrators (2) Staff (1)	UniB
3 August 2017 ASAIHL-NCP Treasurer's Meeting at San Beda, Manila <i>(Campus-based academic meeting for international collaboration)</i>	Administrator (1)	ASAIHL-NCP
14-15 August 2017 Atty. Rika Saraswati Lecture on Indonesian Islamic Judiciary and compilations of Islamic Laws at San Beda, Manila <i>(Campus-based Visiting Lecturer)</i>	Administrators (4) Staff (4) Students (464)	Soegijapranata Catholic University, Indonesia
18 August 2017 PACU Meeting at Conrad Hotel <i>(Home-based academic meeting)</i>	Administrator (1)	PACU
22-27 August 2017 25th Association of Southeast and East Asian Catholic College and Universities (ASEACCU) International Conference in Assumption University- Suvarnabhumi Campus, Thailand <i>(Cross-border service learning training and research)</i>	Administrators (2)	ASEACCU
28 September 2017 ASAIHL-NCP Board Meeting at San Beda, Manila <i>(Campus-based academic meeting for international collaboration)</i>	Administrator (1)	ASAIHL-NCP
Renewal of the Memorandum of Understanding (MOU) between San Beda and Konan University, Japan <i>(Linkage boosting)</i>	Administrators (2)	Konan University, Japan
18 October 2017 San Beda, through UCAM, attended the European Higher Education Tour in Edsa Shangri-la Hotel, Pasig City <i>(Home-based International linkage for Student Mobility, Scholarships)</i>	Administrator (1) Staff (3)	UCAM, Spain
24 October 2017 Australian Institute of Management (AIM) visit at San Beda facilitated by the Australian Embassy <i>(Campus-based academic meeting for international collaboration)</i>	Administrators (3)	Australian Embassy
25-26 October 2017 College of Arts and Sciences (CAS) and Graduate School of Business (GSB) Participation to the Association to Advance Collegiate Schools of Business (AACSB) Asia Pacific Annual Conference in Seoul, South Korea <i>(Cross-border Academic conference)</i>	Administrators (2)	AACSB
26-27 October 2017 ASAIHL-NCP 2nd International Graduate Students Multidisciplinary Research Conference, "Embracing ASEAN Integration" at Century Park Hotel, Manila <i>(Campus-based conference and research paper presentation)</i> *San Beda as Board Member, Treasurer and co-Organizer of the conference. Dr. Tita Evasco-Branzuela as Conference co-Chair and Scientific Review Committee member.	Administrator (1) Staff (4)	ASAIHL-NCP

ACTIVITY (Category)	SAN BEDA UNIVERSITY PARTICIPANTS	PARTNER NETWORK/ UNIVERSITY
23 November 2017 Academic visit of University of Bengkulu, Indonesia to San Beda, Manila <i>(Campus-based academic visit and Administrators' meeting on academic, research and community engagement)</i>	Administrators (6) Staff (4)	UniB, Indonesia
29-30 November 2017 Swiss ASEAN Learning and Teaching (SALT) Annual General Assembly International Conference at University of Economics, Ho Chi Minh City, Vietnam <i>(Cross-border research conference)</i> *San Beda as co-Organizer, working committee member and Scientific Review Committee member. Re-election of Fr. Aloysius Ma. A. Maranan, OSB as member of the Advisory Board; and Dr. Tita Evasco-Branzuela as Board Member and her election as Secretary-General.	Administrator (1)	SALT
5 December 2017 1st ALN Executive Committee Meeting hosted by San Beda College at The Linden Suites, Pasig City <i>(Campus-based Academic meeting for international programs of the network)</i> *San Beda as organizer	Administrators (2) Staff (4)	ALN
6 December 2017 Signing of the Memoranda of Understanding (MOUs) between San Beda, Manila and Parahyangan Catholic University (UnPAR), Indonesia; and San Beda, Manila and Institut Teknologi Bandung (ITB), Indonesia <i>(Home-based Linkage boosting)</i>	Administrators (2)	UnPAR ITB
6-7 December 2017 ALN-SBC SEED 1st International Conference at The Linden Suites, Pasig City <i>(Home-based conference and research paper presentation)</i> *San Beda as organizer	Administrators (46) Faculty (12) Staff (6) Students (58)	ALN
13-15 December 2017 ASAIHL International Conference at Naresuan University, Phitsanulok, Thailand <i>(Cross-border Academic and Research conference)</i>	Administrators (2) Faculty (1)	ASAIHL
15 December 2017 Angels Care Home (through Australian Embassy) visit at San Beda, Manila <i>(Campus-based academic meeting for international collaboration)</i>	Administrators (2) Staff (2)	Australian Embassy
11 January 2018 Wadhvani Foundation collaborative meeting with San Beda, Manila <i>(Campus-based academic and community engagement meeting for international collaboration)</i>	Administrators (2) Faculty (1) Staff (3)	Wadhvani Foundation, USA
15 January 2018 Signing of the Memorandum of Understanding (MOU) between San Beda, Manila and the University of Notre Dame Australia (Broome, Fremantle and Sydney Campuses) <i>(Campus-based Linkage boosting)</i>	Administrators (2)	University of Notre Dame Australia
15 February 2018 ASAIHL-NCP Meeting in Makati <i>(Home-based academic meeting for international collaboration)</i>	Administrator (1)	ASAIHL-NCP
16 February 2018 The First UK-Philippine Transnational Education Conference and Education Fair at Makati Shangri-la Hotel, Makati City <i>(Home-based International exposure on Student Mobility, Scholarships)</i>	Administrator (1) Staff (3)	British Council
21 February 2018 Orientation/Information Campaign, "San Beda University Students Engaging the World," in partnership with College of Arts and Sciences (CAS) Student Council and Student Organization Circle at San Beda, Manila <i>(Campus-based student orientation on international programs)</i>	Administrator (1) Staff (4) Students (40)	CAS
22 February 2018 Universities Unite: San Beda University and Konan University Meet at San Beda University, Manila <i>(Campus-based students' academic and cross-cultural exchange and visiting lecturer)</i>	Faculty (3) Staff (4) Students (23)	Konan University



glimpses

Dr. Tita E. Branzuela is SALT's New Secretary General

Joel Gonzaga Filamor

Swiss ASEAN Learning and Teaching (SALT) aims to promote the sharing of research, learning, and teaching among academics, researchers, and practitioners in Europe and ASEAN through strategic collaborations. Related to this, San Beda University, one of the founding educational institutions of SALT played a dynamic role in its meeting in November 2017 at Banking University, Vietnam.

As a relatively new association, the board meeting covered mechanisms to bolster its structure. Connected to this, San Beda University's Rector-President, the Very Reverend Fr. Aloysius Ma. A. Maranan, O.S.B. was re-elected to form part of SALT's Advisory Board, a group of accomplished experts offering innovative, strategic advice, and dynamic perspectives to the Association's Board of Management. Prof. Dr. Tita Evasco-Branzuela, San Beda University's Vice President for Linkages and International Affairs was elected as Secretary General of the Board of Management. Prof. Dr. Rolf Schaeren from University of Applied Sciences and Arts, Northwestern, Switzerland was unanimously voted to continue serving as the Association's chair. Dr. Teresa Freiburghaus, also from the same university, was elected as Executive Director.

Faithful to its vision and mission, high impact programs and activities are slated in Switzerland and the ASEAN region, namely: student exchange programs, Innovation Diffusion for Entrepreneurship Acceleration (IDEA), intercultural business management seminars, and others.



Photo shows SALT's Board of Management with San Beda's Vice President for Linkages and International Affairs, Prof. Dr. Tita Evasco-Branzuela (5th from left)

The ASEAN Learning Network (ALN), a conglomerate of international higher education institutions, held its 22nd Council Meeting at the University of Bengkulu.

"We are glad to take part in this meeting to help navigate the network's future," said Dr. Tita Evasco-Branzuela, San Beda University's Vice President for Linkages and International Affairs and ALN Deputy Executive Director-ALN Philippines. "Our ALN Vice Chair and Rector-President, Very Rev. Fr. Aloysius Ma. A. Maranan, O.S.B., fully supports the aspirations of the network," she added during a brief downtime in Bengkulu.

The Network, under the chairmanship of Professor Emeritus Dato' Ir. Dr. Zainai Bin Mohamed from Universiti Teknologi Malaysia, deliberated on mechanisms that will ensure the sustainability and progression of the network in all fronts. Delegates from various international universities were also present in the meeting.

Very Reverend Father Aloysius Ma. A. Maranan, O.S.B., Dr. Tita Evasco-Branzuela together with Associate Joel G. Filamor participated in the 22nd ALN Council meeting in Bengkulu, Indonesia in July 2017.



Photo shows (L to R) Prof. Dr. Tita Branzuela, Fr. Aloysius Ma. A. Maranan, OSB, Prof. Em. Dato 'Ir. Dr. Zainai Bin Mohamed, Prof. Em. Dr. Li Choy Chong and Joel G. Filamor at the University of Bengkulu in Indonesia.

SBU Takes Part in the ALN 22nd Council Meeting in Indonesia

LIA Partakes in PSU's SEED Program in Thailand

Joel Gonzaga Filamor

San Beda's ASEAN Learning Network (ALN), partner institution, Prince of Songkla University (PSU) in Pattani, Thailand, organized the Social Enterprise for Economic Development (SEED) Program in Narathiwat. SEED, a flagship program of the ALN, is a cross-cultural program which develops transformational leadership towards the economic development of underprivileged communities. International students converge and help develop business plans by applying what they learned in the classroom. The program is also held in various countries such as Malaysia, Indonesia, Vietnam, and the Philippines.

From September 13 to 21, 2017, international students were immersed in authentic southern Thai villages. Cross-cultural skills and environmental awareness were developed to complement the development of contextualized business plans for the adopted community in Hutan Tua, Khok Khian. Business plans were presented to a panel of international experts to ensure quality, feasibility, and sustainability.

Associate Joel Filamor, from San Beda University's Linkages and International Affairs (LIA) Office participated in PSU's SEED Program as observer and member of the panel. Filamor, one of the authors of ALN's SEED Program Manual, developed the learning design, content standard, and competency standard for San Beda's SEED program in the Philippines which is anchored on ALN's framework utilizing the triangulated academic, research, and community extension approach. His engagement in the SEED Program in Thailand is a demonstration of San Beda's unwavering commitment to the ideals of ALN, PSU, and to regional economic development through social enterprise.



Joel Filamor addresses the international participants during the SEED Welcome Dinner in Narathiwat, Thailand.

INTERNATIONALIZATION INITIATIVES THROUGH COLLABORATIVE PARTNERSHIP

The granting of university status to San Beda on February 6, 2018 under the leadership of Rev. Fr. Aloysius Ma. A. Maranan, OSB is one great blessing to the Benedictine and Bedan academic community. It clearly attests to the integrative stewardship of the Benedictine monks in their educational apostolate with the collaborative commitment and faithfulness of the lay administrators to the vision-mission of San Beda, the first Benedictine university in Asia.

Internationalization of educational institutions has many facets with local to international perspectives. San Beda University (SBU) like other higher educational institutions (HEI) has its way of proactively responding to the challenges of meeting the global quality and standards of teaching and learning. Structures, systems, and strategies vary as each one aims to contribute to the process of life-long learning beyond national borders. Likewise, frameworks, models, policies, programs, among others, notably differ, yet commonality in objectives and desired outcomes are quite evident.

In the maiden issue of this newsletter (July 2017), highlighted was SBU's internationalization initiative with the Board of Trustees paving the way for the Office of Linkages and International Affairs to fastrack engagements with transnational networks and bilateral partner universities. Recent developments in collaborative partnerships for the past months included SBU's institutional membership to the World Council for Curriculum and Instruction (WCCI), making it the 7th international network alliance. For bilat-

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Prof. Dr. Tita Evasco-Branzuela



eral partnerships, four (4) universities from Australia and Asia have sealed Memorandum of Understanding with SBU. These are within the University's service-learning framework, which is cross-cultural and transformational in context, and fully aligned with the policies of the Commission on Higher Education (CHED).

On record since July to December 2017, San Beda organized and co-organized with partner networks a total of three international conferences: 1) Asean Learning Network's (ALN) first Executive Committee Meeting (December 5) and International Conference (December 6-7); 2) Association of Southeast Asian Institutions of Higher Learning-National Council of the Philippines (ASAIHL-NCP), October 26-27; and 3) Swiss-Asean Learning and Teaching (SALT) Association, November 29-30. Currently, there are internationalization opportunities through partners and interested organizations in Asia, USA, Europe, and Australia. The possible collaborative partnerships with concerned SBU offices, colleges, graduate schools are in the areas of: 1) academics for undergraduate and graduate degree programs, certificate, on-the-job trainings for faculty, staff, and students; 2) joint conference organizing, research and publication for administrations, faculty, and students; and 3) community service / extension and volunteerism.

Overall, the success of internationalization through collaborative partnerships depends on the internal receptiveness, responsiveness, and commitment of concerned SBU stakeholders. However, the initiatives and creativity of each one and the institutional leadership warrant that activities of the university are in accordance with global standards as it serves "...the Church, the Philippine society, and the world."

ASEAN Learning Network (ALN) Executive Committee Meeting
The Linden Suites, Pasig City, Philippines
December 5, 2017

gallery

Doris Kalinisan-Sartorio



1st ASEAN Learning Network (ALN)-San Beda College
Social Enterprise for Economic Development (SEED)
International Conference
The Linden Suites, Pasig City, Philippines
December 6-7, 2017

gallery

Doris Kallinisan-Sartorio





Doris Kalinisan-Sartorio

gallery



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