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Association of Catholic Universities of the Philippines (ACUP) Liaison Officers Gathering

Contributed by Judith V. Alderete

The Liaison Officers of the member-universities of ACUP met in the Recto Hall of the University of Santo Tomas on 22 July 2016 at 9:00 A.M. to 4:00 P.M. with the theme: "A Sense of Convergence: The Catholic Identity and Its Communication to ACUP Member Universities."

The first part of the assembly was a talk given by the Head of *Manila Bulletin's* External Affairs, Mr. Barbie Atienza, on the identity of the universities (who we are), how to communicate this identity to all our stakeholders, and how we can strengthen the communication between and among Catholic universities. Here are the implications of his talk: 1) The need for Catholic universities to create their branding or "unique selling proposition" (USP) in terms of the programs and services they offer while remaining faithful to their Catholic identity and institutional heritage. 2) The need to invest in promotion/advertisement projects for identity and profit (for survival) using tri-media sources; press releases and/or local paper advertisements can help, as well as websites and other social networking platforms.

After the talk, the officers had a small group workshop. Each group prepared an ACUP Communication Plan which offered insights and suggestions as to how Catholic universities can help ACUP communicate itself to other ACUP member universities. The following are the proposed Unique Selling Points, Propositions, and Strategies, respectively:

Propositions:

- ACUP as a force for the promotion of Catholic tradition and values
- empowerment of Catholic universities for the promotion of authentic Catholic tradition and values

Strategies:

- Strengthened online presence—website, facebook, twitter
- Research conference/research journal/publication
- Seminar/workshop/summer institute
- Training programs for teachers, catechists, formators
- ACUP posters and tarps
- ACUP trademark in all university documents (e.g. diploma, etc.)
- ACUP press releases
- Sharing of best practices of Catholic universities via ACUP website
- Bringing ACUP to different regions

ACUP is happy to announce that it now has its website: www.acup.org.ph and the ACUP COORDINATING CENTERS: Cluster A – Northern and Central Luzon ACUP Members, ACUP Coordinating Center: St. Louis University, Baguio City, and Focal Persons: ACUP Liaison Officers; Cluster B – Southern Luzon and NCR ACUP Members, ACUP Coordinating Center: Adamson University, Manila and Focal Persons: ACUP Liaison Officers; Cluster C – Visayas ACUP Members, ACUP Coordinating Center: University of San Carlos, Cebu City and Focal Persons: ACUP Liaison Officers; Cluster D – Mindanao ACUP Members, ACUP Coordinating Center: University of the Immaculate Conception, Davao City and Focal Persons: ACUP Liaison Officers.

The overall coordinating center is the University of Santo Tomas, Manila. It was reiterated and agreed that ACUP Member universities shall appoint permanent ACUP Liaison Officers.

The third part of the assembly was on the important dates of ACUP:

November 10-11, 2016 (Friday – Saturday)
ACUP Liaison Officers Meeting
Venue: University of the Immaculate Conception, Davao City

January 19-20, 2017 (Thursday – Friday)
2017 ACUP Annual Conference
Venue: Aquinas University
Host Universities: Aquinas University, Unibersidad de Sta. Isabel,
and Ateneo de Naga University
Tentative Theme: Catholic Education’s Role in the Formation of Christian Social
Conscience

March/April 2017
ACUP Benchmarking in Taiwan (Presidents and Liaison Officers)

May 24-27, 2017
Catholic Educational Leadership Training—A Leadership and Management
Development Program for ACUP Schools (Top level managers and
prospective administrators)

Following are some pictures of the event:





PHOTO ESSAY: SPC SISTERS' RECENT ACTIVITIES

17 July: Sr. Flor's birthday. Thank God for the simple joys in an international community.



29 July: Solemn installation of Sr. Carolina Agravante, SPC as new President of St. Paul College of Ilocos Sur.



30 July: Visit to St. Joseph Institute in Candon City.
Congratulations to Sr. Nela and her Sisters for all the developments and improvements in the school!



31 July: Pilgrimage to Jubilee Churches



NEWS BRIEFS

Seminar for the Management Team and Faculty and Staff

Representatives of SPU Manila

"The Art and Practice of Deanship"

23 July 2016

Speaker: Dr. Ma. Flordeliza L. Anastacio



Courtesy call on Sr. Evangeline Anastacio, SPC, SPU Manila President

Mr. Roel Supendio, Dr. Sharon Manguerra and the BS Tourism students

who were on a Cultural Exchange in the USA Work and Travel Program of First Place Inc.



PAULINIAN IS FIRST FILIPINA PRESIDENT-ELECT/TREASURER OF QUOTA INTERNATIONAL

The very first Filipina, 22-year member of Quota International of Manila South's Past President Emilie L. Simon, was elected into her new designation on the Quota International Board as President-Elect/Treasurer on 17 July 2016 at the recent Quota International Convention held in the Sofitel Central Hotel in Brisbane, Australia. She will automatically become President at the next Quota International Convention in Washington, DC in July 2018 and will be in the said position to celebrate Quota's millennium year in 2019.



Within her home club, Emilie found fulfillment as a member, as a club officer in various capacities, and eventually, as president. What had started in her youth as a yearning to help the poor and underprivileged during her growing years in St. Paul College of Manila culminated when she joined Quota, which further enhanced her management skills and gave her direction for the advocacy she wanted to fulfill.

From club level, Emilie moved up in position as District 41's Lieutenant Governor and then District Governor from 2011 to 2013. Quota International Inc., based in Washington, DC with a satellite office in Australia, was founded on February 6, 1919 as a non-profit service organization empowering women, children, the deaf, hard-of-hearing, and speech-impaired in local communities around the world.

More than 5,600 Quotarians—women, men and youth—are Volunteers in Action, known for their outstanding enthusiasm and service in 264 local communities in 13 countries: Aruba, Australia, Canada, Curacao, Fiji, India, Malaysia, the Netherlands, New Zealand, Philippines, St. Eustatius, Suriname and the United States. Quota's motto, "We Share," leads them to help and encourage others, while developing friendships and promoting international understanding.

The Philippines has two Regions, consisting of 12 clubs in Region 18, namely: Manila, Iloilo, Manila South, Kuala Lumpur (Malaysia), Pampanga, Las Piñas, Legazpi-Mayon, Parañaque, Quezon City, Angeles, Sapang Palay-Bulacan and Cabanatuan headed by Regional Director Yasmin Al-wassia, and 13 clubs in Region 19, namely: Cebu, Mandaue, Davao, Cebu South, Metro Cebu, Toledo City, Cebu East, Negros Oriental, Southwest Cebu, Central Cebu, Sto. Niño de Cebu, The Golden Tara-Butuan and Ubay-Bohol headed by Regional Director Marilyn Navales.

Emilie is of the belief that even if the economy has gone down in most countries, we should look beyond our limitations and continue to serve those who are more affected, as each one of us has been blessed in our lives. We need to give something back and share our blessings. This can be done through various service projects and acts of kindness and generosity to the less fortunate. Creating sound beginnings for children, funding deaf resources, and advocating to empower women are the focuses of Quotarians worldwide.

CONDOLENCES

