UP Cebu hosts 1st Colleges and Universities Public Service Conference (CUPSCon) for Vis-Min

University of the Philippines Cebu, through the Office of Continuing Education and Pahinungod (OCEP) and Central Visayas Studies Center (CVSC) and in coordination with the UP Padayon office, hosted the 1st Colleges and Universities Public Service Conference (CUPSCon) for Visayas and Mindanao.

With the theme “From the Ivory Tower to the Communities: Engaging Society with Commitment and Expertise,” the two-day conference was held on 16-17 November 2015 at the university’s Performing Arts Hall.

CUPSCon featured plenary and parallel sessions on HEI’s policies, programs, and projects that benefit sectors outside the college/university community especially in both local and national government; private sectors in the micro, small and medium enterprises (MSMEs); civil society including non-government and people’s organizations; marginalized/underserved communities; and the general public.

Six extension papers from UP Cebu were presented by 5 faculty members from the Sciences, Social Sciences, and Business Management Clusters. In addition, UP Cebu dean, Atty. Liza Corro, delivered her keynote speech during the second day on “Institutionalizing Public Service: Experience and Insights.”
Remembering Philippine history: satire in popular songs
An ISI Publication of Dr. Jocelyn Pinzon

Abstract
This paper examines how specific historical narratives of the Philippines are remembered in the domain of popular music. Using popular songs written by Filipino folk pop singer Yoyoy Villame about the discovery of the Philippines by Ferdinand Magellan in 1521, it analyses the lyrics of 'Magellan' (1972) and 'Diklamasyon' (1999) as cultural text and interprets them in the light of concepts from literature, language and history. Using Benedict Anderson's (1983) 'imagined communities', the study puts forward two ways of remembering the nation's history – the textbook and folk tradition. It shows that satire, facilitated through parody, burlesque, irony and code-switching as rhetorical devices, is a mode for remembering the nation.

The research paper was published in the ISI journal, South East Asia Research 23 (3) September 2015: 423-442.
Towards a new social movement? Environmental conservation, livelihood, and the struggle for the protection of Tañon Strait against oil exploration in Central Philippines

A Research Publication of Prof. Kaira Zoe Alburo-Cañete

Abstract

This paper examines the discourse surrounding the struggle over access to and control over resources at the Tañon Strait in light of current debates on climate change and marine conservation. Considered a global center for marine biodiversity, Tañon Strait, situated between the islands of Cebu and Negros in central Philippines, is not only an area for marine conservation and source of livelihood for several fishing communities in the central region of the country, but it is also a site of recent oil exploration activities, making it a contested space for various groups with competing interests. Following this, we ask: how have complete claims, interests and ecological constructs informed and penetrated the environmental discourse on Tañon Strait? With consideration given to the poetics—images, rhetoric, analogies and tropes—used and appropriated by a coalition opposed to oil drilling at Tañon Strait called Save the Tañon Strait Citizens’ Movement (STSCM), we investigate how these poetics frame opposition to oil exploration activities. The emergent discourse on the protection of Tañon Strait opens up spaces for creating new alliances, realignments of shifting “interests,” and imagining new form of marine conservation. In conclusion, we explore the possibilities for alternative environmentalisms in the Philippines in the context of neo-liberal developmentalist projects of the State.

The research paper was published in the Philippine Quarterly of Culture and Society 41 (September 2013): 252-272. It was reported to research office on October 2015.

The Crowning of Thorns of Princes, lions, and Foxes: An Analysis on the Diminution of the Efficacy of Machiavellianism in the Philippines

A Research Publication of Atty. Francis Michael Abad

Abstract

This paper is a textual analysis on certain principles embodied in Machiavelli’s “The Prince” based on historical and contemporary events surrounding the Philippine presidency, particularly the incumbencies of Arroyo and Aquino. For decades Philippine presidents have exhibited actions which may very well be Machiavellian in character. This paper looks into some qualities exemplified in “The Prince” as applied by a number of presidents and through the evaluation of these actions vis-à-vis their efficacy in accumulating political power, this study theorizes that the effectiveness of Machiavellianism has declined due to certain Constitutional-Legal and Practical factors established and occurring in the Philippines. The paper also revisits the merits of Machiavellian theory and re-evaluates its nature and underlying motives. Ultimately, the goal is to rationalize why Machiavellianism is not a viable political tool in the Philippines.

The Search for an Alternative Livelihood for the Affected Coastal Communities of the Municipality of Cordova, Mactan Island, Philippines

An International Research Presentation of Prof. Zenaida Ligan-Ashburn

Abstract

On August 16, 2013 MV St. Thomas Aquinas and Sulpicio Express Siete collided which caused a massive oil spill affecting 500-hectare mangrove plantations and fishpens in the coastal areas of Cordova. It damaged a vast area of the marine habitat of Cordova’s coastal areas where residents depended on fishing, goso and lato farming (both are edible seaweed called caragenan) and pagpanginhas (shellfish gleaning).

This paper will discuss the activities of the PS189 class (Environmental Politics and Policy) in response to the oil spill that involved holding a forum and conducting interviews leading to the formulation alternative livelihood programs for affected communities that were presented to the local government.

This activity is in line with the University of the Philippines Cebu’s vision-mission as a leading university in pioneering research that among others included responsible governance and public service.

This paper was presented during the School of Education Service-Learning Conference held in The University of Notre Dame, Australia, on 27-28 November 2015.

An Alternative Approach to Teaching Political Science

A Research Presentation of Prof. Zenaida Ligan-Ashburn

Abstract

Globalization and the rapid advances in information technology have not only flattened the world, it has also opened doors to an unbelievable plethora of opportunities for political science graduates today. The author argues that political science is more than just a preparatory course to a degree in law and therefore must be taught as a discipline. As such it needs constant strengthening in its breadth and depth in order to address the needs of a globalized world. Thus, the author writes about how a degree in Political Science is being taught in UP Cebu and offers it as model for the revision of political science curricula of the universities and colleges offering a degree in political science in Cebu. Further, the author insists that a required general education course in politics and governance be taught to all students at the university/college level.

This paper was presented during the Research Presentations in Public Participation Structures for Mining, Media Self-regulation, Alternative Teaching, and Alumni Tracking in UP Cebu AVR 1 on 7 October 2015.
Media Self-regulation through Media Literacy: Insights from the Cebu Citizens-Press Council (CCPC)
A Research Presentation of Prof. Ma. Theresa Tabada

Abstract
This study analyzed how the Cebu Citizens-Press Council (CCPC) promotes self-regulation among the Cebu press and media literacy with the Cebu public. Set against a synthesized framework of media self-regulation that incorporates the theories of social responsibility (Hutchins Commission, 1942), new media monopoly (Bagdikian, 2004), public sphere (Habermas, 2006) and network society (Castells, 2010), the researcher studied documents and analyzed the interviews of key informants to answer these objectives: 1) history of the CCPC in the context of media self-regulation initiated by the community press in Cebu; 2) handling by Cebu newspapers and the CCPC of citizens’ complaints about accuracy and fairness or right of reply in local newspapers; 3) CCPC campaigns to promote media self-regulation with the Cebu media and the public; 4) CCPC campaigns to promote media literacy among citizens and Netizens; and 5) assessment of the CCPC’s promotion of media self-regulation and media literacy through its reactive and pro-active mechanisms. Media self-regulation thrives in a setting that involves the stakeholdership of four key sectors: newspapers, media advocacy groups, citizens and Netizens. Media self-regulation can be enhanced, balanced and sustained through media literacy, which ensures greater participation of citizens and Netizens as media watchdogs and defenders of freedom of expression.

This paper was presented during the Research Presentations in Public Participation Structures for Mining, Media Self-regulation, Alternative Teaching, and Alumni Tracking in UP Cebu AVR 1 on 7 October 2015.

Examining the Resilience of Public Participation Structures for Sustainable Mining in the Philippines
A Research Presentation of Dr. Weena Jade Gera

Abstract
This paper analyzes the interplay of institutional-legal architecture, politico-structural conditions and civil society configurations and how it influences the resilience of public participation structures towards sustainable mining in the Philippines. It illustrates how intersecting forces of predominant political economic interests and emergent civil society networks navigate through legal frameworks to influence dependencies and the shifting boundaries of public engagement in mining governance. It argues that the country’s mining sector is in a state of impasse with a government struggling to restructure its mining policies to accommodate a growing public clamor for environmental and social protection while continuing to provide incentives to large-scale mining corporations within a neoliberal framework. This has expanded and created new spaces, including legal and juridical paths, for civil society to pursue accountability mechanisms and challenge entrenched constraints. However, this attempt by the government to reconcile incompatible interests in the mining sector, translates to an ambivalent framework of governance that could not identify its priority. This results to arbitrary policy compromises that exacerbate prevailing tensions amid power imbalances in the sector, leaving civil society in perpetual square-off against mining corporations.

This paper was presented during the Research Presentations in Public Participation Structures for Mining, Media Self-regulation, Alternative Teaching, and Alumni Tracking in UP Cebu AVR 1 on 7 October 2015.
Abstract

Alumni profiling is vital in an educational institution. The bottleneck lies in gathering complete and real-time information for better engagement with the alumni. The data gathering and analysis are usually two separate processes. In this paper, we present a system that integrates these two processes enabling real-time analysis crucial to providing better alumni engagement. The system was implemented as an integrated web application framework using Codeigniter and Google Visualization API. We recommend that the system be made available as a web service for access to decision-makers of educational institutions and as an open-source project to further enhance its features.

This paper was presented during the Research Presentations in Public Participation Structures for Mining, Media Self-regulation, Alternative Teaching, and Alumni Tracking in UP Cebu AVR 1 on 7 October 2015.

The research was also reported in The Freeman on 12 October 2015.

Integrating Research and Service-Learning in the Graduate School
A Presentation of Dr. Aurelio Vilbar
(with Prof. Cherry Malaque and Prof. Kayumanggi Monsanto)

Abstract

Responding to the University of the Philippines’ (UP) trifold functions of instruction, research, and public service, this case study aims to assess the impact of integrating service-learning project among graduate students using the framework of Ash and Clayton’s learning goals categories of service-learning (2009). The respondents were 16 English majors of Masters of Education program enrolled in the Supervision of Bilingual Education course for the third trimester of Academic Year 2012-2013 at the UP Cebu.

The course was divided into three phases. Phase 1 was the discussion of multilingual education theories and research topic grouping. Phase 2 was the conduct of the research on the implementation of Mother-Tongue Based Multilingual Education Policy and the use of dual languages as media of instruction in teaching science and English in high school. Phase 3 was the service-learning project where the professor and the class planned and organized a free research seminar to teachers and graduate students in Cebu Technological University-Moalboal Campus. The students also served as the conference plenary and parallel session speakers. Afterward, they submitted reflections about the project.

Using qualitative research-deductive analysis, the research analyzed these reflections using Ash and Clayton’s framework and conducted a focus group discussion. Two language teachers evaluated the reflections to promote inter-rater reliability. Initial findings show that the service-learning project promoted academic learning, civic learning, and personal growth. The study recommends the following: (1) integrate the service-learning program in courses when applicable; (2) have a memorandum of agreement with a school where the service-learning program can be conducted; and (3) collaborate with the Extension Office for funding.

This extension was presented during the 1st Colleges and Universities Public Service Conference (CUPSCon) in UP Cebu Performing Arts Hall on 16 November 2015.
Towards a Smart Boljoon, Cebu
A Presentation of Prof. Sandra Mae Famador
with Prof. Magnolia Laus and Dr. Neri Gantuangko

Abstract

The municipal council of Boljoon, Cebu requested the Office of Continuing Education and Pahinungod (OCEP) of the University of the Philippines Cebu to assist them in their office automations and other local government unit (LGU) operations. Prior to the request, the main author presented a paper on LGU automations during a seminar-workshop of the Philippine Councilors League—Cebu Provincial Federation. During the seminar-workshop, samples of possible automations software were presented to convince municipal councilors that automations can help them speed up and improve their work. The councilors of Boljoon asked several question that triggered further meetings and, eventually, a request for OCEP.

Through the efforts of the municipal vice mayor, a continuing education program was conducted and participated in by the councilors and some department heads. Topics included the codification of local ordinances and resolutions, the installation of a surveillance system in marine protected areas, the automation of medical updates from rural health units, the computerization of the assessor’s office, and the means to determine the speed of a running vehicle to help preserve cultural heritage areas. The main objective of the program was to help the lawmakers craft municipal laws that employ modern technology to enhance LGU operations. An evaluation of existing softwares were also conducted to assist the department heads and the staff. It was followed by trainings on how to use their existing licensed software and the use of open-source software to automate council sessions. As a result, a speedy retrieval of resolution helped them evaluate passed resolutions and speed up the assessment of resolutions.

This extension was presented during the 1st Colleges and Universities Public Service Conference (CUPSCon) in UP Cebu Performing Arts Hall on 16 November 2015.

Bridging the Gap Between the Academe and the Philippine National Police Crime Laboratory through Information and Communications Technology
A Presentation of Prof. Sandra Mae Famador

Abstract

The Philippine National Police (PNP) Regional Crime Laboratory 7 created an advisory council to help achieve the PNP PATROL Plan 2030. In it, the academic sector was represented by a faculty from the Department of Computer Science, University of the Philippines Cebu. Through the initiative of the officer-in-charge, several meetings were conducted to evaluate the information and communications technology (ICT) skills of the police force. The aim was to bridge the gap between the academe and the PNP, support the offices in their preparations for a full ICT-driven office, and help them understand emerging technologies. Activities included the evaluation of the office equipment and the determination of the ICT skills of the officers. It was agreed that basic ICT skills training will be conducted for officers who have minimal background in ICT, and special courses will be conducted as well to help them cope with present technology.

Technological advancements enable criminals to craft new techniques in committing crimes. They complicate criminal acts, but can also be used to track criminals more easily. Crime nowadays is similar to a game and is equated to how good a person is in understanding recent technology. While the algorithms developed in the ICT laboratory are very complex, they only remain in the lab. If these algorithms are used by the possible stakeholders, they can be enhanced and be used to reduce crime. Several open-source software were identified to reduce the cost of automation. One of the skills needed by the officers in evidence presentation is 3D graphics, so they can simulate crime to help the trial court judge understand their findings more easily. Another skill needed is the mapping of crime and the identification of crime patterns.

This extension was presented during the 1st Colleges and Universities Public Service Conference (CUPSCon) in UP Cebu Performing Arts Hall on 16 November 2015.
Automation of Practices, Processes, and Techniques of Agricultural Projects in Bohol
A Presentation of Prof. Magnolia Laus with Prof. Sandra Mae Famador and Dr. Neri Gantuangko

Abstract
In an attempt to improve the lives of Boholanos. The Office of the Continuing Education and Pahinungod (OCEP) of the University of the Philippines (UP) Cebu conducted a continuing education program in Bohol through the Department of Interior and Local Government (DILG). It was participated by municipal planning officers and some DILG personnel. The main objective was the help the local officers plan alternative income generation projects (IGP). An alternative IGP was needed because the officers believed that there was a problem with agricultural production because the soil was no longer fertile and the agricultural sector was very much affected. They wanted to venture into a new type of IGP to help locals. Several possible information and communication technology (ICT) projects were presented for the officers to understand that an ICT project may help improve their lives. Local products for each municipality were then identified and assessed. Another objective of the meeting was for the Department of Computer Science faculty of UP Cebu to identify possible projects to help the farmers automate agriculture. Several possible researches were identified and are now developed in the laboratory. The use of computers to help diagnose plant diseases were developed with the assistance of technicians from the Department of Agriculture-Region 7. Open-source software was used in the development to lower the cost of automation. Several complex algorithms were developed as canned software cannot be applied in local conditions. Initial outcomes were presented to the technicians and, as a result, several additional research problems were crafted. Massive testing will be implemented in the future once funding has been provided.

This extension was presented during the 1st Colleges and Universities Public Service Conference (CUPSCon) in UP Cebu Performing Arts Hall on 17 November 2015.

Empowering the Micro-Entrepreneurs: Obra-Negosyo-Eskwela Countryside Enterprise Business Upliftment Program
A Presentation of Dr. Mary Gretchen Chaves

Abstract
Launched in 2009, the Obra-Negosyo-Eskwela Countryside Enterprise Business Upliftment (ONE CEBU) program was a collaboration among the Mandaue Chamber of Commerce and Industry (MCCI), the provincial government of Cebu, and the participating universities and colleges in Cebu. It showcased how a public-private-academe partnership can support the growth of small businesses and foster local economic development. It aimed at integrating growth and expansion interventions into small enterprises located in the countryside through the infusion of funds granted by the Cebu provincial government.

Student teams from the participating universities and colleges were matched with micro-entrepreneurs from the municipalities of Cebu. The y were initially immersed in the socio-economic milieu of the micro-entrepreneurs and then developed business plans for the entrepreneurs, detailing the ways by which the enterprises were to be assisted through the grant. The highlight of the program was the actual implementation of the business plans developed by the students. The student teams trained the micro-entrepreneurs in business registration, basic accounting, product improvement, introducing new designs and appropriate technology, and innovative marketing. The business plans were judged based on how well thought-out, creative, practical, and realistic the set of activities were, optimizing limited resources on hand. These plans served as viable roadmaps for implementation of the grant infusions.

To date, 36 micro and small entrepreneurs including four cooperatives from 36 different towns of Cebu benefited from ONE CEBU. The project legitimized most of these enterprises, enhanced the entrepreneurs’ products and marketing strategies, increased their profits, and empowered them. Tourism industry of the participating localities were also improved.

This extension was presented during the 1st Colleges and Universities Public Service Conference (CUPSCon) in UP Cebu Performing Arts Hall on 17 November 2015.
The Validity of Academic Praxis: 
Reaching Out to Survival Communities 
A Presentation of Prof. Phoebe Zoe Maria Sanchez

Abstract
Gibitngil Island is a 209-hectare island right opposite to Brgy. Kawit, Medellin in Northwestern Cebu. It is host to some 500 poor framing and fishing households. The lack of secure potable water supply is the most pressing problem in the everyday struggle to survive on the island. Its coastal waters have been constantly disturbed by commercial fishing vessels of active gears known as sapyawans. Sapyawans employ blast fishing methods. Their constant intrusion at the channel between Gibitngil Island and Brgy. Kawit violates the Fisheries Code of the Philippines.

The Gibitngil Farmers and Fishermen’s Association (GIFFA) has been connecting with various government and non-government organizations to satisfy their need for potable water since then. Their only source of water is a private household at Brgy. Kawit who sells them at PHP 1.00 to 2.00 per container of five gallons. Hence, students from the University of the Philippines (UP) Cebu endeavored to connect with various institutions and organizations such as Unilab Foundation, the Farmers Development Center (FARDEC), UP Cebu’s National Service Training Program (NSTP), and the Alliance of Concerned Teachers (ACT) in Cebu. The organizations partnered with GIFFA to uplift the condition of the Gibitngil Island community. Through initial funding worth PHP 100,000.00 provided by the Unilab Foundation with its Ideas Positive program, two water catchments were produced and built. The first catchment would have been attached to the training center and the other would have been for a cluster of households in the interior of the island community. However, Super Typhoon Yolanda destroyed the whole community in November 2013. Today, we continue to hope for the establishment of a water source for Gibitngil Island residents.

This extension was presented during the 1st Colleges and Universities Public Service Conference (CUPSCon) in UP Cebu Performing Arts Hall on 17 November 2015.

CVSC assists Biology Program in Balik Scientist seminar
Central Visayas Studies Center provided support in the seminar of a UP Balik Scientist on “Electronic Data Repositories for Biomedical Research.”

The research office took care of the event materials including layout of the tarp, program, and certification for the speaker.

Hosted by the Biology Program of the Sciences Cluster, the guest lecturer of the seminar was Dr. Romulo de Castro. Dr. de Castro is a life scientist with an extensive experience in basic biological research, scientific data curation, research program management and biomedical informatics. He obtained his doctorate in Biological Chemistry & Genetics from the University of Texas Medical Branch and performed postdoctoral research in the Neurosciences at the California Institute of Technology and The Burnham Institute.