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Registration

Seventeen of the 62 member-HEIs in the National Capital Region sent 28 faculty-member/researchers/staff in the workshop held in the same venue for the two concluded workshops on proposal development under GIA funding (see Directory of Participants).

Opening Program

Dr. Madelene Sta. Maria, ZRC Director at DLSU formally welcomed the participants by introducing the concept of the CHED's zonal research centers, its functions and programs in the next three years of operation, as she did during the workshop for the thrust State of Private HEIs in the NCR. She also explained the mechanics of the day's activity and cited the importance of the



Dr. Madelene Sta. Maria delivers the Welcome Remarks during the workshop.

participation of each representative from member-HEIs in crafting proposals for possible CHED funding through the GIA program. Afterwards, she reminded the participants to be ready of their individual concept paper which will be presented before the invited facilitator who shall help the improvement and assists in forming research teams/groups.

In the course of her talk, Dr. Sta. Maria announced the deadline for the submission of the proposals must not be later than the 1st week of December 2008. Likewise, the budget allocation for the theme "Academe-industry linkage" was cited to be P1M to be shared equitably among the groups, depending on the number of proposals submitted and approved. Dr. Sta. Maria also reminded the participants that in case they plan to present the research output in local or international conference, it must be reflected in the budgetary requirements thereby ensuring the dissemination of the research outputs in a wider audience.

After the Welcome Remarks and Orientation on the mechanics of the workshop, the participants were given 15 minutes to individually prepare a concept paper based on the distributed copy of the research agenda and the issue/problems they intend to address related to the theme.

Presentation of the Research Agenda

Dr. Merlyn Suarez, Director of the Advanced Research Institute for Informatics, Networking and Computing, College of Computer Studies at the De La Salle University was invited to set the research agenda for the academe-industry linkage. She presented a paper entitled "University-Industry Linkage and a Knowledge-based Economy: A Research Agenda" that focused on the importance of shifting from the



Dr. Merlyn Suarez as she presents the research agenda for the thrust on academe-industry linkage.

traditional production-based to a knowledge-based economy that relies heavily on the generation, distribution and use of knowledge and information for the improvement of the education and ultimate growth of the country's economy (see attached full paper and powerpoint presentation). The paper put emphasis on the crucial role of universities in the transition being the "knowledge producer, transmitter and medium." With regards to the readiness of our local universities in this challenge, Dr. Suarez suggested looking at the CHED's Centers of Excellence in terms of the following:

- Mission and objectives
- Desires to conduct researches
- Research structures and support
- Research production (internal and external funding)
- University-industry linkage and mechanisms
- Government Support to university tie-ups with industries

Aside from that, Dr. Suarez also thought that examining country's current innovation system and identification of its weaknesses will be of great help in doing the necessary shift in our educational system.

In the light of her talk, the facilitator also mentioned that faculty in any HEI must not only conduct research but see to it that patent (for new discoveries) are properly applied to protect one's ideas and discovery.

Presentation of the Individual Concept Paper

After the research agenda was presented, the participants were asked to share their ideas related to the thrust through a concept paper. Prior to the presentation, Mr. Louie Montemar reminded the group to refrain from giving their comments/suggestions for the time management purposes since it was relatively large group compared to the previous workshops held.

Participants presented as follows:

1. Mr. Racidon Bernate of the Polytechnic University of the Philippines presented a paper in behalf of his colleagues namely Ana Ruby Gapasin and Malaya-Abadilla-Ygot. Their paper entitled "University-Industry Linkage: Collaborative Efforts Towards Knowledge-based Economy" intends to look deeper at the mechanisms adopted by selected HEIs with identified linkages with local government institutions, local private companies, national government agencies, national private corporations and international corporations.
2. Dr. Lourdes DG. Garcia of the Polytechnic University of the Philippines-Graduate School presented several research agenda ranging from the cultural education up to needs assessment for university-industry linkages. She mentioned that she shares the same rationale with her colleague who presented earlier and cited the collaborative research they are currently undertaking with CHED regarding linkage.
3. Ria Liza M. Canlas from the Lyceum of the Philippines presented a paper entitled "Best Practices on University-Industry Linkage in Selected Asian Countries and its Applicability in the Philippines." She stressed that the idea of comparing the practices from our neighbouring countries in Asia was based from her involvement as faculty in-charge for OJT students. She mentioned that she even personally financed her trip to countries like Korea and Malaysia just to visit her students while on duty. Dr. Suarez commented that the assumption of an international OJT may not be plausible because of the problem of monitoring and it is also very expensive on the part of the students and university. But a representative from the Pamantasan ng Lungsod ng Pasay reacted that this practice can be done for specific courses like Hotel and Restaurant Management but stressed that only those with good scholastic standing were given the opportunity to have their OJT internationally.
4. Eric Pasquin of San Beda College presented his idea via framework which shows the necessary collaboration between academe and industry and the mutual benefits it can generate.
5. Eleanor Galvez of Pamantasan ng Lungsod ng Maynila believed that strengthening of the extension/community-action activities in a university is necessary for achieving a successful academe-industry



linkage as she presented a paper entitled "Urban Community Development Through a Knowledge-based Approach."

6. Bryan Bustamante- another representative from San Beda College focused on the absence of structural and financial support provided by the industry and government to research development in the academe.
7. Lucrecia Olvida represents the Rizal Technological University vision with a paper entitled "Rizal Technological University's Cooperative Education Program: An Assessment." The paper realizes the importance of cooperative education in producing graduates who are globally competitive in terms of technical skills needed by the industries.
8. Laarni Macapagal of the Technological University of the Philippines- Taguig Campus intend to document and analyze further its tie-ups with the industries and to determine the mutual benefits that can be derived from the linkage.
9. Amor B. Peñalosa, Vice President for Academic Affairs of the Pamantasan ng Lungsod ng Pasay admitted that she had a bias for the LGU-funded institutions and proposed a research entitled "Governance and Management of Locally-funded Colleges and Universities."
10. Ruben Nayve, Jr. who currently chairs the Economics Department at St. Scholastica's College intends to look deeper how the government supports the university-industry linkage towards achieving a knowledge-based economy.
11. Grant Cornell from the EARIST proposes the establishment of a Technical Advisory Committee (TAC) in each HEI which shall be composed of representatives from the academe, industry, successful alumni and people in the community to analyze and review the mismatch between what is taught in the academe and the needed skills by the industry.
12. Sharonne De Asis, Language Department Chair at the Emilio Aguinaldo College was concerned on improving/enhancing the speaking abilities of the students especially English considering that a lot of job offerings nowadays capitalized on the ability of an individual to speak fluent English dialect.
13. Hilario B. Bilen, faculty at the Manila Theological College presented a paper entitled "Promoting the Spirit of Cooperation among Universities, Colleges and Seminaries in the Philippines" because it has been



Dr. Ruben Nayve Jr presents his concept paper.

observed that government least considered the plight of the theological school.

14. Maria Ruth Regalado from the Philippine Normal University presented a framework which intends to know the level of preparation among basic education graduates to match with the needs of a knowledge-based economy with PNU as the country's premier university in the said field.

15. Clyde Tan of Chang Kai Shek College shared his view on the existence of some industries providing R & D grants to selected academe and eventually absorbing the research output. He believed that this is a kind of producer/ consumer relationship and supply will go only as long as there is demand.



Mr. Clyde Tan sharing his idea about the academe and industry relation.

16. Rowena Atangan represents the Philippine Maritime Institute with concept that focused on strengthening academe-industry linkage especially for a maritime institution.

See Appendices for the individual concept paper.

17. Miriam Borja from the University of the East-Calooocan did not present a paper rather raised issues and questions which she believed was not addressed by the papers presented by the other participants.



Prof. Miriam Borja enumerates her concerns for the improvement of academe-industry linkage.

Reactions from the Facilitator

After the presentation, Dr. Suarez cited that majority of the ideas presented were grounded on a deeper issue and it is difficult to comment unless the real situation in each HEI was presented, though she observed that several concept papers necessitate refinement to become a full-blown proposal. As such, she suggested that during the group discussion in the afternoon, the participants should try to link the goals of their HEIs and the issues intend to address by the proposals.

In the course of her commentary, Dr. Suarez asked the participants how they intend to be grouped, either voluntary or she will decide it for them. The participants ended with a consensus for the facilitator to form different groups based on their ideas presented.

The following were the groups formed:

Topic	HEIs Involved
Group 1: <i>Investigate Best Practices of practicum programs, both local and international</i>	RTU, PLM, Lyceum, TUP-T, UECal
Group 2: <i>Investigate Phil. Governments' Role to Support Academe- Industry</i>	San Beda College, St. Scholastica
Group 3: <i>Investigate the Gap Between Industry Requirements and Student Skills</i>	San Beda, EAIST, PMI, PUP-Grad. School, EAC
Group 4: <i>Investigate all Aspect of Academe-Industry Linkage</i>	PUP Undergraduate, CKSC, PMI, PLPasay



Dr. Suarez announces the details for the preparation of a draft proposal.

Once the groups were formed, Dr. Suarez instructed the groups to brainstorm to come up with a definite proposal for CHED funding. But realizing the impossibility of crafting a proposal by the end of the day, Dr. Suarez required each group to at least submit a workplan for the preparation of the proposal from the date of the workshop until November 28, 2008 to be able to meet the deadline set by CHED-DLSU ZRC.

An inquiry on the research proposal guide was answered by Mr. Louie Montemar, Assistant ZRC Director who mentioned that each HEI will be given a copy within the day including other forms that needs to be filled-up upon submission of the proposal. He further announced that CHED give preference to a multi-institutional research that will involved junior faculty/research staff. In the same manner, he pointed out that the budget allocation of P1M for this thrust shall be divided equitably among the number of proposals to be submitted and approved before the end of the month.

Presentation of Group Proposals

Each group was given sufficient time in the afternoon to prepare their workplan and discuss the details of their proposed research. Dr. Suarez went around and sits for few minutes in each group and discussed with them their plans of activities.

After the brainstorming, each group were requested to present their proposal as follows:

Group 1

With a draft title "Best Practices on Practicum Programs" Prof. Ria Liza Canlas presented the output of the group and was incidentally assigned as the project leader. The proposed study will involved six HEIs who shall enumerate and analyze the sound practicum programs of selected HEIs in terms of linkage system, support facilities and specific mechanisms for implementing practicum for the students.

Group 2

The output of the group was presented by the assigned project leader Dr. Ruben Nayve, Jr. who presented just a table of their proposed activity to come up with a research. No definite title has yet been decided by the group but they intend to determine the current government policies in relation to academe-industry linkage as well as to identify schools and academic clusters that have academe-industry linkage.

Group 3

Prof. Rosarito Suatengco of the Philippine Normal University presented the group's proposed research entitled "Redirecting and addressing the Knowledge-based Curricula Towards Knowledge-based Economy." The research hopes to address the mismatch between the skills developed by graduates in six disciplines/courses mostly demanded by the industry and ultimately proposed curricular innovations based on research findings.

Group 4

Presented by the assigned project leader, Prof. Racidon T. Bernate of the Polytechnic University of the Philippines a working title "A Status Report: The State of Academe-Industry Linkage of CHED-ZRC NCR 1 Members."

The study intends to look at the status of HEI-industry partnership of CHED-ZRC NCR Group 1 Members with particular attention on the disciplines and schemes adopted in the partnership. Proposed methodology will be a combination of survey, secondary data analysis, qualitative approach and focus interview with concerned individuals.

Copies of individual presentation are attached in the appendix.

Open Forum and Closing Ceremony

Dr. Suarez made the following comments and suggestions:

Group 1 – No comments.

Group 2- Clarify objectives number 6, 7 & 8 and carefully select the HEIs that will be subject for the study

Group 3- Explain in the proposal how objective number 4 will be addressed

Group 4- Define what 'linkage' is meant in the proposal. Also, further polish the huge budget and limit the coverage of the research.

For a more efficient communication, Dr. Suarez suggested the creation of an e-group per team to be created by the ZRC staff.

In behalf of Dr. Sta. Maria, the facilitator closed the workshop at 4 pm.

Scenes during the brainstorming



Group 1



Group 2



Group 3



Group 4

Given the assigned topic, each group sit together and brainstormed the details for the preparation of a proposal for submission to ZRC for possible CHED funding.