



Communiqué

Series 1 of 2019

Message on the Launch of the Strategic Directions
January 25, 2019
University Chapel

To all the administrators, partners, and students of De La Salle Araneta University who are here today, thank you for the honor and privilege to address you on this pleasant morning.

During my Investiture in 2017, when I accepted the role of being the father of our great institution, I did so with the full knowledge that it is a role that will be arduous, challenging, and demanding. In the two years that I have been president, I found this to only be true to a certain degree: It is true that the task of leading a university with a rich and colorful history is herculean, but it also wasn't as daunting and demanding as I thought. This is in large part to the many remarkable individuals who have worked and dreamt, together with me, to make our university a great university.

This is probably the most important speech that I will give as President of De La Salle Araneta University. In April 2017, we began to rework my 10-point agenda that was based on the five pillars of greatness laid out by Br. Jun Erguiza FSC. We went through a series of meetings to formulate, redefine, and refine these agenda items. We established technical working committees which focused on these areas. More importantly, we consulted our Board of Trustees on every step of the way: further polishing each plan so that proper monitoring and implementing mechanisms are put in place before any major decision is made. Today, I humbly share the result of two-years of hard work to our community.

From the 10-point agenda in 2017, our efforts have led to the formulation of a five-year rolling University Strategic Plan and to the identification of nine strategic directions, each focused on a different area of our operations as a higher learning institution.

In Strategic Direction 1, we shall build and expand the university's fiscal resources (both new and existing income sources) in order to ensure that these will be able to provide quality and accessible Lasallian education to everyone, especially to those who need it most. With the aid of a new marketing plan, the university aims to enroll, retain, and graduate a larger and more diverse student body, expand its existing benefactors and donors' support for its infrastructure, research, and scholarship programs, as well as identify new opportunities that will meet students' educational goals.

In Strategic Direction 2, we shall transform the educational experiences of both university learners and teachers through the provision of quality, more relevant, and sustainable academic programs. Through this direction, the university intends to build a culture of compliance and quality, and to ensure that all graduates of its board programs will attain excellent board passing percentages

In Strategic Direction 3, we shall develop Lasallian partners who are committed to lifelong personal and professional improvement and service, who work together creatively, constructively and enthusiastically to both realize Lasallian mission and to assure the effectiveness and vitality of the university. Through the Unified Lasallian Educators Accompaniment for Service Holistic (UnLEASH) Formation Program, spiritual, professional and human formative experiences will be provided in order to deepen their commitment to the Lasallian-shared mission of human and Christian education.

In Strategic Direction 4, we shall establish, strengthen, and expand the university's partnership and linkages with various local and international institutions, associations, industries, and professional organizations in order to properly prepare and develop its learners with the necessary skills, knowledge, and values that will help them contribute to societal transformation.

In Strategic Direction 5, we shall outline the roadmap for promoting research visibility, impact, and innovation. It aims to establish an aggregate source of ideas that shall provide strategic organizational support and resources to boost creative research engagements and collaborations, and provide information on and access to scholarship grants and opportunities for faculty and students.

In Strategic Direction 6, we shall ensure that intelligent systems and technologies are effectively and efficiently used by all units and departments of the university in their processes and operations, such that all collected data are validated, preserved, and processed into new information to support future institutional decisions and undertakings.

In Strategic Direction 7, we shall establish a system for the proper documentation of necessary policies, procedures and processes in the different services delivered by the university to all of its stakeholders, particularly to its students. It also aims to institute appropriate mechanisms for monitoring changes in organizational climate and culture, so that regular training and evaluation for personnel can be provided to help them efficiently and effectively implement their duties and responsibilities.

In Strategic Direction 8, we shall promote sustainable community development among the university's partner communities, with the students taking the lead. It aims to inspire students to express concern and compassion for the plight of the vulnerable and marginalized sectors of society and respond to their needs. The community engagement program for students is dubbed I LEAD – Identity as Lasallians Embraced, Appreciated and Dedicated, which is guided by the Lasallian Core Values and reinforced by active learning and shared communication and cooperation.

In Strategic Direction 9, we shall ensure the university's financial health by improving its fiscal performance while reducing its vulnerability to various risks. Fiscal discipline shall be institutionalized through the enhancement of the budgetary process and spending strategies to promote financial sustainability and accountability—both geared toward providing support to the implementation and monitoring of the university's strategic directions. Moreover, risk management and internal audit mechanisms shall be implemented in order to assess and address risks, and constantly improve the university's overall operational efficiency and effectiveness.

Actions leading to productive and positive changes, like all good things, need to be pursued through and through and done consistently in order for their results to be sustained. For the past two years, we have been steadfast and true to the pursuit of greatness in the five pillars identified by our former President, Br. Jun Erguiza FSC. Now, with the formulation of a strategic plan, I am fully certain that we will be able to translate the university's mission-vision into action so that we can become a university that exudes a culture of excellence, will be globally- and locally-competitive, and will become a school of choice with established credibility that draws students, parents, and academic and industry partners to it.

Our mission and vision stand for everything that we believe in and serve to inspire and remind us of the tasks we have in the road ahead. Moving forward as a community from this day on, I have no doubts that we will be more able to commit stronger and more resolutely to our mission to position De La Salle Araneta University as the GREAT LASALLIAN UNIVERSITY OF NORTHERN MANILA.

Thank you very much, and a Happy 73rd Foundation Anniversary and Tercentenary Celebration to us!



Dr. Bjorn S. Santos

President