

1 Board action: APPROVAL.

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4 **B. Proposal for the Elevation of the Status of UP Visayas**
5 **Cebu College to an Autonomous Unit under the Office of**
6 **the UP President**

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8 Overview

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10 Cebu City and its adjacent areas sit at the strategic
11 junction of the Mindanao, Central Visayas and Luzon sea and
12 air corridors. It is also the regional hub of the Central Visayas
13 and Mindanao regions. As such, it is the natural center of
14 commercial and industrial activities. It is likewise the center of
15 education in the region as evidenced by the presence of a
16 number of major universities and colleges. The islands, rich in
17 culture and history and abundant in marine life and beautiful
18 beaches make the area a major tourist destination in the
19 country.

20
21 During the last few decades, Cebu City and its adjacent
22 cities and towns have exhibited phenomenal economic
23 growth. This growth has been mainly in the areas of basic
24 manufacturing, high technology manufacturing and services of
25 the small and medium scale industry types, marine
26 transportation, shipbuilding and marine products. The influx in
27 the service sector has been principally induced by the
28 worldwide development in information technology and
29 business process outsourcing (BPO) services. These
30 developments benefited population centers like Cebu due to
31 its sizable, highly skilled human resource base. Similarly,
32 during the last two decades, the area also profited from the
33 extraordinary development in tourist-related infrastructure,
34 facilities and services. With all these, Cebu has the strategic
35 significance and critical mass in terms of clientele.

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37 Together with its surviving traditional industries in the
38 areas of furniture, shell-craft and fashion accessories
39 manufacturing, the City (and surrounding areas) may be
40 described as vibrant and moving very fast in terms of its
41 development dimensions.

1 The University of the Philippines' Current Presence in Cebu
2 and Its History

3
4 The University of the Philippines Visayas Cebu College
5 (UPVCC), established on 3 May 1918, was initially named
6 Junior College of Liberal Arts. It underwent several changes
7 in name and stature: it became a separate unit of the
8 University of the Philippines (UP) and renamed Junior College
9 of the UP, integrated into the University of the Philippines
10 Visayas (UPV) in 1986, and was given its official name UP
11 Visayas Cebu College (UPVCC) in 2007. UPVCC was initially
12 located in the Ermita District of Cebu. In March 1929, it
13 transferred to its current site in Lahug. UPV Cebu College *is*
14 *the current* presence of the UP System in the region. To date,
15 UPVCC has 5 Full Professors, 22 Associate Professors, 36
16 Assistant Professors, and 19 Instructors. The College
17 currently has over 1,000 students enrolled in its various
18 undergraduate courses. There are around 160 professionals
19 enrolled in the graduate programs. In March 2007 the
20 Commission on Higher Education declared its computer
21 science program a Center of Excellence on Information
22 Technology Education. During UP's Centenary in 2008, Her
23 Excellency President Gloria Macapagal-Arroyo signed RA
24 9500 (the new UP Charter of 2008) in UPVCC.

25
26 Despite its 90 years of existence, its recent status as
27 CHED-COE in Information Technology Education, and its
28 historical significance as the oldest campus outside Luzon
29 and as site where the University of the Philippines Charter of
30 2008 was signed into law, its overall presence in the region
31 appears to be grossly inadequate in comparison to the
32 enormity of the region's development. It is in this context that
33 the UP System's Central Administration under the leadership
34 of President Emerlinda R. Roman designated UPVCC as a
35 flagship project of her administration. It is envisioned that the
36 University of the Philippines shall create a strong presence, a
37 sense of purpose articulated for the first time in UPVCC's
38 history, in the region consistent with the enormity and
39 character of the region's development.

1 Need for Autonomy and Statement of Capability

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3 The magnitude and the speed of development of the
4 area it serves present to UPV Cebu College a formidable
5 challenge. Its history has long been embedded in, intertwined
6 and vastly shared with the history of the area it served for 90
7 years. Recent attention and effort on UPVCC by the UP
8 Central Administration provided the greatest impetus towards
9 creating a very strong and significant presence in the area.

10
11 However, the current organization linkage of UPVCC
12 handicapped the momentum of change that the college has
13 gathered during the last three years. It goes without saying
14 that there are fundamental differences in the magnitude and
15 character of the clientele base of UPVCC and UPV. UPV is
16 marine resources and agriculture base while UPVCC is
17 commercial, industrial and tourism base. Such differences
18 may have contributed to the slow down of momentum.
19 Historically, placing UPVCC under the UPV was based only
20 on administrative convenience, and as such, may have
21 resulted in the development of contrasting perspectives
22 particularly in the prioritization of the delivery of services to
23 disparate clientele.

24
25 Likewise, from the above assessment, UPVCC does not
26 need tremendous amount of resource infusion to make on its
27 own. What it needs is significant amount of bridge financing
28 which may well be recovered from its own internal capability.

29
30 As had been shown during the last 3 years the
31 academic reform orientation of UPVCC differed fundamentally
32 from that of UPV, and with greater likelihood, can continue to
33 diverge in the future.

34
35 Therefore, the potentials of UPVCC may not be
36 harnessed under the present set-up. In short, obtaining
37 autonomy is a necessary first step to provide UP Cebu
38 College the freedom to flourish.

1 Executive Summary

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3 The elevation of UP Visayas Cebu College from a
4 regional unit of UP Visayas to an autonomous unit under the
5 Office of the President of the university is being proposed.
6 Should this be granted, the autonomy will give UP Cebu more
7 freedom and flexibility to prepare for a constituent university
8 status in the next five (5) to seven (7) years.

9
10 UP Cebu then envisions a future where it becomes a
11 university of choice among the ablest of students for programs
12 distinguished as truly built on the UP tradition of excellence,
13 academic freedom and duty to meet the changing needs of
14 the region.

15 During this transition period, the autonomous college
16 shall focus its activities and resources to accomplish the
17 following agenda:

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19
20 1. Formulate strategic directions for UP Cebu focusing on
21 its role as an institution of higher learning in the region
22 within the framework of the University of the Philippines
23 System.
- 24
25 2. Formulate a desired faculty development profile
26 including strategies for achieving the profile.
- 27
28 3. Tighten faculty recruitment policies and procedures
29 consistent with the desired faculty development profile.
- 30
31 4. Improve the quality of undergraduate programs, at the
32 same time emphasize quality graduate education.
- 33
34 5. Formulate mid- and long-term research agenda that will
35 lead to a strong research culture in UP Cebu.
- 36
37 6. Nurture an IT culture in UP Cebu.
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39 7. Create and develop a program to promote the cultural
40 heritage of the region.
- 41

- 1 8. Formulate resource generation framework and program
2 specifying strategies and mechanisms for sustainable
3 fund-raising and income generation.
4
5 9. Formulate physical campus development program.
6
7 10. Undertake all the above activities under an autonomous
8 set-up of the UP System.

9
10 (The complete proposal is on file at OSU Records.)
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13 **Board action: APPROVAL. Henceforth,**
14 **UP Visayas Cebu College will be**
15 **officially called UP CEBU.**

16
17 N.B.

18
19 President Roman endorsed to the Board the elevation of the status of
20 UP Visayas Cebu College to an autonomous unit under the Office of the
21 President. She said that this has been discussed with the faculty of the unit and
22 the faculty is endorsing the proposal. The Chancellor of UP Visayas is also
23 endorsing the proposal. The President said that she would involve the Vice
24 President for Academic Affairs to help UP Cebu with the Academic Programs,
25 the Vice President for Planning and Finance to help in the separation of
26 accounts of UP Cebu from UP Visayas and the Vice President for Development
27 to help with the land use development plan.
28

29 Faculty Regent Taguiwalo inquired whether the proposal for the UP
30 Cebu High School was considered in the proposal.
31

32 In response to the query of the Faculty Regent, President Roman said
33 that she deliberately delayed the decision on the proposal until such time that
34 autonomy of UP Cebu is granted. However, the President said that she had
35 already informed the Dean of the College of Music, the Dean of the College of
36 Education and the Dean of the College of Fine Arts of Diliman that once the
37 autonomy of UP Cebu is approved they will go to Cebu and sit down with the
38 Principal and the one in-charge at the College level to discuss the possibility of
39 a High School for the Arts for UP Cebu.
40

41 Faculty Regent Taguiwalo clarified if such elevation to an autonomous
42 status for UP Cebu would not result in the loss of faculty items for the UP Cebu
43 faculty members who now have tenure or who have already qualified for
44 tenure.
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1 President Roman said that this would not happen and the reason why
2 she is involving the Vice President for Planning and Finance is for the latter to
3 oversee the separation.
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6 **C. Proposed UP Visayas Cebu College Land Use Plan**

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8 The planning for the use of the UPV Cebu properties
9 can be traced back as early as late 2005 when the College
10 was declared Centennial Project of the UP System (1210th
11 Meeting of the BOR, 30 June 2006). Thenceforth, a series of
12 wide-ranging consultations with various stakeholders,
13 including the barangay and the city officials of both Cebu (14
14 March 2007) and Talisay (3 July 2007) cities, provincial
15 government officials (21 February 2007) and the informal
16 settlers occupying UP properties (18 December 2006; 7
17 February 2007, and 23 March 2007) was carried out. These
18 consultations resulted in a campus renewal plan for Lahug
19 (1211th Meeting of the BOR, 28 July 2006) with the proceeds
20 of the proposed sale of the Talisay property having been
21 considered to fund the Lahug development.
22

23 However, on 29 April 2008, RA 9500 otherwise known
24 as *The University of the Philippines Charter of 2008* was
25 signed into law by the President of the Republic in UPV Cebu.
26 The new Charter prohibits the University from disposing of its
27 real property, so other sources of funding are being explored.
28 With the donation by the City Government of Cebu to the
29 University of a 5.17 ha lot in its South Roads Properties on 24
30 March 2009, the need to explore funding sources has become
31 even more acute.
32

33 With this new acquisition, consultations were
34 undertaken on 26-30 September 2009 by Prof. Ferdinand
35 Manegdeg, UPD-COE and the College's Land Use
36 Committee, Chaired and Co-chaired by Mr. Alsidry Sharif and
37 Prof. Karl Roque, respectively; and members, Engr. Albert
38 Bascon, Profs. Roberto Basadre, Catherine Rodel, and
39 Lawlita Cabahug, and Student Representative, Mr. Mykel
40 Encarnacion with both (1) Cebu City and (2) Talisay City
41 public officials, (3) UP Alumni, (4) Students, (5) Faculty, and
42 (6) UPVCC Administration Officials in order to consolidate and
43 integrate the College's plans on the rational use of its real