

Report to the President

LINC Initiatives - Linking Instruction and Community Engagement Initiatives

29 Ateneo 4th year Marketing students completed their practicum at ISFI assisted micro-entrepreneurs/enterprises. The practicum culminated with the presentation of the students' reports to wit:

Name	Name of CV/PO & Area of Assignment	Highlights of Findings
1. Lesly R. Antonio	Apo ni Lola Matina (Durian Candy)	"From the data gathered and analyzed, the company has greater chance of achieving its mission because of the strengths that the company has and the support from different government and private agencies. To be in the right direction, the company should improve its management, product and its performance".
2. Paulo Vincent E. Miguel		
3. Ellen G. de Peralta		
4. Irvin Jezz C. Lambojon	SMSNAI – Tibungco (Pillow Case Making)	"SMSNAI's pillow case making needs to increase sales. Its current market segment is too big since the organization is employing undifferentiated strategy in targeting market, they need to trim it down in order to focus its efforts on a specific segment. <i>Concentrated Target Marketing</i> should be employed. This is good since this strategy suits if resources are limited. They can market more effectively by fine-tuning its products, prices and efforts to the needs of these identified segments".
5. Wella Shyne L. Laorden		
6. Kimberly S. Laurito		
7. Van Jerille Tingson		



GEM CLIC (Computer Literacy and Internet Connection)

We have submitted the Final Draft Report to GEM last April 30, 2012. Comments to the report are considered in the on-going draft revision. The study covered 225 CLIC-partner schools and involved 4,800 respondents drawn from the populations of students (3,213), school administrators (295), Teachers (894), and parents (398) across conflict-affected areas of Mindanao, who participated in the study as survey respondents (2250), key informants (400) and FGD discussants (2,150).

This impact study indicated that the CLIC project helped to forge stronger partnerships between schools and the Parent-Teacher-Community Associations. In many ways, the CLIC project has contributed to a positive attitude toward the governments of the Republic of the Philippines and the United States of America.



Name	Name of CV/PO & Area of Assignment	Highlights of Findings
8. Jose Paolo G. Marquez	JEGNA Nata de Coco Producer Calinan	"What JEGNA needs are more effective options to their marketing methods so that it could really give them a rapid increase/growth in sales".
9. Miguel Jaime J. Miranda		
10. Joseph Thomas M. Yap		
11. Reinna Marie S. Ang	Baganihan Marilog Davao City	Students' recommendation are the following: <ul style="list-style-type: none"> • Reorganization of the Cooperative • Bank Loan • Branding & Product Extension • Consignment with Stores • Improve promotion and marketing
12. Edelyn C. Oliverio		
13. Joelyn May T. Gonzales		
14. Cris L. Silverio		
15. Lowell Ray B. Castillo	BASEAS – Sta. Cruz, Davao del Sur	"BASEAS should refine and improve their policies to make the association more sustainable. The life-span of the association largely depends on its members who are senior citizens. If they won't alter and adjust their guidelines, BASEAS will probably die a natural death. BASEAS should enhance their Marketing system. Teamwork and collaboration must be sustained within the association, headway to favorable outcome as everyone's goal."
16. Krisna Angeli B. Dimaano		
17. Kelvin Ted A. Gravador		
18. Glacy Patalagsa		
19. Raiza Mae I. Bargayo	NAGAMA – Sta. Cruz, Davao del Sur	"NAGAMA should have additional training from the Bureau of Fisheries and Aquatic Resources(BFAR). With the help of BFAR trainings and seminars NAGAMA can be more productive. BFAR is designed to provide national directions and framework to develop and manage the country's fisheries resources for food security and ensure socio-economic upliftment of subsistence fisher folks".
20. Dianne Hope M. Ko		
21. Eric John Leynes		
22. Stefanie Nicole E. Zarate		
23. Jared Ken E. Canania	RER Matti, Digos City	The Group recommended the following: <ul style="list-style-type: none"> • Apply for a Bank Loan • Product Innovations and Equipment Improvement • Promotion of New Product Line • Payment Policy • Skill Workshop and Training
24. Jurex Renz A. Chua		
25. Winston D. Corez		
26. James Bryan M. Nifras		
27. Kathryn Dominique B. Ba-ay	ICOW – IGACOS Samal	"Since ICOW drastically changed after the change of leadership, it must fix its organizational framework by appointing good leaders instead of just automatically making the mayor's wife as its president. The members of the organization must choose the best leaders for their association since selecting the best would mean that the future of ICOW will be ensured."
28. Jon Harley S. Fomador		
29. Michael Carstairs V. So		

Staff Development

- Glo Penera attended PHILSSA (NGO network) Regional Assembly held in Cagayan de Oro and General Assembly held in Manila last May 10 & May 15-17 respectively. Highlights of her participation to both assemblies were on Learning Exchanges of good practices and experiences of PHILSSA members NGOs on Children and Youth, Urban DRR, Microfinance and Input on NGO Governance. There was also a launching of PHILSSA Revolving Loan Fund (as NGO network) and a plan to put up a City Partnership Fund (CPF) for PHILSSA Mindanao Cluster, a mechanism to sustain PHILSSA activities in Mindanao since DFID funding will phase out already on September 2012
- Cristy Yuson with Janice Lopez and Matet Mates presented the highlights of the Impact Study of GEM Infrastructure Projects during the Maguindanao Infrastructure Development Forum last May 16, 2012.
- Joy Cabo and Matet Mates participated in the SJSA Colloquium held at the Ateneo de Manila-ISO last June 4-5, 2012. The colloquium was focused primarily on the Mining Issues which was eye opener as well as validation of stand to many SJSA Members.

LED -Livelihood and Entrepreneurship Development

Apo ni Lola:

The result of the study conducted by the Ateneo practicum students was feedback to "Apo ni Lola's" owner, Arnel Raakin. He agreed particularly on the recommendation to explore standardization of salaries and implementation of the manual time card. He also signified interest to participate in the forthcoming SMED Fair at Abreeza Mall. DOST is also currently assisting Apo ni Lola in the implementation of its Organizational and Systems Development. Based on recently conducted monitoring activity, Apo ni Lola maintains its 21 labor force (from 10).

Elmars Porkskin Chicharon:

Based on recent monitoring activity, Elmar's sales for the month decreased by 20% compared to previous months. Its planned renovation of the store has not yet started because the owner intends to first renovate their farm house which will be utilized also for pork chicharon production. While it already has a stall at Abreeza Mall managed by the owner's sister, he is still interested to join the trade fair on July 9 - 12, 2012 and agreed to share P500.00.

Angels Candle:

Based on the monitoring activity recently conducted, Angel's candles maintains the same marketing outlets, the GMall and NCCC. Sales have been low for months since it is lean season. Only the family members make candles, no workers were hired for the meantime. They are also preparing for November (All souls and saints day) which is peak season of the business. In a few words, a headline should accurately represent the contents of the story and draw readers into the story. Develop the headline before you write the story. This way, the headline will help you keep the story focused.

Project Generation

- In response to the call for Proposals of the [PAHRODF FOR THE DEPARTMENT OF EDUCATION'S TECHNICAL ASSISTANCE FOR PROCESS FINE-TUNING AND DOCUMENTATION](#), we submitted a technical and financial proposal last June 15, 2012. The project covers Luzon, Vizayas and Mindanao DepEd key offices. We proposed a budget of P8.1M for this project.
- We also submitted a proposal entitled "[SUSTAINING SELECTED CRAFT VILLAGES AND FISHERFOLKS' ORGANIZATIONS](#)" to the Foundation of Sustainable Society Inc. (FSSI) last May 31, 2012.



City Profiling – Inventory of Informal Settlers

The biggest ever survey conducted by ISFI is the Inventory of Informal Settlers in the City of Davao. The project covers more or less 20,000 respondents in selected 9 barangays in Davao City. The study intends: 1) To account the number of households occupying in danger zone areas; and: 2) Data gathered as input in the preparation for the proposed formulation of City Comprehensive Shelter Plan. The criteria for selection of the barangays are: 1) Located in a disaster prone area; and: 2) High density. This project is in partnership with San Lorenzo Ruiz Socio-Economic Development Foundation, Inc. (SALORSEDFI) and the City Government of Davao