

**FORWARD**

G O A L S

To Serve and Succeed

**CEM**  
**Annual Report**

*FY 2023-2024 | June 2023 to May 2024*

[www.cem-inc.org.ph](http://www.cem-inc.org.ph)

## **EDITORIAL STAFF**

<b>Executive Editor</b>	<b>Grace H. Aguilin-Dalisay, PhD, RPsy</b>
<b>Chief Editor &amp; Content Developer</b>	<b>Aileen A. Cartagena</b>
<b>Chief Layout &amp; Graphic Artist</b>	<b>Frances F.M.B. Cardona</b>
<b>Associate Content Writer &amp; Graphic Artist</b>	<b>Ralph Ronald J. Baniqued</b>
<b>Copy Editor</b>	<b>Noelyn H. Curutan and Rinnah Keziah O. Ramirez</b>

## **IMPORTANT NOTICE**

This annual report is a property of the Center for Educational Measurement, Inc. (CEM). The content of this publication may be shared for educational and non-commercial purposes with proper acknowledgment and citation.

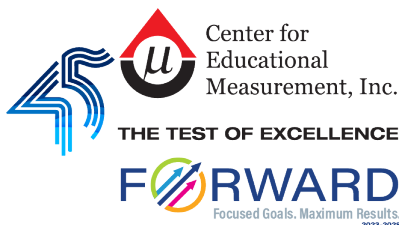
To cite this publication: Center for Educational Measurement, Inc. (2024). FORWARD GOALS: To Serve & Succeed. CEM.

<https://heyzine.com/flip-book/627d2285ff.html>

# CEM ANNUAL REPORT

## FORWARD GOALS To Serve and Succeed

FY 2023-2024 | June 2023 to May 2024



# MESSAGE FROM THE BOT CHAIR

With immense pleasure, I am both proud and happy to put in print our CEM accomplishments which present our collective contribution to foster educational advancement for social development.

We are happy that we are gaining grounds in providing educational services despite the disruption caused by the recent pandemic. Now, we have more reasons to focus our endeavor to improve further our part in the delivery of educational services. Despite some difficulties posed by the pandemic aftermath, we faltered not and did our work with more vigor and inspiration. Our current accomplishments may not be as grandeur as we envisioned earlier, however, it is gratifying to note that we are accelerating to full speed ahead in the near future.

Once more, I enjoin everyone—the policy makers, the frontline managers and all the team members to do no less than their best with the hope that someday, somehow, CEM will be a more significant contributor to the overall efforts in the pursuit of educational excellence.

Mabuhay ang CEM !

**Dr. Luis M. Sorolla, Jr.**



## CONTENTS

The CEM Advantage	6
CEM Collective	8
A Spotlight on CEM Performance	14
<b>Goal FOR</b>	<b>16</b>
<b>Goal WA</b>	<b>22</b>
<b>Goal R</b>	<b>26</b>
<b>Goal D</b>	<b>32</b>

# MESSAGE FROM THE PRESIDENT & CEO

Warm greetings to all our stakeholders!

We are pleased to share with you our work in the service of quality education through assessment and research for the Fiscal Year 2023-2024.

The measurement of learning outcomes was identified by the Second Congressional Commission on Education (EDCOM 2) as a priority area in basic education. Among others, their Year 1 report called attention to the importance of the integrity of the test and test administration, the utilization and timely delivery of test results, and the adequacy of the assessment system in improving teaching and learning. The Center for Educational Measurement (CEM) is privileged to have upheld excellence in the aforementioned facets of test development and administration for over four decades as it continues to co-create products and services which meet present-day educational needs.

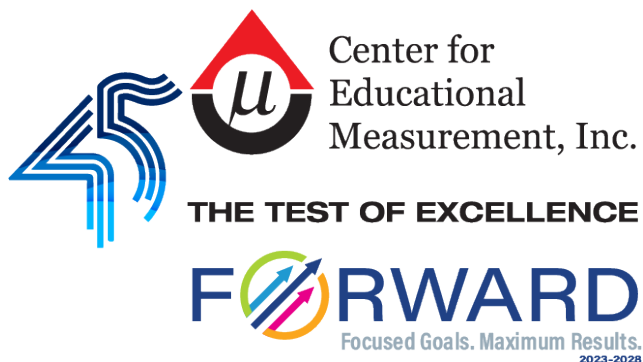
The period from 1 June 2023 to 31 May 2024 marks Year 1 of our 5-year Strategic Plan for 2023 -2028 which we have named FORWARD. It is a holistic framework for achieving our Mission, Vision and Goals through innovative and relevant human resource development policies and practices, tests and professional services, financial sustainability strategies, and environmental and social responsibility programs. We invite you to journey with us for FORWARD Year 1 through the pages of this Annual Report.

Thank you for your trust in CEM. With our continuing partnership, we succeed as a community of professionals for inclusive and equitable quality education.

**Dr. Grace H. Aguilung-Dalisay**

The CEM Sapphire Anniversary Virtual Conference	36
UNBOUND: Celebrating 45 Years of CEM Excellence	38
CEM by the Numbers	39
CEM Network of Excellence	40
CEM in Advance	42
Acknowledgments	44

# THE CEM ADVANTAGE



For 45 years, the Center for Educational Measurement, Inc. (CEM) has played a pivotal role in shaping the Philippine educational landscape. Through its high-quality assessments, research initiatives, and professional development programs, CEM has equipped and empowered learners, schools, and education stakeholders with valuable data and resources that drive informed decision-making and foster academic success. CEM's unwavering commitment to service, excellence, and continuous improvement serves as the foundation of its work, solidifying its reputation as a trusted partner in advancing education.

## Our Vision

CEM is a key player in the development of a coherent system of assessment and research in education where:

- students are aware of and achieve their potential
- teachers use information about student competencies to improve student learning
- administrators use research information for school improvement
- policymakers generate policy from valid and reliable data on the teaching-learning process



# Our Mission

CEM's mission is to spread knowledge about the use of measurement and research for the improvement of education.

CEM's thrust is to help schools improve the quality of education by:

- utilizing assessment data to influence educational decisions
- developing and strengthening testing, research, and professional development programs and services for school improvement
- providing opportunities to integrate educational theory, research, and practice
- collaborating with national and international associations and institutions in educational assessment and research



# Our Goals

To strengthen our position as an organization devoted to the production, processing, and distribution of assessment information as tools for educational change

To sustain an information system that will support planning, decision-making, and the creation of new products and services that directly influence teaching and learning

To ensure professionalism, transparency and efficiency in delivering programs and services

To expand our reach and improve our accessibility to a greater number of stakeholders

To strive to attain financial competence and maintain financial stability to support our vision

## Our Core Values

Responsibility

Duty and  
Obligation

Professionalism  
& Excellence in  
Work

Mutual Justice



**O**ur strength is fueled by the collective synergy of our Board of Trustees, Management Team, and Staff, whose combined expertise, passion, and commitment drive the organization forward. Each member contributes their unique insights, talents, and skills to foster a culture of collaboration, innovation, and excellence.

Together, they ensure the presence of strategic leadership and strong governance, operational excellence, and continuous organizational development which allow us to deliver positive, meaningful experiences that resonate across the educational sector and other communities.

Because of this collective, we do more than serve—we succeed in creating a lasting, transformative impact on education.



# BOARD OF TRUSTEES

**Dr. Ma. Concepcion Y. Lupisan**  
*Member*

**Dr. Francis Xavier  
Daniel M. Dimalanta**  
*Member*

**Dr. Godelyn G. Hisole**  
*Member*

**Mr. Johann Ben A. Bautista**  
*Treasurer*

**Atty. Joseph Noel M. Estrada**  
*Corporate Secretary*

**Dr. Grace H. Aguilin-Dalisay**  
*Vice-Chair / President & CEO*

**Dr. Luis M. Sorolla, Jr.**  
*Chair*

## CORPORATORS



# MANAGEMENT TEAM



**Dr. Grace H. Aguiling-Dalisay**  
President & CEO

## OFFICE OF THE PRESIDENT



**Jacob Avelino S. Gonzales**  
Head, Marketing Section



**Aileen A. Cartagena**  
Head, Corporate Communications Section



**Kathryn M. Tan** Director for Programs & Development



**Cristina C. Paras** Director for Finance  
OIC, General Administration Division



**Janet T. Evasco** Director for Operations

## PROGRAMS & DEVELOPMENT DIVISION



**Iris Lark H. Dizer**  
Head, Professional Development Section



**Armi S. Lantano**  
Head, Research Section



**Jason V. Moseros**  
Head, Test Development Section & Achievement Tests Unit

## GENERAL ADMINISTRATION DIVISION



**Maribel A. Montalbo**  
*Head, Administrative Services Section*



**Kristine C. Mercado**  
*Head, Human Resources Section*



**Larry Vincent P. Cagadas**  
*Head, Information Technology Section*

## FINANCE DIVISION



**Nelsie A. Cabaluna**  
*Head, Accounting Section*



**Lovelyn R. Santibañez**  
*Head, Budget & Treasury Section*

## OPERATIONS DIVISION



**Luzviminda G. Aguiwas**  
*Head, Test Processing and Report Production Section*



**Aldwin D. Calilong**  
*Head, Distribution and Retrieval Section*



**Rosario P. Faylona**  
*Head, Test Service Section*



**Karen Lisette M. Reyes**  
*Head, Branch & Center Management Section*



**Mussolini S. Yap**  
*Head, Cebu Branch*



**Dionisio S. Cervantes**  
*Head, Davao Branch*

# CEM FAMILY







## A SPOTLIGHT ON CEM PERFORMANCE

In this publication, we will showcase our strengthened resolve to achieving success through our service.

TO SERVE AND SUCCEED reflects our organization's commitment to prioritizing service as the foundation of sustainable growth. This principle becomes both a philosophy and a strategy in shaping how we operate, grow, and thrive in this VUCA (Volatile, Uncertain, Complex, and Ambiguous) and BANI (Brittle, Anxious, Nonlinear, and Incomprehensible) world.

The dual objectives of service and success in CEM are closely connected. Service is the cornerstone of our organizational purpose and is integrated in every aspect of our organizational strategy. We prioritize this in serving our clients, empowering our employees, or inspiring our partners and the community. Our success is not defined solely by achieving our numerical targets or financial goals; it is realized by our overarching goals that bring measurable and meaningful value for our clientele, employees and the education sector.

Our success is the byproduct of our commitment to service. This is permeated in our strategic plans towards CEM at 50. Creatively coined as FORWARD Goals, these reflective and intentional strategies prioritize the following:



Through our FORWARD goals, we aim to serve our employees through holistic development opportunities and support, and an inclusive work environment that upholds a workforce that remains loyal, motivated, and aligned with our mission. We focus on improving our client experience by enhancing responsiveness, innovating solutions according to their needs and providing value-added services that are relevant to their context. We also serve by anticipating and addressing unmet needs and positioning them better to ensure that their resolution is not only substantial but also sustainable. And we strengthen our social impact by serving the community through sustainability initiatives and community engagements that not only benefit society but also enhance our organization’s reputation, creating a ripple effect that drives success.

# GOAL FOR

## FORmative & Holistic Employee Development

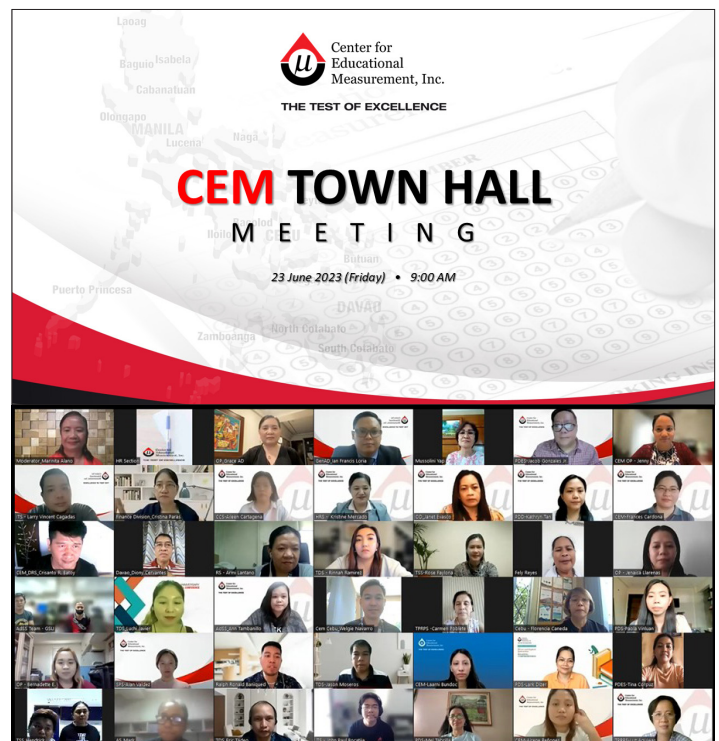
Our commitment to fostering the growth and well-being of our employees is prioritized in this goal. By nurturing a supportive and inclusive workplace, promoting wellness, encouraging lifelong learning, and ensuring financial stability, we empower our employees to thrive both personally and professionally. This holistic approach strengthens our collective capacity, ensuring that we continue to serve and succeed together.

### CEM Town Hall Meeting

Our colleagues came together virtually on June 23, 2023 for the **CEM Town Hall Meeting** themed **“FORWARD.”** The event aimed to familiarize employees with CEM’s Strategic Plans and inspire collective commitment to its key directions. Ms. Marinita Alano, Head of the Partnership Development Unit, laid the groundwork by reintroducing our products and services through an engaging presentation.

The highlight of the meeting was the presentation of the CEM FORWARD Goals. Goal FOR was discussed by its champion Ms. Kristine Mercado, Head of the Human Resources Section, who outlined initiatives for nurturing employee growth. Goal WA was presented by Ms. Kathryn Tan, Director for Programs and Development, who underscored our aspirations for innovation and accessibility. Goal R was tackled by Ms. Janet Evasco, Director for Operations, emphasizing the importance of achieving long-term financial health. And Goal D was shared by Ms. Aileen Cartagena, Head of the Corporate Communications Section, who detailed efforts to integrate sustainability into our mission.

Through this event, we reaffirmed our dedication to driving the organization forward and embracing the vision set forth in our strategic plans.



*Some of the participants during the CEM Town Hall Meeting.*



## GAIN Masterclass 7: ChatGPT, Bard, Bing, and other Generative AI - Implications to Government, Academe, and Industry

On August 24, 2023, our selected staff took part in the **GAIN Masterclass 7: ChatGPT and Other Generative AI - Implications to Government, Academe, and Industry**. Organized by the Government Academe Industry Network, Inc. (GAIN), the event explored how generative artificial intelligence is shaping education, governance, and business.

The masterclass featured expert speakers who discussed AI integration, covering opportunities, ethical considerations, and practical applications. By participating in the webinar, our staff gained a deeper understanding of AI's role in education and in the workplace. This knowledge strengthens their ability to support our mission in educational measurement,

ensuring that assessments remain reliable and fair. The event's insights will help shape future initiatives, reinforcing our position as a leader in educational assessment in the Philippines.



## CEM 45th Anniversary In-house Celebration

On September 19, 2023, our organization marked our 45<sup>th</sup> anniversary with a virtual in-house celebration themed **“Towards Stronger Relationships: CEM 45th Anniversary.”** The event brought together employees to honor the organization’s legacy and milestones. A key part of the program was the Service Awarding Ceremony, recognizing employees for their years of dedicated and loyal service to CEM. This annual gathering reinforced our commitment to excellence and collaboration, paving the way for more meaningful growth and stronger relationships among the employees.



## The Manila Times Student Empowerment Forum 2023

On December 12, 2023, we sent delegates to participate in **The Manila Times Student Empowerment Forum** held at Sheraton Manila Bay. The event, themed **“Stand Up, Speak Up, and Move Up,”** brought together thought leaders from renowned organizations, including Philippines TATA Consultancy Services Inc., Asian Institute of Management, Home Credit Philippines, WEnergy Power Pilipinas, Time Master Watches, and The Manila Times.

The forum featured comprehensive lectures and discussions on cutting-edge topics such as Artificial Intelligence (AI), Data Science, and Empowering Women in STEM, among others, emphasizing advancements critical to education. These thought-provoking sessions offered valuable insights into emerging trends and technologies, particularly AI and data-driven methodologies, which have transformative potential for educational assessment. Our participation in the forum aligned with our goal of improving our assessment services.



CEM delegates at the forum.



# CEM GREAT GATSBY YEAR-ENDER

12.12.2023  
Laureano di Trevi Function Hall

We closed the year with a festive “Great Gatsby Year-End” celebration, our first face-to-face gathering since the pandemic. Held at the Laureano di Trevi Function Hall, the event brought employees together for a long-awaited reunion filled with excitement and camaraderie.

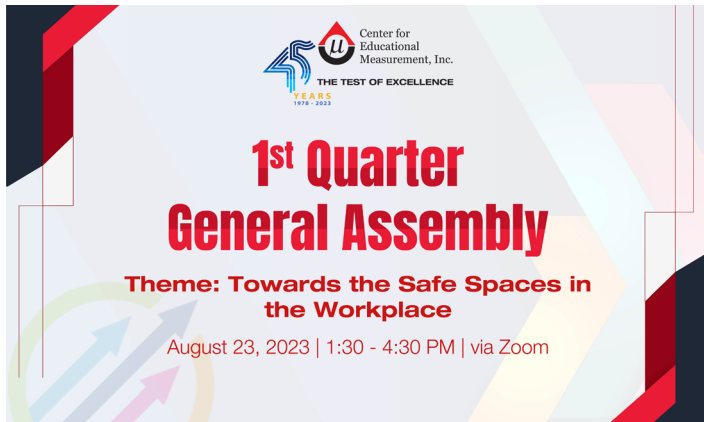
The day began with a Thanksgiving Mass, offering a moment of gratitude and reflection. By the afternoon, attendees arrived in their best Gatsby-inspired attire, ready for an evening of lively games, spirited performances, and an inter-division dance contest that energized the crowd.

More than just a celebration, the event marked a renewed sense of connection and resilience, closing the year on a high note and setting the stage for a collaborative 2024.



## Quarterly General Assembly

We held a series of quarterly **General Assemblies** facilitated by our Human Resources Section, focusing on education, strategy, and employee well-being. Conducted via Zoom, these gatherings provided us opportunities for professional development and organizational updates, with an emphasis aligned with our FORWARD Goals.



The **1st Quarter General Assembly** took place on August 23, 2023, with the theme “*Towards Safe Spaces in the Workplace.*” This session emphasized the importance of fostering a respectful and inclusive work environment. Atty. Meylen Gonzales-Esquivel, Executive Director of Miriam College Child Rights Advocacy Center, gave an informative talk on the Safe Spaces Act of 2019, providing employees with an overview of its significance in promoting positive workplace interactions. Additionally, the MAXICARE Training Team conducted an orientation on our HMO benefits, ensuring employees understood their healthcare coverage.



On November 23, 2023, the **2nd Quarter General Assembly** followed with the theme “*CEM TODAY and FORWARD,*” highlighting our current initiatives and long-term strategic goals. The first session, “**CEM Today,**” featured speakers from the Partnership Development and Engagement Section: Ms. Marinita Alano, Ms. Cristina Corpuz, and Ms. Laarni Bundoc. They presented an overview of CEM offerings in the post-pandemic landscape. The second session, “**CEM Forward,**” outlined strategic plans under the FORWARD goals. Each goal was represented by a speaker: Ms. Aian Grace Valdez for Goal FOR, Ms. Kathryn Tan for Goal WA, Mr. Jake Gonzales for Goal R, and Ms. Aileen Cartagena for Goal D. Adding a twist to the event, employees dressed in creative post-Halloween costumes, which brought fun and engagement to the gathering.

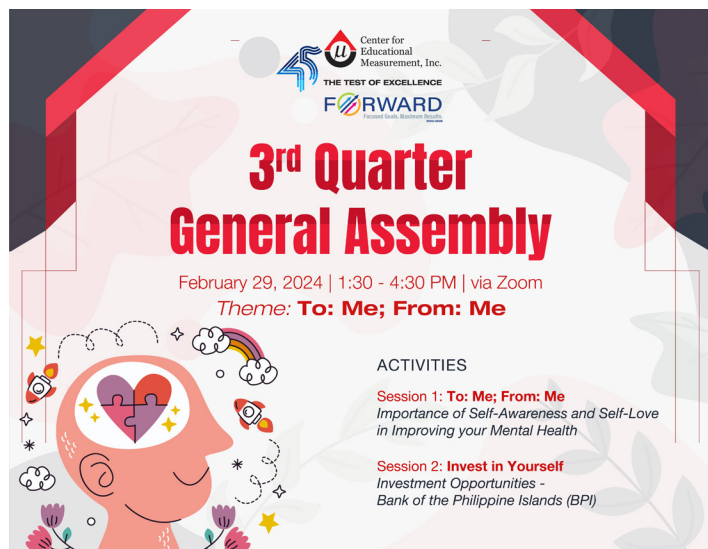
## Strategic Human Resource Optimization

To strengthen our human capital management and cultivate a more engaged and supportive work environment, the Human Resources Section has launched key initiatives to enhance our organizational structure and employee experience.

The **Job Evaluation Project**, which is a systematic analysis of job hierarchies and the relative value of positions within CEM, will serve as an objective foundation for a more equitable compensation decisions, clearer career progression pathways, and enhanced organizational alignment.

Complementing this effort is the **Job Description Writing Project**. This meticulous process involves detailed consultations with managers and incumbents to capture essential responsibilities, qualifications, and competencies aimed at developing a comprehensive and up-to-date documentation for all positions within CEM. Accurate job descriptions will provide clarity in the recruitment process, establish clear performance expectations for existing staff, and offer guidance for professional development planning.

These general assemblies uphold our objective of supporting our employees' holistic development. By addressing diverse topics such as workplace safety, strategic goals, wellness, and financial literacy, we empower our workforce to thrive both in our professional and personal lives.



The **3rd Quarter General Assembly**, held on February 29, 2024, focused on wellness and self-improvement with the theme **“To: Me, From: Me.”** This session was designed to help employees prioritize their mental health, self-care, and personal growth. The first session titled, **“To: Me, From: Me – Importance of Self-Awareness and Self-Love in Improving Mental Health,”** was led by Mx. Riyan Portuguez, MP, RPh, RPsy, Founder and CEO of YMP Learning and Development Solutions OPC. The speaker emphasized the importance of self-awareness and self-care in fostering mental well-being. The second session, **“Invest in Yourself – Investment Opportunities,”** presented by Ms. Ma. Bianca Barcarse, Branch Manager of BPI La Fuerza Branch, explored investment opportunities and strategies for financial growth, encouraging us to invest in our future.



The **4th Quarter General Assembly** took place on May 23, 2024, from 1:30 PM until 4:30 PM via Zoom. This session provided a refresher on our essential policies and procedures, ensuring all employees adhere to guidelines that foster a harmonious working relationship and environment. Speakers Ms. Girlie Rayon, HR Assistant, and Ms. Kaye Mercado, HRS Head, covered these respective topics.

We also conducted the **CEM Employee Well-being Survey** using the PERMA (Positive Emotions, Engagement, Relationships, Meaning, Accomplishment) model and the Consumer Financial Protection Bureau (CFPB) Financial Well-being Scale to reinforce our commitment to employee welfare. Insights from these surveys will inform policy development and program implementation, ensuring a holistic approach to employee wellness—an investment in our long-term success and sustainability.

The synergy among these initiatives strengthens our strategies, ensuring that we continue to develop our most valuable asset—our people. Through these coordinated efforts, we have not only improved current operations but also laid the foundation for a sustained organizational growth in the years ahead.

# GOALWA

## World-class & Accessible Products and Services

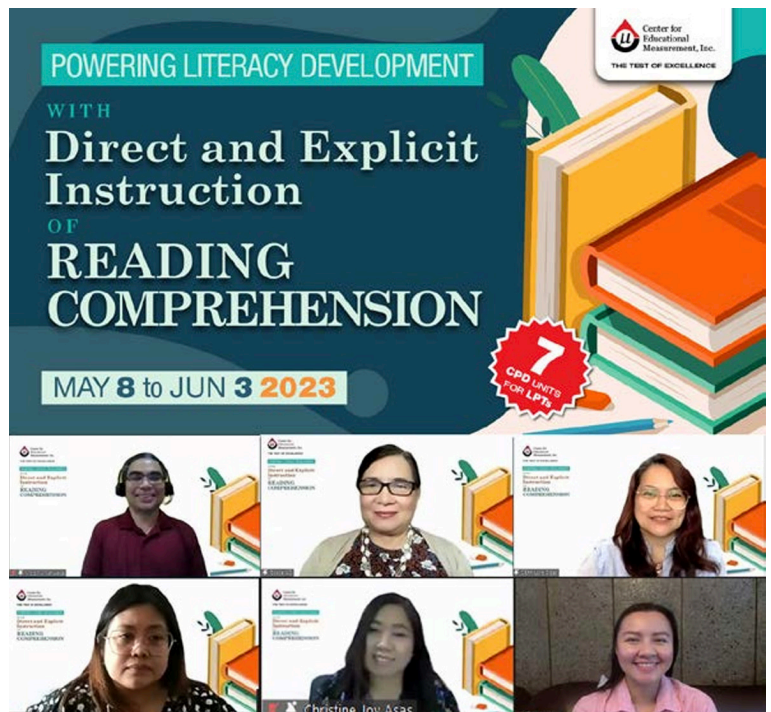
Our mission to upholding educational excellence is evident in the way we deliver our products and services. By maintaining the highest standards of quality and continually improving the accessibility of our offerings, we ensure our tools and resources meet the diverse needs of both the educational community and various industries. This dedication allows us to better serve our stakeholders and succeed in our mission to support learning and development at every level.

### Powering Literacy Development with Direct and Explicit Instruction of Reading Comprehension

The online training program **Powering Literacy Development with Direct and Explicit Instruction of Reading Comprehension** culminated successfully on June 3, 2023, following its launch on May 8. Conducted via Zoom and spearheaded by Teacher Victor A. Villanueva, School Director of The Builders' School, the program equipped teachers with essential tools to help students become independent, strategic, and effective readers. The training focused on key reading comprehension strategies and when and how to use these approaches effectively. It also emphasized the importance of guiding students to critically evaluate sources, a vital skill in today's information-driven world.

The program also included hands-on workshops on creating lesson plans, which enabled teacher-participants to apply their knowledge in real-world classroom settings.

This training is one of our initiatives that empower teachers to nurture a generation of independent learners, ensuring they are prepared to navigate their studies and profession with confidence and competence.



## Developing Lifelong Learners: Principles and Practices for Successful Student Self-Assessment

CEM hosted a webinar entitled, **Developing Lifelong Learners: Principles and Practices for Successful Student Self-Assessment** on July 7, 2023 via Zoom. This webinar aimed to empower students to become lifelong learners by getting them involved in assessment. It also designed to equip educators with valuable insights and practical strategies to promote student self-assessment in the classroom, fostering a culture of active learning and growth.

The discussion was led by Dr. Wong Hwei Ming, a Senior Education Research Scientist and the Programme Director of the Schools, Leadership and System Studies Research Programme at the Centre for Research in Pedagogy and Practice (CRPP), National Institute of Education (NIE), Singapore.

Dr. Wong's keynote speech highlighted the significance of student self-assessment in promoting deeper understanding of oneself and ownership of learning. She also discussed strategies and various factors to consider when implementing self-assessment in the classroom, including tips on selecting the most appropriate strategy to use.

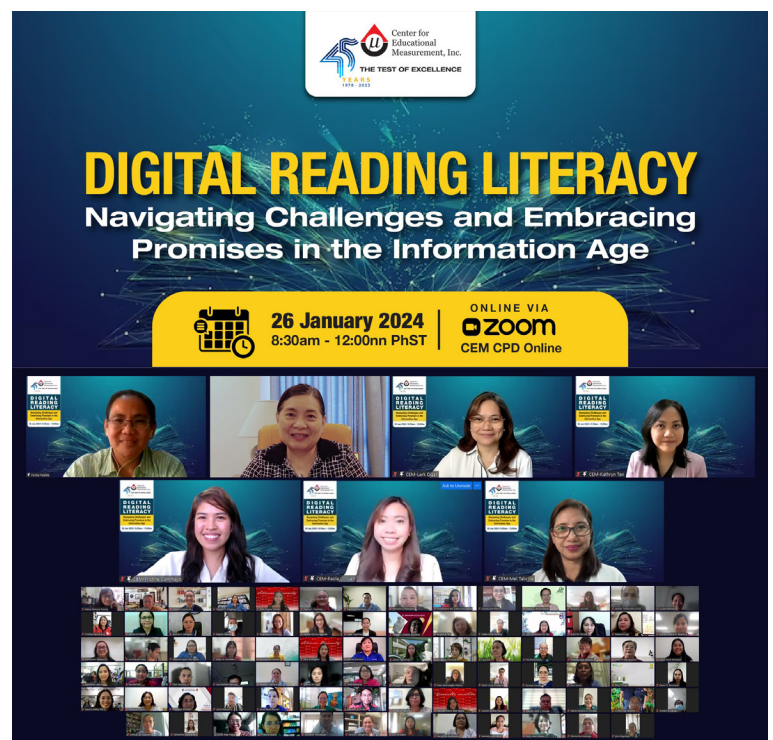


## Digital Reading Literacy: Navigating Challenges and Embracing Promises in the Information Age

In support of our mission to promote reading, we organized the webinar entitled, **Digital Reading Literacy: Navigating Challenges and Embracing Promises in the Information Age** on January 26, 2024 via Zoom. The program was designed to deepen participants' understanding of digital reading literacy and provide them with instructional strategies that will help develop the digital reading skills of students, given the advancement of technology and the widespread use of devices.

The keynote speaker for this event was Dr. Portia P. Padilla, a Professor and Area Coordinator of Reading/Literacy Education Area at the College of Education, University of the Philippines Diliman. She is also the Language and Literacy Education Program Chair at the UP Open University and a board member of the Association for Reading and Writing in Asia (ARWA).

Dr. Padilla gave insights on the state of literacy of Filipino students and the factors that affect their reading and literacy. She also tackled strategies for supporting reading literacy with technology and some considerations in teaching and learning digital reading.



## Interpreting and Utilizing CEM Achievement Test Data

We conducted an online training program on **Interpreting and Utilizing CEM Achievement Test Data** via Zoom, with synchronous sessions held on April 2, 16, and 26, 2024, and asynchronous sessions from April 3–15 and 17–25, 2024. Designed to enhance the competencies of school administrators, teachers, guidance counselors, and other educators, the program focused on interpreting and analyzing CEM Achievement Test results in English, Mathematics, and Science. This exclusive, invitation-only training was offered to CEM member schools that had administered the CEM K to 12 Achievement Tests during the academic year. Its primary goal was to guide schools in maximizing the benefits of the assessments to improve educational outcomes.

The training featured expert resource speakers who provided valuable insights into their respective fields. Dr. Elineth Elizabeth L. Suarez led discussions on English, Ms. Genelita S. Garcia covered Science, and Dr. Erminda C. Fortes focused on Mathematics. Participants developed skills to effectively utilize test data for informed decision-making in areas such as instruction, administrative policies, educational programs, and curriculum development. The training empowered educators to drive improvements in student achievement and optimize school processes.

## Enhancing Operational Efficiency Through Technology and Training

As part of our commitment to continuous improvement, we have implemented key initiatives to enhance operational efficiency, streamline processes, and strengthen system security.

One major achievement this year was the cloud migration of our Antivirus System, which ensures improved cybersecurity and system protection across our operations. Additionally, we successfully migrated our scoring system from a physical to a virtual machine, optimizing performance, reliability, and scalability.

To enhance test development and administration, we provided specialized training for item writers and reviewers on the use of

a modern item-banking platform. This initiative, alongside the enhancement of our test assembly process via this platform, has contributed to a more efficient and systematic approach to test development.

Furthermore, we invested in strengthening standard procedures by conducting training for new testing personnel in both paper-based and online computer-based test administration. This ensures that our team is well-equipped to maintain the high standards of testing services that CEM upholds.

Through these technology-driven improvements and capacity-building initiatives, we continue to advance our mission of providing high-quality measurement solutions for the education and other sectors, reinforcing our role as the industry leader in educational assessment.



## Bridging the Reading Literacy Gap

Identifying the Socioemotional Factors that Foster Reading Literacy among JHS with Reading Difficulties

Ms. Angeline M. Mercado, Rpm



## Conference Presentations and Ongoing Researches

Two of our research studies entitled *“Bridging the Reading Literacy Gap: Identifying the Socioemotional Factors that Foster Reading Literacy among JHS with Reading Difficulties”* and *“Enhancing Junior High School Students Reading Literacy by Examining the Connections Between Performance, Reading Habits, and Attitude: A Case Study,”* were featured at the **International Conference on Educational Measurement and Evaluation (ICEME) 2023**. Presented by our researchers, Ms. Angeline M. Mercado and Ms. Noelyn H. Curutan, these studies affirm our contribution to the body of knowledge by sharing relevant and insightful research findings.



**Enhancing junior high school students reading literacy by examining the connections between performance, reading habits, and attitude: A case study**

**Noelyn H. Curutan**

*Center for Educational Measurement, Inc.*

*The views expressed in this paper are those of the author and do not necessarily reflect the views, opinions or positions of CEM.*

# GOAL R

## Regenerative Financial Sustainability

Our dedication to long-term stability and continuous business success is key to securing CEM's future and enhancing our ability to effectively serve the educational community. By optimizing financial strategies through prudent resource management and innovative growth initiatives, we reinforce our commitment to “serve and succeed,” ensuring CEM remains a thriving organization for years to come.

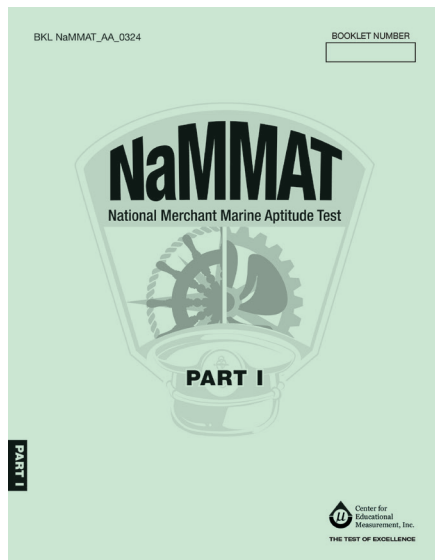
## MEANINGFUL PARTNERSHIPS

### CHED

#### NAMMAT

We have forged a significant partnership with the Commission on Higher Education (CHED) aimed at elevating the quality and standards of maritime education in the Philippines. This collaboration was formalized through a ceremonial signing of a Memorandum of Agreement (MOA) between CHED Chair J. Prospero De Vera III and Dr. Grace H. Aguilng-Dalisay, CEM President and CEO, on February 16, 2024 at the CHED Auditorium in Diliman, Quezon City.

This agreement paved the way for the development of the **National Merchant Marine Aptitude Test (NaMMAT)**, an assessment tool that ensures the qualification of students who enter the BS Maritime Programs. This assessment program is aligned with President Ferdinand Marcos Jr.'s directive to enhance maritime education quality, marking a significant step towards equipping future Filipino seafarers with the necessary skills and knowledge for the global maritime industry.



CHED Chair J. Prospero De Vera III and CEM President and CEO Dr. Grace H. Aguilng-Dalisay at MOA signing.

## DepEd

### *PISA 2022 National Reports*

As an active education stakeholder, we were invited to participate in a forum on **PISA 2022 National Report** held at Bulwagan ng Karunungan, DepEd Complex, Pasig City. The discussion delved into the outcomes of PISA 2022, exploring strategic interventions to uplift the educational landscape in the Philippines. Insights from the forum will inform our plans and strategies to responding to a collective action for the improvement of our learners' performance in international assessments.



*DepEd and other education stakeholders during the presentation of the PISA 2022 National Report.*

### *EDCOM 2 Year One Report Exhibit*

We had the privilege to witness the release of the **Second Congressional Commission on Education's (EDCOM 2) Year One Report** on January 23, 2024. Entitled "**Miseducation: The Failed System of Philippine Education**", the report highlighted its findings from twelve out of its twenty-eight Priority Areas, ranging from early childhood to higher education, and called for "a complete, adequate, and integrated system of education."

We remain committed to supporting the shared goal of the commission through our programs and initiatives, ensuring education reforms are implemented to alleviate the education crisis.



*CEM delegation at the presentation of the EDCOM 2 Year One Report.*

### *Basic Education Report (BER) 2024*

As DepEd partner and active member of the EducForum, we showed our support in the presentation of the **Basic Education Report (BER) 2024** on January 25, 2024 at the Grand Plaza Ballroom, Sofitel Philippine Plaza Manila. Government and education leaders and stakeholders from various sectors were informed of the updates and ways forward of the programs and projects pursued by DepEd under the MATATAG Agenda. Discussions on the department's plans and initiatives to deliver quality, accessible, equitable and inclusive basic education for all Filipino learners were also included during the event.



*L-R: DepEd Asec. Alma Ruby Torio, CEM President and CEO Dr. Grace H. Aguilin-Dalisay, DepEd Usec. Gina Ganong and Dr. Ricky Nolasco, author of the MTB-MLE system in the Philippines, during the BER 2024 presentation.*

## International Day of Education 2024 Forum

The **International Day of Education 2024 Forum**, held on January 24–26 at Marco Polo Hotel, Pasig City, focused on **“Education in Transformative Times: Making Early Grade Learning Contribute to Lasting Peace.”** Organized by DepEd’s EPS-ICO under Dr. Margarita Ballesteros, the event gathered education leaders to enhance primary education and foster partnerships.

On Day 3, we showcased our commitment to education under the sub-theme “Transforming Education in the 21st Century: Early Grade Learning Public-Private Partnerships.” Our President & CEO, Dr. Grace H. Aguilung-Dalisay, participated in a panel discussion on impactful public-private collaborations in basic education, joined by esteemed experts. She also co-facilitated a workshop with Dr. Teresita Rungduin, exploring

how partnerships can enhance assessment practices for young learners.



Dr. Aguilung-Dalisay with workshop participants of Public-Private Partnerships on Assessment in EGL.

## Focus group discussion of EDCOM 2 on educational assessment

Represented by our President and CEO Dr. Grace H. Aguilung-Dalisay, we took part in the focus group discussion on educational assessment of the **Second Congressional Commission on Education (EDCOM 2)** last May 7, 2024. The discussion tackled topics such as the sufficiency of assessment systems and the role of measurement in the learning outcomes of students.

We continue to support the objectives set forth by EDCOM 2 to reform and improve the Philippine education sector by elevating the nation’s standing in global competitiveness across both educational benchmarks and labor markets.



EDCOM 2 committee members and assessment experts during the FGD at UP BGC Campus.

## IAEA

### 48<sup>th</sup> Annual IAEA Conference

Dr. Grace H. Aguilung-Dalisay, CEM President and CEO, and Ms. Armi S. Lantano, Research Section Head, represented our organization in the **48<sup>th</sup> Annual International Association for Educational Assessment (IAEA) Conference** in Kingston, Jamaica. With the theme **“Digitalising Assessments and Credentials,”** the event emphasized fostering international collaboration to enhance educational systems while preserving cultural autonomy.

CEM is a full institutional member in good standing of the International Association for Educational Assessment or IAEA for 44 years. Our active participation underscores our commitment to promoting best practices in educational measurement and fostering knowledge exchange within the global assessment community.



L-R: Dr. Shafiza Mohamed, Examination Officer of the Malaysian Examinations Council; Dr. Aguilung-Dalisay; IAEA President Dr. Mary Pitoniak of Education Testing Service, USA; IAEA Vice President Dr. Shehzad Jeeva of Aga Khan University Examination Board, Pakistan; and Ms. Lantano.

## Philippine Association for the Gifted

### 2023 Annual Conference

Our delegates joined the **2023 Annual Conference of the Philippine Association for the Gifted (PAG)** on November 21, 2023, at KMC One Ayala. Featuring inspiring speakers and a curated PAG Art Gallery, the event explored pathways to empower gifted artists, showcasing the importance of nurturing talent and creativity. The speakers included National Artist for Film Kidlat Tahimik, Prof. Myra Trinidad T. Tantengco, Ms. Ricci Mercado, Ms. Maria Carolina B. Santos, Ms. Kara Pangilinan, and Ms. Josefa Angelica Atayde. This partnership reaffirms our support to strengthen inclusivity in education.



CEM delegates with PAG President, Dr. Dimalanta at PAG annual conference 2023 at KMC One Ayala Makati.

## PEMEA

### ICEME 2023

We proudly took part in the **International Conference on Educational Measurement and Evaluation (ICEME) 2023**, an annual gathering organized by the Philippine Educational Measurement and Evaluation Association, Inc. (PEMEA). This event, which focused on the theme, **“Learning Loss Assessment and Recovery: Relevance and Directions in Post-Pandemic”**, was held from August 24 to 26, 2023 at the Diamond Hotel, Manila.

During the conference, our President and CEO, Dr. Grace H. Aguilung-Dalisay, was recognized with the Honorary Membership Award—the highest honor conferred by PEMEA to pay tribute to individuals who have made extraordinary contributions and achieved remarkable milestones in the field of educational measurement and evaluation.

This platform for collaboration provided opportunities for us to

## Psychological Association of the Philippines

# ONE IN PSYCHOLOGY 2023


IN PARTNERSHIP WITH ADHOC COMMITTEE FOR PSYCHOMETRICIANS' WELFARE AND CONCERNS

**KEYNOTE ADDRESS NO. 1**

**“REIMAGINING PSYCHOLOGICAL ASSESSMENT PHILIPPINE STYLE”**  
**DR. GRACE AGUILUNG-DALISAY**  
President and CEO, Center for Educational Measurement




**“PAGSASALIN AT ISTANDARDISASYON: TOWARDS CONTEXTUALIZATION OF WESTERN-MADE PSYCHOLOGICAL TESTS”**  
**MS. MA. ANGELES GUANZON-LAPEÑA**  
Director, Global Resources for Assessment, Curriculum, and Evaluation, Inc.




**WORKSHOP NO. 2**

**“PAKIKIPAGPALAGAYANG-LOOB: GOOD PRACTICES IN CONDUCTING INTAKE INTERVIEWS”**  
**DR. ARSENIO SZE ALIANAN, JR.**  
Associate Professor, Ateneo De Manila University  
Clinical Psychologist, PsychConsult, Inc



**“UPDATES ON PSYCHOMETRICIAN'S CAREER PATHS”**  
**DR. JOHN KLIATCHKO**  
Chairperson, Department of Interdisciplinary Studies, University of Santo Tomas  
Board Member, Career Progression and Specialization Program - Credit Accumulation and Transfer System (CASP-CATS),  
PRB of Psychology



**KEYNOTE ADDRESS NO. 2**

**Webinar**  
09:00am - 05:00pm

**Date:**  
12 August, 2023

**Registration Fee**  
200.00 Php

**Email us:**  
papassessmentdivision@gmail.com

**REGISTER NOW!**  
<https://forms.gle/IMChcNfVnX18OpH9>  
OR SCAN THE QR CODE

explore initiatives that will foster meaningful partnerships and enhance educational assessment standards in the country.



Dr. Aguilung-Dalisay receiving the honorary membership award at the ICEME 2023.

L-R: Dr. Richard Gonzales, PEMEA Founding President; Dr. Aguilung-Dalisay; Dr. Rose Clemeña, PEMEA Founding Adviser; and Dr. Marilyn Balagtas, PEMEA President.

## PEAC

### 2023 PhilEd Conference

We joined the **2023 PhilEd Conference, “Inspiring Reforms that Transform Philippine Education”** as Exhibitor. Hosted by the Private Education Assistance Committee, this event was participated by an estimated 3,500 educators at the SMX Convention Center, Pasay City on December 5-7, 2023. This 3-day conference focused on discussions about transformative initiatives, updates on education policies, and innovative solutions to enhance Filipino learners’ performance.

By participating, we are advancing private education through meaningful and collaborative efforts with various educational organizations.



CEM BOT Chair, Dr. Sorolla, CEM Trustee, Dr. Hisole, together with Dr. Aguilin-Dalisay and CEM Management Team at PhilEd 2023.

## Sponsorships

### 2023 Private Schools Association of Batangas (PRISAB) Annual General Assembly

We actively participated in the **2023 Private Schools Association of Batangas (PRISAB) Annual General Assembly** as a major event sponsor. This significant gathering with the theme, **“Trailblazing the Future: Reinventing Private Education,”** was held at the Tan Ville Garden Resort in Rosario, Batangas on September 22, 2023.

We are keen on participating in discussions aimed at addressing pressing educational topics as highlighted in this event. Also included are topics on the latest developments from the Department of Education Time (DepEd Time) and the profound implications of Artificial Intelligence (AI) on the Future of Private Education.



CEM booth at PRISAB Annual General Assembly manned by PDES staff.

### The Legal Mind: A Legal Forum for Educators and School Administrators

We take great pride in joining forces with legal experts, school administrators, and educators in **The Legal Mind: A Legal Forum for Educators and School Administrators**, a knowledge-sharing event meticulously organized by Estrada and Aquino Law, held at the Grand Ballroom of Crowne Plaza Manila Galleria in Ortigas on September 28, 2023.

This forum served as a crucial platform for educators, administrators, and legal professionals within the private education sector in fostering collaborative discussions and exploration of pivotal legal matters, including challenges, updates, and best practices unique to the field. We support the legal education sector in navigating reforms and advancements by providing assessment services, such as the Law School Qualifying Test (LSQT), that can inform law school admission policies and processes.



CEM delegates at the Legal Mind forum.

## 12<sup>th</sup> National Conference on Research in Teacher Education (NCRTE) 2023

We proudly served as one of the sponsors of the **National Conference on Research in Teacher Education (NCRTE) 2023**, held from October 26 to October 28, 2023, at the College of Education, Benitez Hall, University of the Philippines Diliman, with the theme **“Advancements in Learning, Leadership, and Innovations for Resilience in the New Reality of Education.”**

Participating in this annual event which brought together educators, researchers, and students from across the Philippines, demonstrated our dedication to fostering an inclusive and dynamic platform for collaboration and knowledge exchange.



CEM delegates with other attendees at NCRTE 2023.

## National Alliance of Private Schools Philippines, Inc. (NAPSPHIL) Annual General Assembly

We partnered with the National Alliance of Private Schools Philippines, Inc. (NAPSPHIL) for their **Annual General Assembly of Administrators for School Year 2023-2024** held at the Novadeci Convention Center, Quezon City.

This gathering sought to address vital issues impacting private schools in Region 4A – CALABARZON.



Photo op with some NAPSPHIL participants at the CEM booth.

## National Annual Convergence of the Federation of Associations of Private School Administrators, Inc. (FAPSA)

We joined the Federation of Associations of Private School Administrators, Inc. (FAPSA) in their **26<sup>th</sup> Anniversary and National Annual Convergence** with the theme, **“Strengthening the Synergistic Partnerships Among Small and Medium-sized (SMS) Private Schools,”** on April 4-5, 2024, at Waterfront Cebu City Hotel, Cebu City. This event gathered stakeholders from small and medium-sized private schools to explore insights on transformation, sustainable, and inclusive education.



PDES and CEM Cebu Branch staff at the FAPSA national Annual Convergence.

## Collaborating for Inclusive Education: Equipping Educators and Professionals to Support Learners with Disabilities

We proudly sponsored and actively participated in the webinar titled **“Collaborating for Inclusive Education: Equipping Educators and Professionals to Support Learners with Disabilities,”** held on May 10, 2024, via MS LIVE/Teams. The discussions were led by Dr. Zhanina Custodio, an Associate Professor at the Philippine Normal University, whose expertise enriched the webinar and highlighted the importance of collaboration in fostering inclusivity in education.

By supporting this initiative, we help educators and professionals create accessible and equitable learning environments for all learners, particularly those with disabilities.

# GOAL D

## Deep Commitment to Social & Environmental Responsibility

**O**ur strong resolve to foster a more sustainable and equitable future is central to this goal. By integrating social responsibility and environmental sustainability into every facet of our operation, we strive for meaningful stakeholder engagement and a broader positive impact. This approach ensures that as we serve the educational community, we also contribute to the well-being of society and the planet, embodying our mission to serve and succeed.

### Advancing Social Responsibility and Environmental Sustainability

Our dedication to social responsibility and environmental stewardship shines through our comprehensive Sustainable Practices Campaigns, a key component of our employee engagement program. These strategic initiatives cultivate employee awareness across crucial areas: climate action, disaster risk reduction and conservation practices—all fundamental to our vision of a sustainable future.

Disseminated through the CEM Online Community, we have implemented several impactful campaigns that engage employees and celebrate their valuable contributions:

#### *Families and Climate Change Campaign*

Aligning with the **International Day of Families 2024**, this campaign explored the vital intersection between family life and climate action. It created a platform for employees to share personal experiences and insights, deepening awareness of how environmental changes impact our communities.



The poster features a dark blue background with a city skyline silhouette at the bottom. At the top right is the logo for the Center for Educational Measurement, Inc. (CEM) with the tagline 'THE TEST OF EXCELLENCE' and 'FORWARD'. The main text 'Earth HOUR' is prominently displayed, with 'Earth' in a green script font and 'HOUR' in large white block letters. A globe with a power button icon is integrated into the letter 'O' of 'HOUR'. Below the title, the date and time 'March 23, 2024 | 8:30 - 9:30 p.m.' are written in green. The section 'How Can You Participate?' is followed by four bullet points: 'Power Down', 'Unplug Electronics', 'Get Creative', and 'Reconnect with Nature', each with a brief description of the activity. The final point is 'Spread the Word', encouraging social media participation with the hashtags #CEMEarthHour and #EarthHour.

Center for Educational Measurement, Inc.  
THE TEST OF EXCELLENCE  
FORWARD

# Earth HOUR

March 23, 2024 | 8:30 - 9:30 p.m.

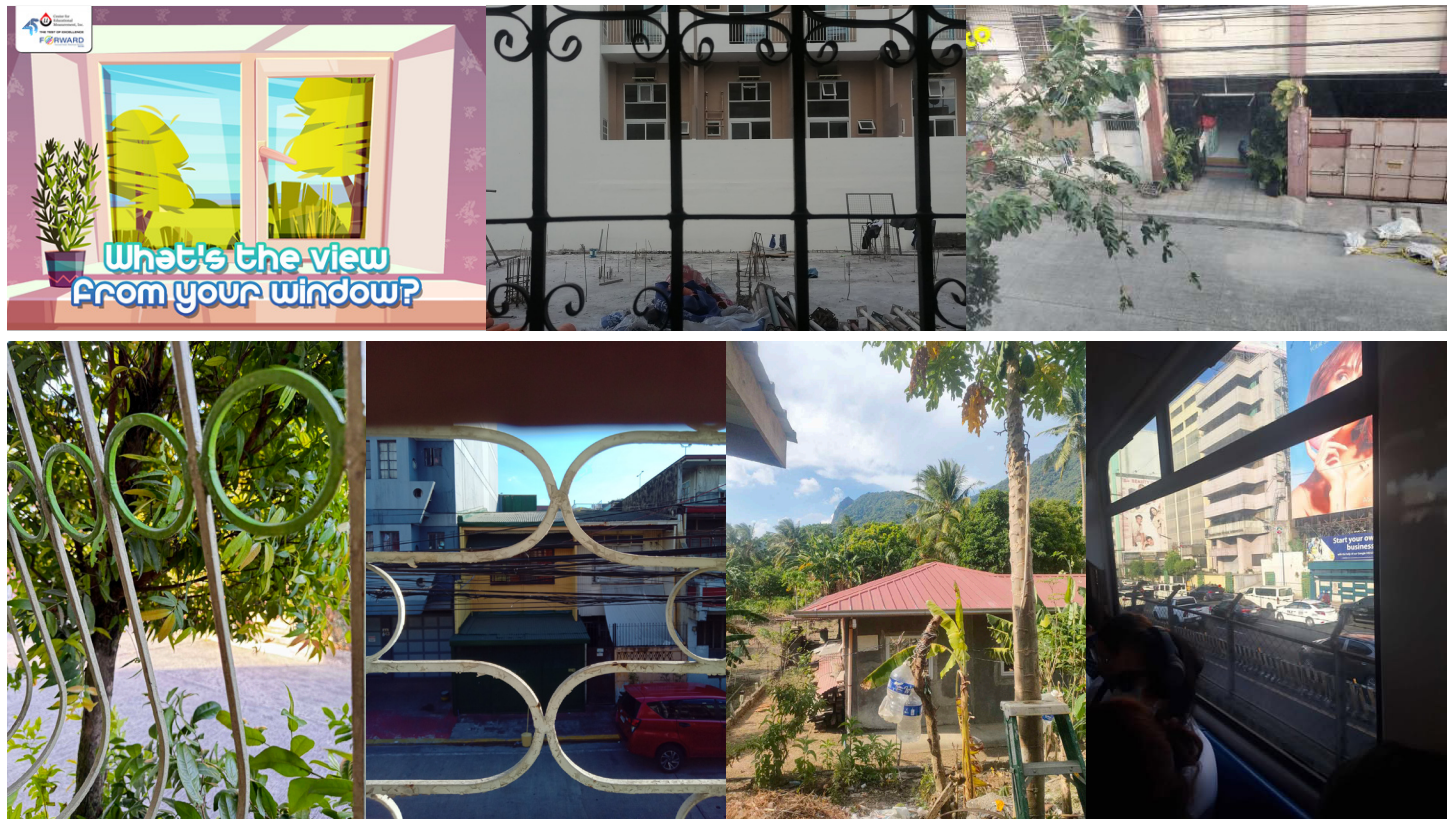
### How Can You Participate?

- Power Down.** Turn off non-essential lights in your home.
- Unplug Electronics.** Unplug your computers, monitors, televisions and other non-essential electrical appliances.
- Get Creative.** Enjoy the darkness! Have a candlelit dinner with your family or friends.
- Reconnect with Nature.** Embark outdoors with your family or friends, have a night walk or jog, or go stargazing.
- Spread the Word.** Share on social media how you are taking part in the movement and invite others to join you as well. Use the hashtags #CEMEarthHour and #EarthHour in your posts.



### Workspace Connection Campaign

Building community through shared experiences, this initiative invited employees to share photographs and stories of the “**View from the window**” of their workspaces. This creative approach strengthened workplace bonds, provided authentic glimpses into colleagues’ daily environments, and infused fresh energy to our work routine.



### Year-End Reflection Campaign

Marking the fiscal year’s close, this initiative encouraged employees to share personal accomplishments through creative hashtags. This collective celebration not only acknowledged individual achievements but also strengthened our community’s commitment to future environmental initiatives.



- #StriveAndSucceed
- #GrowthMindset
- #Buti pa sa CEM kinukumusta ka palagi
- #AllOutSupport come high waters and ebb tide
- #WEDIDIT
- #StrengthInDiversity.
- #CEMsucces
- #TSSExceedingQuota
- #StrivingForMore

## Natural Calamity and Emergency Response Campaign

This collection of safety reminders empowered our community with essential knowledge and protocols for environmental challenges:

- Natural disaster preparedness, including coordinated responses to fire, earthquakes, floods, typhoons, and landslides
- Proactive extreme heat management protocols and illness prevention strategies
- Critical stroke awareness and response procedures utilizing the FAST method
- Integrated emergency communication systems and evacuation procedures

Advisory from the OSHC

## SAFETY REMINDERS DURING TYPHOON



### STAY INDOORS

Avoid going outside during the typhoon. If you must go out, avoid floodwaters, landslide-prone areas and downed power lines.



### STAY INFORMED

Stay tuned to PAGASA and NDRRMC for weather updates and evacuation advisories.



### PREPARE ESSENTIALS

Stockpile clean water, non-perishable food, first aid kit, and medications.



### PREPARE FOR POWER OUTAGES

Charge all electronic devices and have backup power sources such as batteries or a generator.



### PREPARE FOR EVACUATION

Familiarize yourself with the local evacuation routes in case the situation gets worse. Inform family and friends of your evacuation plan and establish a communication strategy.



### SECURE YOUR HOME

Raise furniture and appliances off the ground to prevent water damage. Safeguard important documents by storing them at a higher level. Securely close and reinforce windows and doors, and remember to switch off the electrical main switch.

## WHAT TO DO DURING AN EARTHQUAKE



**DROP** down onto your hands and knees before the earthquake knocks you down. This position protects you from falling but allows you to still move if necessary.

**COVER** your head and neck (and your entire body if possible) underneath a sturdy table or desk. If there is no shelter nearby, get down near an interior wall or next to low-lying furniture that won't fall on you, and cover your head and neck with your arms and hands.

**HOLD ON** to your shelter (or to your head and neck) until the shaking stops. Be prepared to move with your shelter if the shaking shifts it around.

### CAUTION!

- If possible, within the few seconds before shaking intensifies, quickly move away from glass, hanging objects, bookcases, china cabinets, or other large furniture that could fall. **Watch for falling objects**, such as bricks from fireplaces and chimneys, light fixtures, wall hangings, high shelves, and cabinets with doors that could swing open.
- If available nearby, **grab something to shield your head and face** from falling debris and broken glass.
- If you are in the kitchen, **quickly turn off the stove** and take cover at the first sign of shaking.
- If you are in bed, hold on and stay there, **protecting your head with a pillow**. You are less likely to be injured staying where you are. Broken glass on the floor can cause injuries if you walk or roll onto the floor.

## HEAT-RELATED ILLNESSES

### WHAT TO LOOK FOR

### WHAT TO DO

#### HEAT STROKE

- High body temperature (37.5 °C or higher)
- Hot, red, dry, or damp skin
- Fast, strong pulse
- Headache, Dizziness, Nausea, Confusion
- Losing consciousness

- Call 911 right away-heat stroke is a medical emergency
- Move the person to a cooler place
- Help lower the person's temperature with cool cloths or a cool bath
- Do not give the person anything to drink

#### HEAT EXHAUSTION

- Heavy sweating,
- Cold, pale, and clammy skin
- Fast, weak pulse
- Nausea or vomiting
- Muscle cramps
- Tiredness or weakness
- Dizziness, Headache, Fainting

- Move to a cool place. Put cool, wet cloths on your body or take a cool bath
- Loosen your clothes
- Sip water

#### Get medical help right away if:

- You are throwing up
- Your symptoms get worse
- Your symptoms last longer than 1 hour

#### HEAT CRAMPS

- Heavy sweating during intense exercise
- Muscle pain or spasms

- Stop physical activity and move to a cool place
- Drink water or a sports drink
- Wait for cramps to go away before you do any more physical activity

#### Get medical help right away if:

- Cramps last longer than 1 hour
- You're on a low-sodium diet
- You have heart problems

#### SUNBURN

- Painful, red, and warm skin
- Blisters on the skin

- Stay out of the sun until your sunburn heals
- Put cool cloths on sunburned areas or take a cool bath
- Put moisturizing lotion on sunburned areas
- Do not break blisters

#### HEAT RASH

- Red clusters of small blisters that look like pimples on the skin (usually on the neck, chest, groin, or in elbow creases)

- Stay in a cool, dry place
- Keep the rash dry
- Use powder (like baby powder) to soothe the rash



## Be informed and be fireproof during this fire prevention month



**1. Avoid Electrical Overloading**  
Overloading electrical circuits is a significant fire hazard. Ensure that you don't plug too many devices into a single outlet to prevent overheating and potential fires.



**5. Regularly check smoke alarms and fire extinguishers on every level**  
Test the smoke alarms every month and change batteries regularly. Ensure that fire extinguishers are accessible.



**2. Check Electrical Connections for Faulty Wiring**  
Faulty electrical wiring can lead to fires. Regularly inspect your appliances for exposed or worn-out wires.



**6. Keep flammable items out of children's reach**  
Teach your kids about fire safety and the hazards of flammable materials such as candles, lighters and matches.



**3. Keep your kitchen attended**  
Kitchen is a common fire hazard. Take precautions to prevent kitchen fires. Never leave a gas stove unattended and ensure the stove is turned off after cooking.



**7. Maintain a clean environment to prevent fire hazards**  
Store flammable liquids and chemicals in a cool, dry place.



**4. Practice Unplugging Unused Appliances**  
Unplug devices and appliances when not in use to reduce the risk of electrical fires.



**8. Plan your escape in case of fire**  
Make a fire escape plan and practice it with your family. If a fire occurs in your home. GET OUT, STAY OUT, and CALL FOR HELP

Remember, fire prevention is crucial for protecting lives, properties, and maintaining operational continuity. Stay vigilant and follow these safety reminders and tips to minimize fire risks.

A friendly reminder from CEM OSHC team

Through these coordinated efforts, we actively integrate social and environmental responsibility into our organizational culture. We ensure that as we advance educational excellence, we simultaneously demonstrate our commitment to social awareness, environmental stewardship and meaningful employee engagement, creating a foundation for sustained success in our sustainability journey.

## Extreme Heat Preparedness Checklist



An extreme heat event is a series of hot days, much hotter than average for a particular time and place. Extreme heat is deadly and kills more people than any other weather event. Climate change is making extreme heat events more frequent, more severe and last longer. But we can take action to prepare. Prepare now to protect yourself and your loved ones.



**Learn How to Stay Hydrated**  
You need to drink enough water to prevent heat illness. An average person needs to drink about 3/4 of a gallon of water daily. Everyone's needs may vary.



**Gather Emergency Supplies**  
Gather food, water and medicine. Stores might be closed. Organize supplies into a Go-Kit and a Stay-at-Home Kit. In the event of a power outage, you may lose access to clean drinking water. Set aside at least one gallon of drinking water per person per day. Consider adding drinks with electrolytes. Include sunscreen and wide-brimmed hats.



**Make a Plan to Stay Cool**  
Do not rely only on electric fans during extreme heat. When temperatures are in the high 90s, fans may not prevent heat-related illness. Taking a cool shower or bath or moving to an air-conditioned place is a much better way to cool off.



**Learn Emergency Skills**

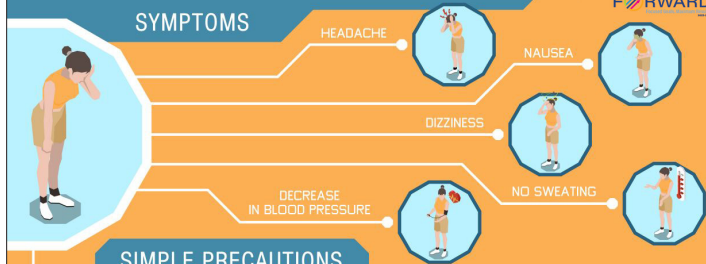
- Learn how to recognize and respond to heat illness.
- Learn First Aid and CPR.
- Be ready to live without power. Utilities may be offline. Be ready to live without power, gas and water. Plan for your electrical needs, including cell phones and medical equipment. Talk to your doctor. Plan for backup power



**Plan to Stay Connected**

- Sign up for free emergency alerts from your local government.
- Plan to monitor local weather and news.
- Have a backup battery or a way to charge your cell phone.
- Have a battery-powered radio during a power outage.
- Understand the types of alerts you may receive and plan to respond when you receive them.

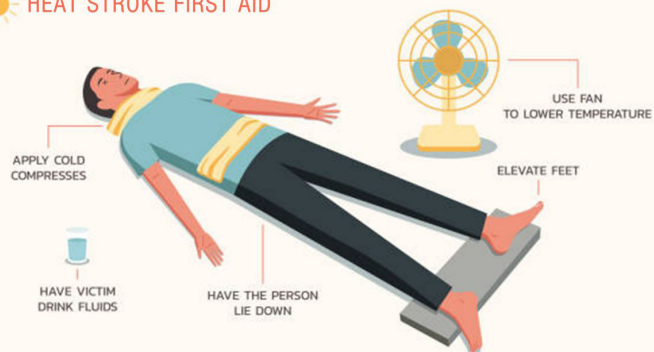
## HEAT STROKE & DEHYDRATION



### SIMPLE PRECAUTIONS



### HEAT STROKE FIRST AID





# THE CEM SAPPHIRE ANNIVERSARY VIRTUAL CONFERENCE

**In a landmark celebration of our institutional journey, we hosted our 45<sup>th</sup> Anniversary Virtual Conference on September 12, 2023. Under the theme “*Strengthening Sustainable Partnerships: Collaborating Towards a Shared Vision of Educational Excellence*,” the event brought together educators, stakeholders, and partners in a dynamic virtual gathering that showcased our commitment to advancing educational excellence.**

The conference drew an impressive attendance of 938 registered participants, with 357 actively engaging through Zoom and additional viewers joining via Facebook Live streaming. This robust participation demonstrated the strong connection we maintain with our educational community.

The morning’s proceedings began with meaningful opening ceremonies that included special messages from distinguished government education institutions, setting an inspiring tone for the event. A highlight of the opening segment was the presidential address, which culminated in the premiere of CEM’s 45<sup>th</sup> Anniversary Corporate Video—a powerful testament to our institution’s dedication to developing strong core values and strategic goals.

The conference's main session featured a compelling keynote address by Ms. Rhodora Angela F. Ferrer, Executive Director of the Private Education Assistance Committee (PEAC). Her presentation illuminated PEAC's vital partnership initiatives supporting student and teacher development. This was followed by an engaging panel discussion moderated by Dr. Merlene M. Alon, featuring distinguished speakers from various educational and professional sectors. The panelists, including Dr. Glicerio M. Maningas, Dr. Emelita K. Banico, Engr. Felix C. Veroya, and Mr. Sean D. Darilay, shared valuable insights on building sustainable partnerships and preparing a future-ready workforce.

A special highlight of the conference was the awarding

ceremonies, where we expressed our gratitude to our loyal partners through various recognition awards. The segment was enriched by heartfelt testimonials from member schools and an entertaining raffle draw that added to the celebratory atmosphere.

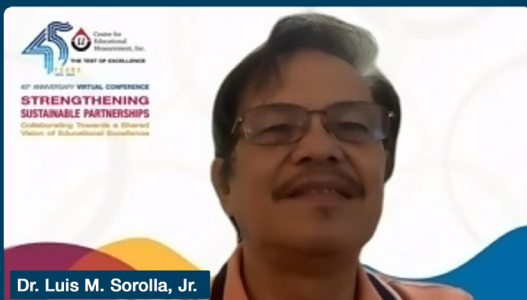
As we reflect on this milestone event, the success of the 45th Anniversary Conference not only celebrates our past achievements but also reinforces our commitment to fostering meaningful partnerships in education. The enthusiastic participation and positive feedback from our community members underscore the continuing relevance of our mission in shaping the future of education through collaboration and excellence.



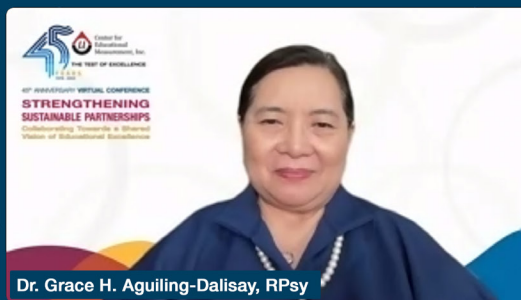
## 45<sup>th</sup> ANNIVERSARY VIRTUAL CONFERENCE

# STRENGTHENING SUSTAINABLE PARTNERSHIPS

### Collaborating Towards a Shared Vision of Educational Excellence



Dr. Luis M. Sorolla, Jr.



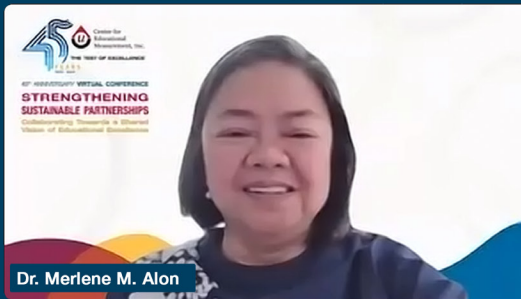
Dr. Grace H. Aguilung-Dalisay, RPsy



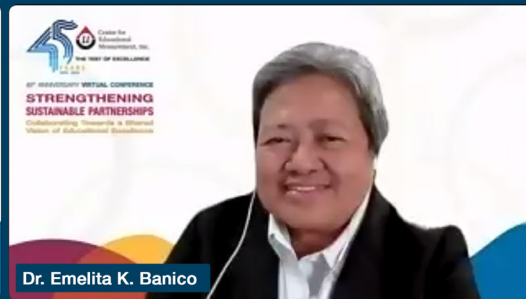
Ms. Janet T. Evasco, MA, RPsy



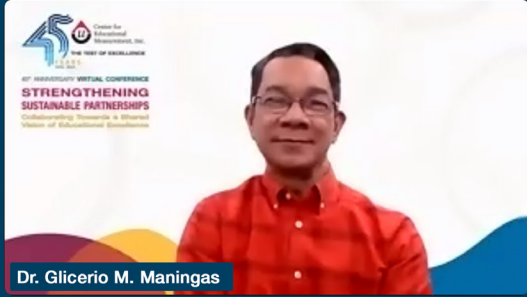
Ms. Rhodora Angela F. Ferrer



Dr. Merlene M. Alon



Dr. Emelita K. Banico



Dr. Glicerio M. Maningas

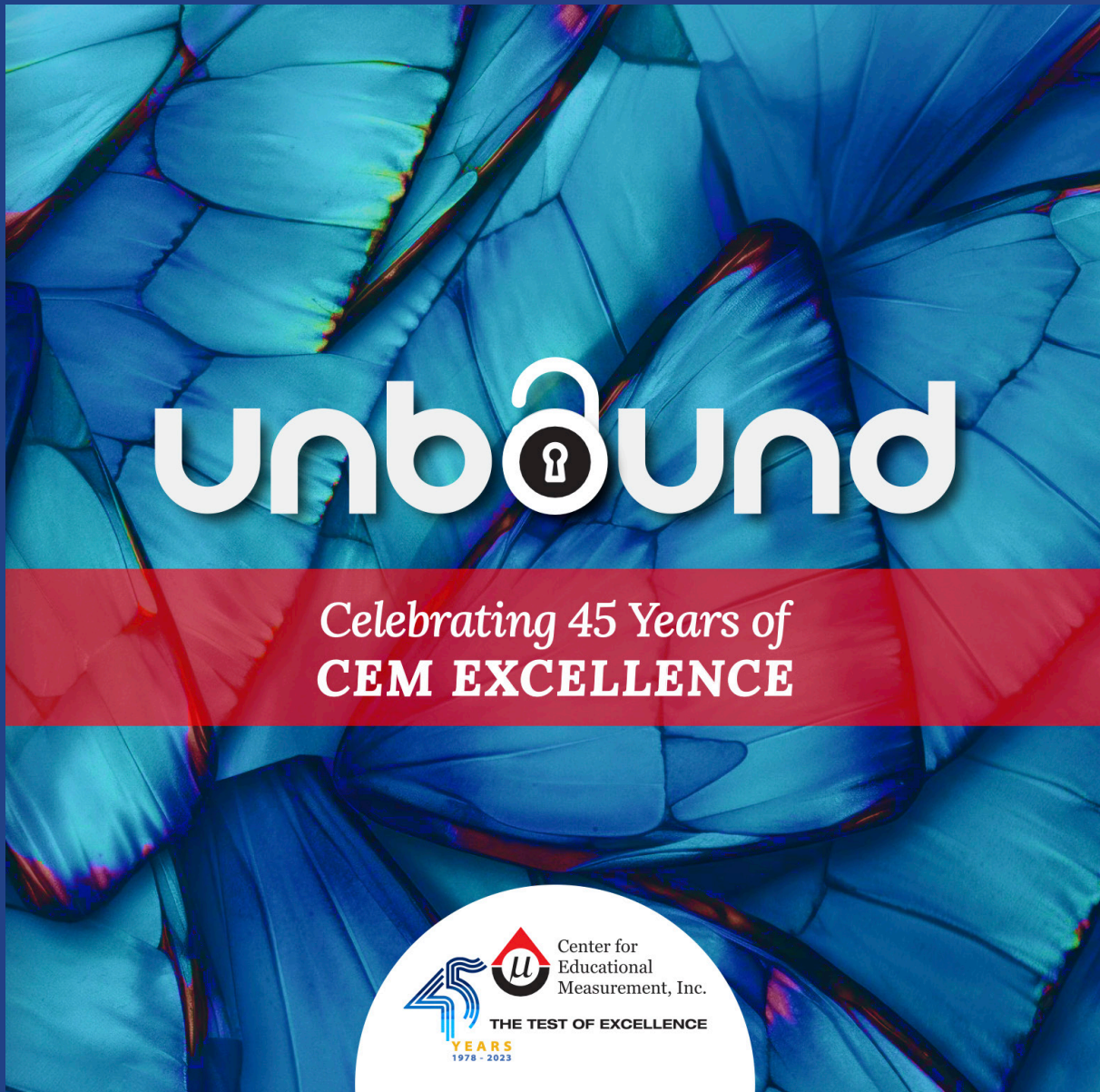


Mr. Sean D. Darilay



Engr. Felix C. Veroya

# UNBOUND: CELEBRATING 45 YEARS OF CEM EXCELLENCE



**UNBOUND** serves as a commemorative publication that showcases our evolution, tracing our growth from a humble beginning to becoming a leader in educational assessment and a tribute to the people, partnerships, and progress that have defined our journey. It highlights our significant milestones and achievements, including key programs, technological advancements, and meaningful contributions to the education sector.

The publication also features voices of CEM—insights and reflections from leaders, partners and stakeholders who have been part of this journey. More than a retrospective, UNBOUND also presents a vision for the future; a bold statement of our continuous pursuit of innovation and excellence as we continue to expand access to high-quality assessments and embrace emerging trends in measurement.

Through UNBOUND, we honor our past, celebrate our present, and look forward to an even brighter future. Together, we will continue pushing boundaries, unlocking potential, and making a lasting impact on education

# CEM BY THE NUMBERS

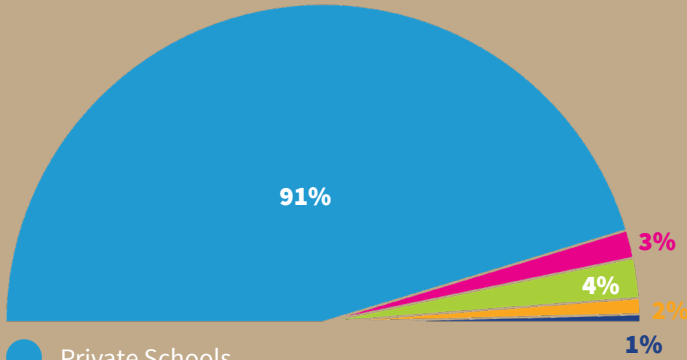
## Stakeholder Response to CEM Products

**24**  
NEW MEMBER  
SCHOOLS

**28,939**  
TOTAL  
NMAT TAKERS

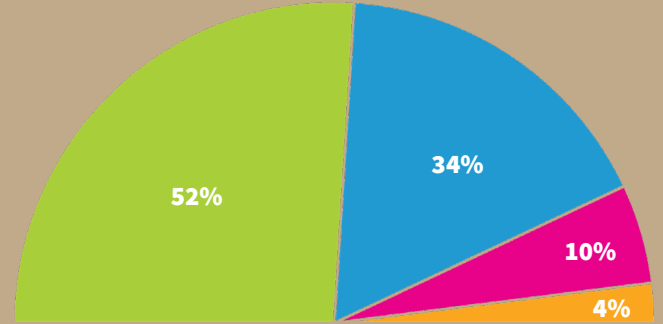
**97%**  
INCREASE IN  
TEST VOLUME

Membership Breakdown by School Category



- Private Schools
- Public Schools
- State Universities & Colleges (SUCs)
- Local Universities & Colleges (LUCs)
- Homeschools

Volume Share per Test Category



- Tests for Measuring Competencies in Basic Education
- Tests for Admission to High School, Colleges, and Graduate Schools
- Tests for Career Decision Making
- Tests for Special Purposes

## Online Presence

**389K**  
TOTAL REACH

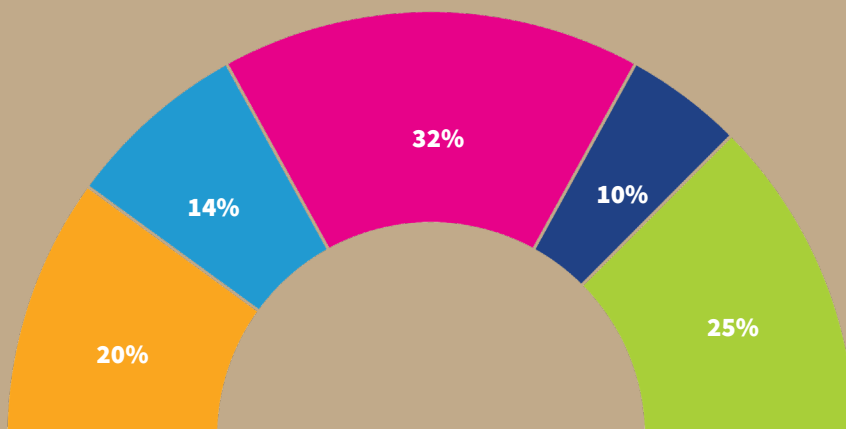
**Facebook**  
↑ **17.5%**  
PAGE FOLLOWS

↑ **92.9%**  
PAGE VISITS

**LinkedIn**  
↑ **24.8%**  
FOLLOWERS

**Website**  
↑ **18.3%**  
WEBSITE PAGE VIEWS

## Annual Budget Utilization



- Office of the President and Sections under it
- Programs and Development Division
- Operations Division
- Finance Division
- General Administration Division



**O**ur Network of Excellence is a community united by a shared commitment to advancing education. Through collaboration, knowledge-sharing, and strategic partnerships, we expand our reach and strengthen our impact on shaping the future of education in the Philippines.

Our professional affiliations with key educational agencies, organizations, and thought leaders keep us at the forefront of research and best practices in educational assessment. Our branches and centers make our services more accessible to schools and educators nationwide, while our member schools gain access to cutting-edge assessment tools, data-driven insights, and professional development programs that enhance student learning and institutional growth. More than a network, this is a growing community—one that thrives with every connection, partnership, and shared step toward improving education for all.



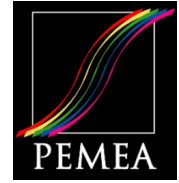
# PROFESSIONAL AFFILIATIONS



International Association for Educational Assessment



International Association of Applied Psychology



Philippine Educational Measurement and Evaluation, Inc.



Management Association of the Philippines



Private Education Retirement Annuity Association



Unified Property and Accident Insurance System for Education

## Representation in Various Organizations by the President & CEO

### Appointment Title

Vice-Chair for Basic Education, Education Committee  
Chairperson of the Board of Trustees  
Chairperson of the Board of Directors

### Organization

Management Association of the Philippines (MAP), 2023-present  
ChildFund Philippines, 2024  
Unified Property and Accident Insurance System for Education, Inc. (UPRAISE), 2024

## CENTER COORDINATORS

### LUZON



**SHIRLEY P. DIÑO**  
Baguio Center

**ERLINDA C. MONES**  
Cabanatuan Center

**ROSALIA V. DELOS SANTOS**  
Isabela Center

**RESTITA B. PELLOGO**  
Laag Center

**NOEL S. SINOGBA**  
Naga Center

**SR. FEDELYN N. BUENO, OP**  
Palawan Center

### VISAYAS

### MINDANAO



**CINDERELLA R. FRANCISCO**  
Bacolod Center

**MELBA M. NAVARRA**  
Leyte Center

**FLODELIZA A. VELEZ**  
Cagayan de Oro Center

**DR. TERESITA R. CABANIAL**  
North Cotabato Center

**JAYSON V. SADBILON**  
Ateneo de Zamboanga Center



**A**s we reflect on our organization’s achievements and contributions to society over the years, we also set our sights firmly on the future. The lessons learned from decades of experience have not only shaped who we are today but also provide the foundation for our continued evolution. In an ever-evolving educational environment, marked by rapid technological advancements and shifting pedagogical paradigms, we remain steadfast in our drive for innovation, adaptability, and excellence.

Our forward-looking strategies are designed to future-proof our organization, ensuring that we continue to provide unparalleled services while meeting the emerging needs of our stakeholders. This involves continuously investing in our people’s growth and development, enhancing our product and service offerings, strengthening governance and organizational management and embracing digital transformation. We recognize that the key to sustainable success lies in our ability to anticipate changes, respond proactively to challenges, and seize opportunities for growth and improvement.

As we navigate this dynamic landscape, we promote strong partnerships with educational institutions, government agencies, education advocates and the broader community. By working strategically,

we can leverage collective strengths and insights to drive meaningful progress in the field of educational measurement and research. Our dedication to social responsibility and environmental sustainability further underscores our holistic approach to growth and innovation.

Together, we will navigate the challenges and opportunities of the evolving educational landscape, ensuring that we continue to be a trusted partner in educational assessment for years to come. CEM in Advance represents our proactive, strategic and steadfast commitment to staying ahead of the curve, embracing change, and leading the way in shaping the future of education in the Philippines and beyond.



# ACKNOWLEDGMENTS

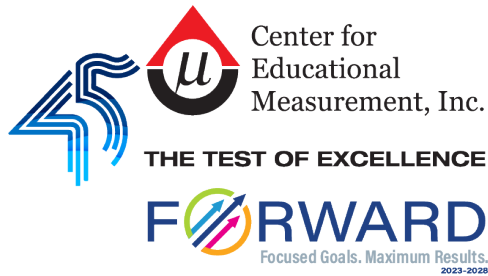
Special thanks to the following who contributed to the publication of this annual report:

Office of the President	Distribution and Retrieval Section
Corporate Communications Section	Test Processing and Report Production Section
Partnership Development & Engagement Section	Test Service Section
Professional Development Section	Administrative Services Section
Research Section	Information Technology Section
Special Projects Section	Human Resources Section
Test Development Section	Accounting Section
Branch and Center Management Section	Budget and Treasury Section
Branch Heads and Center Coordinators	

## Photo Credits

Page 8 Image: <https://www.linkedin.com/pulse/internal-auditors-enterprise-navigators-cisa-crisc-0etyf>

Photos © Ralph Ronald J. Baniqued, Frances F.M.B. Cardona, Aldwin D. Calilong, and Paolo Delgado.



## HEAD OFFICE

33<sup>rd</sup> Floor Cityland Pasong Tamo Tower  
2210 Chino Roces Avenue, Makati City, 1231 Philippines  
Tel +63 2 8813 3691, 8813 3694 to 95, 8813 3686  
[inquiry@cem-inc.org.ph](mailto:inquiry@cem-inc.org.ph)

## MAKATI OFFICE

8279 Camachile cor. Mayapis Sts., San Antonio Village, Makati City  
Tel +63 2 8804 214  
Mobile 0999-2212553 and 0999-2212610  
[cem\\_tas@cem-inc.org.ph](mailto:cem_tas@cem-inc.org.ph)

## BRANCHES

### CEBU

Suite 104 Arbor Ville  
308-A Osmeña Boulevard, Cebu City 6000  
Telefax +63 32 256 3082  
Mobile 0999-2212542 and 0999-2212541  
[cem\\_cebu@cem-inc.org.ph](mailto:cem_cebu@cem-inc.org.ph)

### DAVAO

Door 11, 2<sup>nd</sup> Flr. C. Villa Abrille & Sons Business Center  
J.P. Laurel Avenue, Davao City 8000 Davao del Sur  
Telefax +63 82 226 4990  
Mobile 0999-2212540 and 0999-2212539  
[cem\\_davao@cem-inc.org.ph](mailto:cem_davao@cem-inc.org.ph)

## TEST CENTERS

### LUZON

#### **Baguio Center**

University of Baguio  
Gen. Luna Road, Baguio City, Benguet 2600  
Tel.: (074) 442-4915 loc. 233  
Mobile: 0999-2212632  
Fax: (074) 442-3071  
[shirleybpayoyo@gmail.com](mailto:shirleybpayoyo@gmail.com)

#### **Cabanatuan Center**

390 Mabini Homesite  
Cabanatuan City  
Tel.: (044) 463-2162 / 463-2074  
Mobile: 0999-2212633  
[erlindamones@yahoo.com](mailto:erlindamones@yahoo.com)

#### **Isabela Center**

University of La Sallette, Incorporated High School  
National Hi-way, Malvar Santiago City  
Isabela 3311  
Mobile: 0999-2212634  
[ulshguidance@gmail.com](mailto:ulshguidance@gmail.com)

#### **Laoag Center**

Divine Word College of Laoag  
Laoag City, Ilocos Norte 2900  
Tel.: (077) 772-0736 loc 111 / 772-1625  
Mobile: 0999-2212635  
Fax: (077) 772-1625  
[restypello@yahoo.com](mailto:restypello@yahoo.com)

#### **Naga Center**

538 Diamond St., Filoville Subd.,  
Naga City, Camarines Sur 4400  
Tel.: (054) 205-0409  
Mobile: 0999-2212637  
[noelsinogba@yahoo.com](mailto:noelsinogba@yahoo.com)

#### **Palawan Center**

Holy Trinity University  
Puerto Princesa City, Palawan 5300  
Tel.: (048) 433-2061 loc. 205  
Mobile: 0999-2212638  
Fax: (048) 433-2161 / 433-2061  
[srfedelynb@yahoo.com](mailto:srfedelynb@yahoo.com)  
[htuguidancetestingcenter@gmail.com](mailto:htuguidancetestingcenter@gmail.com)

#### **Lucena & Olongapo Centers**

Managed by Head Office

### VISAYAS

#### **Bacolod Center**

University of St. La Salle  
La Salle Avenue, Bacolod City,  
Negros Occidental 6100  
Telefax: (034) 433-2175 / 432-1182 loc. 136/173  
Mobile: 0999-2212640  
[c.francisco@usls.edu.ph](mailto:c.francisco@usls.edu.ph)

#### **Leyte Center**

Cogon, Palo, Leyte 6501  
Tel.: (053) 321-2745 / (053) 323-3985  
Mobile: 0999-2212641  
[melbamoraleta\\_navarra@yahoo.com](mailto:melbamoraleta_navarra@yahoo.com)

#### **Bohol Center**

Managed by Cebu Branch

#### **Iloilo Center**

Managed by Head Office

### MINDANAO

#### **Zamboanga Center**

Ateneo Center for Testing  
Ateneo de Zamboanga University  
La Purisima St., Zamboanga City 7000  
Tel.: (062) 991-0871 loc. 4401 or 4402  
Mobile: 0999-2212642  
Fax: (062) 991-0870  
[sabdilonjayv@adzu.edu.ph](mailto:sabdilonjayv@adzu.edu.ph)  
CC: [limregd@adzu.edu.ph](mailto:limregd@adzu.edu.ph)

#### **Cagayan de Oro Center**

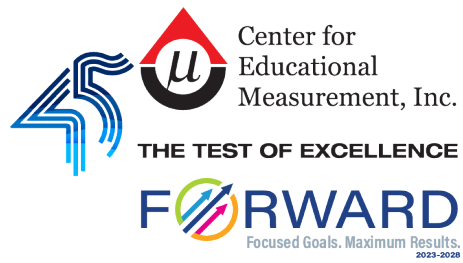
12 A 18- 6th Nazareth, Cagayan de Oro City, 9000  
Tel.: (088) 881-0022  
Mobile: 0999-2212645  
[floranvel@yahoo.com](mailto:floranvel@yahoo.com)

#### **North Cotabato**

1413 Blk. I, Villanueva Subdivision  
Kabacan, North Cotabato 9407  
Tel.: (064) 572-2037  
Mobile: 0999-2212521  
[terrycabanial@yahoo.com](mailto:terrycabanial@yahoo.com)

#### **Butuan & South Cotabato Centers**

Managed by Davao Branch



33<sup>rd</sup> Floor Cityland Pasong Tamo Tower  
2210 Chino Roces Avenue, Makati City  
1231 Philippines

Tel +63 2 8813 3691, 8813 3694 to 95, 8813 3686

[inquiry@cem-inc.org.ph](mailto:inquiry@cem-inc.org.ph)

**CONNECT WITH US**

