



Center for
Educational
Measurement, Inc.

THE TEST OF EXCELLENCE

FORWARD
Focused Goals, Maximum Results,
2023-2028

ANNUAL REPORT

FY 2024-2025



CEM Beyond Boundaries:
Shaping Tomorrow, Today

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CEM ANNUAL REPORT

CEM Beyond Boundaries:
Shaping Tomorrow, Today

FY 2024-2025 | June 2024 to May 2025



THE TEST OF EXCELLENCE

MESSAGE FROM THE BOT CHAIR



I wish to extend my profound appreciation to the CEM Family for the sincere and dedicated services rendered this year in service to humanity as we work to help uplift the status of education in this country.

This annual report humbly reflects what we had done and achieved this year. Despite the remaining havocs brought about by the COVID pandemic, we moved forward and tried to overcome the emerging obstacles with the end in sight of providing better educational services. We are happy to note that we remained steadfast and committed in pursuing educational excellence and contributing significantly to nation building.

Looking back to what we had achieved this year, we can see a lot of developmental gains, and we can proudly state that our efforts paid off. This is because the assistance we provided to the educational sector helped produce better graduates who are at the forefront of the socio-economic development. But of course, so much still need to be done considering the emerging needs of industry and the ever-changing landscape of society in terms of its technological, cultural, social, including the various political facets.

As we brace ourselves for the future endeavors, let us be ready to face the challenges of change. We push vigorously for greater productivity at the same time keep in mind that we are doing this for humanity and for the greater Glory of God Almighty.

Forward, CEM!

Dr. Luis M. Sorolla, Jr.

MESSAGE FROM THE PRESIDENT & CEO

Warm greetings on behalf of the Management and Staff of the Center for Educational Measurement (CEM)!

From June 2024 to May 2025, CEM forged ahead with its journey of discovery, affirmation, innovation, and resolve. Two years into our strategic plan, FORWARD, we made steady strides in organizational restructuring and leadership development as pathways to employee well-being and organizational sustainability.

Transcending challenges, we expanded partnerships and explored new avenues for regenerative growth. Our commitment to the highest standards of assessment instruments and services continued to be upheld by our people across Divisions and Departments alongside evolving systems.

CEM's work has been underpinned by its purpose of unqualified service to humanity. To this end, our initiatives have highlighted volunteering, community extension and environmental programs in the areas in Luzon, Visayas and Mindanao where CEM operates.

The Fiscal Year 2024-2025 Annual Report titled **CEM Beyond Boundaries: Shaping Tomorrow, Today** opens with *From Purpose to Performance* and I invite you to read on to *Our People, Our Power, Anchors of Excellence, Beyond the Numbers, Impacts that Matter* and *Pursuing the Future*. These chapters reflect the spirited collaboration among all of the CEM stakeholders, with the generous support of the Board of Trustees primary among them.

Padayon!

Dr. Grace H. Aguilung-Dalisay



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From **PURPOSE** to **PERFORMANCE**

CEM Year in Review FY 2024–2025

FY 2024–2025 was a defining year for the Center for Educational Measurement, Inc. (CEM). It was a year in which we brought our renewed Vision, Mission, and Values to life through action. With a focused direction and revitalized culture, we turned strategy into service and realigned our leadership, systems, and practices to better serve the evolving needs of our stakeholders. Across every initiative, we moved with intention, strengthened by our commitment to SHAPE TOMORROW, TODAY.

At the heart of this transformation was our people. Guided by the principle **“Our People, Our Power”**, we invested in strengthening our workforce, cultivating a culture of collaboration, and optimizing our work environment. We launched change management activities, institutionalized governance and capacity-building initiatives, and created spaces for reflection and celebration. Our commitment to employee development was evident in the various training programs, certifications, and wellness activities that uplifted our teams professionally and personally. From significant facilities improvements to enhanced safety protocols and digital capabilities, we laid a solid foundation for a more agile, empowered organization.

Equally essential was our drive to deliver excellence at scale. Under the banner of **“Anchors of Excellence,”** we introduced key innovations that positioned CEM at the forefront of assessment and research. Our newly-developed assessment products are proof of our responsiveness to national priorities. At the same time, we reinforced our operational backbone, improving IT systems, safeguarding data, and upholding our institutional reputation through robust brand and compliance management. Our Professional Development Services reached more educators

nationwide through timely and relevant learning opportunities that transformed CEM test data into actionable classroom practices.

Highlighting **“CEM Beyond the Numbers”**, we measured our impact not only in terms of financial strength and testing performance but also through the recognition and relationships that affirmed our leverage in the education sector. We expanded our professional networks and sponsored key national events. Our growing online presence further amplified our voice and allowed us to connect meaningfully with a wider audience of individuals, institutions, and communities.

True to our commitment to create **“Impacts that Matter”**, we deepened our engagement in social responsibility and sustainability. We mobilized campaigns on volunteerism, disaster response, and environmental protection, helping cultivate civic consciousness within and beyond our organization. We built bridges with communities, schools, and institutional partners through programs that reflect the values we stand for—service, stewardship, and solidarity. Our RAMP initiatives and stakeholders engagements ensure that our work creates meaningful, measurable change where it matters most.

As we turn the page to FY 2025–2026, we do so with momentum and foresight. With strategic priorities aligned to our new Vision, Mission, and Values, we are anticipating for the future with renewed strength and care. Amid emerging challenges, we remain steadfast in our pursuit—to lead with clarity, serve with purpose, and grow with integrity. Indeed, FY 2024–2025 was not just a year of accomplishments—it was a testament to who we are becoming and the future we are determined to shape, together.



VISION

By **2028**, CEM is a **transformative leader** in **educational assessment** which is the **cornerstone of equity and quality** in the system of Philippine education.



MISSION

To advance the **value of assessment** towards **quality education for all**.



VALUES

**CEM Integrity
Commitment**

COLLABORATION

We cultivate a safe and supportive environment that upholds community spirit, open communication, and mutual respect in co-creating collective success and meaningful progress.

EXCELLENCE

We fulfill our mission beyond expectations through deliberate and continuous improvement and strong focus on delivering outstanding services and relevant solutions while optimizing our resources.

MALASAKIT

We embody empathy and compassion through intentional, sustainable and responsive initiatives that foster positive and profound impact for the greater good of our stakeholders and for the environment.

INTEGRITY

We uphold unwavering honesty, ethics and accountability in all aspects of our work and profession.

COMMITMENT

We persevere with passion and expertise in supporting individuals and institutions by advancing our mission and transforming the quality in education.

FORWARD Priority Goals 2023-2028

**FORMative & Holistic
Employee Development**

**World-class & Accessible
Products and Services**

**Regenerative
Financial Sustainability**

**Deep Commitment to Social
& Environmental Responsibility**

OUR LEADERS

CEM BOARD OF TRUSTEES



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Chair



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



Atty. Joseph Noel M. Estrada
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Dr. Johann Ben A. Bautista
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Member



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



Dr. Godelyn G. Hisole
Member

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Dr. Grace H. Aguilung-Dalisay

PRESIDENT & CEO

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Head, Marketing Section



Ms. Aileen A. Cartagena
Head, Corporate Communications Section

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Director for Programs & Development



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



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



Ms. Armi S. Lantano
Head, Research Section

FINANCE DIVISION



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Director for Finance
OIC, General Administration Division



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Head, Budget & Treasury Section



Ms. Nelsie A. Cabaluna
Head, Accounting Section



Ms. Maribel A. Montalbo
Head, Administrative Services Section



Ms. Kristine C. Mercado
Head, Human Resources Section



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

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OPERATIONS DIVISION



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Director for Operations



Ms. Luzviminda Aguilas
Head, Test Processing and Report Production Section



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



Ms. Rosario P. Faylona
Head, Test Service Section



Ms. Karen Lisette M. Reyes
Head, Brand & Center Management Section



Ms. Mussolini S. Yap
Head, Cebu Branch



Mr. Dionisio S. Cervantes
Head, Davao Branch



The CEM Board of Trustees

The CEM Board of Trustees provides policy direction, strategic oversight, and fiduciary stewardship. It safeguards CEM's mission, approves major plans and policies, and ensures that resources are used responsibly. The Board also guides and supports the CEM Management to ensure that the organization remains accountable, mission-driven, and responsive to the needs of the education community.



The CEM President's Council

The President's Council in CEM serves as a high-level advisory and support body to the President & CEO, guiding the organization's strategic direction and strengthening leadership effectiveness. It provides expert insights and recommendations on key issues, supports policy formulation, and ensures that major decisions remain aligned with CEM's mission, vision, and strategic priorities. The Council also plays an essential role in upholding organizational values, fostering collaboration across units, and promoting informed, cohesive leadership throughout the institution.



The CEM Steering Committee

The CEM Steering Committee, composed of the division directors and heads of various departments, serves as the primary coordinating and decision-support body that ensures alignment and coherence across the organization's operational and programmatic initiatives. It facilitates strategic planning, oversees the implementation of major projects, and addresses cross-departmental concerns to promote efficient and collaborative work processes. By bringing together diverse perspectives from each unit, the committee supports informed decision-making, strengthens organizational cohesion, and ensures that all departmental actions remain aligned with CEM's overall goals and priorities.



The year that was enabled us to invest in what matters most—our PEOPLE. We grew not only in capacity, but in cohesion, confidence, and care. By nurturing the individuals who power CEM, we are shaping an organization ready to meet the challenges of the future, with heart, strength, and shared purpose.

Our steadfast belief that our people power the organization guided our efforts in building a resilient, agile, and empowered CEM, capable of adapting to change while staying true to its core. Through organizational development initiatives, change management activities and governance programs, we laid the groundwork for sustainable growth, smooth transition and stronger strategic alignment. Recognizing that people thrive when they feel connected and valued, we reinforced our culture of appreciation and collaboration through employee engagement initiatives, holistic wellness programs, and institutional activities that deepened bonds across teams and leadership. Our commitment to our people extended to their professional development and well-being through targeted capacity-building and knowledge-sharing opportunities.

We also made significant strides in workplace optimization. From facilities enhancements and acquisitions, to IT infrastructure upgrades and a proactive Occupational Safety and Health (OSH) program, we ensured that our people have the resources and environments they need to work efficiently, safely, and meaningfully.

ORGANIZATIONAL DEVELOPMENT

Thriving Amidst Transition

Change is inevitable, and thriving amidst it requires foresight, discipline, and unity of purpose. As we look ahead to CEM @ 50 in 2028, our journey toward a more agile and resilient organization formally began in October 2023, when we engaged in Organization Development and Change Management initiatives that laid the foundation for critical interventions designed to optimize leadership, structure, and culture in CEM.

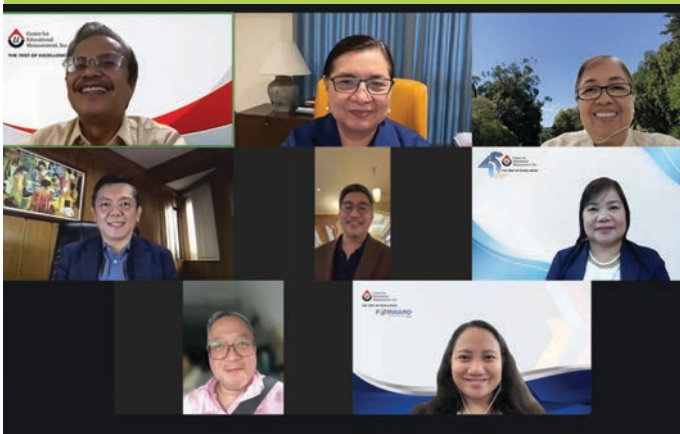
Consequently, the CEM Board of Trustees approved the Final Report on the Result of the Job Evaluation Program on September 11, 2025, which examined roles and structures across the organization and served as a cornerstone of our efforts to strengthen clarity, alignment, and equity in

the workplace. In parallel, the Report on CEM's Strategic Implementation of Organizational Development for FY 2025-2026 was also approved on May 3, 2025 marking a pivotal step in aligning these initiatives with the institution's long-term priorities.

Taken together, these efforts are more than administrative milestones—they are deliberate investments in CEM's future. For CEM, transition is not a disruption but a path to growth. By nurturing leadership, realigning systems, and cultivating agility, we continue to prepare CEM to address challenges with confidence and purpose, ensuring that we remain equipped and relevant in a rapidly evolving society.



CEM BOT Members affirmed the Strategic Organizational Development Implementation Report during a board meeting held on May 3, 2025 at CEM Makati Head Office.



CEM BOT Members approved the Final Report on the Result of the Job Evaluation Program during a Special Meeting on September 11, 2024 via Zoom.



Change Management Workshop participated by CEM employees on November 20, 2024, facilitated by Dr. Noel Racho, CEM Organization Development Consultant from Miriam College.

Strengthening Collaboration at CEM

The creation of various CEM ad-hoc committees demonstrates our commitment to responsive governance and collaborative problem-solving. By drawing members from different sections, these special teams are formed to foster cross-functional collaboration, strengthen accountability, and ensure that institutional goals are pursued with focus and agility. In FY 2024–2025, these committees played a vital role in policy development, compliance, project oversight, and events management, helping CEM respond effectively to emerging priorities, oversee specific projects, and provide timely recommendations .

These ad-hoc committees are not only administrative mechanisms; they embody participatory leadership and collective ownership. They reflect CEM’s belief that lasting progress is achieved when people work together with purpose, ensuring that every initiative contributes to our larger mission of advancing education and assessment.

Change Management Committee



The Change Management Committee's primary function is to coordinate, implement, and continuously improve change management processes and initiatives, ensuring that transitions are well-communicated, effectively executed, sustainable, and supportive of organizational stability.

CEM 46th Anniversary Conference Committee



Iris Lark H. Dizer
Overall Chair

Jacob Avelino S. Gonzales Jr.
Overall Co-Chair & Publicity and Sponsorship Comm Chair

Armi Lantano
Scientific Programs Committee Chair

Rosario Faylona
Registrations and Invitations Committee Chair



Aileen Cartagena
Production and Technical Committee Chair

Maribel Montalbo
Logistics and Venue Committee Chair

Lovelyn Santibañez
Finance Committee Chair

The CEM 46th Anniversary Virtual Conference Committee is tasked to manage the planning, execution and evaluation of the event.

OSH Committee FY 2024–2025



Maribel Montalbo
Chair

Jaimie Salapare
Safety Officer

Bernadette Escaño
Health Focal Person

Jimmy Alimen
Disaster Management Focal Person

The OSH Committee oversees the planning, implementation, monitoring, and continuous improvement of workplace health and safety policies, programs, and practices, ensuring compliance with standards and the promotion of employee well-being.

Management Investment Learning Hub FY 2024–2025



Cristina Paras
Lead

Lovelyn R. Santibañez
Member

Nelsie A. Cabaluna
Member

Jennifer R. Palasigue
Member

The Management Investment Learning Hub aims to advance the investment literacy of its members, ensuring that they have clear understanding of the investment landscape and capacity to analyze and evaluate the progress CEM’s investment managers.

VMV Drafting Committee



The CEM Drafting Committee was formed to refine and finalize our new Vision, Mission, and Values (VMV) statements based on the outputs of the Management Team's FORWARD Conversations. Its primary function is to articulate CEM's shared purpose and aspirations through clear, cohesive, and forward-looking statements that serve as strong foundations for alignment, communication, and collective action across all levels of the organization. Members include Kathryn M. Tan, Janet T. Evasco, Iris Lark Dizer, Aileen Cartagena, and Rosario Faylona. The writeshops which aimed to finalize the CEM Vision and Values statements were facilitated by Dr. Grace H. Aguilung-Dalisay on August 30 and October 18, 2024.

Advancing CEM's Strategic Journey Toward 2028

FORWARD Conversation 8, held from June 26 to 28, 2024 at Casa San Pablo, Laguna, was a timely retreat for the CEM Management Team as it refines its direction toward 2028. The sessions brought together FORWARD champions and co-champions to craft a new mission, —To advance the value of assessment towards quality in education for all, — and shape a vision that places assessment at the heart of educational transformation and nation-building. CEM's core values, namely, Integrity, Excellence, Collaboration, Malasakit, and Commitment were identified together with their corresponding behavioral indicators to guide internal culture and practice.

The retreat also produced drafts of our new Vision Statement, which was later on finalized by the CEM Drafting Committee. The Year 2 outputs for CEM FORWARD Strategic Plans, which defined key result areas such as employee development, organizational excellence, financial sustainability, accessible services, advocacy, research, and stakeholder engagement were also outlined during this session. Through creative exercises and collaborative planning, participants aligned goals and activities under each area.



FORWARD Champions & Co-champions' posterity photo after drafting the CEM's new Mission Statement at Casa San Pablo, Laguna on June 26, 2024.



FORWARD Champions & Co-champions during an energizing activity.

Strengthening Governance through Continuous Learning

The **CEM Board of Trustees** participated in the **Corporate Governance Orientation Program (CGOP)** conducted by the Institute of Corporate Directors. This program provided the Board with a comprehensive appreciation of the benefits and impact of modern corporate governance best practices, framed within the context of local reforms and their alignment with regional and global trends.

The sessions covered regulatory updates, emerging risks, and evolving trends in governance. It also examined the duties and responsibilities of board committees, with a particular focus on risk oversight, audit, and corporate governance.

By engaging in this program, the Board reaffirmed its commitment to uphold the highest standards of governance ensuring that their leadership in CEM remains responsive, accountable, and future-ready in serving the academic community.



Navigating the Boardroom

Corporate Governance Orientation Program

In March 2025, a series of FORWARD coaching and check-in sessions were conducted to evaluate the progress of each FORWARD Team in implementing the plans and strategies set during FORWARD Conversation 8. The sessions provided an opportunity to review each Goal Team's progress and challenges, with particular focus on their accomplishments for Year 2. They also assessed the extent to which these accomplishments aligned with established targets and discussed the implications for refining Year 2 activities. Beyond

tracking progress, the sessions facilitated cross-team sharing, where Goal Teams highlighted both achievements and lessons learned.

These FORWARD Planning and Check-in conversations not only increased visibility of each team's contributions but also revealed opportunities for synergy and collaboration across teams, strengthening the collective implementation of the FORWARD initiative.

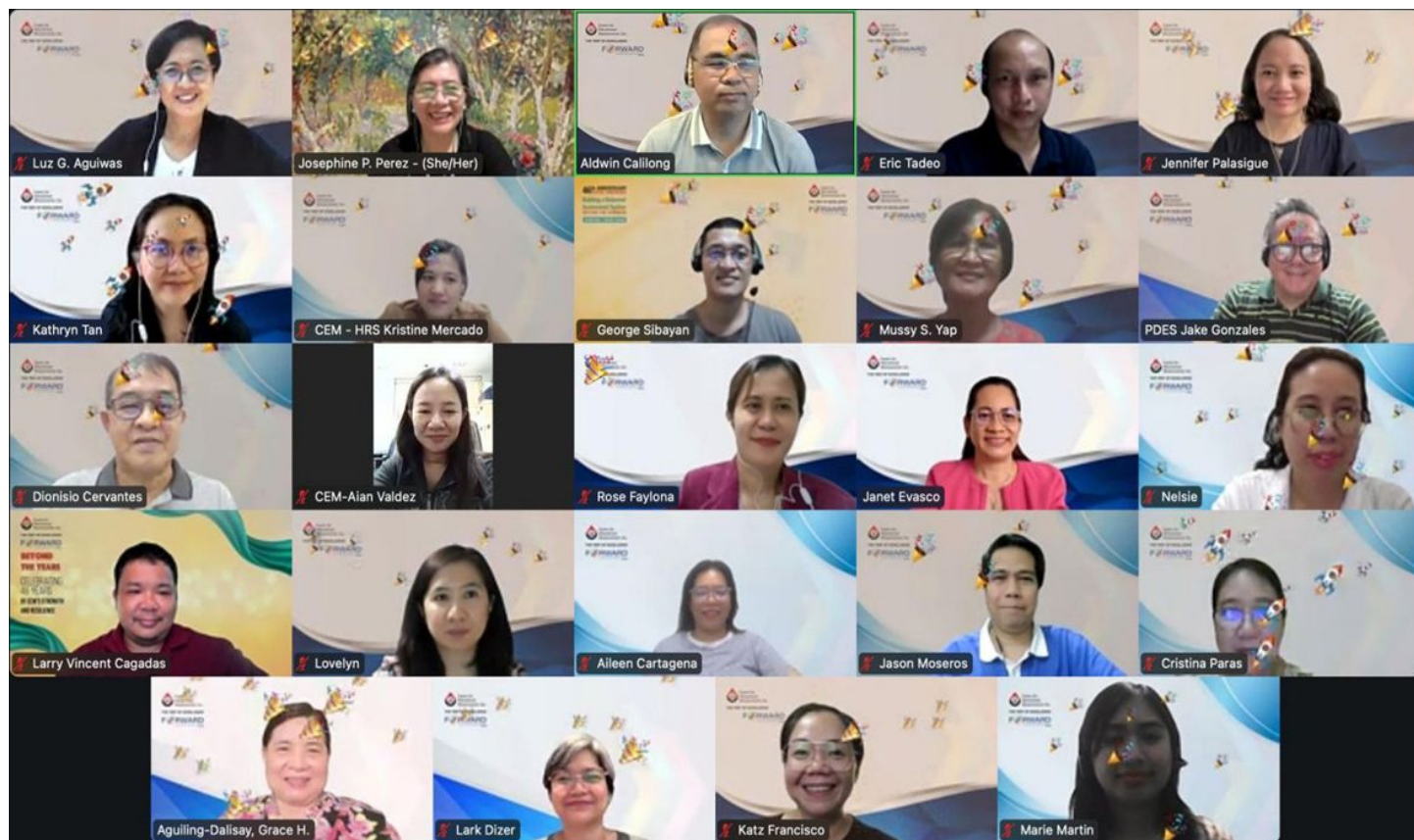


Photo grabbed from ICD Facebook page. Dr. Luis M. Sorolla, Jr. (BOT Chair) attended the program on June 4-5, 2024, while Dr. Grace H. Aguilin-Dalisay (President & CEO and BOT Vice-chair), Dr. Jhann Ben Bautista (Treasurer) and Dr. Godelyn Gisole (Trustee) on August 28-29, 2024.

EMPLOYEE DEVELOPMENT

Advancing Capacity

In pursuit of organizational excellence and transformational leadership, CEM actively held learning and planning activities. Ranging from strategic retreats to specialized trainings, these were designed to sharpen internal capacities and align operations with CEM's long-term vision.

Elevate Excellence: Sales and Marketing Retreat

From June 18 to 20, 2024, CEM held an internal training program entitled, “Elevate Excellence: Sales and Marketing Retreat”. The three-day workshop brought together CEM's customer frontliners and marketing personnel for hands-on training designed to sharpen their skills in branding, customer engagement, and strategic planning. With the market landscape evolving, the retreat focused on helping participants adapt and perform with confidence.

The first day covered personal branding, professional networking, and the full customer journey, from prospecting

to aftersales. Participants also explored digital marketing basics and crafted their own marketing plans. The second day shifted to environmental scanning, with sessions on SWOT, TOWS, Porter's Five Forces, and identifying customer needs. The participating teams mapped out CEM's competitive strengths and built a business model canvas. On the third day, participants laid the groundwork for a 12-month marketing and sales canvass, which they presented and refined through peer feedback. The activity sparked fresh ideas and reinforced CEM's commitment to excellence in building and enriching its relationship with its stakeholders.



A post-activity photo opportunity with the workshop facilitator, Mr. Ken Lerona with CEM participants.

Managing What Really Matters: Basic Management Skills Training

In August 2024, key CEM leaders participated in a focused training on Basic Management Skills, covering the essential pillars of Planning, Leading, Organizing, and Controlling. Through interactive discussions, practical exercises, and guided reflections, participants gained deeper insights into how these core skills can be applied to drive both individual effectiveness and organizational success.

As a technical exercise, the training reinforced the concept of managing what really matters—**people, purpose, and performance**. By strengthening these competencies, CEM leaders are better equipped to guide their teams, support innovation, and sustain the organization's commitment to educational excellence.

The Basic Management Skills Training reflects CEM's

continuous investment in the growth and development of its leaders, ensuring that they are prepared to meet evolving challenges with clarity, confidence, and compassion.



CEM Leaders during one of the processing sessions with Dr. Noel Racho, training facilitator.

Data Privacy Awareness and Privacy Impact Assessment Workshop

On April 24, 2025, members of the CEM Management Team participated in a focused Privacy Impact Assessment (PIA) Workshop facilitated by Ralph Ronald J. Baniqued, CEM's Data Protection Officer-in-Charge. Held via Zoom, the one-day writeshop aimed to strengthen CEM's data protection framework by equipping leaders with the skills to conduct PIAs effectively and embed privacy risk management into organizational processes.

The workshop covered key topics including the Data Privacy Act of 2012, principles of data protection, personal data classification, and the role of PIAs in mitigating risks. Participants engaged in interactive lectures, quizzes, and breakout sessions where they mapped data flows, identified privacy risks, and applied mitigation strategies in actual CEM processes. Each team presented their outputs and received feedback and insights to refine their

approach. The session concluded with an open discussion on integrating PIAs into decision-making and fostering a culture of accountability and privacy awareness across the organization. The activity marked a proactive step in aligning CEM's operations with regulatory standards and reinforcing its commitment to responsible data handling.



Empowering Employees through Credentials in Practice

At CEM, we continue to invest in our people through professional development, and this fiscal year, several of our team members earned specialized certifications. These accomplishments reflect our commitment to building internal capacity and ensuring excellence across all areas, from finance and safety to data protection and market analysis. The certifications our staff earned include:

- **Certified Payroll Professional**, enhancing our compliance and efficiency in payroll management
- **Certified Market Specialist and Certificate in Financial Market and Corporate Finance**, strengthening our financial literacy and strategic planning



capabilities

- **Occupational First Aid and Basic Life Support**, improving workplace safety and emergency readiness
- **Certified Safety Practitioners II**, advancing our occupational health and safety standards
- **Certified Data Protection Officer**, a key milestone in upholding our data privacy and regulatory compliance.

These achievements not only validate individual expertise but also strengthen our organization as a whole. Each credential enhances our capabilities, reinforces compliance, and improves operational efficiency. By continuously investing in the growth and competencies of our people, we ensure that CEM remains at the forefront of organizational excellence and innovation.

Celebrating Unity

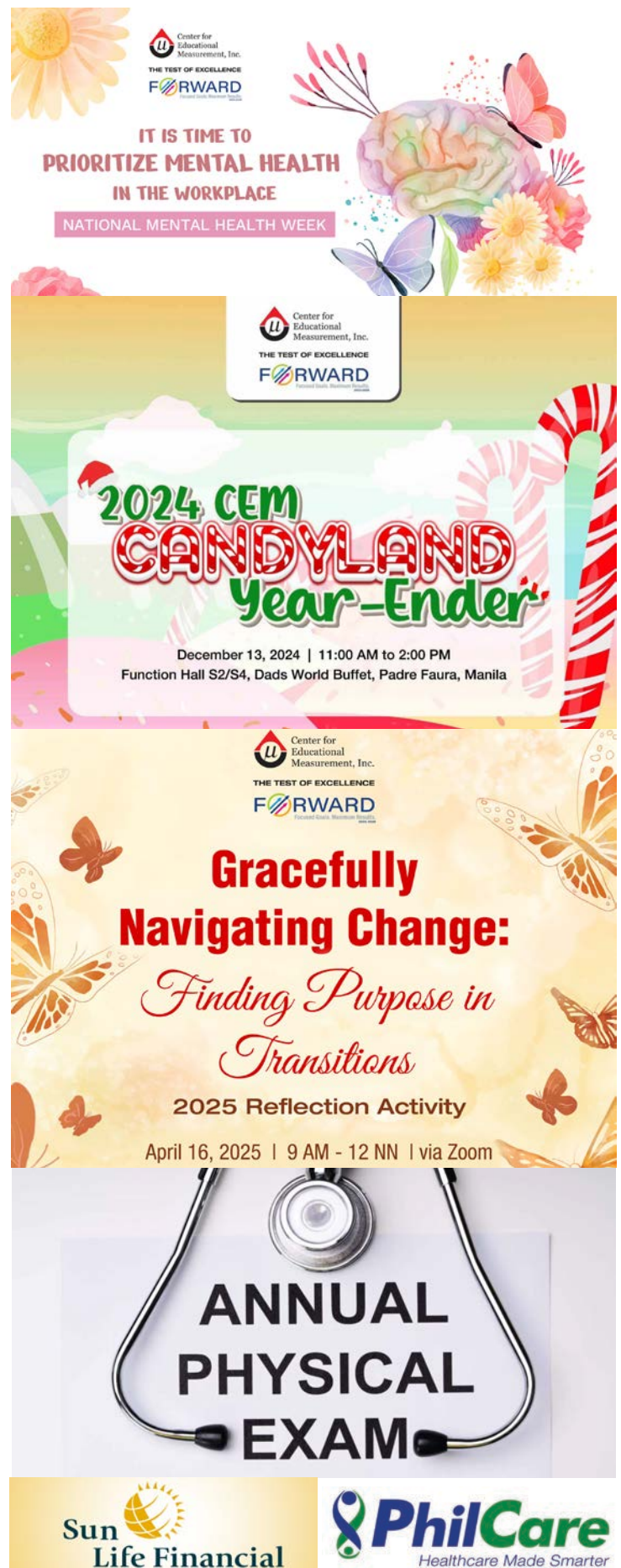
CEM remained steadfast in its commitment to nurturing a strong organizational culture through employee engagement activities that foster connection, camaraderie, and shared purpose. The Quarterly General Assemblies were key touchpoints for aligning staff with organizational goals, updating them on significant developments, and reinforcing the company's core values. These gatherings also provided a platform for celebrating individual and team accomplishments, helping cultivate a sense of pride and belonging across all departments.

Highlighting the year's celebrations was the 46th Anniversary In-house Event in September 2024, held under the theme "Beyond the Years: Celebrating 46 Years of CEM's Strength and Resilience." The occasion paid tribute to the organization's enduring legacy and collective achievements. To cap off the year, employees came together for the CEM Year Ender Party and the BOT Christmas and Year Ender Party, which offered well-deserved moments of recognition, gratitude, and celebration. These events underscored CEM's value on employee well-being, not just in performance, but in the joy of shared experiences.

Nurturing Wellness

In line with its commitment to employee wellness, CEM continued to prioritize its workforce's physical and mental health through a range of meaningful activities in FY2024–2025. The Annual Physical Examination conducted in October 2024 ensured that employees had access to preventive health screening, supporting early detection and promoting long-term well-being. Additionally, an orientation on Health Maintenance Organization (HMO) and Group Life Insurance (GLI) benefits during the first quarter General Assembly in August 2024 helped employees make informed decisions about their health and financial security.

Recognizing the growing importance of mental and emotional resilience in the workplace, the organization also held a Mental Health Week Celebration in October 2024. This initiative provided a safe and supportive space for conversations around mental wellness and emphasized the value of prioritizing mental health in today's dynamic work environment. Further enriching the spiritual and reflective dimension of well-being, the April 2025 Lenten Season activity focused on "Finding Purpose in Transitions," encouraging staff to reconnect with their personal and professional values during times of change. Together, these initiatives emphasized CEM's holistic approach to employee care, nurturing body, mind, and spirit.





CEM Workplace Optimization

CEM advanced its workplace optimization agenda in FY 2024–2025 by designing systems and spaces that enable employees to thrive. By ensuring that our physical and technological infrastructures, as well as our compliance and regulatory mechanisms were in place, we improved service quality, enhanced productivity, and maximized resources for daily operations. These efforts include strengthened office management, procurement of new equipment and IT assets, and upgrading of facilities.

Our accomplishments in terms of Occupational Safety and Health (OSH) are worth mentioning. During the year, we developed new OSH policies and programs, rolled out general safety and emergency response advisories, completed relevant trainings, and ensured regulatory compliance and alignment with safe workplace practices.

These workplace optimization and OSH initiatives went beyond operational efficiency. They reflect CEM's deliberate strategies for strengthening systems, enhancing safety, and supporting employee well-being. These efforts provide solid foundations for smart practices, organizational agility, and long-term sustainability in CEM.



Leading with Excellence

The CEM community took pride in the recognition of our President and CEO, Dr. Grace H. Aguilin-Dalisay, as the 2024 Outstanding Professional of the Year in the Field of Psychology by the Professional Regulation Commission (PRC). The prestigious award was presented during the PRC Awards Night on August 2, 2024, at Conrad Manila, in partnership with the Foundation for Outstanding Professionals, Inc.

A Registered Psychologist, Dr. Aguilin-Dalisay has made significant contributions to education, psychology, and volunteerism. Her leadership spans key roles in higher education, including the University of the Philippines and Miriam College, and extends to national and international volunteer organizations. As a retired professor specializing in Sikolohiyang Pilipino and civic engagement, she continues to shape lives through her current work as chair of ChildFund Philippines and Upraise, Inc.


This recognition honors not only her professional achievements but also her enduring commitment to nation-building and advancing psychology in the Philippines. At CEM, we are inspired by her example, which embodies the values we hold dear—excellence, integrity, and service.

Dr. Aguilung-Dalisay was also awarded Plaque of Appreciation by St. Paul University Philippines, Tuguegarao City on January 25, 2025, in recognition of her inspiring address as Commencement Speaker during the 20th Mid-Year Commencement Exercises of St. Paul University Philippines.



She also received a Certificate of Appreciation for her special lecture on “Cultivating a Culture of Academic Integrity: Challenge and Promise” at the 7th Alejandro Roces Professorial Lecture hosted by Far Eastern University – Institute of Arts and Sciences Department of Psychology - Graduate Studies & FEU Manila Psychology, as part of FEU’s foundation week celebration. Her presentation emphasized the importance of Academic Integrity in Higher Education, in scientific research, and in the use of Artificial Intelligence. This event held on February 12, 2025 was part of the foundation week celebrations of FEU.





ANCHORS OF EXCELLENCE

Reinforcing our Anchors of Excellence allows us to remain grounded in the pillars that define our credibility and relevance: assessment innovation, operational excellence, and professional development. These foundations strengthen our capacity to serve with precision and grow with integrity.

Our commitment to research, product innovation, and professional development forms a vital part of our institutional backbone. By advancing these competencies, we demonstrate our ability to translate research into tools that create more equitable learning pathways and to help educators turn data into action.

Strengthening our operational efficiency has also been critical to sustaining the trust of our partners and the excellence of our services. We enhanced systems that power both internal processes and external engagements, improved business continuity, and increased responsiveness across departments.

By fortifying our foundational edge, we are better positioned to drive innovation, sustain trust, and amplify our impact. In FY 2024–2025, we strengthened the very core of CEM, growing in discipline, resilience, and integrity as we continue to define what excellence means in a changing educational landscape.

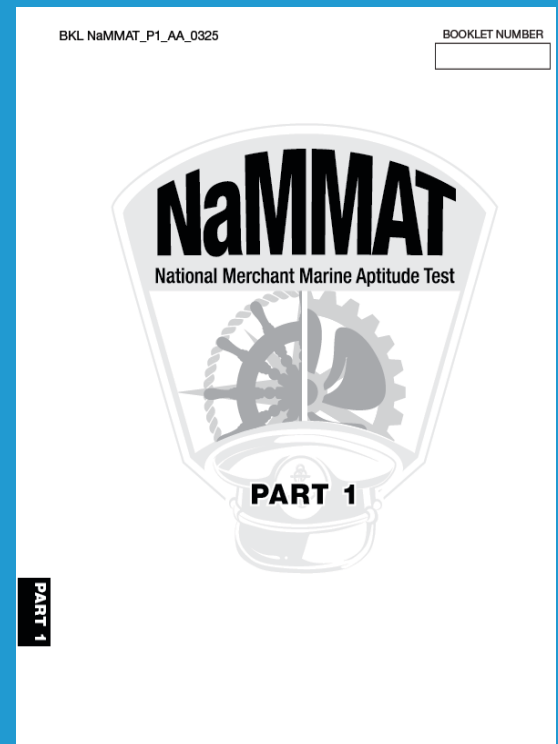
NEW PRODUCT DEVELOPMENT & RESEARCH

NaMMAT: Raising the Standard for Maritime Education

Being authorized by the Commission on Higher Education (CHED), we played a key role in developing and administering the National Merchant Marine Aptitude Test (NaMMAT), a standardized, evidence-based admission test designed to assess the readiness of students applying to maritime degree programs in the Philippines. As outlined in CHED Memorandum Order No. 7, Series of 2025, NaMMAT includes cognitive and academic proficiency and a non-academic component measuring traits essential to seafaring, such as adaptability and leadership. Developed through public consultation and rigorous validation, NaMMAT supports the goal of ensuring high-quality entrants into the Bachelor of Science in Marine Transportation (BSMT) and Marine Engineering (BSMarE) programs.

NaMMAT's implementation is a strategic step for the country's maritime education sector. By providing institutions with reliable data on students' aptitudes and academic preparedness, the test helps schools make informed admission decisions and design appropriate interventions for learners. It also supports efforts to align educational standards with international expectations, ultimately contributing to the global competitiveness of Filipino maritime professionals.

This initiative reinforces our mission to advance educational quality and equity through reliable assessment solutions. As NaMMAT is rolled out nationwide, CEM remains committed to collaborating with CHED, higher education maritime institutions, and other stakeholders in building a stronger foundation for maritime training and workforce readiness for Filipinos.

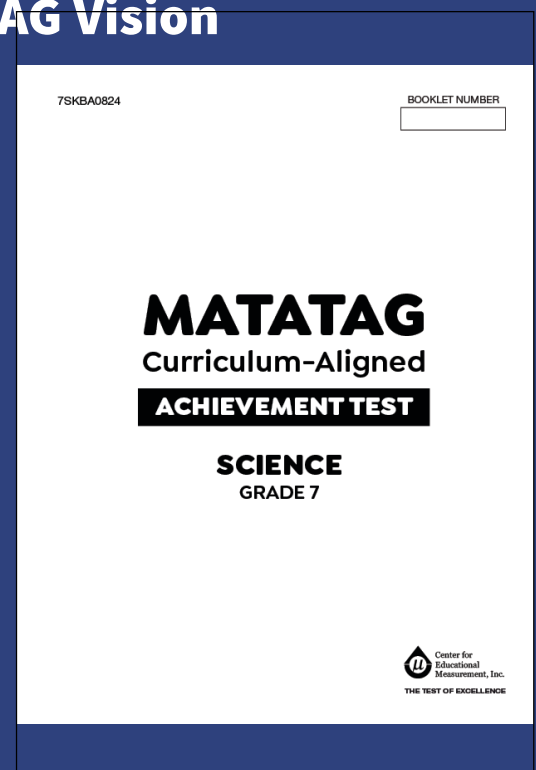


Aligning Assessment with the MATATAG Vision

As the Department of Education (DepEd) begins the nationwide rollout of the MATATAG K to 10 Curriculum, we have responded by developing assessment tools aligned with this restructured learning framework. Grounded in the core principles of focus, coherence, and mastery, CEM's MATATAG-aligned assessments aim to measure student performance more effectively by focusing on essential learning competencies across key subject areas. These tools support classroom instruction, monitor learner progress, and provide actionable data for improving teaching strategies and school-based interventions.

The MATATAG initiative marks a significant shift in Philippine basic education, emphasizing foundational skills, 21st-century competencies, and reduced curriculum overload. CEM's assessments are developed to reflect these priorities, capturing cognitive skills and a deeper understanding to help schools navigate the transition smoothly. These products offer a reliable way for educators and administrators to ensure that classroom learning remains aligned with the national reform agenda.

Through this effort, we continue to support evidence-informed teaching and learning. By building tools responsive to policy changes and practical needs in the field, we reinforce our role as a trusted partner in advancing educational quality and student achievement in the country.



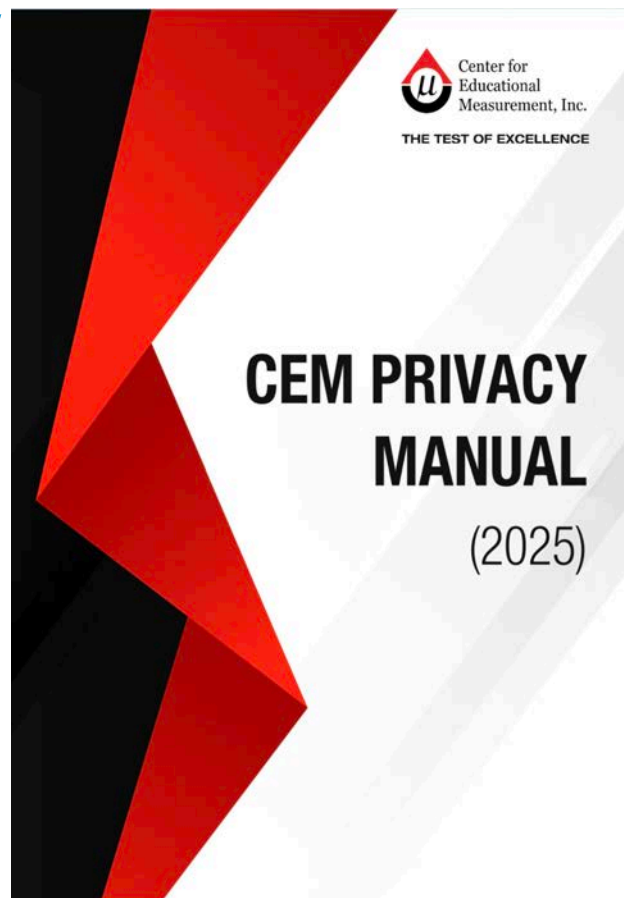
OPERATIONAL EFFICIENCY

Fortifying Data Privacy Policies and Processes

We continue to enhance our commitment to responsible data governance through key updates in our privacy policies and internal procedures. Following the designation of Ralph Ronald J. Baniqued as Officer-in-Charge of the Data Protection Office (DPO-OIC), initiatives were put into motion in order to ensure compliance with the Data Privacy Act of 2012 and promote a culture of accountability across the organization.

The CEM Data Privacy Manual 2025, along with two important annexes: Annex A on Data Release Guidelines and Annex B on Security Incident Management Policy, was approved by the CEM Board of Trustees on January 31, 2025 during its 124th Regular Meeting. These documents establish clear protocols for handling personal data and responding to security incidents.

Additional policies are currently being drafted, including the Retention and Disposal Policy, Breach Management Procedure, and Privacy Impact Assessment Guidelines.



Securing Systems, Powering Performance

At CEM, we recognize technology as the backbone of our operations, enabling efficiency, accuracy, and security in an increasingly digital environment. To uphold these standards, we continue to invest in IT systems and processes that support our mission of delivering reliable assessment services.

Over the past year, we implemented several key initiatives to reinforce infrastructure, optimize performance, and ensure seamless operations across all units. We undertook major hardware and systems acquisitions and upgrades to enhance efficiency in handling, securing, and archiving data for large-scale processing. We also completed critical infrastructure projects, including server upgrades, enhanced backup solutions, and storage improvements, while renewing and updating essential software systems to maintain compliance, continuity, and uninterrupted protection.

We further optimized existing resources by reinforcing our network, doubling internet capacity at key offices, and strengthening cybersecurity through firewall upgrades, antivirus deployment, and vulnerability checks. To expand digital support services, we piloted a chatbot designed to improve response times to inquiries. These efforts reflect our commitment to balancing capability expansion with cost-effective resource management.

Looking ahead, we will focus on expanding online capabilities and fortifying system security. Key priorities include the rollout of the Online Registration System (ORS), further development of online exam platforms, and continued investments in IT resilience. By strengthening our digital backbone, we ensure that our systems remain future-ready and aligned with our goal of delivering excellence in educational measurement.

Upholding Institutional Standards

Maintaining the highest standards of credibility, compliance, and service excellence is central to our mission. In line with this, we have secured key institutional certifications that not only validate our practices but also strengthen our position as a trusted partner in education and assessment.

We officially renewed our registration with the National Privacy Commission (NPC) as a Personal Information Controller, valid until February 19, 2026. This renewal affirms our strict adherence to the Data Privacy Act of 2012 and highlights our proactive stance in protecting personal information, safeguarding data, and ensuring responsible data management across all operations.



Certification from the National Privacy Commission (NPC)
Registration Number: PIC-001-495-2025



PhilGEPS Platinum Membership

We are a registered supplier under the Philippine Government Electronic Procurement System (PhilGEPS), ensuring compliance with government standards and allowing us to participate in public sector procurement activities. This registration expands our reach, strengthens our partnerships with government institutions, and aligns with our mission of making high-quality services accessible to a broader range of stakeholders.

We also earned accreditation from the Professional Regulation Commission (PRC) as a Continuing Professional Development (CPD) provider, valid from July 5, 2024 to July 5, 2027. This recognition authorizes CEM to design and deliver accredited learning programs that support the growth and lifelong learning of licensed professionals, enabling us to contribute meaningfully to the professional community while advancing education in the country.



Professional Regulation Commission (PRC) Accreditation
Accreditation No. PTR-2018-172

Together, these standards certifications underscore our steadfast commitment to integrity, accountability, and excellence. By upholding institutional standards, we not only strengthen credibility but also streamline compliance, optimize operations, and ensure that our systems remain efficient and responsive. This enables us to deliver reliable, secure, and value-driven services that support the needs of our partners and stakeholders with consistency and trust.

PROFESSIONAL DEVELOPMENT SERVICES

From Feedback to Growth: Using Formative Assessment to Support Social and Emotional Learning

We successfully conducted the webinar on CA-SEL, titled *From Feedback to Growth: Using Formative Assessment to Support Social and Emotional Learning*, on Nov. 21, 2024, from 8:30 a.m. to 12:00 p.m. The session was led by Dr. Lizamarie C. Olegario, a respected professor from the UP College of Education, whose expertise provided participants with valuable insights into leveraging formative assessments to foster social and emotional learning (SEL) in educational settings.

Accredited by the Professional Regulation Commission (PRC) for 2 CPD units for licensed professional teachers (LPT), the webinar was attended by a total of 113 attendees during the live session, and 89 participants successfully completed all requirements to receive an e-certificate indicating PRC accreditation.

Participants' feedback was overwhelmingly positive, with the majority expressing high satisfaction with the webinar's content, relevance, and practical applicability. Many highlighted the opportunity to acquire new strategies for integrating formative assessment into their classrooms to support students' social and emotional development. Participants also commended Dr. Olegario's expertise, clarity, and engaging delivery, which significantly enhanced the learning experience.

Overall, the webinar exemplified CEM's commitment to providing meaningful professional development opportunities that empower educators to foster holistic learning experiences. By connecting theory with practice, the session not only enhanced participants' knowledge and skills but also reinforced the importance of formative assessment as a tool for nurturing social and emotional competencies in students.



Empowering Educators to Maximize Assessment Data

As we continue to strengthen educators' capacity in utilizing assessment data, we expanded our professional development services by offering free online training and school-based seminars. One of these is the online training on Interpreting and utilizing CEM Achievement Test Data (DU-AT) which was conducted in June 2025 via Zoom and CEM CPD Online Platform. This online training is designed to equip schools

subscribing to CEM Achievement Tests with the knowledge and skills to interpret and apply test results in making informed decisions on curriculum, instruction, and assessment. The program has been accredited by the Professional Regulation Commission (PRC), awarding 12 CPD units for LPTs, 16.5 CPD units for Registered Guidance Counselors (RGC), and 13 CPD units for Registered Psychologists (RPsy and RPs).

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

EXCLUSIVE FOR CEM Member Schools

INTERPRETING AND UTILIZING CEM Achievement Test Data
ENGLISH | MATH | SCIENCE

12 CPD UNITS FOR **LPTs** **16.5** CPD UNITS FOR **RGCs** **13** CPD UNITS FOR **RPsy/RPms**

JUNE 2025

09 **LIVE ONLINE SESSION 1**
8:30am-03:30pm

10 **SELF-DIRECTED LEARNING SESSION**

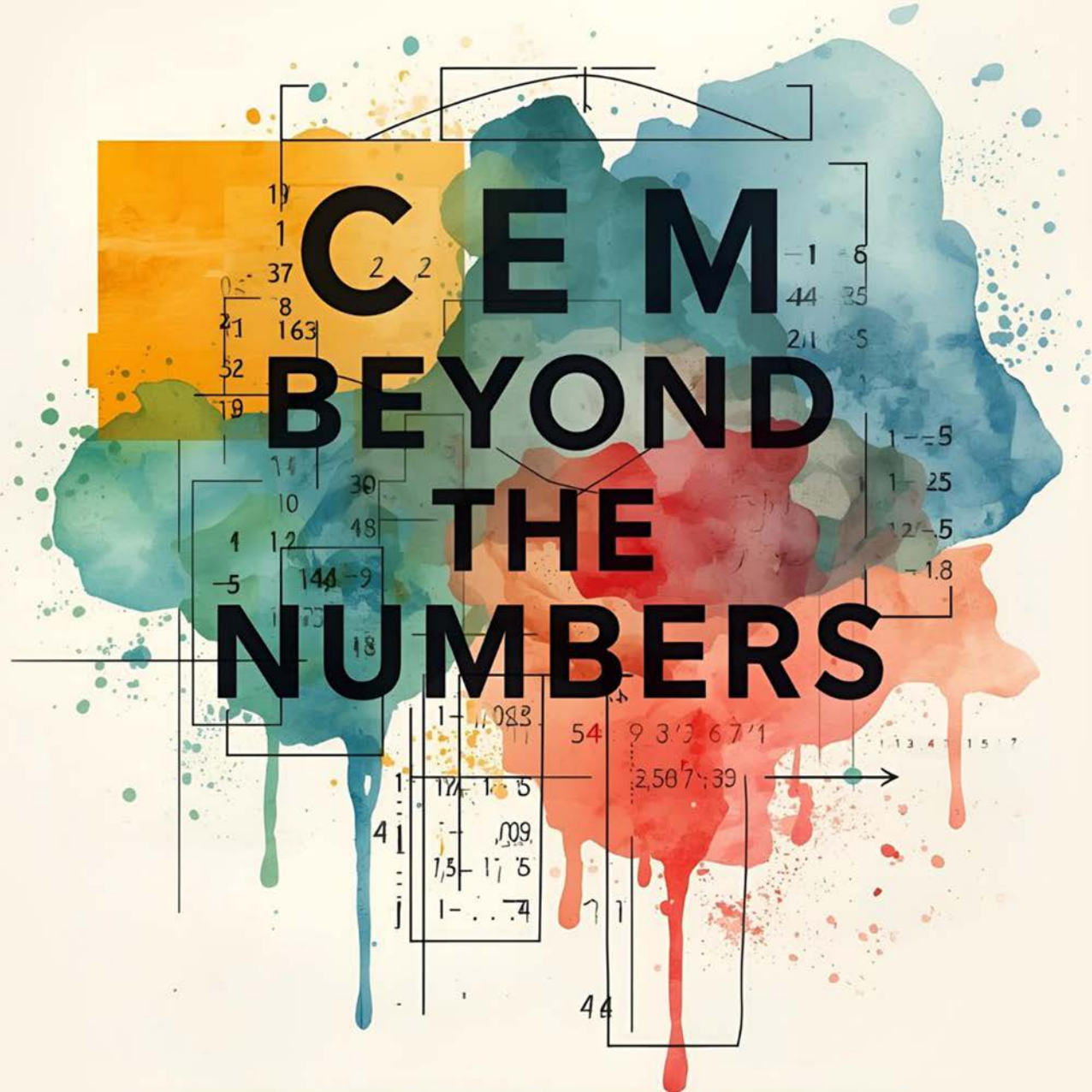
11 **LIVE ONLINE SESSION 2**
8:30am-03:00pm

ONLINE VIA CEM CPD Online AND ZOOM

In addition to the online DU-AT training, we also conducted a series of school-based seminars aimed at providing free professional development to bona fide institutional members. A total of twelve (12) seminars were held, with four online and eight face-to-face (F2F) sessions. The distribution per topic is as follows:



These initiatives collectively demonstrate our commitment to enhancing educators' capacity to make evidence-based instructional decisions, optimize classroom management, and effectively support students' learning and development. Through both online and in-person formats, CEM ensures that our institutional members are equipped with the knowledge, tools, and strategies needed to translate assessment results into meaningful educational outcomes.



It is said that, numbers tell a story, but our true impact lies in how we move beyond quantity. Institutional performance is not measured by data points alone, but by the relevance of our work, the reputation we uphold, and the relationships we cultivate in pursuit of equitable and quality education for all.

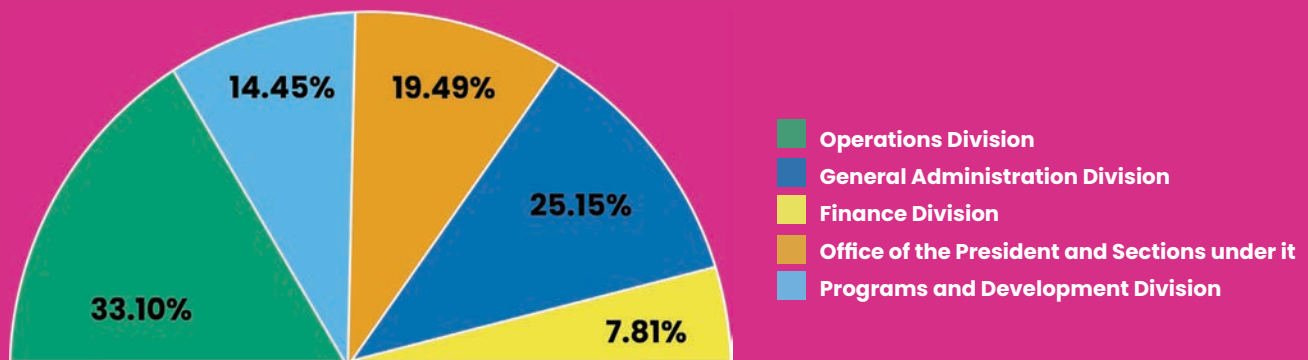
In FY 2024–2025, our financial results reflected sound stewardship and efficient resource management amid new challenges. This foundation enabled us to deliver reliable testing services to a growing number of partner institutions nationwide. At the same time, we strengthened our presence in the wider educational and professional landscape through strategic affiliations, event sponsorships, and participation in national initiatives, affirming CEM’s role as a trusted provider of standardized, research-based assessments and a credible voice in shaping the future of education.

We also expanded our digital presence, creating more avenues to engage stakeholders, share insights, and highlight the value of assessment. These platforms have become vital touchpoints for visibility, collaboration, and continuous learning.

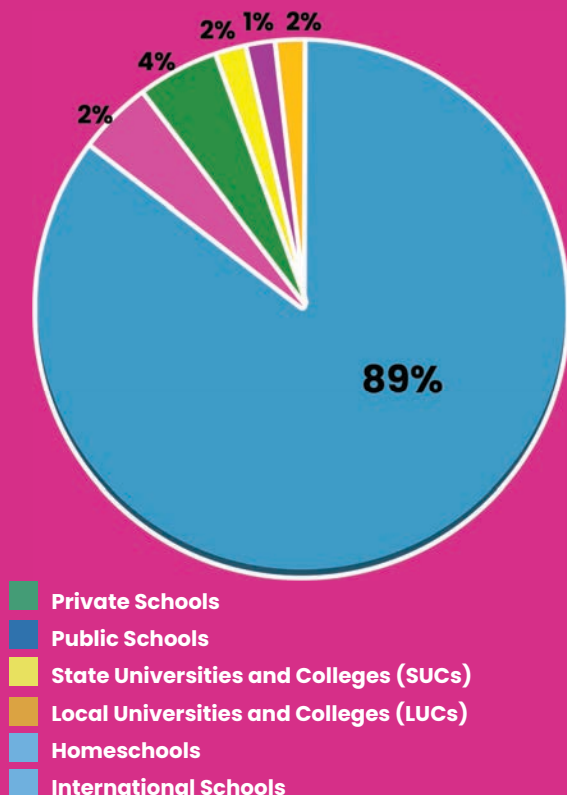
Together, these efforts confirm that CEM is more than the sum of its services. We are a forward-looking institution that combines operational strength with strategic influence, measuring performance not only through financial indicators and service reach, but through the trust we build, the partnerships we nurture, and the impact we create. This is what we mean to go BEYOND THE NUMBERS.

CEM BY THE NUMBERS

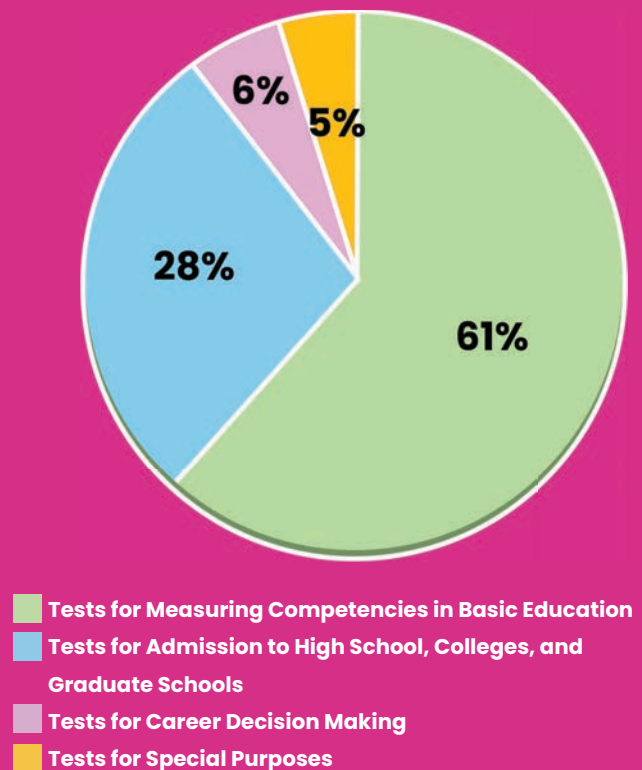
Annual Budget Utilization Distribution



Membership Breakdown by School Category



Volume Share per Test Category



26,704 NMAT Volume
(3 Cycles)

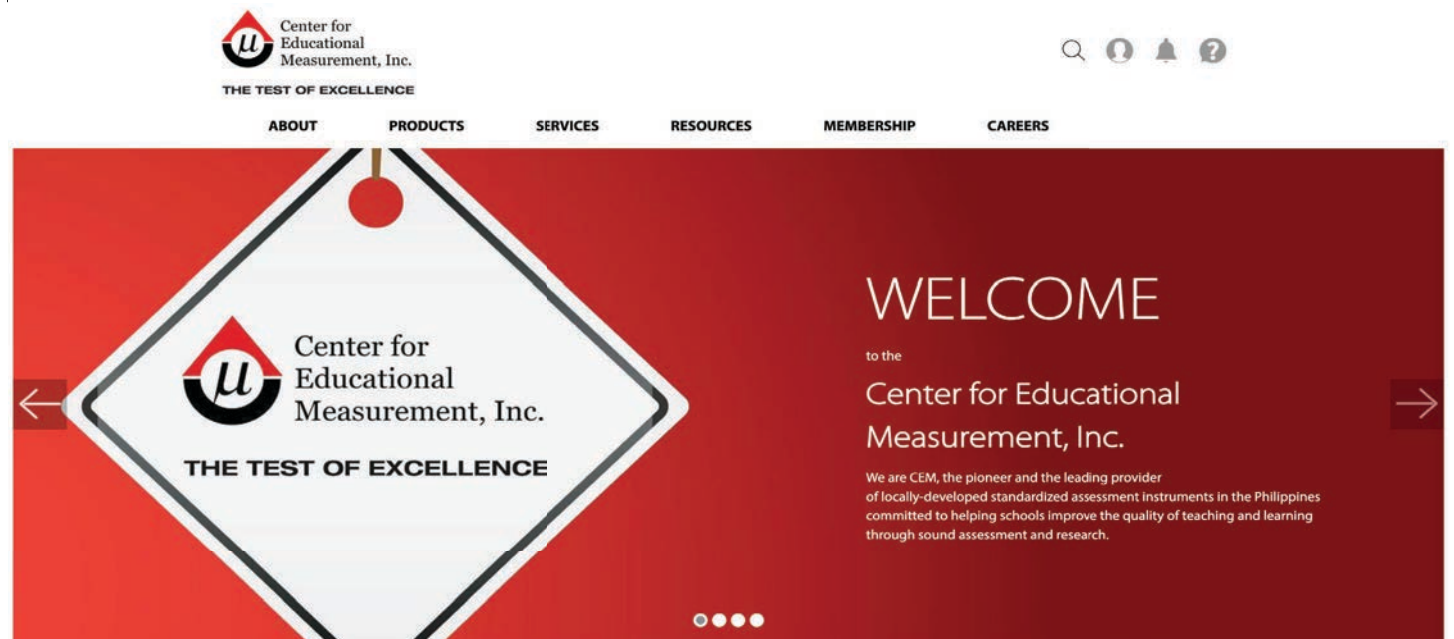
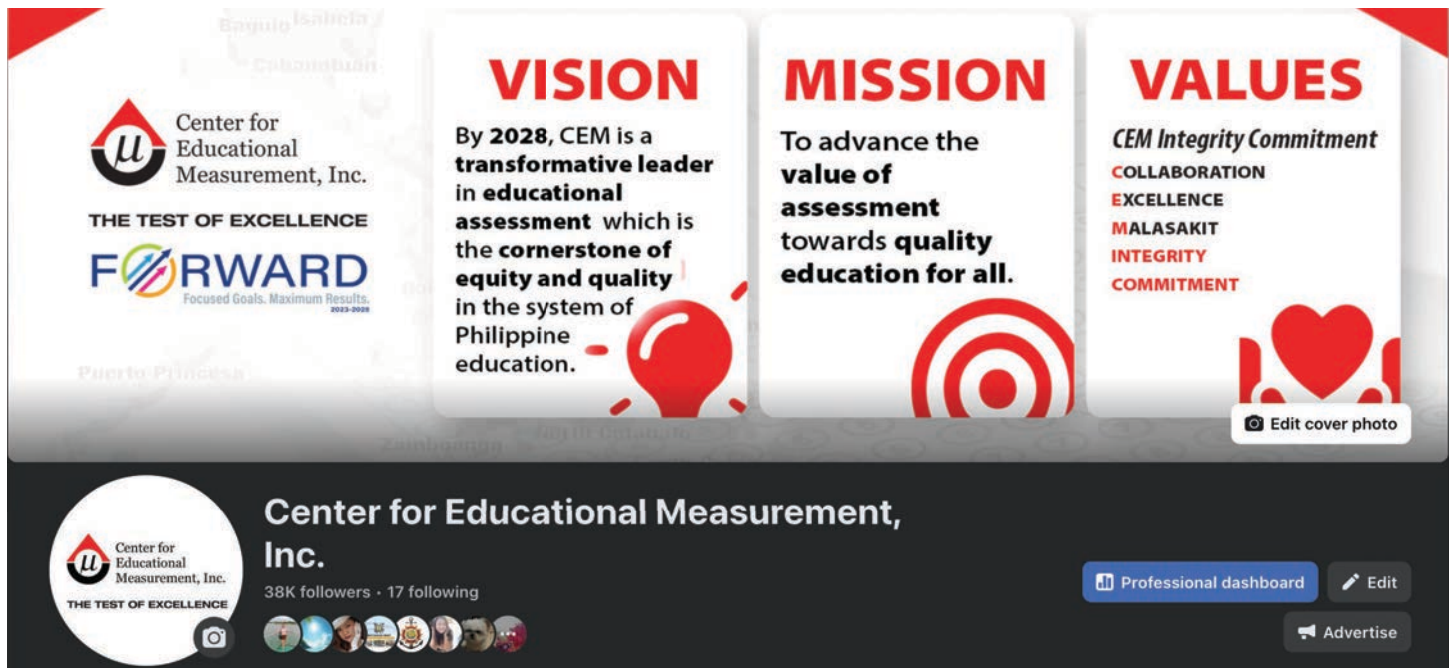
COMMUNICATING AND CONNECTING EXCELLENCE

At CEM, strategic brand and communications management is central to cultivating our organizational identity, strengthening stakeholder relationships, and advancing institutional goals. In the past year, we designed well-coordinated initiatives to enhance internal collaboration, optimize external engagement, and further elevate the visibility and credibility of the CEM brand across professional networks and digital platforms.

Communicating the CEM Brand

We continuously strengthen our brand image and identity through clear communication strategies that reflect our core values, professionalism, and mission. By maintaining open communication channels within the organization, we foster collaboration and ensure that employees remain informed, engaged, and aligned with our goals. Externally, we sustain meaningful connections with stakeholders through consistent messaging and purposeful engagement that uphold our

reputation and effectively convey our mission to the broader educational and professional community. We also strategically develop and manage marketing materials such as brochures, promotional assets, and digital content to enhance brand visibility and clearly communicate CEM's value proposition. Through these integrated efforts, we continue to communicate and connect excellence, ensuring that the CEM brand remains a trusted name in educational assessment and innovation.



Connecting Through Our Digital Presence

Our digital presence continues to grow through the purposeful management of our online platforms, ensuring that our communication remains relevant, engaging, and aligned with our brand identity. Our social media channels serve as key spaces for connecting with stakeholders, sharing updates, and highlighting initiatives and milestones that extend the reach of our messages and strengthen community engagement. We also maintain a reliable and user-friendly website that reflects our professionalism and commitment

to service by providing accessible, informative, and consistently branded content. Through regular updates, content enhancements, and user experience improvements, our online platforms remain a vital hub for information about our programs, services, and resources. Together, these efforts build a cohesive digital ecosystem that supports our communication goals, amplifies our institutional voice, and fosters meaningful engagement across multiple audiences.

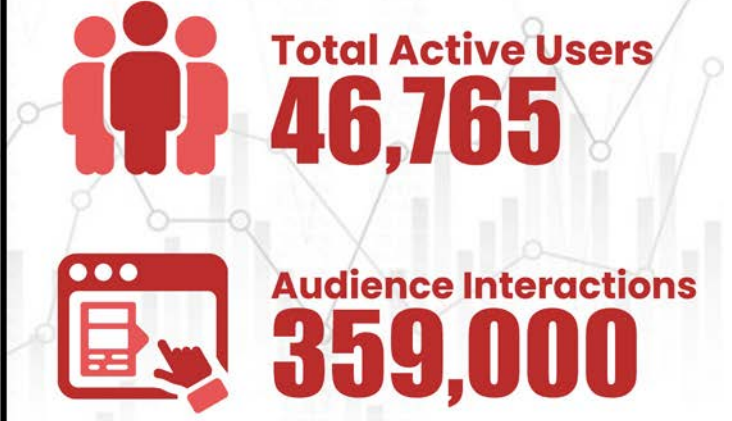
Facebook Insights

June 2024–May 2025



Website Analytics

June 2024–May 2025



Sharing our Corporate Narrative

Our commitment to purposeful communication extends to our corporate publications, particularly the CEM Annual Report, published annually to encapsulate the organization's milestones, strategic directions, and impact stories. The most recent edition entitled, **CEM FORWARD Goals: To Serve and Succeed**, serves not only as a record of achievements but also as a narrative of how we continue to serve and succeed together.

In producing this publication, we aim to ensure that our communication remains transparent, engaging, and accessible. The report is thoughtfully designed to integrate data, insights, and narratives in a cohesive format that speaks to both heart and mind, bridging internal and external audiences through shared understanding and appreciation of our work.

Beyond being a repository of facts and figures, the CEM Annual Report is a strategic communication tool that underscores our identity as a learning organization, one that continuously listens, adapts, and tells its story with integrity and intention. It reinforces our brand promise to communicate and connect excellence, inspiring a culture of accountability and collective progress within and beyond the institution.



CEM
Annual Report

FY 2023-2024 | June 2023 to May 2024

www.cem-inc.org.ph

NETWORK EXPANSION

Expanding Professional Connections

The CEM continues to collaborate with local and international organizations to further the company's strategic goals while offering employees professional growth opportunities. Through these partnerships, CEM motivates its staff to perform more effectively by keeping them informed on current professional issues, thereby contributing meaningfully to their mission.

The International Association for Educational Assessment (IAEA), the International Test Commission (ITC), and the International Association for Impact Assessment are among the organizations that have a global presence and influence. They often set the standards for promoting research across countries, as well as encourage the use of high-quality impact assessment practices.

The Association for Supervision and Curriculum Development (ASCD), the Department of Education's Philippine Forum for Inclusive Quality Basic Education (Educ Forum), the Philippine Association for Teachers and Educators (PAFTE), and the Philippine Association for the Gifted (PAG) are groups that focus on teaching, curriculum development, and educational advancement fostering collaboration among stakeholders to strengthen basic education.

Institutions dedicated to psychological practice, guidance support, and mental wellness, including the International Association of Applied Psychology, Psychological Association of the Philippines (PAP), Philippine Mental Health Association, and Davao Association of Guidance Counselors (DAGCO), raise awareness while promoting access to mental health services.

The Philippine Educational Measurement and Evaluation Association (PEMEA), the National Council on Measurement in Education (NCME), and the Philippine Association of Researchers & Statistical Software Users (PARSSU) are organizations that specialize in assessment, evaluation, and data-driven education, advancing theory and practical methods in educational measurement.

Finally, groups promoting collaboration across government, academia, and business. The Government-Academe-Industry Network (GAIN), Inc., and the Management Association of the Philippines (MAP) promote excellence in management to support national development.

CEM takes pride in being part of a vibrant community that advances education. Together, CEM continues to shape the future of Philippine education, one connection at a time.

INSTITUTIONAL AFFILIATIONS



INDIVIDUAL MEMBERSHIPS



Extending Reach through Learning and Growth Opportunities

49th Annual IAEA Conference

The 49th International Association for Educational Assessment (IAEA) Annual Conference gathered educational assessment experts in Philadelphia, USA, from September 22 to 25, 2024. These professionals explored the use of AI in assessment development, scoring, equity, and psychometrics. Organized by ETS (Educational Testing Service), this event focused on How Can AI Help Improve Educational Assessments.

The discussions focusing on the theoretical and practical applications relevant to the theme were actively participated in by Dr. Grace H. Aguilung-Dalisay, CEM President & CEO, Ms. Janet T. Evasco, Director for Operations Division, and Mr. Jason V. Moseros, Test Development Section Head, as CEM delegates. Their attendance demonstrated CEM's dedication to improving assessment practices in the digital age.



[L-R] Mr. Moseros, Dr. Naveed Yousuf of Aga Khan University Examination Board, Ms. Pitoniak, Dr. Aguilung-Dalisay, Dr. Balagtas, Ms. Evasco, and Mr. Alberto Flores, Jr. of Rex Education posing for a souvenir photo at the IAEA 2024



[L-R] Mr. Moseros, Ms. Evasco, Dr. Aguilung-Dalisay and Dr. Marilyn Balagtas of Philippine Normal University during the Gala Dinner at the IAEA 2024



[L-R] Dr. Mary Pitoniak, Executive Director for Strategic Measurement of ETS and President of IAEA, and Dr. Aguilung-Dalisay in a photo opportunity at the IAEA 2024

7th APEAC Conference

CEM was also present at the 7th Asia-Pacific Educational Assessment Conference (APEAC) hosted by the Principals Academy Inc., educators, researchers, and policymakers in the region convened at the Orchard Hotel, Singapore, on April 3-4, 2025.

With the theme, Assessment of 21st Century Competencies: Empowering Future-Ready Educators and Learners, the keynote speakers discussed three areas: Assessing 21st Century Competencies: Ms. Mary Richardson, Dr. Saad Chahine, Dr. Carla Evans; Assessing Using AI and Tech Tools: Dr. Imogen Casebourne, Ms. Nicole Barnes, Ms. Heidi Reid; and Assessing Whole Person Learning: Dr. Jill Willis, Ms. Sandra Milligan, and Ms. Miho Taguma.

Dr. Grace H. Aguilung-Dalisay, CEM President & CEO, Ms. Kathryn M. Tan, Director for Programs and Development Division, and Ms. Iris H. Lark Dizer, Professional Development Section Head, participated and represented CEM in discussions on innovative assessment practices supporting 21st-century competencies. Their participation emphasized our commitment to evolving future-ready educational practices.



CEM delegates posing for a photo at the registration area (L-R) Ms. Iris Lark H. Dizer, Ms. Kathryn M. Tan and Dr. Grace H. Aguilung-Dalisay.



Dr. Grace H. Aguilung-Dalisay (middle) in a photo opportunity with keynote speakers on Assessing Whole Person Learning, Dr. Miho Taguma (left), Senior Policy Analyst in the Innovation and Measuring Progress Division at the OECD's Directorate for Education and Skills, and Dr. Jill Willis (right), Professor of Education at Queensland University of Technology, Brisbane Australia.



2024 PAG Conference

CEM delegates joined educators, psychologists, parents, and reading advocates at the 2024 Philippine Association for the Gifted (PAG) Conference on November 26, 2024, in Taguig City. With the theme, Reading Beyond the Lines: Discovering Talent in Every Reader, the event celebrates the incredible journey of readers at every life stage, from budding bookworms to lifelong learners. Ms. Nicole Waicunas, Ms. Maria Natasha Reyes-Mendoza, Ms. Marjorie S. Go, Dr. Kaye Napalinga, Dr. Rachel Red Amparo, Dr. Katrine De Lara Concepcion, and Mr. Victor Villanueva were among the speakers.

This cooperation with PAG reiterates CEM's support for educators in deepening their understanding of gifted education, exploring new teaching strategies with a specific focus on reading.



Some photos taken at the 16th INNOTECH International Conference. (Left) Mr. Moseros, Dr. John Arnold Siena, Deputy Director for Programme and Development, SEAMEO Secretariat and Dr. Aguilung Dalisay; (Middle) L-R Dr. Robbie Macalde, INNOTECH Learning Development and Management Office Manager, Dr. Siena, Dr. Majah-Leah Ravago, SEAMEO INNOTECH Center Director, Dr. Aguilung-Dalisay and Sr. Merceditas Ang, SPC, St. Paul University Philippines President. (Right) Dr. Aguilung-Dalisay, Dr. Kochakorn Khattapan-Acidre, SEAMEO Innotech Center Deputy Director and Dr. Rhodora Angela F. Ferrer, PEAC Executive Director.

16th INNOTECH International Conference

The Manila Hotel was the venue for SEAMEO INNOTECH's biennial conference on May 16, 2025, with the theme AI in Education: Unlocking Potential Through Accessible and Equitable Learning. A diverse group of academic colleagues, industry professionals, researchers, educators, students, and other stakeholders was joined by Dr. Grace H. Aguilung-Dalisay, CEM President & CEO, and Mr. Jason V. Moseros, Test Development Section Head. The transformative impact of Artificial Intelligence (AI) in education, highlighting its potential to improve teaching, learning, and educational governance while maintaining sustainability, ethics, and equity, was the focus of this hybrid conference.

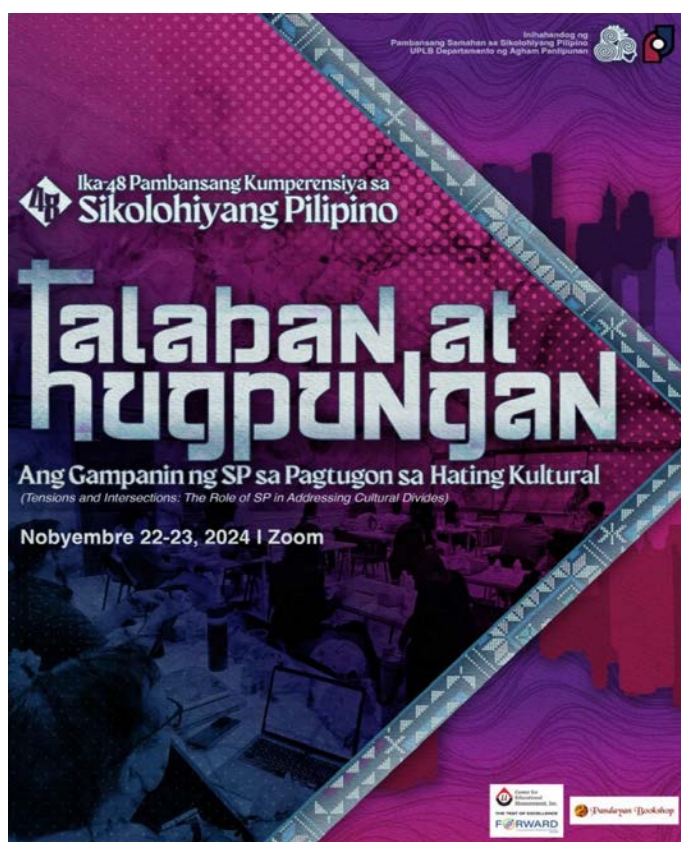
By participating in AI integration discussions, CEM aimed to deepen its understanding of emerging technologies and explore assessment opportunities that support positive educational outcomes in the Philippines.

Ika-48 Pambansang Kumperensya sa Sikolohiyang Pilipino

The 48th National Conference on Filipino Psychology was brought together by the Pambansang Samahan sa Sikolohiyang Pilipino (PSSP) and the University of the Philippines Los Baños (UPLB) Department of Social Sciences and held on November 22-23, 2024, via Zoom with the theme Tensions and Intersections: The Role of SP in Addressing Cultural Divides.

Dr. Jose Antonio R. Clemente delivered a keynote titled Toward Connection and a Life of Dignity: The Role of Filipino Psychology in Mending Divides, followed by the presentation of Dr. Zharina U. Custodio on Strengthening Inclusive Education: The Role of Filipino Psychology in Confronting Cultural Divides in the plenary sessions.

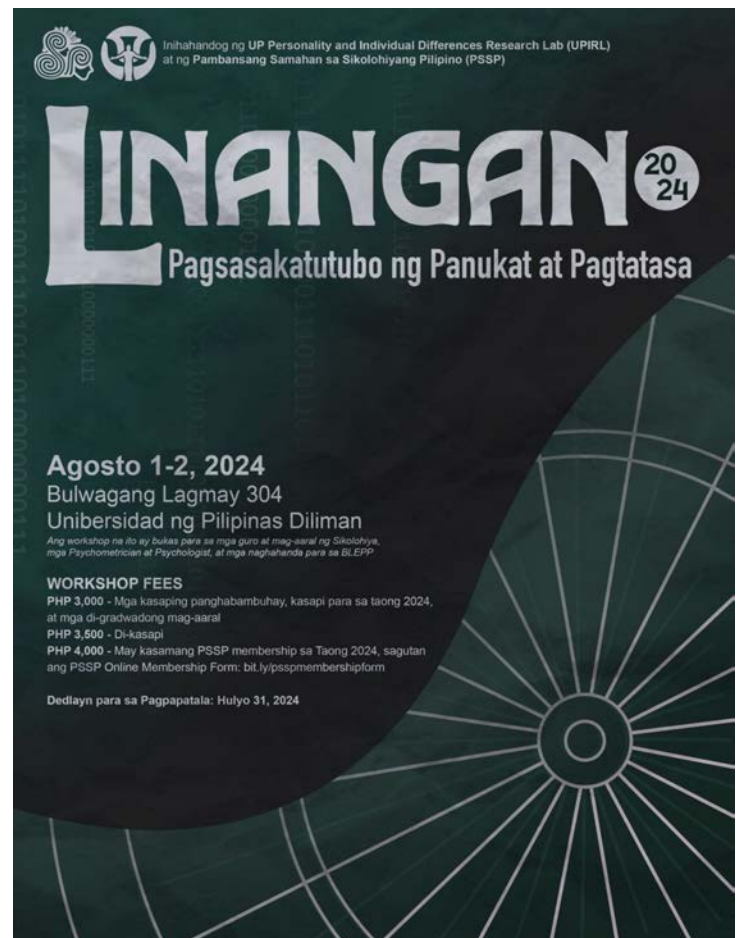
In this conference, CEM gained insights into culturally responsive methodologies that can inform test design, interpretation, and reporting.



Linangan 2024

The Linangan 2024 event themed, **Pagsasakatutubo ng Panukat at Pagtatasa** was hosted by the Pambansang Samahan sa Sikolohiyang Pilipino (PSSP) and the University of the Philippines Personality and Individual Differences Research Lab (UPIRL) on August 1-2, 2024, at Room 304, Lagmay Hall, UP Diliman.

This professional development workshop explored the introduction of Sikolohiyang Pilipino, frameworks for cross-indigenous psychological practice, and technical processes in test development were participated in by Ms. Rinnah Keziah O. Ramirez, Test Development Assistant, and Ms. Angel M. Mercado, Research Assistant, as CEM delegates. This participation provides valuable insights on the integration of Sikolohiyang Pilipino principles in assessment design, including technical competencies in test development, such as item construction and psychometric evaluation.



4th SEAIP-2024

The 4th Southeast Asian Indigenous Psychology Conference (SEAIP-2024) took place on Dec. 6-7, 2024, in a hybrid format. The SEAIP-2024 conference was co-hosted by the University of the Philippines Baguio, Pambansang Samahan sa Sikolohiyang Pilipino (PSSP), the Southeast Asian Indigenous Psychology (SEAIP) network, Monash Malaysia Culture and Health Lab, and funded by the Asian Association of Social Psychology (AASP).

The keynote address by Dr. Grace Aguilung-Dalisay, CEM President & CEO, highlighted the future of indigenous psychologies and the potential for East-West collaboration toward a decentralized psychology. The plenary sessions that followed featured Dr. Jose Antonio R. Clemente presenting the healing role of indigenous psychology in marginalized Southeast Asian communities, and Dr. Carl Martin Allwood discussing the identity of indigenous psychologies. CEM's attendance at the conference served as a reminder of its commitment to promoting culturally relevant psychology practices.



Supporting Innovations in Medical Education

The 56th Annual Convention of the Association of Philippine Medical Colleges, Inc. (APMCI), held on June 13–15, 2024, provided CEM with a vital platform to support innovations in medical education and leadership. Titled “Educating Future Leaders in Medical Education for Responsive Health Care Delivery,” the convention was held at Novotel Manila Araneta City.

The event served as a dynamic platform for showcasing scientific sessions, panel discussions, and other activities that highlighted innovations and strategies for current and future leaders in the field of medicine. By engaging in this convention, CEM strengthened its commitment to advancing education through meaningful contributions that help shape the future of responsive health care delivery.



Left photo: (L-R) Ms. Janet Evasco (CEM Director for Operations and Chair of the NMAT Committee), Dr. Grace H. Aguilung-Dalisay (CEM President & CEO) and Mr. Jake Gonzales (CEM Marketing Section Head) represented CEM at APMCI Annual Convention. Right photo: Convention attendees checking out the CEM Exhibit booth.

Driving Education Reform Through Assessment Innovations

We were honored to take part in the 8th National Convention on Educational Measurement and Evaluation (NCEME) 2024, organized by the Philippine Educational Measurement and Evaluation Association (PEMEA). Held from August 29 to 31 at De La Salle University, Taft, Manila, the convention carried the theme “Assessment Innovations: Initiatives for Education Reform in the Philippines.”

The event gathered educators, researchers, school administrators, assessment professionals, and evaluation experts from across the country. Discussions focused on EDCOM II’s priorities and pioneering research, highlighting how innovative assessment and evaluation practices can drive education reform and strengthen teaching and learning in the Philippines. Our active participation, including the exhibition booth, reflected our continuing efforts to champion meaningful assessment solutions that support both institutional development and nationwide education reforms.



CEM delegates posing for souvenir photo at the NCEME 2024.



Conference participants visiting the CEM Exhibit booth.

Advancing Teacher Education

The opportunity to sponsor the 11th International Conference on Teacher Education (ICTED) 2024, held from November 13 to 15 at the Iloilo Convention Center in Iloilo City, Philippines, was significant in advancing our support for teacher education. As part of this biennial gathering, our Research Section Head, Ms. Armi Lantano, presented a paper entitled “An Analysis of Number Series Items Using Nested Logit Model.” Her presentation highlighted how innovative data analysis can enhance assessment strategies—directly aligning with the conference theme, “Preparing Teachers for Education 5.0 Toward Sustainable Futures: Thrusts, Challenges, and Praxis.”

ICTED is a premier platform for teacher educators, researchers, policymakers, administrators, students, and allied professionals to exchange ideas and explore transformative practices. With distinguished speakers from five countries, the 2024 conference offered diverse perspectives on innovative pedagogical strategies and sustainable approaches that can shape the future of teaching and learning. Through this engagement, we further advanced our support for teacher education and reaffirmed our commitment to providing educators with research-driven insights and assessment innovations.



Ms. Lantano, during her paper presentation on “An Analysis of Number Series Items Using Nested Logit Model (Left photo) and awarding of certificate (Right photo).

Elevating Learning Together

Our sponsorship of the FAPSA National Convention 2025 was a meaningful opportunity for CEM to champion collaboration and innovation in Philippine education. Held on February 21, 2025, at the Bulwagan ng Karunungan, DepEd Central Office in Pasig City, the convention carried the theme “Elevating Learning Together: A Government and FAPSA Partnership for Educational Excellence.” It underscored the importance of uniting small and medium-sized private schools with the government to strengthen the country’s educational landscape.

Our participation reflected our advocacy for quality education by engaging with school leaders and educators, and by highlighting how our assessment solutions can support their mission of excellence and continuous improvement. Through this partnership, we reinforced our role in helping schools navigate challenges, enhance learning outcomes, and shape a brighter future for learners.



A photo opportunity with Cong. Roman T. Romulo of the Lone District of Pasig together with the CEM Staff at the Exhibit booth.



Ms. Cristina Corpuz, presenting CEM’s products and services during the convention.

Championing Literacy Development

Our sponsorship of the 9th Annual Conference of the Association for Reading and Writing in Asia (ARWA 2025), held on February 27–28, 2025 at Bai Hotel in Cebu, underscored our dedication to staying at the forefront of literacy education. This international gathering provided a powerful platform for global experts and local practitioners to exchange knowledge, share insights, and chart new directions in literacy learning and development across diverse contexts.

Over two days, participants engaged in four keynote addresses and more than 120 research presentations that examined literacy development, impairment, and expert linguistic processing—drawing perspectives from psychology, education, linguistics, and neuroscience.

By taking part in this milestone event, we reinforced our role in advancing literacy education and supporting research that drives meaningful and lasting change.



(Left Photo) CEM Staff welcoming ARWA Conference Participants to our exhibit booth. (Right Photo) L-R Ms. Laarni Bundoc for CEM Head Office posing for a photo with CEM Cebu Staff: Ms. Mussy Yap (Cebu Branch Head), Ms. Clarice Digal and Mr. Welgie Navarro.

Strengthening Visibility in Guidance and Counseling

Our visibility in the field of guidance and counseling was underscored through our role as Platinum Sponsor of the 60th Annual National Conference and 2025 International Conference of the Philippine Guidance and Counseling Association, Inc. (PGCA), held on May 21–23, 2025.

Organized in partnership with St. Scholastica's College Manila, this milestone event carried the theme “PGCA Legacy: Stories to Conquer New Glories.” It celebrated six decades of PGCA’s unwavering dedication to advancing the profession while encouraging counselors, psychologists, psychometricians, social workers, and other helping professionals to reflect on PGCA’s rich history. It also served as a call to embrace innovation and excellence in the evolving practice of guidance and counseling. Through this engagement, we reinforced our commitment to empowering practitioners with the tools, resources, and support they need to guide individuals toward growth and success.



(Right Photo) PGCA Conference Participants visiting our exhibit both, including (Left photo) Dr. Cindy Francisco (middle), CEM Bacolod Center Coordinator.

Elevating Education Through Assessment Forum

On October 23, 2024, we organized the Forum on Educational Assessment for School Improvement with the theme “Elevating Education: The Power of Assessment for School Improvement” at the Crown Legacy Hotel, Baguio City. The forum provided a platform to explore the value of assessment in addressing today’s educational challenges. Participants gained fresh insights on how data-driven decision-making can guide institutional development and inform effective policymaking, while connecting with fellow educators dedicated to advancing Philippine education.

The event was attended by distinguished guests and education leaders. Ms. Charis Go, Chairperson of the Baguio City Association of Private Schools, delivered the keynote speech on behalf of Congressman Mark O. Go, Representative of the Lone District of Baguio City and Chairperson of the House Committee on Higher and Technical Education. Plenary sessions featured presentations from Ms. Armi S. Lantano, Ms. Jessae Marie R. Barboza, and Dr. Tessie R. Da Jose, who shared valuable perspectives on the role of assessment in school improvement. The forum also saw the participation of Dr. Grace H. Aguilung-Dalisay, CEM President and CEO, along with Members of the Board—Atty. Joseph Noel M. Estrada, Corporate Secretary; Mr. Johann Ben A. Bautista, Treasurer; and Dr. Francis Xavier Daniel M. Dimalanta, Trustee.

This Luzon forum marks the beginning of a nationwide series, with Visayas and Mindanao as our next destinations. We look forward to continuing this journey of elevating education through the power of assessment.



Photo opportunity with the Speakers and CEM Officials (L-R) Ms. Jessae Marie R. Barboza, Ms. Armi S. Lantano, Dr. Tessie R. Da Jose, Dr. Grace H. Aguilung-Dalisay, Dr. Francis Xavier Daniel M. Dimalanta, and Mr. Johann Ben A. Bautista.



Dr. Grace H. Aguilung Dalisay delivering her Opening Remarks.



A photo opportunity for the CEM BOT Members and Officers present and CEM Baguio Forum Organizing Team.

CEM 46th Anniversary Virtual Conference

Marking 46 years of service to Philippine education, we convened for our 46th Anniversary Virtual Conference on September 30, 2024, with the theme “Building a Balanced Assessment System: Beyond the Numbers.” Held via Zoom, the event gathered 720 participants composed of educators, school leaders, researchers, and policymakers from CEM member schools, partner institutions, and the wider education community.

The conference was designed to pursue three main objectives:

- 1) to explore holistic and effective approaches to student assessment that integrate both standardized and authentic methods;
- 2) to promote ongoing, data-driven formative assessment that drives continuous student improvement; and
- 3) to develop practical strategies for assessing 21st-century skills such as critical thinking, collaboration, and communication.

Dr. Luis M. Sorolla, Jr., CEM BOT Chair, opened the event with a call to strengthen collective efforts in making Philippine education globally competitive. Dr. Grace H. Aguilung-Dalisay, CEM President and CEO, echoed this message, underscoring CEM’s track record of convening timely, evidence-based conferences that contribute to reform and respond to both national and global challenges in education.

Setting the tone for the discussions, keynote speaker Dr. Jimmy De La Torre of The University of Hong Kong delivered a compelling address on the design and implementation of balanced assessment systems. He stressed that assessment must be comprehensive, continuous, efficient, coherent, and useful, with results that are closely aligned with curriculum and instruction and meaningfully connected to teaching and remediation. His insights paved the way for a deeper conversation on how assessment can move beyond generating data to driving real educational improvement.

The plenary sessions further expanded the theme from different perspectives. Ms. Kathryn Tan, CEM Director for Programs

and Development, and Ms. Janet Evasco, CEM Director for Operations, underscored how assessment informs educational planning, supports instruction, and ensures validity and reliability in decision-making. Dr. Jasper Vincent Alontaga of De La Salle University explored the responsible use of technology in assessment, highlighting the importance of inclusivity and integrity when integrating digital tools. Dr. Marie Therese Bustos of the University of the Philippines, meanwhile, advocated for authentic assessment as a pathway to foster critical thinking, creativity, and collaboration—skills that are vital for learners to thrive in a complex and uncertain future.



In synthesizing the presentations, moderator Mr. Louie Cagasan of the UP College of Education highlighted the need for vision, coherence, and a culture of purposeful assessment use.

Closing the conference, Overall Chair Ms. Iris Lark H. Dizer reminded schools and educators to view assessment not merely as a tool for data collection but as a catalyst for continuous improvement and innovation.

The conference was accredited by the Professional Regulation Commission (PRC), awarding 3 CPD units for Licensed

Professional Teachers (LPTs), 2 CPD units for Registered Psychologists (RPs) and Psychometricians (RPMs), and 3 CPD units for Registered Guidance Counselors (RGCs). This accreditation recognized the conference as a meaningful professional development activity that directly supports educators and practitioners in enhancing their expertise.

By gathering over 700 participants, advancing critical conversations on balanced assessment, and providing accredited professional learning opportunities, the CEM 46th Anniversary Conference reaffirmed CEM’s role as a steadfast partner in advancing educational quality. True to its mission, CEM continues to help schools and institutions move “beyond the numbers” toward decisions and practices that directly improve student learning—para sa bata at para sa bayan.



Impacts that Matter is not a slogan; it is about living our values and using our capabilities to serve the greater good. It reminds us that every action we take, no matter how small, contributes to a greater whole.

In FY 2024–2025, we strengthened our role as a socially-responsible and environmentally-conscious institution through initiatives that fostered community engagement, environmental stewardship, and collaborative action. Guided by a desire to raise awareness, inspire action, and embed a culture of volunteerism, we launched campaigns to promote preparedness and solidarity, organized learning sessions to deepen commitment, and created opportunities for employees to take part in collective action. Beyond advocacy, we translated purpose into action through strategic partnerships and programs that improved learning outcomes and system effectiveness.

By nurturing collaborations, we affirm our belief that impact is not measured solely by outputs or outcomes, but by how authentically we serve. Whether through environmental advocacy, community outreach, or educational partnerships, we remain committed to creating impact that is intentional, inclusive, and lasting. Because at CEM, what we do matters—and how and why we do it matters even more.

VOLUNTEERISM AND SUSTAINABILITY INITIATIVES

CEM's organizational excellence extends beyond delivering high-quality educational services; it also encompasses our responsibility to society and the environment. Throughout the year, CEM has actively fostered a culture of social responsibility, volunteerism, and sustainability among employees and stakeholders. By integrating CSR and sustainability initiatives into our operations, we aim to make meaningful contributions to the community, promote environmental stewardship, and inspire a sense of shared purpose within our organization.

VOLUNTEERING 101 Learning Series

To reinforce our commitment to social responsibility, we launched the Volunteering 101 learning series, with the first session held on March 17, 2025. Our Management Team participated in the webinar on Understanding Volunteerism facilitated by Mr. Kenneth C. Siruelo, Chief Volunteer Service Officer of the Philippine National Volunteer Service Coordinating Agency (PNVSCA). Through this session, we deepened our awareness and appreciation of volunteerism as a development strategy, recognized the value of volunteer actions in strengthening communities, and learned practical ways we can actively engage in volunteer initiatives.

As a capacity-building activity, the webinar encouraged us to cultivate empathy, civic duty, and collective action. Building on this foundation, we are committed to designing and implementing volunteer programs that align with both our organizational values and community needs—sustaining employee engagement, fostering stronger partnerships, and extending our contribution to nation-building.



Environmental Protection Awareness: Our Responsibility, Our Opportunity

On February 27, 2025, the entire CEM community participated in a webinar on **Environmental Protection & Awareness: Our Responsibility, Our Opportunity**, to uphold our commitment to environmental sustainability. Facilitated by Architect Socorro Borrromeo-Atega, the session encouraged us to reflect on our responsibility to minimize environmental harm and the opportunity to create positive change through simple, sustainable actions. We also explored how fostering an eco-friendly workplace enables us not only to comply with regulations and standards but also to reduce costs, conserve resources, and promote employee well-being.

The session provided practical knowledge on sustainable practices such as waste management, energy conservation, and reducing carbon footprints. Success stories highlighted how small, consistent efforts can make a significant impact when combined. As an information session, the webinar inspired us to see environmental protection not just as an obligation but as an opportunity to help build a healthier planet. Moving forward, we are committed to adopting sustainable lifestyles, advocating for environmental care, and initiating collective action as an organization to address pressing ecological challenges.



Promoting Community Preparedness and Sustainability

CEM's online community engagement campaigns in FY 2024-2025 highlighted our shared responsibility in promoting safety, preparedness, and environmental sustainability. Through these initiatives, we sought to foster awareness, strengthen resilience, and inspire meaningful action within and beyond the CEM community.

Recognizing that natural hazards pose constant risks, our campaigns emphasized the importance of readiness and vigilance during emergencies such as earthquakes, fires, extreme heat, and typhoons. Practical safety tips, advisories, and learning materials were regularly shared to guide employees on the steps to take before, during, and after emergencies. These online efforts complemented our participation in local government-led drills and our adherence to regulatory and safety requirements, reinforcing a collective culture of preparedness and care.

At the same time, our campaigns also underscored the value of environmental stewardship and sustainability. By sharing simple, actionable ways to reduce environmental impact in daily life, we encouraged employees to adopt responsible practices at work and at home.

Together, these digital campaigns reflect CEM's proactive approach to building a responsible and resilient organization, one that promotes safety, empathy, and sustainability as integral parts of our community culture.

RAMP HIGHLIGHTS

The CEM Reading Assessment and Monitoring Program (RAMP) is CEM's major corporate social responsibility initiative which aims to empower Filipino learners and enhance their reading proficiency through a multifaceted approach. Its primary goal is to help participating schools equip their students with skills necessary for independent and proficient reading by utilizing the CEM standardized reading assessment tools, integrated reading program and other resources. To foster the love for reading, engaging materials that resonate with students' cultural and personal experiences are also provided, making reading both enjoyable and relevant.

In addition to supporting learners, RAMP is committed to enhancing teacher competence in teaching reading effectively through specialized training and professional development programs. This initiative also focuses on promoting community and employee engagement by inspiring CEM employees to become reading and CSR advocates and building collaborative partnerships with communities and stakeholders to amplify impact on literacy in the Philippines.

RAMP is more than a literacy initiative—it is CEM's promise to nurture a culture of reading and ignite a love for learning in children across the Philippines. Building on the insights of its pilot run, RAMP now stands on firmer ground, using the CEM Reading Test to track students' progress from Grades 4 to 6 while enriching classrooms with reading sessions, reading nooks, intervention toolkits, and a mobile reading clinic that brings new and interesting reading experiences directly to

students. Each activity is designed not only to measure skills, but to open doors to imagination, confidence, and growth.

Reaching schools most in need is at the heart of RAMP. We tapped the participation of public schools from Luzon, Visayas, and Mindanao, those where resources may be scarce but the commitment to literacy is strong. By prioritizing communities with limited access to support and ensuring teachers and stakeholders are engaged, RAMP becomes a shared mission: a partnership between CEM, schools, and local communities working together to give children the gift of reading.

Starting with a Grade 4 cohort in School Year 2024–2025, the program will follow learners through their elementary journey, carefully documenting their growth and celebrating milestones along the way. This long-term study is not just data collection; it is a narrative of progress, showing how consistent support and meaningful interventions can change the trajectory of young readers' lives. With findings to be shared in technical reports, journals, and conferences, RAMP is poised to influence not only classrooms but also broader conversations on education and equity.

At its core, RAMP is about impact that lasts. It thrives on partnerships with organizations and individuals who believe in the power of literacy. It grows stronger through CEM employees who volunteer as reading advocates. And it becomes sustainable through careful monitoring, open communication, and transparent reporting. By weaving together research, practice, and community, RAMP embodies CEM's vision of going beyond measurement—creating spaces where reading is not just a skill, but a lifelong source of empowerment, opportunity, and hope.



Souvenir Photo with the CEM RAMP Volunteers and RAMP participating schools Faculty and Staff in (1) Cebu, (2) Baguio and (3) Cavite.

CEM Reading Assessment

In FY 2024–2025, the CEM Reading Tests – Level 1 were administered to selected cohorts of students as part of the three-year longitudinal assessment component of the Reading Assessment and Monitoring Program (RAMP). This pretest administration aims to establish baseline information on students' reading skills and monitor their progress across three grade levels—from Grades 4 to 6.

For this cycle, three schools from different regions participated in the administration. In Cavite, 56 Grade 4 students from Paligawan Matanda Elementary School took the test on September 10, 2024; in Cebu, 113 students from Upper Tunghaan Elementary School were tested on September 13, 2024; and in Baguio, 97 students from Bakakeng Elementary School completed the assessment on October 3, 2024.

Succeeding testing activities will be scheduled to continuously track learners' reading development, identify learning gaps, and provide schools with actionable insights that strengthen reading instruction and support student success.



Grade 4 students from the RAMP participating schools during the CEM Reading Test Level 1 pre-test administration in (1) Baguio, (2) Cebu and (3) Cavite

Capacity-Building for Teachers

One of the major goals of RAMP is to empower teachers to leverage assessment data for student and program improvement. Recognizing that test results gain real value when effectively interpreted and applied in instruction, RAMP includes teacher capacity building as a key component of its implementation.

In FY 2024–2025, teachers from RAMP participating schools underwent an orientation-training on Interpreting and Utilizing of CEM Reading Test Data. The session equipped teachers with the skills to analyze the results of the reading test taken by their students, identify learning gaps, and plan targeted instructional interventions tailored to their learners' needs.

To further reinforce this goal, the CEM Integrated

Reading Program was also introduced as part of learning opportunity. It is designed to strengthen and advance each school's existing reading program, with focus on building teachers' competencies in reading instruction and intervention. Through targeted training sessions and guided data-use exercises, teachers learn how to translate assessment insights into actionable classroom strategies that support continuous improvement in literacy outcomes.

These capacity-building efforts underscore CEM's commitment to developing teachers who can confidently interpret assessment results and transform them into meaningful actions that enhance both learner performance and school-based reading programs.



Teachers from RAMP participating schools during the capacity-building seminar on Interpreting & Utilizing the CEM Test Data and Introduction to the CEM Integrated Reading Program



School-based Reading Month Celebration

The CEM School-Based Reading Month Activity serves as CEM's contribution to the national observance of Araw ng Pagbasa every November. This initiative aims to promote reading engagement among students while supporting teachers in strengthening literacy instruction through practical demonstrations and classroom-ready strategies.

Through the CEM Mobile Reading Clinic, students participate in a series of interactive reading and learning activities that highlight specific reading intervention strategies. The clinic features reading stations that allow pupils to explore and enjoy reading in fun and meaningful ways, while teachers observe how these strategies can



Students from the RAMP participating schools in Cavite during a story-telling activity held on November 8, 2024 as part of CEM's observance of the National Reading Month.



be adopted for their own classroom instruction. During the November 2024 event, CEM also turned over three sets of CEM Reading Nooks, a simple learning facilities arranged within classrooms and furnished with bookshelves filled with curated books and other literacy materials. The Reading Nook serves as a dedicated space that encourages students to develop the habit of reading and to collaborate

with their peers through various literacy-focused activities such as independent, guided, and shared reading, as well as book clubs and reading circles.

Through these school-based initiatives, CEM continues to promote a culture of reading and empower both students and teachers to view literacy as a shared, enjoyable, and lifelong journey.



Students from the RAMP participating schools in Baguio actively engaging in the various reading activities at the CEM Reading Clinic on November 23, 2024.

PURSuing the FUTURE

(Strategic Priorities for 2025-2026)

CEM stands at the threshold of a new era. As we reflect on the past year's journey of innovation, resilience, and shared achievement, we see not an end, but a beginning—a launching point toward a future where education knows no boundaries. Guided by our renewed Vision, Mission, and Values, we move forward with boldness, reimagining what assessment can do and redefining how learning can be measured, nurtured, and celebrated. Our future is not written for us—it is ours to shape, and CEM is determined to shape it with purpose, passion, and partnership.

The strategic priorities we set for 2025–2026 are more than goals; they are commitments. We commit to building assessments that are not only tools for measurement but catalysts for growth. We commit to knowledge creation that informs national conversations on education and empowers decision-makers with evidence. We commit to strengthening schools and teachers by equipping them with the skills, insights, and confidence to meet the challenges of a rapidly evolving world. And we commit to putting our stakeholders—the learners, educators, and communities we serve—at the very center of everything we do.

We know the future will not be simple. The MATATAG K to 10 Curriculum, the swift surge of digital transformation, and the evolving needs of a new generation of learners demand agility, imagination, and courage. Yet, we do not see these as challenges to overcome, but as invitations to transform—opportunities to innovate beyond what is familiar, to collaborate across boundaries, and to build resilience that turns uncertainty into possibility.

In this journey, CEM is more than an institution; it is a movement. A movement to empower schools, to uplift teachers, and to unlock the infinite potential of learners. A movement to ensure that education remains a beacon of hope, equity, and progress for the nation. The work ahead is vast, but so is our resolve. Together with our partners, we will not only respond to the future—we will help create it.

CEM Beyond Boundaries is more than a theme; it is a promise. A promise to shape tomorrow, today, and to leave a legacy where every learner's growth strengthens the future of our nation. The horizon is wide, and CEM is ready to soar.

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