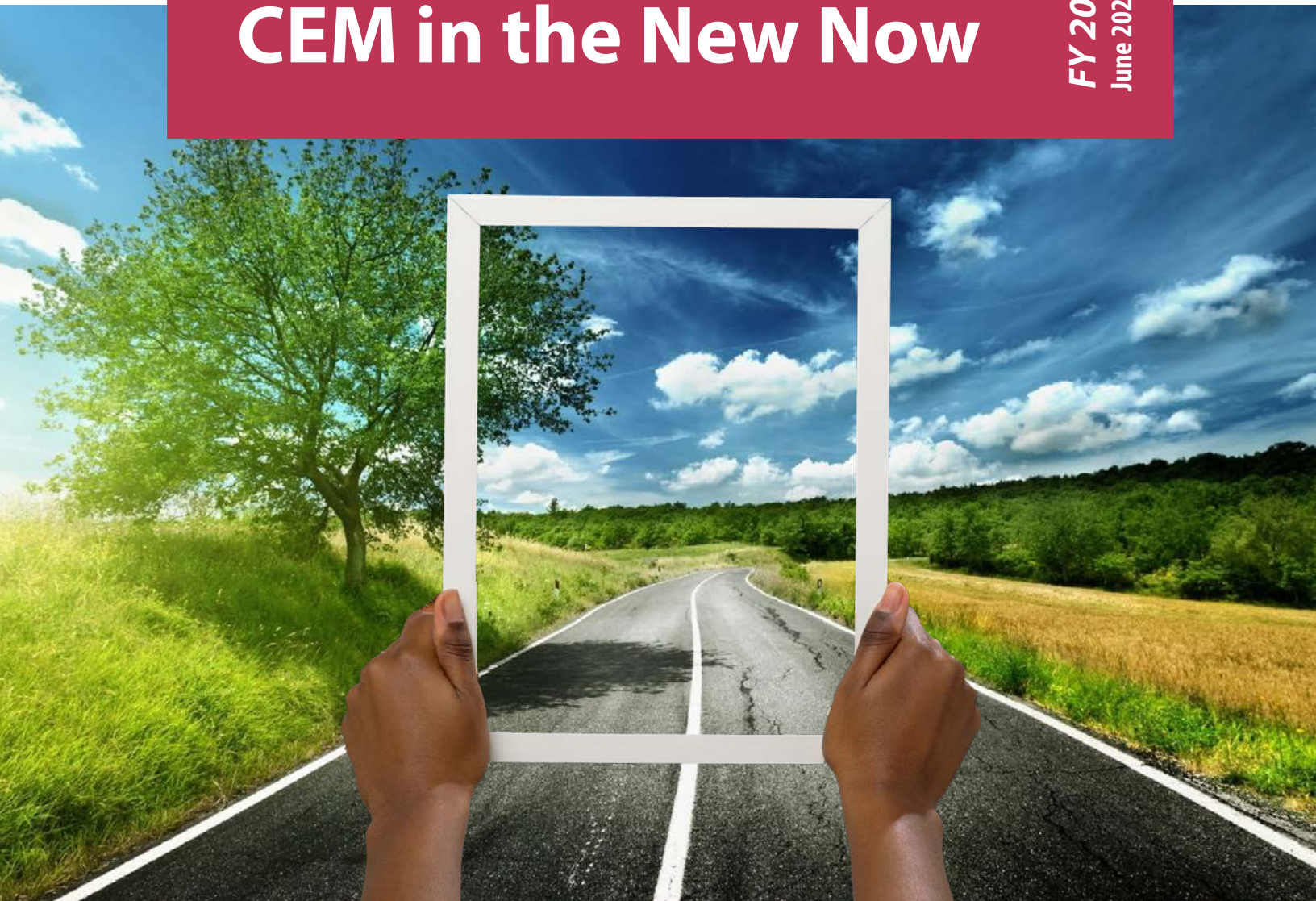


THE TEST OF EXCELLENCE

CEM ANNUAL REPORT

TREADING NEW TERRITORIES
CEM in the New Now

FY 2022-2023
June 2022 to May 2023



www.cem-inc.org.ph

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CEM ANNUAL REPORT

TREADING NEW TERRITORIES

CEM in the New Now

FY 2022-2023 | June 2022 to May 2023



TREADING NEW TERRITORIES: CEM IN THE NEW NOW

In this report, we will highlight the significant milestones we have embarked this fiscal year in order to future-proof our organization and the strategies we have explored to acclimate with the realities of the New Now. As a forward-looking institution, we recognize the importance of staying ahead of the curve and by continuously seeking avenues for growth and progress, we are determined to transcend challenges and cultivate lasting success for the Center for Educational Measurement, Inc.

Our decision to enter these new territories was not taken lightly. Thorough research, strategic planning, and a deep understanding of the unique dynamics of our target market were instrumental in guiding our expansion strategy. We carefully evaluated each market's potential for growth, the alignment of our services with local needs, and the opportunities they presented for our organization. This rigorous analysis enabled us to identify promising opportunities for growth and success. We leveraged our existing strengths, expertise, and resources to establish a strong foothold in these markets. By strategically diversifying our operations, we are able to extend our impact and deliver our solutions and services to a wider range of individuals and institutions, ultimately creating value for our stakeholders and contributing to the advancement of learning and education.

We extend our sincere appreciation to our dedicated team members and valued partners who have supported us in this exciting journey. Thank you for your continued trust and confidence in our organization. Together, we look forward to embracing new opportunities, driving innovation, and achieving even greater success in the years ahead.

Grace H. Aguilong-Dalisay, PhD, RPsy
President & CEO

TABLE OF CONTENTS

CEM CORPORATE IDENTITY	6
CEM CORPORATE ENSEMBLE	8
Board of Trustees and Corporators	8
Management Team	10
CEM Family	12
CEM YEAR IN BRIEF	14
CEM PERFORMANCE HIGHLIGHTS	15
New Paths in Assessment & Research Excellence	16
Emerging Expertise for Educators	18
CEM 44 th Anniversary Virtual Conference	20
Operational Efficiency in the New Now	22
Sustainable Engagement and Partnership	23
Professional Success and Personal Growth of Employees	26
CEM BY THE NUMBERS	31
CEM NETWORK OF EXCELLENCE	34
CEM ONWARDS	38
ACKNOWLEDGMENTS	40

CEM

CORPORATE IDENTITY



Center for
Educational
Measurement, Inc.

THE TEST OF EXCELLENCE

The essence of CEM's identity is firmly embedded in our mission, vision, values, and goals. These directives have guided us in developing a unique culture of excellence and service, which enabled us to achieve significant milestones and grow substantially over the past 44 years. We continuously evolve and adapt to the changes and challenges of the times to ensure that we remain responsive and continue to provide value to the communities we serve.

Our Vision Statement

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

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



Our Mission

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

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

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

Our Core Values

- Responsibility
- Duty and Obligation
- Professionalism & Excellence in Work
- Mutual Justice



Our Goals

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

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

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

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

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

CEM CORPORATE ENSEMBLE

*While our vision and mission serve as our driving force, their realization rests on collective effort. From the strong leadership of our **Board of Trustees and Corporators**, the unwavering dedication of our **Management Team** and the relentless hard work and commitment exhibited by every member of the **CEM Family**, we value the contribution of each team member as we work together towards a shared vision of educational excellence.*

Board of Trustees and Corporators

Their collective wisdom and expertise plays a pivotal role in driving CEM's strategic vision and direction. Through their guidance, we are able to stay true to our mission and goals; through their leadership, we are able to uphold governance and accountability within the organization; and through their well-rounded decision making, we are able to enrich our corporate strategies and initiatives.

BOARD OF TRUSTEES



Father Roderick C. Salazar, Jr., SVD
Chair

Dr. Grace H. Aguilin-Dalisay
President & CEO

Dr. Luis M. Sorolla, Jr.
Vice-Chair

CORPORATORS



Atty. Diosdado G.
MADRID



Dr. Reynaldo C.
BAUTISTA



Dr. Manuel T.
CORPUS



Dr. Lenore Ll.
DECENTECEO



Mrs. Esperanza C.
BUEN



Dr. Godelyn G.
HISOLE



Dr. Francis Xavier
Daniel M.
DIMALANTA



Atty. Joseph Noel M. Estrada
Corporate Secretary



Mr. Johann Ben A. Bautista
Treasurer



Dr. James L. Tan
Member



Dr. Ma. Concepcion Y. Lupisan
Member

Management Team

These dedicated professionals are responsible for overseeing their respective divisions and sections, ensuring that resources are optimally allocated, and that teams are motivated and aligned with our organizational objectives.

OFFICE OF THE PRESIDENT



Dr. Grace H. Aguilin-Dalisay
President & CEO



Aileen A. Cartagena
*Head, Corporate
Communications Section*



Jacob Avelino S. Gonzales
Head, Marketing Section



Armi S. Lantano
OIC, Data Protection

OPERATIONS DIVISION



Janet T. Evasco
Director for Operations



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



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



Rosario P. Faylona
Head, Test Service Section



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



Mussolini S. Yap
Head, Cebu Branch



Dionisio S. Cervantes
Head, Davao Branch



Marinita T. Alano
OIC, Client Relations Section

PROGRAMS & DEVELOPMENT DIVISION



Kathryn M. Tan
Director for Programs & Development



Iris Lark H. Dizer
Head, Professional Development Section



Armi S. Lantano
Head, Research Section



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



Eric A. Tadeo
*Head, Statistical Processes & Item Bank Unit
Test Development Section*



Katrina L. Francisco
*Head, Aptitude & Special Tests Unit
Test Development Section*

FINANCE DIVISION



Cristina C. Paras
Director for Finance



Nelsie A. Cabaluna
Head, Accounting Section



Lovelyn R. Santibañez
OIC, Budget & Treasury Section

GENERAL ADMINISTRATION DIVISION



Ian Francis B. Loria
Director for General Administration



Maribel A. Montalbo
Head, Administrative Services Section



Kristine C. Mercado
Head, Human Resources Section



Larry Vincent P. Cagadas
Head, Information Technology Section

CEM Family

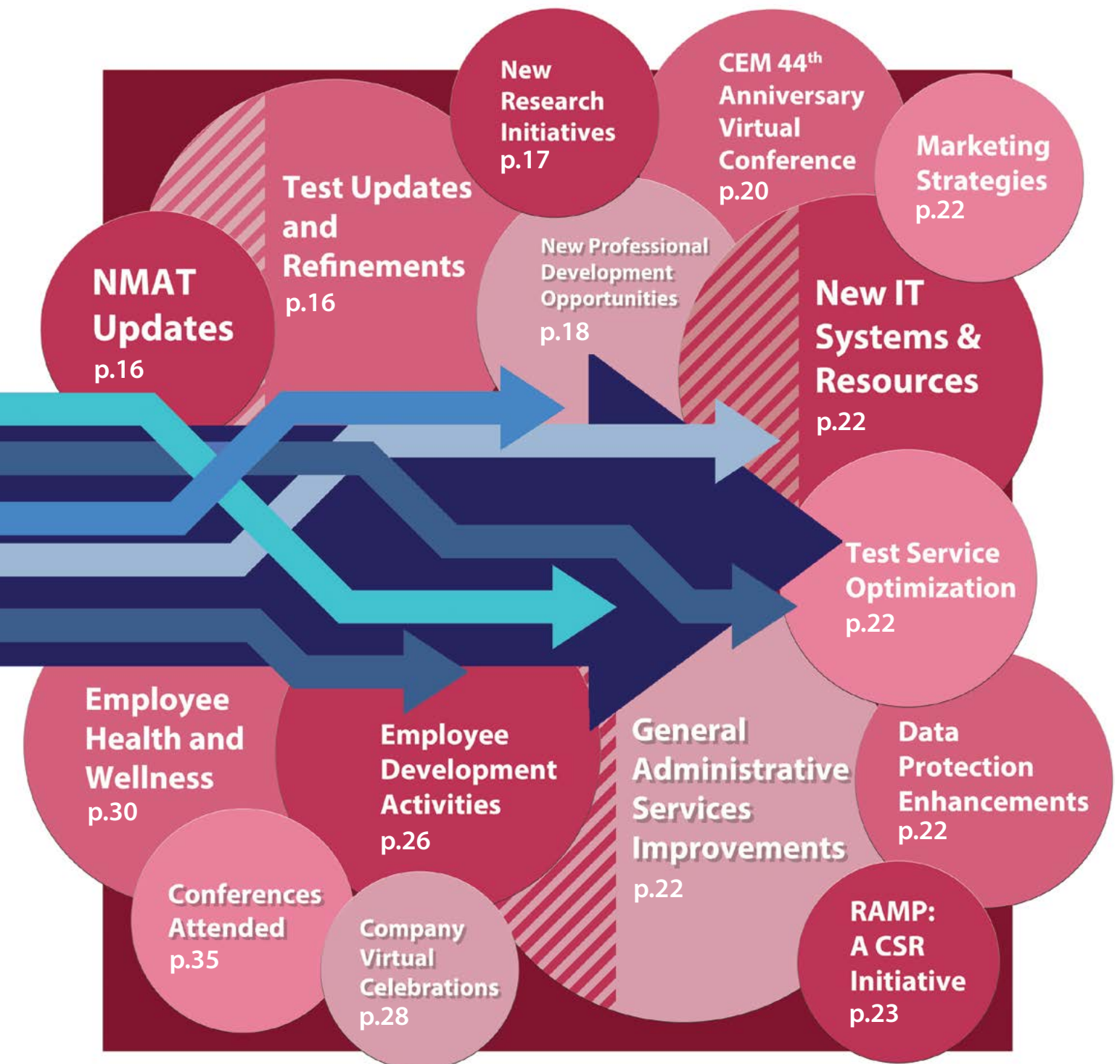
The entire CEM family is the lifeblood that keeps our operations thriving. They ensure that every project is executed well, all service requests are delivered on time and our organizational goals are realized on a day-to-day basis. Their commitment to excellence and willingness to adapt and learn are the propelling factors behind our organization's continued growth and progress.





CEM YEAR IN BRIEF

Fiscal year 2022-2023 was marked by exciting opportunities, notable triumphs, and valuable learning that have equipped us in Treading on New Territories and propelled us in moving FORWARD in the New Now. Let's take a closer look at the highlights of our journey during this remarkable year.



CEM PERFORMANCE HIGHLIGHTS



This year has been transformative for us as we explored various options on how to actively engage our clientele and proactively implement our expansion strategy. In this part of the report, we will share the key factors that influenced our decision to enter new territories, the challenges we encountered, and the remarkable achievements we have made thus far. We trust that this report will provide you with a comprehensive understanding of our expansion endeavors and the positive impact they have had on our organization.

CEM PERFORMANCE HIGHLIGHTS

New Paths in Assessment & Research Excellence

In our pursuit of excellence in standardized testing, we keep in mind that every learner's journey is unique, and every educator's contribution is invaluable. Our dedication to redefine the way we assess knowledge, skills, and aptitude is driven by a vision of empowering learners and educators with useful solutions and experiences that will lead them closer to their goals. Given the dynamic demands of various industries we serve, we are opening our doors to new possibilities that inspire innovation, embrace authenticity and cultivate excellence.

To keep up with the current contexts in assessment, we consistently execute review and evaluation procedures to elevate the quality of our products and other offerings. This fiscal year, our Test Development Section re-examined the test framework of the **Philippine Aptitude Test for Teachers (PATT)** and introduced updates to the norms of the **Nursing Aptitude Test (NAT)** to maintain the relevance of the instruments to its intended users.



Since the implementation of our online testing modality in 2020, we continuously catered to several institutions' requests for online test administration, item digitization and development of parallel online test versions, as in the case of **Certified Industrial Engineering (CIE) Examination**. This year, 16 new parallel test forms for the online **National Medical Admission Test (NMAT)** were developed and administered to 24,460 examinees in the span of three cycles. Through this process, we reduce item exposure which enhances test security and ensures validity of inferences made from the instrument. Additionally, we have ongoing NMAT Validity Studies and a comparative study on the impact of testing modality on the performance of NMAT Re-takers, which aim to provide more insights on the utility of NMAT.

NMAT
National Medical Admission Test
ONLINE

Exam Dates	Registration Period
October 15-16, 18-20, 22-23, 25-26, 28-29	August 8 – September 5, 2022
November 5-7, 2022	
January 14-15, 17-18, 21-22, 24-26, 28-30, 2023	September 19 – October 7, November 14 – 25, 2022
April 23-25, 28-30,	February 13 – March 15, 2023
May 2-4, 6-8, 2023	

*Applicants may register for only ONE (1) test date from October 2022 to January 2023. Fees paid on multiple registrations will be forfeited and are non-refundable. Only one paid test date will be approved.

**Applicants may re-take the test on ONE (1) of the test dates during the April-May 2023 testing period.

Please visit www.cem-inc.org.ph/nmat for more details.

For the *Teaching and Assessing Reading Literary (TARL)* program, an implementation report on the delivery of the program has been submitted to the Department of Education. We continued documenting the outcomes of this program both in terms of: 1) what teachers learned and applied in designing lesson plans and assessments during individual practice tasks of the training program, and 2) teachers' experience in applying the training content to actual practice. Enhancement of training materials for item authoring and item banking tools and procedures were initiated this year as well.

We are also committed to extending our services to individual researchers and institutions that need data and references for their studies, through our Research Section. We continuously contribute to the body of knowledge by disseminating our works in professional gatherings and other academic publications, such as our paper presentations on *Identifying Pathways to Learning Recoveries using Performance Profile of Junior High School Completers* during the International Conference on Educational Measurement and Evaluation or NCEME 2022; and *Profiling of Graduating Elementary Students: Detecting Possible Learning Loss* in the 15th National Convention on Statistics and also published in the Philippine Statistics Authority (PSA) page. Our Test Service Section also presented a paper entitled *Pagsisiyasat sa mga Hamong Kinaharap ng Mag-aaral na Kumuha ng Pagtatayang Online sa CEM: Batayan sa Pagpapaunlad ng Pagtatayang Online* during the Pambansang Kumperensiya sa Sikolohiyang Pilipino in November 2022.



PHILIPPINE EDUCATIONAL MEASUREMENT AND
EVALUATION ASSOCIATION, INC.

DAY 2: AUG 26

**Identifying Pathways to Learning Recoveries using
Performance Profile of Junior High School Completers**

**2022 NATIONAL CONFERENCE
ON EDUCATIONAL MEASUREMENT
AND EVALUATION (NCEME2022)**

AUGUST 25 TO 27, 2022
via MS LIVE

THEME:
Unlocking the Potentials of Assessment in Reimagining
Curriculum and Instruction



Armi S. Lantano
Research Section Head



Noelyn H. Curutan
Researcher

"Boosting the Country's Recovery with Informed Decisions, Better Policies"



Armi S. Lantano
Research Section Head

**Profiling of Graduating
Elementary Students:
Detecting Possible Learning Loss**

**15th
National
Convention
on Statistics**

03-05 October 2022
Crowne Plaza Manila Galleria
Ortigas Center, Quezon City

Organized by the PHILIPPINE STATISTICAL SYSTEM
Spearheaded by the PHILIPPINE STATISTICS AUTHORITY



**Pagsisiyasat sa mga Hamong
Kinaharap ng Mag-aaral na
Kumuha ng Pagtatayang
Online sa CEM:**

Batayan sa Pagpapaunlad ng
Pagtatayang Online

PAMBANSANG KUMPERENSIYA SA
SIKOLOHYANG PILIPINO



Center for
Educational
Measurement, Inc.
THE TEST OF EXCELLENCE



Rosario P. Faylona
Test Service Section Head



Manilyn R. Reyes
Testing Coordinator



SP
BILANG MAPAGPABAGONG-ISP

CEM PERFORMANCE HIGHLIGHTS

Emerging Expertise for Educators

We recognize the indispensable role of our educators in shaping the future of our learners and we are keen on supporting them by providing opportunities for professional advancement. For fiscal year 2022-2023, we delivered webinars on how to teach students skills that foster lifelong learning, equipping educators with the necessary and relevant competencies to empower themselves and their learners in the new now.

Building and Fostering Social and Emotional Skills of Children in School and at Home

This webinar showed how SEL is connected to academic learning and student development. It gave examples of activities or practices that can be integrated in the school curriculum to develop and strengthen the social and emotional skills of both students and faculty. The webinar was deemed timely as educators were preparing for the transition from remote to face-to-face learning since Philippine schools have started reopening during the 3rd quarter of 2022, after almost 2 years of closure.

Center for Educational Measurement, Inc.
THE TEST OF EXCELLENCE

BUILDING AND FOSTERING SOCIAL AND EMOTIONAL SKILLS OF CHILDREN IN SCHOOL AND AT HOME
27 OCTOBER 2022 | 7:30-10:30 AM PHST | VIA ZOOM

Kellie A. McClain, Psy.D., NCSP

"Social and Emotional Learning builds confidence, comfortability, and a brave space so that the children can share and grow. It can also help build family relationships and communities, and it provides strategies needed for everyday life."

Powering Literacy Development with Direct and Explicit Instruction of Reading Comprehension

This online training program demonstrated the essential reading comprehension and text evaluation strategies that students need to learn to become independent, strategic, and effective readers. The teacher-participants were expected to study and understand these strategies and then plan for teaching these strategies following the direct instruction approach.

Center for Educational Measurement, Inc.
THE TEST OF EXCELLENCE

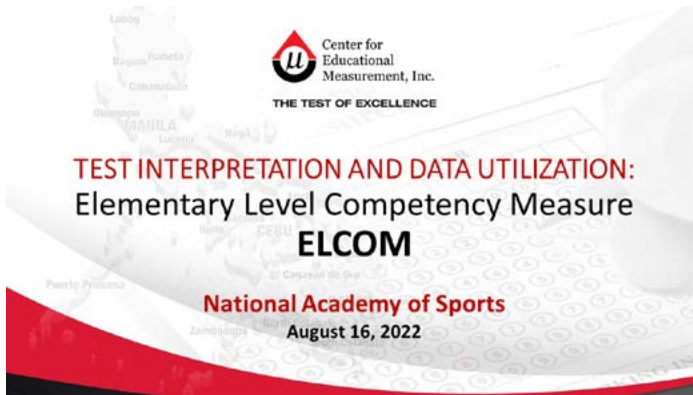
POWERING LITERACY DEVELOPMENT
WITH
Direct and Explicit Instruction
OF
READING COMPREHENSION

7 CPD UNITS FOR LPTs

MAY 8 to JUN 3 2023

Complementary Professional Development Services

Aside from the special webinars, we were able to serve a total of seven (7) bona fide member schools through our regular seminars on Designing Classroom Assessment Tools (DCAT) and Data Utilization (DU), five (5) were conducted online and two (2) were in-person.



Online Data Utilization (DU) conducted for National Academy of Sports.



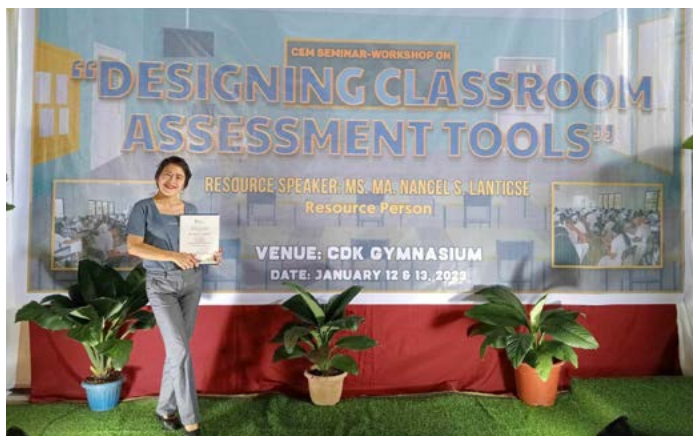
Ms. Airene Grace D. Peñones, CEM Testing Coordinator and DU resource speaker, discussing the definition of ELCOM and its test scores and test interpretation of individual reports.



Ms. Valerie S. Equipador, CEM Testing Coordinator and DU resource speaker, discussing how to interpret group reports.



Ms. Imelda E. Tabrilla, CEM Professional Development Specialist and DU resource speaker, discussing the significance of data utilization in improving learners and school performance.



Ms. Ma. Nancel S. Lanticse poses with her Certificate of Appreciation as Resource Speaker of the in-person seminar-workshop on DCAT conducted for North Cotabato member schools and hosted by the Colegio de Kidapawan.



Participants from CEM member schools under the North Cotabato Center were trained on how to design classroom assessments that can be used to guide instruction and decision making to improve student learning.

CEM PERFORMANCE HIGHLIGHTS

CEM 44th Anniversary Virtual Conference

On September 30, 2022, we marked our 44th Founding Anniversary with a virtual conference that addressed a critical theme: “Standardized Assessment: Bridging the Gap Between Career Readiness and Industry Demands” via the Zoom platform. The event was streamed live on CEM’s Facebook page and was attended by around 540 participants from all over the country.

This conference highlighted the importance of the alignment between career readiness and industry demand and the role assessment plays in the process to help address lingering concerns on the employability of senior high school and college graduates.



44th ANNIVERSARY
VIRTUAL CONFERENCE



STANDARDIZED ASSESSMENT

Bridging the Gap Between

CAREER READINESS and

INDUSTRY DEMANDS

30 SEP 2022 8:30 AM-12:00 NN **VIA ZOOM**

KEYNOTE SPEAKER



Prof. Dragoș Iliescu, PhD

University of Bucharest, Romania
President, International Association of Applied Psychology (IAAP),
Division 2 (Psychological Assessment and Evaluation)

DISCUSSANTS



Dr. Jerry J. Jurisprudencia, RGC, CSCLP, RPsy
Faculty, Department of Psychology
Miriam College



Carolina A. Narciso, MA
Sales and Marketing Director
Assessment Analytics, Inc.



Cinderella R. Francisco, RGC, RPsM
Psychometrician/Guidance Counselor
University of St. La Salle



INVOCATION
Father Roderick C.
Salazar, Jr., SVD
Chair, CEM Board of Trustees



WELCOME REMARKS
Dr. Grace H.
Aguilin-Dalisay, RPsy
CEM President and CEO



CLOSING REMARKS
Jason V. Moseros, MME
Overall Conference Chair



MODERATOR
Mary Angela D. Moore
Founder, Vice President and CEO
TBC-In TV, United Kingdom



◀ SCAN ME

FREE REGISTRATION:
<https://bit.ly/44thCEMConference>

For inquiries, contact the 44th Conference Secretariat at cem44conference@gmail.com or
contact 0999-2212554, 0999-2212606, 0999-2212607, or 0999-2212545.



▶ **Keynote Speaker Prof. Dragoș Iliescu, PhD**
from University of Bucharest, Romania discussing the role of standardized assessments in career readiness programs and underscoring the importance of reliable data and comprehensive reporting in effective career counseling to help with good career-decision making.

Panel Discussion



▶ **Panelist Dr. Jerry J. Jurisprudencia, RGC, CSCLP, RPsy**
of Miriam College presenting the current state of Philippine education including its challenges related to career guidance and counselling amidst the pandemic.



▶ **Panelist Ms. Carolina A. Narciso**
from Assessment Analytics, Inc. stressing the shift in industry demand in terms of job applicant competency, emotional intelligence, and digital savviness under the new normal and in the foreseeable future.



▶ **Panelist Ms. Cinderella R. Francisco, RGC, RPsM**
of University of St. La Salle, sharing her experience on best practices in the use of standardized assessments in the academe for career readiness and tackling some of the challenges encountered by career counselors or coaches.

The CEM 44th Anniversary Virtual Conference brought together experts, thought leaders and the general public to explore the essential connection between education, assessments, and the evolving demands of the job market. It was a platform for valuable insights and discussions that can contribute significantly to the enhancement of career guidance and career readiness for students and graduates across the nation.

CEM PERFORMANCE HIGHLIGHTS

Operational Efficiency in the New Now

In navigating the realities of the new now, we are determined to devise new strategies to deliver our best output, despite the dynamic changes. To cope with the volatility, uncertainty, complexity and ambiguity of the times, we reorganize our office procedures and introduce new systems in order to streamline our processes.



Our Information Technology Section designed several process improvement mechanisms aimed at automation and efficiency of our office practices. These include the implementation of the IT Ticketing System to cater and monitor IT-related service requests; development of IT Asset Management System to keep track of our IT resources; Automated Internet Speed Monitoring; and preparation of ITS Operations Manual to guide the section's day-to-day activities.

Other internal systems were also improved for efficient communication and collaboration among teams. Our Administrative Services Section developed an operation procedure to organize and speed up our general administrative activities. We also restructured and refurbished some of our office spaces and reallocated our telephone lines accordingly to address the requirements of our current work arrangements.



With regard to the management of our testing services, our Operations Division has taken measures to enhance efficiency. These include optimizing the test administration calendar and refining procedures, as well as improving the management of testing materials through better distribution, retrieval, and disposal processes. Our test scoring and reporting systems were also streamlined to accommodate these enhancements and rigorous quality assurance strategies are observed to maintain the integrity of our tests. Additionally, efforts have been made to enhance coordination with other relevant sections to ensure seamless operations. To enhance our marketing strategies, we institutionalized a dedicated marketing section, maximized our online and social media reach, and fostered a culture of brand advocacy among our employees, encouraging each one to actively participate in sharing information about CEM.

We are also keen on upholding our accountability in terms of data management and protection by ensuring that we adhere to the terms of the Data Privacy Act of 2012. Last fiscal year, we implemented the inclusion of Data Sharing Agreement in the test service delivery to inform our clients of their rights as data subjects. Our Data Protection Office also has ongoing activities related to Privacy Management and Impact Assessment, in order to strengthen our company data privacy policy.

CEM PERFORMANCE HIGHLIGHTS

Sustainable Engagement and Partnership

As we continue to excel in our professional pursuits, our commitment to fostering positive change and meaningful collaborations among employees, partners and clienteles, as well as communities, remains unwavering. These collaborations go beyond transactional relationships; they are nurtured by shared values and objectives, long-term commitment, and a deep sense of purpose focusing on mutual growth and enduring impact.

Recognizing partners whose values and mission resonate with our own values has been crucial in our journey towards sustainability. Throughout the fiscal year 2022-2023, we were pleased to engage with approximately 22 new member schools. Their return, as they recover from the profound impacts of the pandemic, has significantly contributed to 354% increase in our test volume.

These achievements were made possible through the tireless efforts of our dedicated Client Relations Team, who diligently reconnected with both our existing and potential partners. Additionally, we enhanced our marketing strategies by investing in staff development and harnessing the potential of digital marketing, and collaborating with professional organizations in advocating for the vital role of assessments in education and in pursuing joint efforts for addressing educational issues and concerns.

CEM Reading Assessment and Monitoring Project

The philosophy of doing well by doing good holds true in our undertakings to extend our mission beyond our call of duty. This fiscal year, we launched the pilot implementation of our new Corporate Social Responsibility (CSR) initiative—RAMP or the CEM Reading Assessment and Monitoring Project, which was facilitated by our Corporate Communications Section, RAMP Organizing Committee, and a group of CEM volunteers. It aims to empower Filipino learners to become independent and functional readers through evaluation of their reading abilities using CEM Reading Assessment instruments, followed by targeted interventions led by CEM Reading Advocates and Consultant. Furthermore, CEM RAMP aspires to ignite a transformation within CEM employees, inspiring them to become passionate advocates for reading.

CEM Volunteers with the J. Zamora Elementary School Faculty during the School-based Test Interpretation and Data Utilization orientation and Gift-giving Activity for RAMP held on December 12, 2022.



RAMP was guided by the following objectives:

- **Support the national celebration of Araw ng Pagbasa** every November 27
- **Promote Reading Literacy** and love for reading among children through assessment and reading intervention activities
- **Provide empirical data on students' reading skills** and suggest reading intervention strategies to address them at the classroom level
- **Promote the spirit of volunteerism and community engagement** among the CEM Employees and encourage them to become reading advocates

The recent pilot conduct of the RAMP, while not without its challenges, has indeed yielded some valuable outcomes. The chosen participating school, J. Zamora Elementary School, in Pandacan, Manila has opened its door to add RAMP in their lineup of school activities for SY 2022-2023. On November 25, 2022, we administered the CEM Reading Test level 1 to 31 Grade 4-Luntian pupils. It was followed by the School-based Test Interpretation and Data Utilization orientation and Gift-giving Activity on December 12, 2022, where the CEM Mobile Reading Clinic was launched. Succeeding activities will be implemented thereafter to complete the whole program.



CEM Reading Consultant, Ms. Christine Poneles during the School-based Test Interpretation and Data Utilization orientation with J. Zamora Elementary School teachers.



RAMP Organizing Committee members, Ms. Marinita Alano, Ms. Aileen Cartagena and Mr. Jake Gonzales with Reading Consultant, Ms. Christine Poneles, and CEM President & CEO, Dr. Grace H. Aguilin-Dalisay during the turn-over of the learning resources to the RAMP participating school.



CEM Volunteers in action during a story-telling activity.

CEM Mobile Reading Clinic

The CEM Mobile Reading Clinic is dedicated to nurturing the love for reading and learning among students while simultaneously empowering teachers. We achieve this by providing a comprehensive toolkit composed of lesson exemplars, reading resources, and expert guidance to address reading challenges identified through the CEM reading tests. Driven by the unwavering commitment of CEM volunteers, this initiative extends beyond classroom interventions. It offers an engaging and enjoyable learning experience for the learners and a robust mentoring platform for educators, fostering a pervasive culture of lifelong learning.



Learning materials on Alphabetizing.



Students participating in "Story Wheel", one of the activities facilitated in the CEM Mobile Reading Clinic.



Students enjoying a Synonym Bingo game in the CEM Mobile Reading Clinic.



CEM Volunteers facilitating a reading activity in the CEM Mobile Reading Clinic.

CEM PERFORMANCE HIGHLIGHTS

Professional Success and Personal Growth of Employees

In CEM, we consider the interplay between professional success and personal growth as the cornerstone of a thriving work environment. Throughout our journey, we have diligently fostered a culture of lifelong learning, where employees feel motivated to adapt and evolve in response to the changing demands of their roles.

In today's new normal, we fortify their holistic growth and fulfillment by promoting new skill development, encouraging work-life balance, and nurturing employee well-being. By making mental health initiatives a top priority, providing flexible work arrangements, and recognizing the importance of personal commitments, we enable them to thrive both personally and professionally. Our ultimate agenda for our community is to create an environment where success and personal growth are not just possible but inevitable, and where individuals thrive and achieve their fullest potential.

Quarterly General Assemblies

Our quarterly general assemblies were still conducted virtually. These gatherings are meticulously designed to empower our employees to take proactive steps towards enhancing their physical, mental, socio-emotional, and spiritual well-being. Additionally, they serve as a valuable resource for financial wellness guidance, ensuring that our team members are equipped with the knowledge and tools to navigate their financial goals successfully.

1st QUARTER GENERAL ASSEMBLY

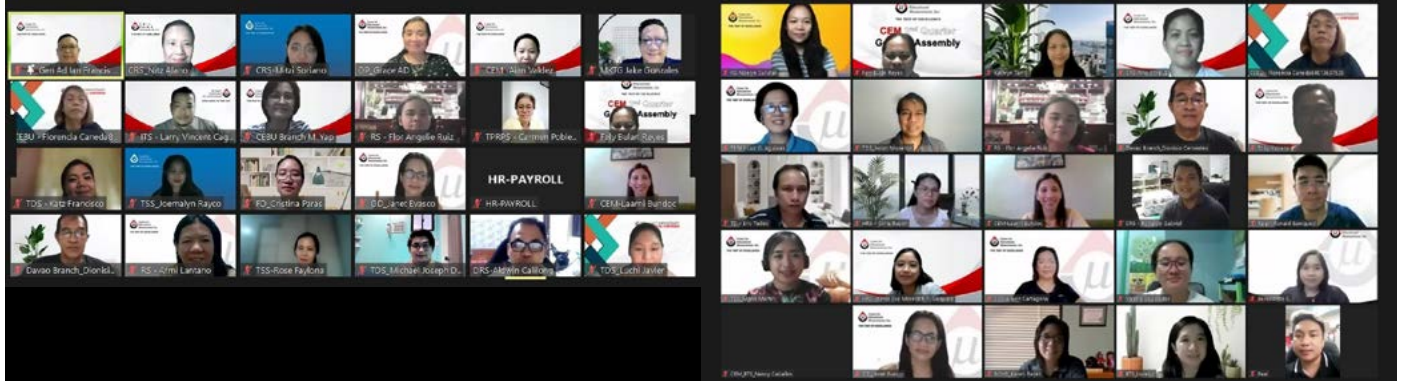


1st Quarter GA Resource Speaker on Financial Literacy - Ms. Katrina Sylvi B. Andres, Senior Marketing Director of the International Marketing Group (IMG)



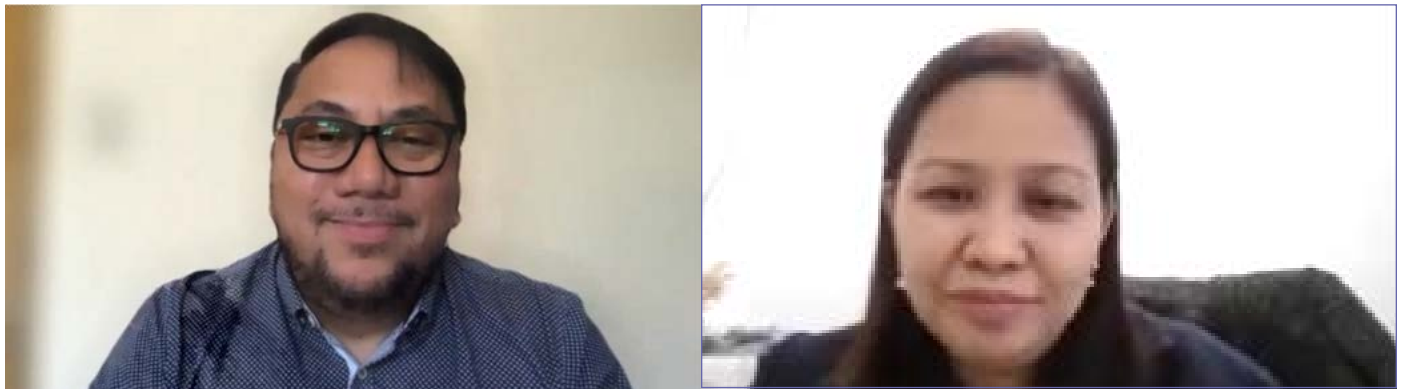
1st Quarter GA Resource Speaker on MediCard Services Orientation - Mr. Vince Capunitan, MediCard Orientation Specialist

2nd QUARTER GENERAL ASSEMBLY



CEM employees' photo op during the 2nd Quarter General Assembly with focus on the reorientation on SSS Benefits

3rd QUARTER GENERAL ASSEMBLY



3rd Quarter GA Resource Speaker on Wellness in the New Normal - Dr. Shirard Leonardo C. Adivisio, MHPed, MBAH, FPCS, FPCS, Healthcare Leader and Innovator & Coach

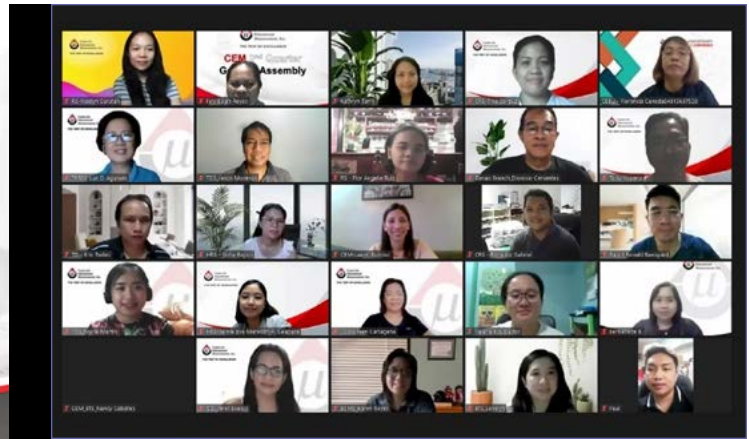
3rd Quarter GA Resource Speaker on Pag-IBIG Benefits - Ms. Charmagne T. Garcia, Pag-IBIG Taguig-Gate 3 Plaza Branch Head



3rd Quarter GA Resource Speaker on Pag-IBIG Benefits - Mr. Joel T. Galang, Pag-IBIG Supervising Marketing Specialist

3rd Quarter GA Resource Speaker on Pag-IBIG Benefits - Ms. Maybeline M. Hugo, Pag-IBIG Marketing Specialist

4th QUARTER GENERAL ASSEMBLY



A screenshot of some employees who participated in the 4th Quarter GA via Zoom

Virtual Celebrations

In the midst of our current hybrid work arrangements, we have successfully infused the essence of togetherness and celebration into the digital landscape. For three consecutive years, we have transcended the constraints of physical distance to uphold our cherished annual traditions.

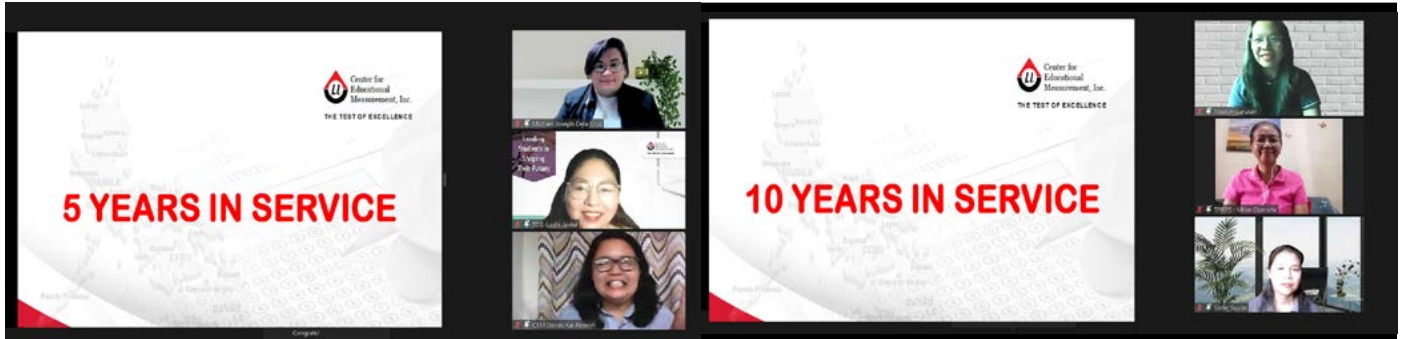
On December 13, 2022, we held our virtual Christmas party, which not only provided a platform for merriment but also reinforced the strong bonds among our employees, reminding us that distance can never dampen our collective spirit.



CEM Virtual Christmas Party mass celebrant Fr. Robert Manansala, OFM of Santuario de San Antonio Parish, Forbes Park, Makati

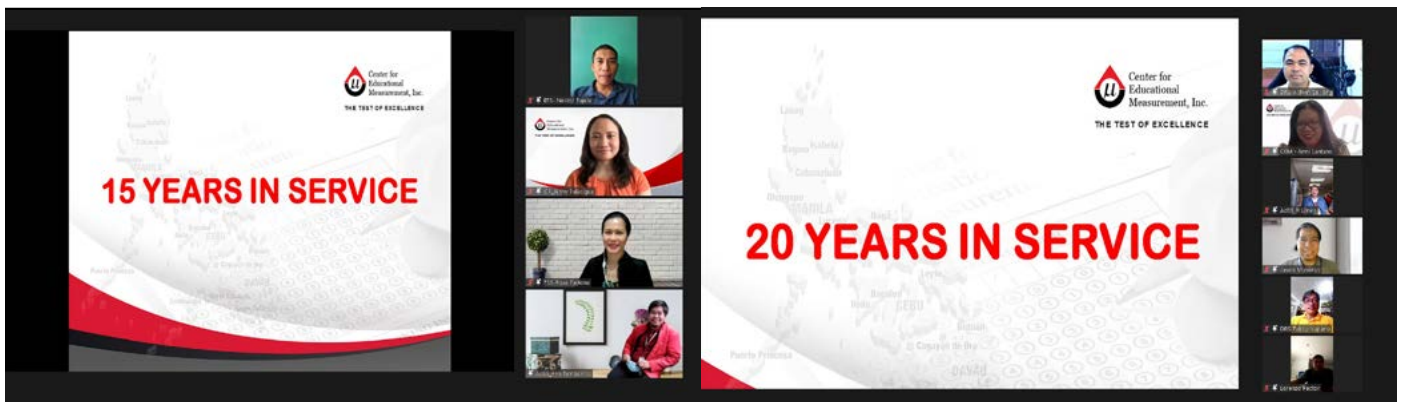
Similarly, celebrating the 44th founding anniversary of CEM on September 27, 2022 was a momentous occasion, and we were determined to make it special, even in a virtual setting. This event provided an opportunity to reaffirm our dedication to honoring our history, celebrating our achievements, and recognizing the exceptional individuals who have played pivotal roles in our success.

The highlight of the event was the recognition of employees who have reached significant service milestones, ranging from five to forty years. This served as a poignant reminder that our employees are the bedrock of CEM and their loyalty and dedication is what propels us forward.



5-Year Service Awardees (Top-Bottom): Michael Joseph A. Dela Cruz, Lucille Mae B. Javier and Katherine M. Reinon

10-Year Service Awardees (Top-Bottom): Noelyn H. Curutan, Meriam F. Operaña and Girlie D. Rayon



15-Year Service Awardees (Top-Bottom): Nestor P. Pajela, Jennifer R. Palasique, Rosario P. Faylona, Jose M. Tuason

20-Year Service Awardees (Top-Bottom): Aldwin D. Calilong, Armi S. Lantano, Richard A. Limen, Jason V. Moseros, Christopher Yupano, and Lorenzo C. Pactor



25-Year Service Awardee: Iris Lark H. Dizer

40-Year Service Awardee: Carmen N. Poblete

What truly set these virtual celebrations apart was the reassurance of strong sense of belongingness, camaraderie, and appreciation among our employees. While screens may separate us physically, the bonds we share and the celebrations we cherish continue to bring us together in spirit, making every event a memorable one. And in the new now, where virtual connections have become the norm, our commitment to celebrating together remains steadfast, reflecting the enduring strength of our CEM family.

Wellness and Other Well-being Provisions

We are dedicated to nurturing a workplace where health and well-being are paramount. Our flu vaccination campaigns and annual physical exams are not just initiatives; they are expressions of our core values and a testament to our investment in the long-term health and success of our employees. Our mental health drive, through a virtual reconnection activity entitled, My Work, My Mission: Reflect. Reconnect. Recollect. conducted on April 5, 2023 was an opportunity for the staff to rethink, reflect and rediscover their ultimate motivations for being part of CEM.



*Annual Recollection My Work: My Mission speaker
Mr. Roberto "Obet" O. Cabrillas, Jr.*



To ensure a safe working environment for all, we enhanced our Occupational Health and Safety protocols by identifying and addressing workplace hazards, developing and implementing safety policies and procedures, and promoting safety awareness among employees. As an added benefit, each staff is covered by a health maintenance organization (HMO) plan, a group life insurance policy, as well as, educational and emergency assistance options, which stand as our tangible commitment to safeguarding their well-being. We believe that a healthy workforce is a vibrant and thriving one, and we are committed to continually support our employees on their journey to wellness.

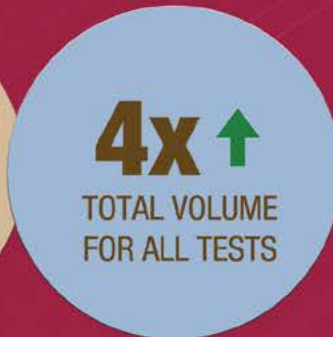


CEM BY THE NUMBERS

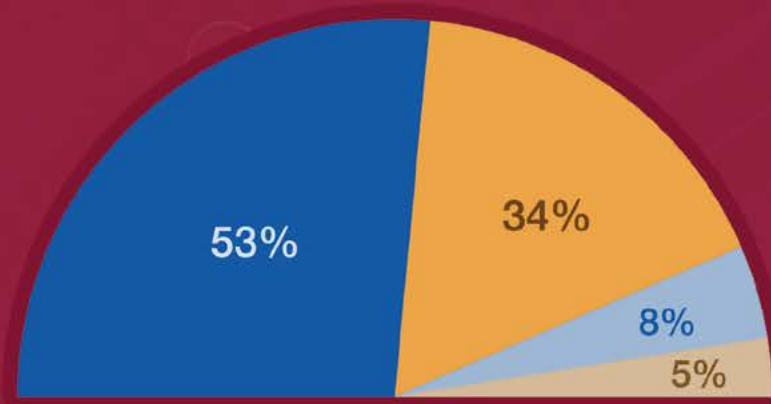


In this part of the CEM annual report, we want to tell our last fiscal year's story through numbers. We want to share our numerical journey through our performance data, providing insights into our financial sustainability, operational efficiency, and the progress we have made towards our strategic goals.

Stakeholder Response to CEM Products

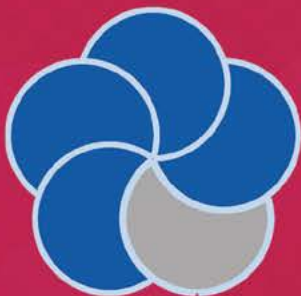


Volume Share per Test Category



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

Competitive Edge



4 out of 5
PUBLIC BIDDINGS
were successfully awarded



72 virtual & 5 in-person
PRODUCT PRESENTATIONS
were conducted

Growing Online Presence and Impact



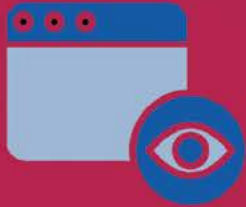
↑ **260%**
TOTAL REACH

↑ **86%**
PAGE LIKES

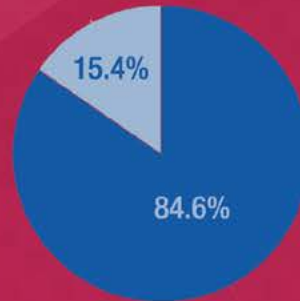
↑ **221%**
PAGE VISITS



↑ **23.6%**
FOLLOWERS



99,196
TOTAL WEBSITE
PAGE VIEWS



DISTRIBUTION OF
WEBSITE VISITORS

- New
- Returning

Commitment to Sustainable Collaboration



8

Participation in Professional Events
as Exhibitor, Sponsor and Donor

540

TOTAL PARTICIPANTS
in CEM 44th Anniversary
Virtual Conference

589

TOTAL PARTICIPANTS
in Professional
Development Webinars

Financials

Annual Budget Utilization Distribution



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

CEM NETWORK OF EXCELLENCE



In this part of the CEM Annual Report, we want to showcase our unique position in the professional landscape. These alliances, which are forged on strong partnership, knowledge sharing and mutual benefits, underscore our dedication to excellence, collaboration, and positive transformation in our industry and in the broader context of our society. Together, we look ahead to a future filled with new opportunities, connections, and innovations as we continue to bridge collective progress through our network of excellence.

We take immense pride in our role as members of various professional organizations in individual and institutional capacities. It is a testament to our dedication to fostering growth, sharing expertise, and actively contributing to the betterment of our industry.

INTERNATIONAL ORGANIZATIONS



International
Association for
Educational Assessment



LOCAL ORGANIZATIONS



Philippine Educational
Measurement and Evaluation
Association



Pambansang Samahan sa
Sikolohiyang Pilipino



Reading Association of the
Philippines



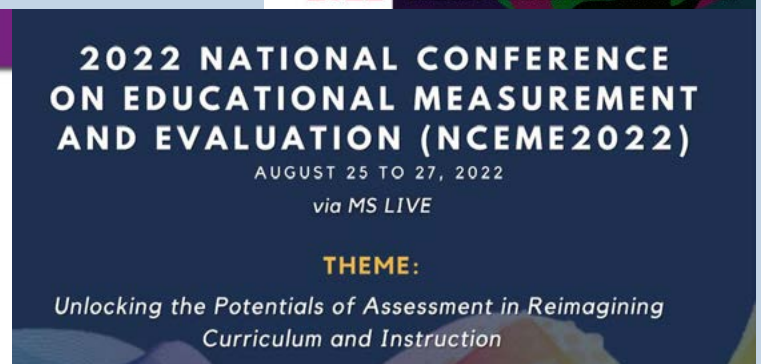
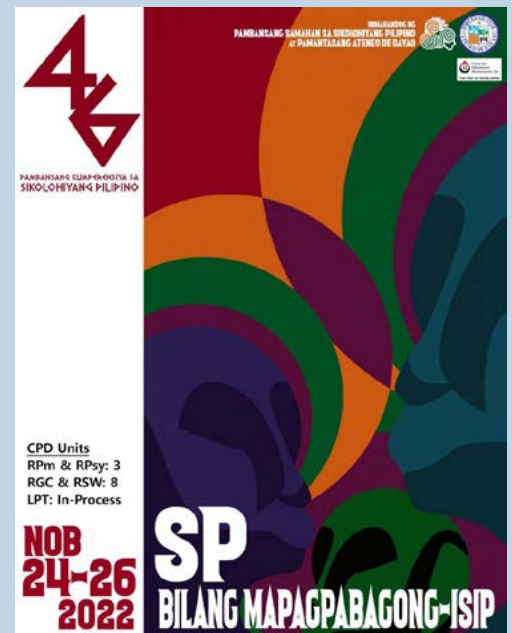
Psychological Association of the Philippines



Management Association of the Philippines

Our active participation in the following conferences and other professional events keeps us abreast with the current trends and approaches in education and assessment. It reaffirms our commitment to continuous learning and innovation.

- 5th GAIN National Convention: New Beginnings: People Dev't for Global Competitiveness
- NCEME 2022: Unlocking the Potentials of Assessment in Reimagining Curriculum and Instruction
- Ika 46 Pambansang Kumperensiya sa Sikolohiyang Pilipino



Our expansive branch and center network enables us to seamlessly extend our brand to educational institutions across the entire country. Our dedicated center coordinators ensure that our services remain personalized and attuned to the unique needs of each school, further strengthening our bonds with local communities.

LUZON COORDINATORS



SHIRLEY P. DIÑO
Baguio Center

ERLINDA C. MONES
Cabanatuan Center

ROSALIA V. DELOS SANTOS
Isabela Center



RESTITA B. PELLOGO
Laoag Center

AGATHA BRENICIA D. ILAGAN
Lucena Center

NOEL S. SINOGBA
Naga Center



SR. ELENITA B. OCAMPO, OP
Palawan Center

VISAYAS COORDINATORS



CINDERELLA R. FRANCISCO
Bacolod Center



MELBA M. NAVARRA
Leyte Center

MINDANAO COORDINATORS



FLORDELIZA A. VELEZ
Cagayan de Oro Center

DR. TERESITA R. CABANIAL
North Cotabato Center

FR. FRANCISCO R. BUSTAMANTE, SJ
Ateneo de Zamboanga Center

We are also privileged to be collaborating with our CEM Member schools and assessment partners nationwide, our essential allies in promoting excellence in the academe and in making profound impact on the future of education.

LUZON MEMBER SCHOOLS

- Academy of Saint John, Inc. - La Salle Greenhills Supervised
- Almanza Baptist Christian Academy
- Alpha Angelicum Academy
- Angeles University Foundation
- Assumpta Technical High School
- Athens Academy
- Better Together Homeschool International
- Brightwoods School
- Canossa College - San Pablo City, Inc.
- Caritas Don Bosco School
- Catholic Filipino Academy
- Centro de Cultura Incorporada
- Children First School, Inc.
- Chinese General Hospital Colleges, Inc.
- CICM Maryhill School of Theology, Inc.
- City University of Pasay - College of Nursing and School of Midwifery
- Claret School of Quezon City
- Colegio San Agustin Makati
- Commission on Diocesan Schools
- DepEd - Schools Division Office of Makati
- Divine Word College of Laoag, Inc.
- Don Carlo Cavina School
- Emilio Aguinaldo College - Cavite
- Eveland Christian College
- Far Eastern College - Silang, Inc.
- Far Eastern College - Silang, Inc. (Senior High School)
- FEU Diliman
- FEU High School Inc.
- Guagua National Colleges, Inc.
- Herman Harell Horne School
- Holy Trinity University
- Immaculate Conception School of Baliuag
- Ingenium School, Inc.
- International British Academy
- International Christian Academy of Balagtas Bulacan, Inc.
- J.C.S.G.O. Christian Academy
- Jet Montessori School of Ramon, Incorporated
- Jubilee Christian Academy, Inc.
- La Purisima Concepcion Academy
- La Salle Green Hills
- Living Angels Christian Academy
- Living Stone International School, Inc.
- Lord's Jubilee Christian School, Inc.
- Lourdes School of Mandaluyong
- Malate Catholic School

- Manresa School
 - Maria Montessori Children's School Foundation, Inc.
 - Marist College, Inc.
 - Montessori de Manila, Inc.
 - National Academy of Sports
 - National Teachers College
 - Our Lady of Guadalupe Minor Seminary
 - Our Lady of the Holy Rosary School
 - Palawan State University
 - Pamantasan ng Lungsod ng Marikina
 - Pamantasan ng Lungsod ng Pasig
 - Parañaque Science High School
 - Pasig City Science High School
 - Philippine Academy of Sakya
 - Philippine High School for the Arts
 - Philippine Tong Ho Institute
 - Philippine Women's University - Jose Abad Santos Memorial School
 - Richfield Montessori School of Manila, Inc.
 - Sacred Heart College of Lucena City, Inc.
 - Saint Louis School, Inc.
 - Saint Louis University, Inc.
 - San Beda College Alabang
 - School of Saint Anthony
 - School of Tomorrow®, Philippines
 - Siena College of Taytay
 - Siena College, Inc. Quezon City
 - St. Anne College Lucena, Inc.
 - St. Dominic Academy of Pulilan, Inc.
 - St. John's Academy Inc.
 - St. Joseph School of Pandacan
 - St. Mary's Academy of Sta. Ana
 - Sta. Catalina College, Inc.
 - The Peninsula School, Inc.
 - Tiong Se Academy, Inc.
 - Trinity University of Asia
 - UERM Memorial Medical Center, Inc. - College of Allied Rehabilitation Sciences
 - University of Asia and the Pacific - School of Education and Human Development
 - University of La Salette, Inc.
 - University of Makati
 - University of Perpetual Help System DALTA (College of Nursing)
 - University of Santo Tomas Junior High School
 - Wesleyan University - Philippines
- VISAYAS MEMBER SCHOOLS**
- Ateneo de Iloilo - Santa Maria Catholic School
 - C.H.I.L.D.'s Academy, Inc.
- Cathedral School of La Naval
 - Central Philippine University
 - Childlink Learning Center & Childlink High School, Inc.
 - Colegio de la Inmaculada Concepcion - Mandaue Branch, Inc.
 - Colegio de la Inmaculada Concepcion, Inc.
 - Colegio de Sta. Ana de Victorias, Inc.
 - College of St. John - Roxas
 - Divino Amore Academy
 - Don Bosco Technical College - Cebu
 - Filamer Christian University
 - Holy Name University
 - Iloilo Doctors' College
 - La Carlota City College
 - LIDE Learning Center, Inc.
 - PAREF Springdale School
 - Philippine Christian Gospel School
 - Riverside College, Inc.
 - Sacred Heart School
 - Sacred Heart School - Ateneo de Cebu
 - Sacred Heart School - Hijas de Jesus
 - Saint Anne Learning Center of Mandaue, Inc.
 - Saint Francis Academy
 - Saint Louis College - Cebu
 - St. Anthony College of Roxas City, Inc.
 - St. Anthony's College
 - St. Benedict Childhood Education Centre, Inc.
 - St. Joseph School - La Salle
 - St. Paul University Iloilo
 - St. Theresa's College of Cebu
 - Technological University of the Philippines Visayas
 - The Abba's Orchard
 - University of San Carlos - North Campus
 - University of San Carlos Basic Education Department
 - University of St. La Salle
 - Velez College
 - West Visayas State University
- MINDANAO MEMBER SCHOOLS**
- Assumption College of Nabunturan
 - Ateneo de Davao University
 - Ateneo de Zamboanga University - College Dept.
 - Bethany Baptist Academy
 - Brent Hospital and Colleges Incorporated
 - Brokenshire College
 - SOCSKARGEN, Inc.
 - Brokenshire College, Inc.
 - Caraga State University - Cabadbaran Campus
 - Caraga State University - Main Campus
 - Colegio de Kidapawan
 - Community College of Gingoog City
 - Cor Jesu College, Inc.
 - Cotabato Medical Foundation College, Inc.
 - Davao Chong Hua High School
 - Davao Christian High School
 - Davao Medical School Foundation, Inc.
 - De La Salle John Bosco College
 - DMC College Foundation, Inc.
 - Dole Philippines School
 - Father Saturnino Urios University
 - Gusa Regional Science High School
 - Holy Cross College of Sasa, Inc.
 - Holy Cross High School
 - Holy Cross of Sta. Maria Inc.
 - Iligan Medical Center College - Basic Education Department
 - J. H. Cerilles State College
 - Letran de Davao, Inc.
 - LHN Philippines, Incorporated
 - Marcelo Spinola School, Inc.
 - Maryknoll School of Sigaboy, Inc.
 - Mindanao State University - College of Education Training Dept.
 - North Valley College Foundation, Inc.
 - Notre Dame - Siena College of Tacurong, Inc.
 - Notre Dame of Cotabato
 - Notre Dame of Dadiangas University - IBED (Espina Campus)
 - Notre Dame of Jolo for Girls
 - Notre Dame of Tacurong College, Inc.
 - Notre Dame Siena School of Marbel, Inc.
 - Pilar College of Zamboanga City, Inc.
 - San Pedro College, Inc.
 - Siocon National Science High School
 - Southern Baptist College, Inc.
 - Southpoint School, Inc.
 - St. Alexius College - Integrated School Dept.
 - St. Uriel College, Inc.
 - Sultan Kudarat State University
 - Sulu State College
 - The Abba's Orchard School
 - The Quantum Academy, Inc.
 - Xavier University - Ateneo de Cagayan
 - Zamboanga Chong Hua High School

CEM ONWARDS



FORWARD
Focused Goals. Maximum Results.



The past fiscal year was marked by a mix of notable achievements and significant challenges. Yet, it is the promise of the future that calls out to us with its limitless potential and myriad possibilities. Central to our ongoing course is a steadfast commitment to future-proofing CEM, ensuring that our organization remains agile, relevant, and impactful in the years ahead.

One of the most profound lessons we learned from the COVID-19 pandemic is the imperative to safeguard the future of our organization. Recognizing this need, we embarked on an organizational planning journey throughout the fiscal year 2022-2023. This consisted of a series of meticulously planned conversations, each crafted to tap into our collective insights and wisdom. Our overarching goal was to chart a strategic course for CEM, a roadmap that will guide our path for the next five years. Each of these conversations delved deep into the essential facets of CEM's mission and goals. We explored innovative strategies to align our organizational objectives with the ever-evolving landscape of education, assessment, and society at large. These strategic dialogues were instrumental in equipping us with the confidence and purpose needed to navigate the unpredictable terrain of the NEW NOW.

With these insights and newfound clarity, we set sail on a transformative journey, aptly christened as, CEM FORWARD. This is not just about the present; it is about forging a lasting culture that will lead us to a thriving tomorrow and beyond. We are thrilled to undertake this new path of progress, and it is our distinct pleasure to share this experience with you. Thank you for your continued trust and support.

ONWARDS to a brighter future with CEM!



ACKNOWLEDGMENTS

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

Accounting Section	Office of the President
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Branch Heads and Center Coordinators	Special Projects Section
Budget and Treasury Section	Test Development Section
Client Relations Section	Test Processing and Report Production Section
Corporate Communications Section	Test Service Section
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34	https://www.ignite.digital/how-does-the-skills-shortage-affect-employees/

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Managed by Cebu Branch

Iloilo Center

Managed by Head office

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Butuan Center

Managed by Davao Branch

North Cotabato Center

Managed by Davao Branch



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