



Center for  
Educational  
Measurement, Inc.

THE TEST OF EXCELLENCE



FY 2021  
2022

# ANNUAL REPORT

**Overcoming Obstacles by  
Opening Opportunities**

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

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# Overcoming Obstacles by Opening Opportunities

The sweeping impact of the pandemic to education has brought significant learnings to everyone worldwide. With the variations in the learning modalities and the adjustments in the learning process and interactions, the academic community had to cope with the transitions and embrace the changes for moving forward in the post-pandemic era.

Our organization, the **Center for Educational Measurement, Inc. (CEM)** has managed to operate in an environment that is unpredictable and rapidly changing. Albeit the unknowns, we did not lose focus but acted quickly by employing greater flexibility and adaptive leadership during this period of uncertainty.

This publication, entitled **Overcoming Obstacles by Opening Opportunities**, celebrates the hard work of the CEM community and highlights our significant accomplishments in **Fiscal Year 2021-2022 (June 2021 to May 2022)**, particularly the proactive strategies we have taken in responding to the crisis. It chronicles our resilience and performance that strengthened our sustainability at the core and informed our future directions.

We hope that our journey this year can help inspire other organizations and individuals in bouncing back better and encourage everyone to work harder in realizing our shared vision of a better education for the Philippines.



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## MESSAGE FROM THE BOT CHAIR

To Learn is to Acquire Knowledge. To Teach is to Let Learn. To Educate is to process Teaching-Learning.

To Test is to Assess Learning: One's Potential, Progress, and Performance against Established Standards and Expectations.

Testing answers the question if Learning has taken place. Without testing, there is no evidence of education. CEM was set up and continues to exist to provide the answer to the question.

This past year, from June 2021 to May 2022, we had to navigate through the rough sea of problems that COVID-19 caused in the country and in the whole world.

What to do and how to do it was our challenge. Obstacles before us seemed enormous: "So high, couldn't get over them. So low, couldn't get under them. So wide, couldn't get 'round them." Get through the door, though the song suggests, but doors were also blocked and locked.

CEM then thought: **OVERCOME OBSTACLES BY OPENING OPPORTUNITIES.**

So, indeed, have we. Thanks to everyone in the organization. Thanks for the patience, the understanding, the creativity, we are where we are now.

We put our trust in the Lord and continue believing in one another.

With gratitude, we look back to the year just passed. With confidence, we face what comes ahead.

We trust we shall overcome. We shall prevail. Together, we shall continue to be who we are and do what we were created to do: Test Learning. Create ways beyond established paths.

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



## MESSAGE FROM THE PRESIDENT

In 2018, the World Bank Development Report raised the alarm about a learning crisis. The non-mastery of foundational skills was made evident in the results of the 2018 Programme for International Student Assessment (PISA) of the Organisation for Economic Cooperation (OECD). In the Philippines, the 15-year old students who were surveyed scored lower in reading, mathematics and science than the OECD average.

In 2021, a year into the unprecedented pandemic, the World Bank alerted us to the learning poverty in the Philippines where 90% of Filipino schoolchildren aged 10 were unable to read and understand material at their grade level.

Looking to end the learning crisis, assessment was identified as a key policy action for addressing the shocking and painful status of global learning. Indeed, the measurement of student strengths and learning gaps has provided evidence which is essential to crafting goals for addressing learning loss and deprivation. However, the conduct of assessments was also adversely affected by the restrictions and closures brought about by COVID-19. CEM was not spared the challenges in this regard.

In the Fiscal Year from June 2021 to May 2022, the Center for Educational Measurement, Inc. (CEM) resolved to overcome the obstacles to fulfilling its commitment of providing excellent educational assessment services to its member schools and institutional partners.

This annual report documents the innovations in our processes, technology and people development. These created opportunities for us to continue our research and assessment services toward learning recovery amid financial uncertainties and a volatile educational landscape. Various online offerings on holistic education and total well-being were also presented to the public for free as part of CEM's corporate social responsibility.

Our achievements this year are a testament to the talent, vigor, dedication and solidarity of the women and men of CEM. On their behalf, thank you for joining us in steadfastly advancing educational assessment in indispensable aid of optimal learning.

**Grace H. Aguilong-Dalisay, PhD, RPsy**

*CEM President & Chief Executive Officer*



## COMPANY PROFILE

***Since 1978, CEM has been the trailblazer in the field of local standardized testing and research in the Philippines. Guided by its vision, mission, goals and core values, CEM continues to innovate its product and service offerings to address the needs of the academe and the industries.***

With its wide network strategically located across the country, CEM has served thousands of member schools and millions of test users here and abroad. It is recognized by private and public institutions as the trusted provider of valid and reliable educational assessment solutions.

For more than four decades, CEM has adapted to the changes in the educational and social landscape and emerged stronger in responding to various challenges. Its business integrity and core values have allowed the organization to relish on the respect and trust given by its stakeholders.



# VISION

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

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

# 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

# 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

# CORE VALUES

**Responsibility**

**Duty and Obligation**

**Professionalism & Excellence in Work**

**Mutual Justice**

# THE YEAR IN BRIEF

*CEM, like the rest of the world, was undoubtedly tested by the pandemic. But thanks to a solid foundation built over many years and the profound cooperation and dedication of the management and staff, its post-pandemic response has not only kept the organization standing but has allowed the rest of the enterprise moving by making significant progress to support the needs of its stakeholders throughout this time.*

In August 2020, we began our successful implementation of the CEM Online Computer-based Test (OCBT). Since then, more and more institutions have started to pick up on the practicality and accessibility of this testing modality in their student selection, curriculum and instructional improvement or program certification. Towards the end of Fiscal Year 2021-2022, we started to accept face-to-face test administration requests, as this type of activity is already allowed under prevailing COVID-19 Alert Level System.

Several professional development opportunities were opened to educators, guidance personnel, as well as learners and parents, to help them cope with the changing educational landscape. CEM staff were also armed with new skill set and resources to advance and succeed in their career and in preparation for their new responsibilities. Providing them with an engaging space to showcase their authenticity and empowering opportunities to look after their well-being were also given a top priority.

We also continually challenge ourselves to not only provide exceptional services to our clients but to go beyond our business to make an impactful difference in the society through our corporate social responsibility projects.

In the last two years, we have learned that it's possible to work in new and different ways. We reallocated our teams to expand our business goals and strengthen our corporate values. Technology has allowed us to operate flexibly and remotely. It enabled us to **Open Opportunities** for growth amongst ourselves in order to **Overcome Obstacles**.

## CEM Expansions

Broadening our leverage in the academe and industries through scholarship screening and pre-employment assessments, online career coaching, professional development and other auxiliary services (P16)



Center for Educational Measurement, Inc.

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EXPANSIONS

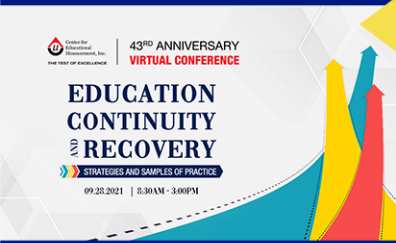
## CEM Online Assessments

Accelerating our digital transformation through various online assessments (P14)



## Teaching and Assessing Reading Literacy Program

Collaborating with DepEd-NEAP on Assessment PD to improve teachers' assessment literacy and content knowledge in developing Reading, Math, and Science literacy of Junior High School Students (P19)



## CEM 43rd Anniversary Virtual Conference

Bringing together our stakeholders for a meaningful discussion on Education Continuity and Recovery (P20)

## Corporate Social Responsibility CEM Storytelling and Reading Outreach Activity

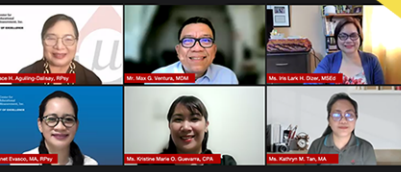
Celebrating the Araw ng Pagbasa through our CSR project that promotes reading and literacy (P27)



## Corporate Social Responsibility

### Hello Healthy, Goodbye Dum!

Promoting Hand Hygiene and Zero Open Defecation Literacy in partnership with Guro sa Sining ng Bayan (P27)



## VMG Learning Series 2 CSR: Doing Good while Doing Well

Advancing our knowledge on effective CSR program execution (P31)



## VMG Learning Series 1 Marketing Matters

Learning about the importance of Marketing in reaching the goals of the organization (P31)

## VMG Learning Series 3 Nonprofits 101: An Overview for CEM Managers

Reorienting CEM leaders on how to improve the organization's mission performance (P31)



## VMG Learning Series 4 The Present and Future of Private Education in the Philippines

Understanding the evolving landscape of private education in the Philippines (P31)



## Professional Development Trainings & Webinars

Equipping educators, parents and learners with knowledge and skills in coping with the challenges of the times (P21)



## Multimedia

Enriching audience engagement through impactful content and meaningful communications across different media (P23)

## Employee Recreation and Gatherings

Strengthening employee relations and developing positive culture through virtual and face-to-face activities (P28)



## Employee Safety and Well-being Webinars

Providing opportunities for the workforce to achieve holistic wellness (P31)





A glowing lightbulb with a pencil body, symbolizing ideas and performance. The lightbulb is illuminated from within, casting a warm glow. The pencil body is yellow and white, with a sharp lead tip. The background is a textured, blue-green surface. A horizontal green band is visible behind the text.

**PERFORMANCE  
HIGHLIGHTS**



## PERFORMANCE HIGHLIGHTS

# Going Online and Beyond

***Technology has revolutionized the process of teaching, learning and assessment in education. Nowadays, books have been replaced by e-books, physical classrooms have turned into virtual classrooms, and paper-based tests have become computer or online-based tests.***

When the pandemic hit in 2020, we accelerated the migration of our paper-based tests to online computer-based tests (OCBT) modality in order to address and sustain the assessment needs of the academe during this disconcerting time. Accessibility, scalability and security are the compelling features that led the CEM OCBT to gain a considerable level of positive reception among the schools and other institutions.

The transition was not without its challenges but it was an opportunity for us to step up the game and continue to be the trailblazer in standardized testing.

This year, we have extended our online assessment services not only to schools but to other organizations with the same mission of improving the quality of Philippine education.

# A SPOTLIGHT ON THE CEM OCBT

The limited in-person interactions caused by the pandemic has opened an opportunity for CEM to go beyond the technological challenges and deliver testing services in the comfort of one's home. We leveled up our facilities and faculties to launch the first-ever simultaneous online administration of the **National Medical Admission Test (NMAT)** in August 2020. Consequently, this online accessibility model was implemented in other CEM standardized tests.

# 40,485

## NMAT Online Examinees

AUGUST 2020 TO MAY 2022

The outstanding features of this assessment modality attracted our stakeholders to take on this new experience. To keep up with the change in platform, we put in place advanced data security, account log-in and identity verification protocols to ensure the credibility of the test administration. Following world-class test development and administration procedures and with the help of smart artificial intelligence for invigilation and trained human proctors, the validity, reliability and fairness of our tests are safeguarded.

Test users are provided with guidelines, demo tests, and instructional and expectations check videos to help in their preparation and ensure a seamless experience during online testing. Online proctors and technical help desk are on standby during the examination day to give individualized instruction and assist examinees with their concerns.

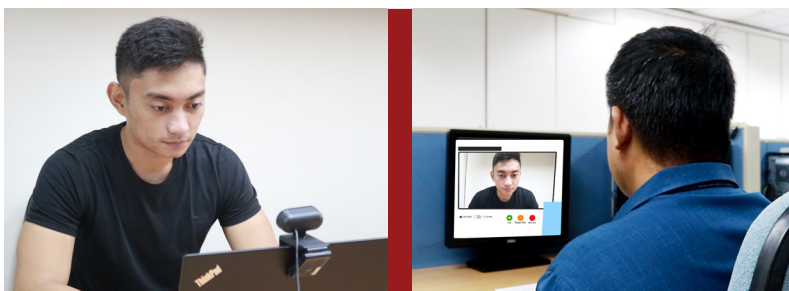
As we continue to adapt with the advancing assessment landscape, we remain dedicated in keeping our brand promise of upholding relevant and excellent service by rising up to the challenge and making the changes more manageable and worthwhile for our partners.

# 41,957

## OCBT Examinees

Achievement, Aptitude and Special Tests

JUNE 2021 TO MAY 2022



Examinee and proctor during online examination

# CEM X PIIE



CEM collaborated with the **Philippine Institute of Industrial Engineers (PIIE)** and **Industrial Engineering Certification Board (IECB)** by providing the online testing platform for the conduct of the first-ever **Online Certified Industrial Engineer (CIE) Examination** which was held on November 14 & 17, 2021. A total of 260 out of the 309 BS Industrial Engineering test takers passed the examination or 84.14% national passing rate.

The second Online CIE Examination was administered on April 10 & 13, 2022 with 238 passers out of 298 takers or 79.87% national passing rate.

These new batches of CIEs took the Oath on March 5 and June 18, 2022, respectively via Zoom. They are now eligible to apply for the title of Associate ASEAN Engineer under the Philippine Technological Council, an umbrella organization of 13 professional engineering associations and the body that administers the ASEAN Engineer Registry in the country.

## Online CIE Exams National Passing Rates

# 84.14%

14 & 17 NOVEMBER 2021

# 79.87%

10 & 13 APRIL 2021

# GAINING TRACTION THROUGH SUSTAINABLE SOLUTIONS

At this time of great risk, we choose to focus on creating positive opportunities that will shield us from the vulnerabilities of the dynamically-changing educational setting, as a result of the pandemic. We utilized our current operating environment and brand strength to expand our product and service offerings to a wider group of audience to encourage inclusion and diversity.

This year, we launched the **CEM Expansions**—a set of new solutions specifically designed for the evolving needs of the academe and the industries in navigating through the new educational and social contexts. We envision these solutions to allow our stakeholders to engage in meaningful efforts to support resilient education systems and workforces that can respond to future disruptions with adaptable tools and sustainable resources.

## EXPANSIONS 1

### CEM Scholarship Screening Package

Team Lead **Jason V. Moseros** | Asst. Team Lead **Katrina L. Francisco**  
Members **Michael Joseph A. Dela Cruz** and **Cristina B. Corpuz**

Holistic academic scholarship screening tool designed to provide decision makers with relevant information as to the best candidate to sponsor for college schooling in terms of mental ability and personality traits.

“ *The service will inform funding institutions in choosing the candidates who are best equipped to succeed in their college scholarship program, having met their standards on cognitive ability and character.*

- **JASON MOSEROS** “

## EXPANSIONS 2

### CEM Pre-Employment Assessment

Team Lead **Armi S. Lantano** | Asst. Team Lead **Mitzi Faye B. Soriano**  
Members **Flor Angelie A. Ruiz**, **Katherine Montero-Reinon**, and **Allain Allexis O. Reyes**

A combination of cognitive and personality tests that is normed from the Filipino workers' perspective and work environment. This pre-employment selection tool is designed to assist recruiters in choosing the most suitable general entry-level applicants.

“ *The assessment will help companies select the most qualified applicant for the job in terms of cognitive and personality dimensions in order to minimize job misfit, employee turn-over and other employment issues.*

- **ARMILANTANO** “

# SUPPORTING RESEARCHERS IN MAKING DATA-DRIVEN DECISIONS

**Research, as one of our key competencies, drives us to empower education researchers and advocates in making data-driven decisions.**

We strive to address the financial and logistic constraints of conducting research by helping them gather data at virtually zero cost. As promoters of research in education, we welcome requests for data and grant them if found to be feasible, bona fide, and in accordance with research ethics. A more systematic process was held in place this year to better serve data requesters and to include novel types of data requests.

We believe in the skills of our Filipino researchers, the potential of research-based practices, the vigor of data-driven decisions, and in the impact of our collective effort. We are a nation embarking on this quest for better education and better opportunities for the younger generation. It is this shared ardent resolve that inspires us to serve better and reach further.



## EXPANSIONS 3

### CEM Online Career Coaching Service

Team Lead **Janet T. Evasco** | Asst. Team Lead **Aileen A. Cartagena**  
Members **Lucille Mae B. Javier, Janelle C. Dionisio, and Angeline M. Mercado**

Customized/Individualized online consultation platform for career coaching of senior high school and college-bound students by matching their aptitudes, interest and/or personality profile with the educational programs or courses offered in the Philippines.



*Through this service, students become more aware of their character profile- their capabilities, interests, and values. They are empowered to pursue the goals they want to achieve and maximize available resources in realizing their dreams.*

- JANET EVASCO



## EXPANSIONS 4

### THE CEM HOTS Impact

Team Lead **Marinita T. Alano** | Asst. Team Lead **Laarni V. Bundoc**  
Members **Gladys S. Canillo, Maritess C. Martin, and Dionisio S. Cervantes**

Training modules which aim to enhance teachers' competencies on assessing higher-order thinking skills through the use of authentic assessment and digital tools.



*This program aims to foster student engagement, critical thinking, application, and reflection by equipping educators with teaching skills and strategies that they can adapt in their individual context.*

- MARINITA ALANO



## EXPANSIONS 5

### CEM Printing and Document Scanning Services

Team Lead **Kevin M. Adolfo** | Asst. Team Lead **Ann Grace L. Valdez**  
Members **Frances F.M.B. Cardona and Zenaida C. Engles**

High-quality, multi-color, and bulk offset printing, risographing, offset plate-making and document scanning services for schools and other institutions.



*Small to large-scale enterprises, including start-ups, can benefit from this service. They can skip the cumbersome process of printing and document scanning as they will have access to our specialized equipment and expertise of our personnel so they can allocate their resources and focus more on their day-to-day operations.*

- KEVIN ADOLFO



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**EXPANSIONS**

## RESEARCH BITS

- ▶ CEM supports the **Medical Scholarship Act** by providing insightful reports on examinees' performance on **NMAT** over the past 10 years.
- ▶ CEM assists the **Technical Panel on Medical Education** in its initiative to project the medical education's capacity to supply the medical services needs of the country by providing relevant data analytics.





## PERFORMANCE HIGHLIGHTS

# Reinventing the CEM Advantage

*The CEM Advantage stands for our standards of excellence. Being the country's pioneer in the field, we have the leverage to shape our educational assessment landscape. As a matter of fact, our influence has guided some major decisions in the Philippine educational system through our participation in high-stakes examinations such as NCEE, ALS, NMAT, PhilSAT and many others. In order to keep up with the current context and demands, we strive to be proactive in order to remain relevant and valuable as an organization. Creativity and openness to change are key to cope with the new developments in our industry. The strength of our products and the utility of our services will only become relevant if stakeholders are able to appreciate their value in relation to their organizational objectives. This is the aim of the CEM Advantage—to pave the way for our clientele to understand where CEM could help in their pressing concerns and unmet needs in assessment and education.*

We are passionate about creating a culture of data-driven decision-making, where schools use test data to make objective, sound and informed decisions on student performance and placement, teacher training, curriculum improvement, leadership, policy-making and organizational development.

CEM tests empower examinees by providing valid and reliable information that can be used in making informed decisions. These assessment instruments provide an account of their progress making them aware of what they can and cannot do; they can be motivated to further their knowledge and skills or ask assistance when they are struggling. This awareness can lead them to better and mature decisions about their

schooling, career exploration and personality development—making them a more functional member of the Filipino citizenry.

With zeal and pride, we are happy that what we envisioned for every CEM member school is now coming true. Today, schools have become more cognizant of the benefits that the CEM test data could offer to their institution and they have explored and discovered more ways to maximize these information. They have fully recognized and optimized their roles in making the assessment and research data work for their own advantage. And because of these, we are continually inspired to remain steadfast in our mission and surpass the standard of excellence we have set upon ourselves.

## BUILDING THE NATION ONE READER AT A TIME

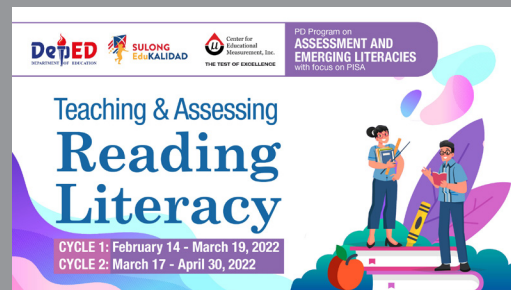
Time has changed since we started 43 years ago, but our commitment to our founding mission of helping students realize their fullest potential remains unchanged. This year, we sought to amplify our efforts by forging a partnership with the *Department of Education (DepEd)*, through its *Professional Development Program on Assessment and Emerging Literacies with focus on PISA or Assessment PD*.

With the country's leading reading experts onboard, we have successfully conducted two cycles of *Teaching and Assessing Reading Literacy* or *TARL* from February to April 2022. This is a 5-week comprehensive online course that introduced teacher-participants to concepts and strategies that will empower them to help adolescent learners become independent, strategic and effective readers.

This program equipped educators with best practices in reading literacy and classroom instruction that were expertly curated to help them develop the critical reading skills of their students. Dynamic online learning strategies were employed through interactive and collaborative activities for both synchronous and asynchronous sessions.

By empowering today's educators, we believe that the future generations will be prepared for the challenges of the digital age where a plethora of information, misinformation and disinformation are within the reach of a fingertip. By gaining faculties for sound judgment on the credibility of the text and a profound understanding of its content, students will be more capable of making logical and sound decisions.

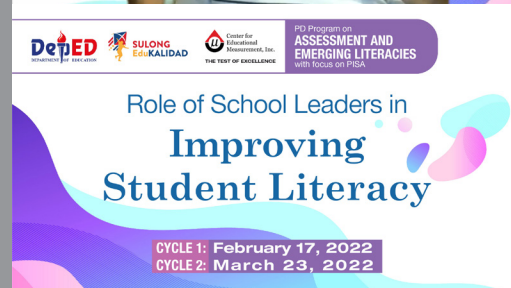
Be it through the classic face-to-face interaction or the now normal virtual sessions, we pledge to usher the Filipino students to the best of their capabilities until they are all geared up to be the next generation of nation builders.



**Rosalyn G. Mirasol, PhD, LPT**  
Associate Professor  
University of Santo Tomas  
Lead Facilitator



**Victor A. Villanueva, MaEd, LPT**  
School Director  
The Builders' School  
Lead Facilitator



**Elineth Elizabeth L. Suarez, EdD, LPT**  
Assistant Professor  
Ateneo de Manila University  
Facilitator for Role of School Leaders in  
Improving Student Literacy webinar

# SUPPORTING LEARNING CONTINUITY AND RECOVERY

*The Bayanihan spirit is very much alive during these trying times. The Filipino value of communal unity to achieve a certain goal was very evident in the various assistance drives organized by the government and other organizations to support the basic needs of the people during lockdowns and stringent community quarantine restrictions.*



43<sup>RD</sup> ANNIVERSARY  
**VIRTUAL CONFERENCE**

# EDUCATION CONTINUITY AND RECOVERY

STRATEGIES AND SAMPLES OF PRACTICE

09.28.2021 | 8:30AM - 3:00PM



## INVOCATION

**Father Roderick C. Salazar, Jr., SVD**  
*Chair, Board of Trustees*  
Center for Educational Measurement, Inc.



## WELCOME ADDRESS

**Grace H. Aguilin-Dalisay, PhD, RPsy**  
*President and CEO*  
Center for Educational Measurement, Inc.



## MODERATOR

**Ma. Riza T. Manalo, PhD**  
*Former Dean, Recoletos de Bacolod Graduate School*  
University of Negros Occidental-Recoletos

## SESSION 1

**Leading and Navigating through  
Educational Uncertainty**



**Jasper Vincent Q. Alontaga, PhD, LPT**  
*Associate Professor, Educational Leadership and Management Department,  
Director, Academic Support for Instructional Services and Technology*  
De La Salle University - Manila

## SESSION 2

**Strengthening and Sustaining Active  
Engagement in a Remote Learning Set-up:  
The Flipped Classroom Experience at The Meridian**



**Amelia Manuel-Campos, LPT**  
*School Principal*  
The Meridian International Learning Experience

## SESSION 3

**Caring for the Self & Others:  
Tools for Maintaining Wellness**



**Jofel D. Umandap, MA, RPsy**  
*Psychologist/Consultant*  
Ateneo Bulatao Center for Psychological Services

As a strong advocate of learning continuity and recovery, we have also done our share to support the education community by providing free online learning opportunities to the public.

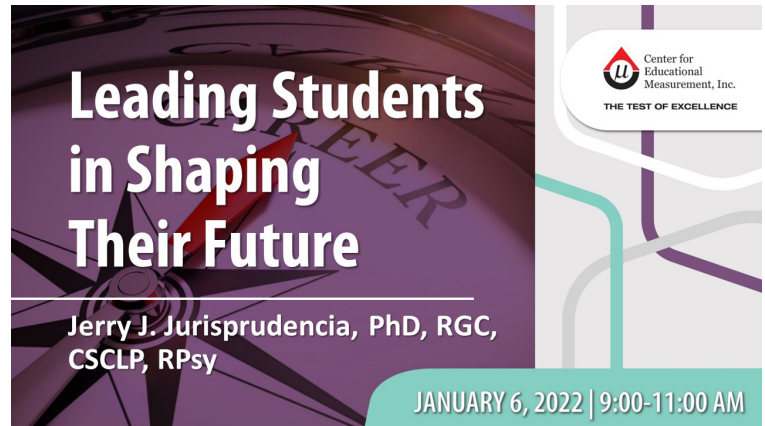
On September 28, 2021, we held our **43<sup>rd</sup> Anniversary Virtual Conference** with the theme, **Education Continuity and Recovery: Strategies and Samples of Practice**. It was our response to help address the immediate concerns of schools in terms of leadership, teaching, and caring for mental health. We invited three resource speakers to expand the discussion and the following sub-topics were elaborated during this online gathering:

**Leading and Navigating through Educational Uncertainty** - This session discussed the strategies for leading school communities through disruption and change, as experienced in the sudden shift to online learning last SY 2020-2021.

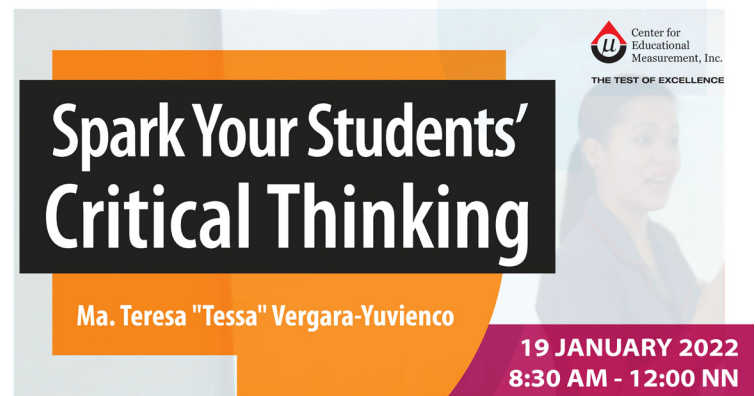
**Strengthening and Sustaining Active Engagement in a Remote Learning Set-up: The Flipped Classroom Experience at The Meridian** - This part focused on activities and programs that teachers can use to elicit active learner engagement despite the difficulties posed by remote learning.

**Caring for the Self & Others: Tools for Maintaining Wellness** - This presentation introduced ways to provide psychosocial support to learners, teachers, and school staff during the pandemic, to ensure their mental and emotional well-being, as everyone strives for learning continuity.

In addition to this annual gathering of minds, CEM also conducted professional development activities for the public as supplemental academic support. The webinar entitled: **Leading Your Students in Shaping Their Future** aimed to provide knowledge and information to the guidance personnel, parents, and students on the importance of career coaching in guiding students make practical academic and career decisions.



We also conducted another webinar entitled: **Spark Your Students' Critical Thinking** to introduce concepts, strategies, and digital tools in developing authentic assessments of higher-order thinking skills that will make learners become motivated and engaged in their school work.



## ATTENDEES

**43<sup>rd</sup> Anniversary  
Virtual Conference**  
28 SEPTEMBER 2021 **316**

**Leading Students in  
Shaping Their Future**  
6 JANUARY 2022 **404**

**Spark Your Students'  
Critical Thinking**  
19 JANUARY 2022 **699**

***This pandemic crisis has shown that the key to sustaining quality education is not dependent on technology, connectivity or content alone but on the dedication of the whole education system, including school-community partnerships. Through this, our students can learn safely and remotely while keeping their own physical and mental wellbeing healthy during the process. Each one of us has responded to this challenge in various ways; some rapidly mobilized their existing resources while others developed new ones from scratch. Overall, we hope that our collective efforts will contribute to post-pandemic learning acceleration.***



## PERFORMANCE HIGHLIGHTS

# Establishing Online Visibility and Credibility

*The role that social media plays in our lives today is massive and almost everyone, including businesses and institutions, takes advantage of this for various reasons. Generally, social media platforms such as Facebook, Twitter, Instagram and YouTube, are used by most organizations in creating brand awareness, building communities, inspiring action or sharing their impacts on a local and global scale in a more practical way. Our organization is also taking advantage of this opportunity in order to improve our online visibility and credibility while upholding responsible digital citizenship.*

# EXPANDING OUR ONLINE PRESENCE

In CEM, we use social media to tell our stories and share meaningful messages and useful information related to our cause. Our **Facebook Page** contains campaigns that our target audience can identify with— important announcements, teaching and studying tips, motivations, observances and celebrations, and relevant social events.

The contents of our **YouTube Channel** are aligned with our goals of informing and inspiring individuals and communities using powerful videos. The **CEM Online Newsletter** continues to keep our digital readers abreast with the endeavors of our organization. Our **LinkedIn** company page aims to create quality engagement with professional audience in the platform.

Our **website**, which has served as our company magazine for almost ten years, has been accessed by new and returning visitors for information about our organization. It includes contents and features that can facilitate some queries and concerns from the audience. It also contains links to other resources such as company news and updates, research, career opportunities, and other exclusive services. We have also formed internal and external **online communities** to provide informational and other forms of support for the CEM staff and other stakeholders.

In the coming years, we will continue to evolve our digital platforms to ensure that our audience stay connected with us and enjoy content that are both engaging and impactful.



## CEM BY THE NUMBERS

WEBSITE USERS



↑ **23.1%**

WEBSITE PAGE VIEWS



↑ **20.7%**

FACEBOOK FOLLOWERS



↑ **28%**

LINKEDIN PAGE VIEWS



↑ **251%**

LINKEDIN VISITORS



↑ **274%**

# MOBILIZING OUR ONLINE NETWORK

In order to keep up with the times, we have utilized various digital platforms to reach more learning institutions. We maximized our social media mileage in advocating our agenda, featuring our products and services and forming new bonds with education advocates. Personalized emails were also used to establish a deeper relationship with institutions that share our aspirations and values.

We have high hopes that through our compelling messages, powerful visuals, and effective calls-to-action, we can pique the interest and inspire our fellow champions to work on achieving our dream of a better Philippines.



Image by rawpixel.com on Freepik

# BUILDING OUR PROFESSIONAL LINKAGES

Fostering relationships with professional organizations affords us in CEM to expand our network locally and internationally, advance our corporate agenda and provide professional development opportunities for our staff. We believe that in keeping our organization abreast of the latest industry knowledge and practices, it is critical that we connect with groups that have underpinnings and aspirations similar to us.

In the **CEM 2021 Strategic Planning**, one of the key directions is for our products and services to be consistent with world-class standards. To realize this, we made our presence known to other international institutions, established connections with well-known international experts in educational assessment and research and updated ourselves with the current issues and trends in education.

By joining such groups, as an institutional or individual member, our staff can be updated on current issues and opportunities in their profession, take advantage of and provide learning opportunities to other members, become visible in the professional community and enhance their professional responsibilities and ethical practices. The interactions provide them with opportunities and experiences that will inspire and enlighten them to work smarter in CEM.

## INTERNATIONAL ORGANIZATIONS

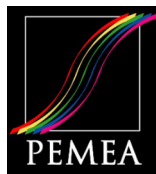


International Association for Educational Assessment



AMERICAN PSYCHOLOGICAL ASSOCIATION

## LOCAL ORGANIZATIONS



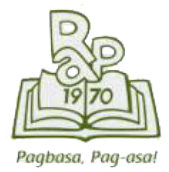
Philippine Educational Measurement and Evaluation Association



People's Management Association of the Philippines



Pambansang Samahan sa Sikolohiyang Pilipino



Pagbasa, Pag-asal Reading Association of the Philippines



Psychological Association of the Philippines



Management Association of the Philippines

Management Association of the Philippines





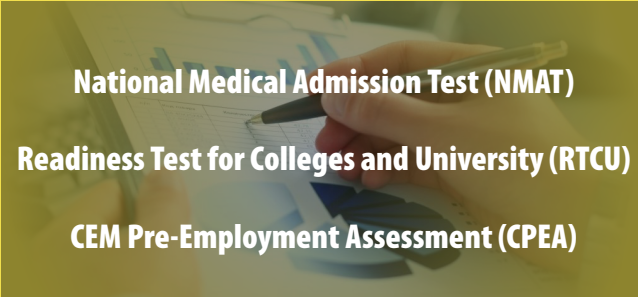
## PERFORMANCE HIGHLIGHTS

# Doing Well while Doing Good

***Doing well in CEM means emphasizing the value of responsibility and accountability for the job to all members. Being able to productively and responsibly carry on with our tasks independently or collectively is necessary for the achievement of our goals and objectives as a company. When we reach our goals, we increase in value and in size thus, we are able to give back more. For non-profits like us, doing good is ingrained in the way we operate our business. Corporate citizenship is part of our organizational agenda, not as a marketing or a PR tool, but an avenue where we can uphold our advocacy for a better education for our country and a source of inspiration for the staff to showcase their volunteerism spirit through community engagement.***

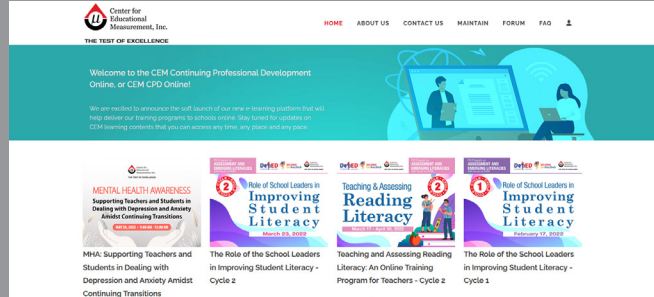
# DOING WELL

In CEM, business integrity matters the most and we are proud to have embedded this in the core of our organization. Our products are developed rigorously following internationally-accepted standards in test development. Content experts and trained test developers and researchers work together in developing tests and conducting validity and other related studies for the continuous improvement of our products. By doing so, we can take an unbiased look at our tests and gauge its quality. This is not only to provide evidence for our claims but also an indispensable part of our commitment to value our clients' trust.

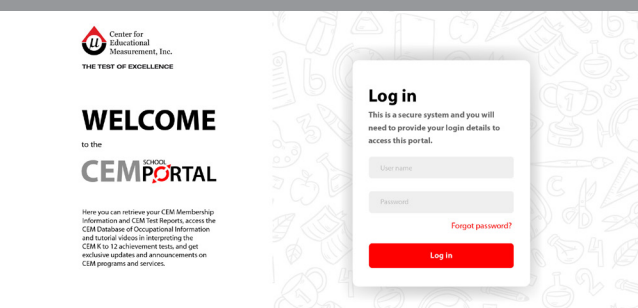


**National Medical Admission Test (NMAT)**  
**Readiness Test for Colleges and University (RTCU)**  
**CEM Pre-Employment Assessment (CPEA)**

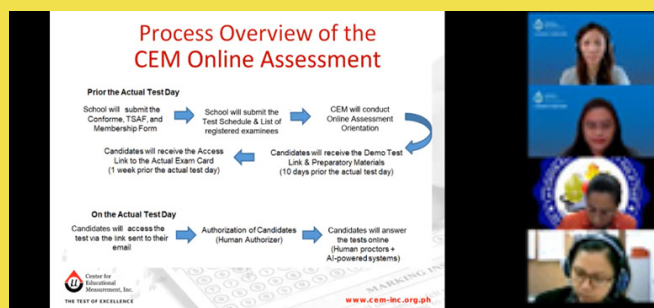
Reliability and **validity studies** are constantly performed to ensure that our partners can make sound decisions with the use of our tests. Validity studies on NMAT, RTCU, and CPEA are currently underway. **Advance statistics and psychometric practices** are applied to maximize the potential of this endeavor. Our best efforts are also poured to create research designs that can facilitate real-life inferences and guide students and institutions in making real-life decisions. With the steadfast support of our academic and industrial partners, we are confident that we would be able to provide useful and meaningful information from these studies.



We make sure that our **services are relevant and up-to-date** and that they can practically address the needs of our target audience. Our professional development programs are designed based on the current educational landscape and are aimed at **supporting educators and other professionals enhance their capabilities and acquire new competences** that could help them advance in their career. We also send our team to conferences, trainings and seminars here and abroad to keep up with the current trends and new approaches related to our industry so they can be better in their craft.



Our clients are our partners, their suggestions and feedback are important to us. We ensure that the products and services they are availing are suited to their needs and that the information that we provide are readily available to them. We engage schools in making decisions about selecting the right assessment tools for their students through test specifications matching activities. This is to ensure that “we test what we teach and how we teach it”. We also provide **exclusive resources** that our partners can use in maximizing the data they gather from our tests to help students discover and achieve their full potential. And we assist them every step of the way.



Despite the limited face-to-face interaction, our teams did not fail to keep a tab on our partners in case they would need CEM's assistance or support. We **consistently reach out** to them through available communication lines for sharing updates, needs assessment, research engagement opportunities and many other purposes. Our care for our members springs from our mutual respect and drive to bounce back better together from this pandemic.

All these were possible because we have employed a responsive remote work set-up so that our employees can balance their personal welfare and safety without compromising work productivity amidst the community quarantine restrictions. We have put in place our occupational health and safety guidelines and other policies so we can proactively respond and efficiently manage the concerns of both our clients and staff. We have always been compliant with the law, government policies and public ordinances. We maintain a high standard of Human Resource and Fiscal Management practices and comply with statutory obligations religiously and promptly.

***We believe that it is also our responsibility to do well at our individual jobs so we can expand our capacity to do good for others.***

# DOING GOOD

The pandemic has taken a heavy toll on everyone's physical, mental and financial strength and CEM is no exception to this. As the world battled the deadly virus during its peak, the education sector has been fighting the daunting realities even before this crisis hit, one of which is the lack of learning opportunities and resources for both teachers and learners in some areas of the country. The so-called digital divide was very apparent during this period and it takes a strong collaboration among the government, private sectors and the individual households to overcome this predicament.

## Outreach Activity

"It takes a village to raise a child", therefore the role of the family and the society in every learner's education is of paramount importance. In fact, there are organizations worldwide that are devoted to the cause of helping schools in providing education especially to those who have limited or no access to it. In CEM, we are well aware of our corporate social responsibility or CSR and being a provider of testing and research services to the academe, the success of our learners in terms of literacy and academic excellence is on top of our priority list. For three years now, we have lent our hand to our chosen schools in the remote areas of the country in promoting literacy and love for reading through our **CEM Storytelling and Reading Outreach Activity**.

This advocacy project is anchored on *R.A. 10556 or The Araw ng Pagbasa Act of 2013*, which "recognizes the importance of promoting reading as a shared activity among the youth, families, educators and the private sector, thereby emphasizing personal interaction and facilitating the exchange of ideas throughout the country".

Due to the challenging situation in the last two years, we were restricted to conduct the usual activities we prepared for the pupils (i.e., onsite storytelling and reading sessions). Despite this, we managed to deliver our advocacy by developing digital reading materials and conducting return demonstrations with the teachers. These exercises were designed to assist reading teachers in delivering interesting and creative materials in the classroom that will strengthen students' interest in reading. We also gave out donations, which include laptops, printers, printing and office supplies, and hygiene products, to help the schools in their operation during the pandemic.

## Local Financial Assistance Program

We also endeavor to contribute to the development of university students in the fields of Education, IT-Programming or Psychology who can assist in advancing the causes and work of CEM in our Institutional centers of operation in the various regions through our Local Financial Assistance Program. A total of six (6) students have benefited from our scholarship program since its implementation in FY 2018-2019.

## Health Literacy Project

To strengthen our impact, we also expanded our CSR efforts through a collaboration with Guro sa Sining ng Bayan, Inc. (GUSI) in a health literacy project called, **Hello Healthy, Goodbye Dumit (HHGD)**. We turned over 125 HHGD book and CD packages to the chosen MAPEH teachers of the Schools Division of Quezon City and joined the virtual training on the use of these materials in the classroom on April 1, 2022. HHGD promotes correct information about health and hand hygiene to students, in cooperation with UNICEF Philippines, Center for Health Solutions & Innovations Philippines, Inc. and the Department of Health.

## CEM OUTREACH ACTIVITY SCHOOL PARTNERS



Cabagna-an Elementary School (CES)  
La Castellana,  
Negros Occidental



Manduang Integrated School (MIS)  
Minglanilla, Cebu



Tacul Elementary School (TES)  
Magsaysay,  
Davao del Sur



*As an advocate of quality education, we want to reach out to every child in the country through our strategic initiatives and collaborations with like-minded individuals and groups in safeguarding a brighter future for this generation of learners. We will maximize our resources so our youth can experience the CEM brand of **doing well while doing good**.*



## PERFORMANCE HIGHLIGHTS

# Empowering Employees Through Engagement and Opportunities

*Engaged or motivated employees are an asset to an organization. In CEM, we see to it that our staff is constantly invested in their jobs by providing them with support and opportunities for leadership, creativity, career advancement, and personal growth. We believe that each employee must find meaning, impact and connection with their work in order to stay in the team and contribute more to the organization, regardless of the task. On top of these, we also consider factors for employee satisfaction such as competitive compensation, workplace safety, job security, responsible management and relevant employee development programs.*

# STRENGTHENING BONDS ONLINE

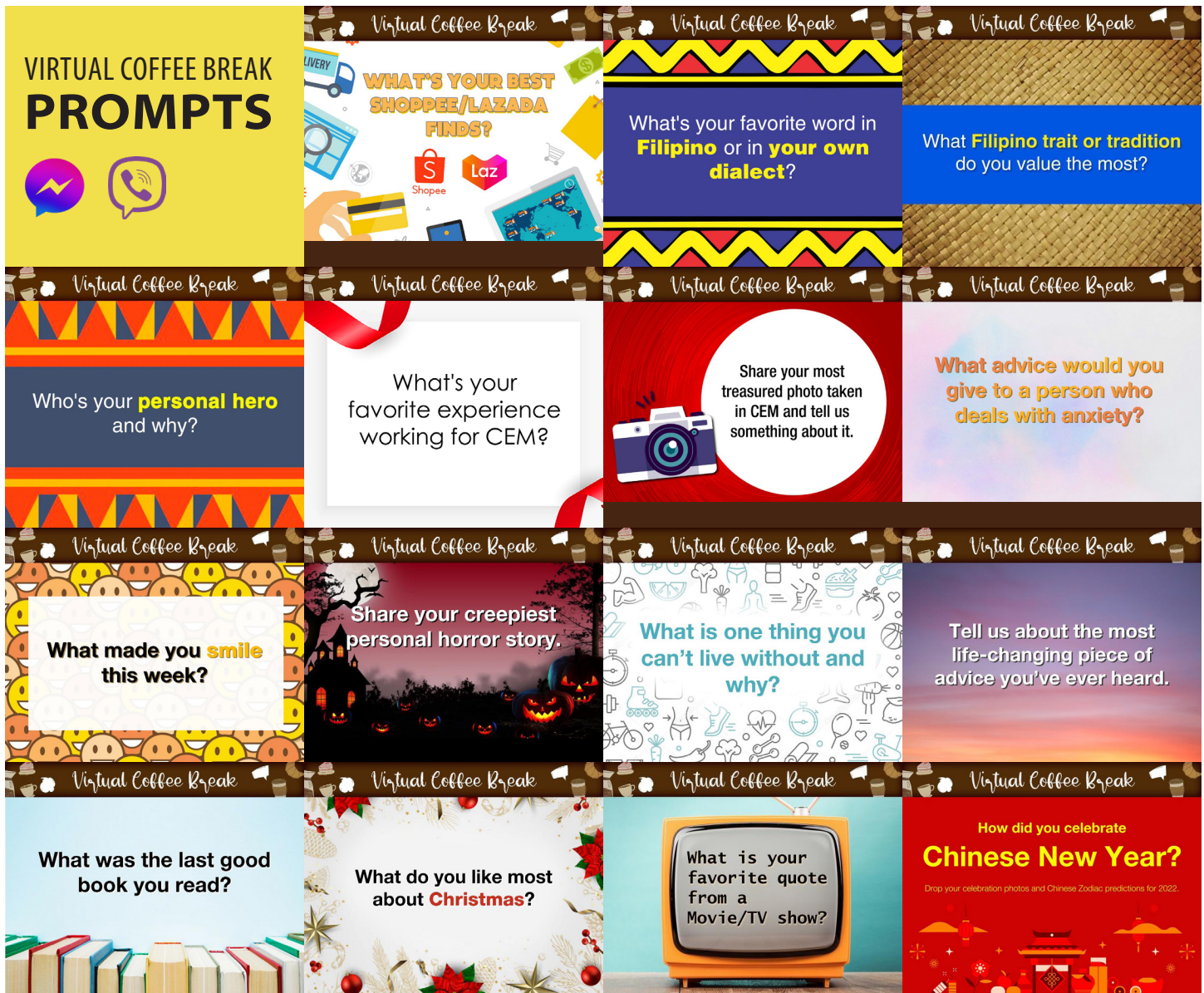
While it is natural for colleagues to say hello and strike a casual conversation with a new employee during elevator rides or coffee breaks, these unprompted warm welcome were challenged to extinction by the current online communication setup. But here in CEM, we keep the warmth in our culture flickering by proactively finding ways to keep in touch with everyone despite the distance.

## Zoomustahan

This year, we launched **Zoomustahan**, an online gathering of new members of the CEM family which consists of virtual chit-chat centered on their well-being, worthwhile experiences and unforeseen difficulties, as part of their enculturation in CEM. During this online exchange, tenured and home-grown leaders who embody the CEM core values were also invited to share their testimonials and spark ideas on what to look forward to in CEM.

## CEM Online Communities

Our **CEM Online Communities** on **Facebook Messenger** and **Viber** are also actively operating to keep conversations flowing among the staff. Aside from their informational function, they also serve as a virtual social room for sharing and fellowship especially during Friday afternoons when we have our **Virtual Coffee Breaks** and talk about topics based on a specific prompt on that week.



## General Assemblies

We also look forward to our quarterly **General Assembly (GA)**. It is an opportunity for us to be informed of the updated company policies and programs, participate in new learning opportunities and celebrate important milestones.

This year, we were reintroduced to our company policy and program on Mental Health, Sexual Harassment and Drug-Free Workplace. We also invited guests to discuss topics related to HMDF and PERAA benefits, health and nutrition and multi-hazard awareness and preparedness. During these gatherings, we celebrated the birthdays and accomplishments of our colleagues, showcased our talents, enjoyed some games, welcomed our new members and sent-off our retirees.



**Adapting to a new role in a new company with new culture can be both elating and daunting. But here at CEM, we take it to heart when we say we are family.**

# CREATING AN ENGAGING LEARNING CULTURE

The vision that our founders had for CEM is the kind that inspires employees to work collectively toward its ultimate goal. Grounded in the past and present, our mission was outlined to explain the reason of our organization's existence and what role it plays in the society. Understanding and communicating these to employees would help them recognize the value and impact of their work in the company and feel positively about it.

In a strategic planning session conducted by the CEM Management in February 2021, the following aspects were identified as four key focus that need to be emphasized among the staff: (1) CEM as nonprofit, (2) CEM's CSR presence, (3) Marketing & Sales, and (4) New Clients & Partners.

As a response, the Office of the President initiated the conduct of the Vision Mission Goals Learning Series (VMG LS) composed of four sessions. It was facilitated by professionals who are experts in delivering the particular area, with the aim of building and strengthening the employees' common appreciation of these aspects so they can translate them clearly in their work and make them part of their day-to-day activities.

This learning series is a professional development opportunity to ensure that staff are updated with the current organizational agenda and continue to feel invested in their jobs.



**Marketing Matters**  
**JOHANN BEN A. BAUTISTA, MBA**  
*Vice-President for Finance, University of Baguio and  
 CEM Treasurer & Trustee*



**CSR: Doing Good while Doing Well**  
**MR. MAX G. VENTURA, MDM**  
*Chairperson, Philippine Coalition on Volunteerism (PhilCV)*



**Nonprofits 101:  
 An Overview for CEM Managers**  
**PROF. BENITO L. TEEHANKKE, DBA**  
*Jose E. Cuisia Sr. Professor of Business Ethics Management and  
 Organization Department, Ramon V. del Rosario College of Business  
 Head, Business for Human Development Network, Center for Business  
 Research & Development, De La Salle University, Manila, Philippines*



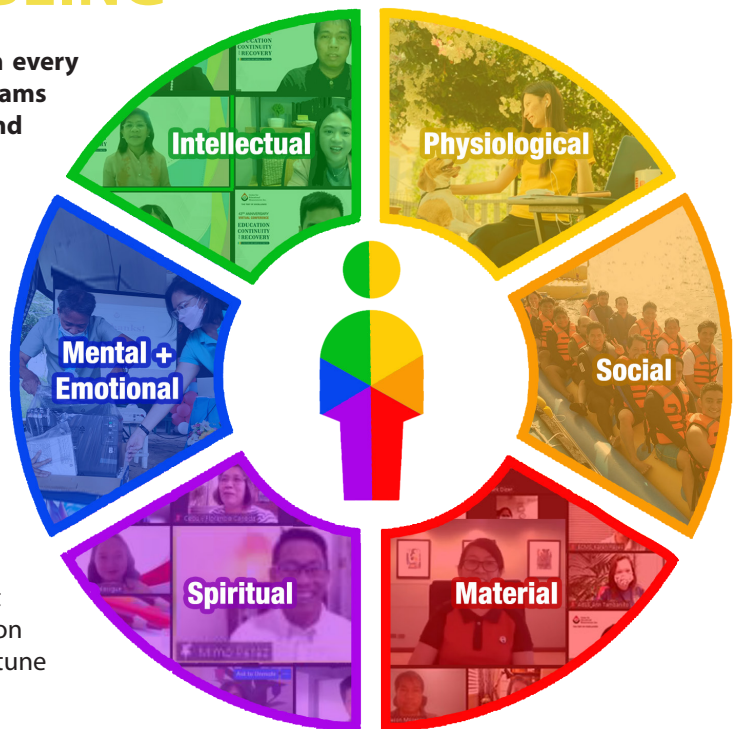
**The Present and Future of  
 Private Education in the Philippines**  
**ATTY. JOSEPH NOEL M. ESTRADA**  
*Executive Director of Philippine Association of Private Schools,  
 Colleges, and Universities (PAPSCU)  
 Managing Director, Coordinating Council of  
 Private Educational Associations (COCOPEA)*

# CARING FOR OUR WELL-BEING

Taking care of the teams in CEM means supporting them in every aspect of their lives in every way possible. By designing programs for keeping our well-being intact physically, mentally and spiritually, CEM shows what responsible employment means.

Employees enjoy **free medical and group life insurance** and other emergency assistance to help attend their needs. We also put in place **Occupational Health and Safety Standards** to ensure employee safety while in the workplace. Programs and activities related to **mental health awareness** were organized to help the staff in managing issues related to it. **Webinars, talent showcase** and even **wellness break** are examples of these programs.

We also take care of our spiritual aspect. This year's **recollection** was carefully crafted down to its intricate delivery to make sure that it strikes the delicate balances between inclusivity and intimacy—not too general that loses personal touch and not too personal that can only speak to a few. Respect for divergent beliefs served as the cornerstone of the reflection. This recollection was not only an occasion to gather everyone, but also an opportune time to reconnect – both with others and with ourselves.



We are a team, yet we do not forget to see each other as unique individuals. With this, we promote safe spaces for personal differences and celebrate cultural divergence, while caring for our holistic well-being.



# **SUSTAINABILITY AT THE CORE**





SUSTAINABILITY AT THE CORE

## Sustainability at CEM

*For 43 years, it has been our priority in CEM to develop our capabilities and invest in resources that could benefit our organization in the long term. We are keen on upholding our growth in an authentic and holistic manner by establishing a culture of sustainability as the central node of our business and people.*

*Ensuring organizational sustainability is not a responsibility of top officers alone; it is a collective agenda that must be entrenched at the core of each member. To achieve this, we strengthen important organizational aspects such as leadership and talent development and protection, business diversification, inclusivity and global insights, and resources and change management strategies in order for CEM to “achieve success today without compromising the needs of the future” (Boudreau and Ramstad, 2005).*

# OUR LEADERS

***A strong and committed leadership is what led CEM to achieve greater heights. Our leaders' display of conviction in carrying out the mission of CEM inspires us to follow their lead with wisdom, integrity and excellence.***

What makes our leaders great does not solely come from their skills and academic or professional background. Their value system, sense of purpose and extensive experience have played significant roles in radiating an inspirational vibe that moves

the staff to willingly pursue the thrusts we set with the same grit and passion as our founders.

We want to uphold this culture by continuously developing new breed of capable leaders who will continue the legacy of bringing CEM to new territories. We understand that providing our staff with opportunities for professional and personal growth will not suffice to make them effective leaders. This is why we are equipping them with the proper mindset towards a goal, the right values to guide them in their job and the courage to accept risks to mold them into becoming leaders with a winning attitude.

***Here are the INNOVATIVE LEADERS behind the STRENGTH and SUCCESS of CEM!***



**Father Roderick C. Salazar, Jr., SVD**  
Chair

***His extensive experience in Corporate Management and Quality Assurance in Education has led CEM in its development and expansion in order to remain the leader in standardized assessment in the country.***

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

***Her wide range of expertise in the fields of Psychology, Educational Management and Leadership, Quality Assurance in Education, and University Social Responsibility has allowed CEM to advance new pathways in sustaining its service to society through excellence in educational measurement and research.***

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

***His expertise in Industrial Technology and Technical-Vocational Education as well as in Quality Assurance in Higher Education has significantly contributed to CEM's policies and the achievement of its corporate goals and mission.***

# CEM BOARD OF TRUSTEES



**Atty. Diosdado G. Madrid**  
*Corporate Secretary*

*His professional excellence in the practice of Law has guided CEM in upholding the highest ethical and moral standards of the organization.*

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

*His valuable and innovative skills in Business Administration, Corporate Governance, Financial and Marketing Management has helped in the development of CEM's new road map to a more sustainable and inclusive non-profit organization.*

**Dr. James L. Tan**  
*Member*

*His proven track record in Educational Administration has empowered CEM to reach greater heights and become an industry thought leader and a trailblazer in assessment.*

# OFFICE OF THE PRESIDENT



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



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



**Kevin M. Adolfo**  
*Head, Human Resources Section*



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

## PROGRAMS & DEVELOPMENT DIVISION



**Kathryn M. Tan**  
*Director for Programs & Development  
OIC, Special Projects Section*



**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 Test & Special Tests Unit  
Test Development Section*



**Kristine Marie O. Guevarra**  
*OIC, Finance Division  
Head, Budget Section (until 28 Feb 2022)*



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



**Nancy D. Caballes**  
*OIC, Treasury Section*

# MANAGEMENT TEAM



**Armi S. Lantano**  
*OIC, Data Protection*  
*(start 1 Jan 2022)*

## OPERATIONS DIVISION



**Janet T. Evasco**  
*Director for Operations*



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



SUSTAINABILITY AT THE CORE

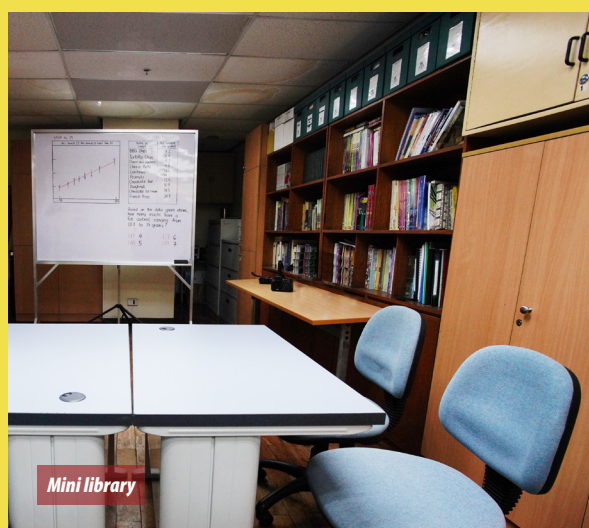
## Our Resources

*As we endeavor towards a more sustainable and inclusive business environment, CEM adapted resource management strategies that drive work efficiency and employee productivity such as agreeing on a common approach to prioritizing work across shared resources and embracing different ways of working across the organization and resources, to name a few. These methods have helped us in allocating and utilizing our available resources efficiently and keeping our employees engaged in their work. We recognize that we still have a lot to learn in this aspect but we are also moving forward especially in response to the emerging concepts and tools available nowadays.*

*This part of the report highlights the 3Fs that have contributed to accomplishing our milestones this fiscal year—Facilities, Financials, and Family.*



**CENTER FOR  
EDUCATIONAL  
MEASUREMENT, INC.**



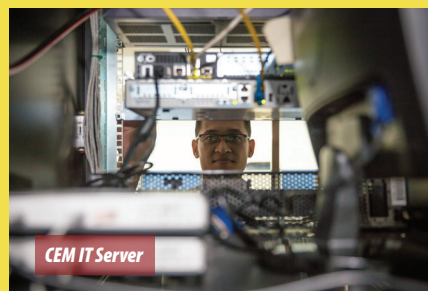
Mini library

# CEM Head Office

Cityland Pasong Tamo Tower



Conference room



CEM IT Server



Employee workstation

## FACILITIES

Over the last four decades, we have acquired resources that have helped us in delivering quality and excellent service to our clientele. We treasure these assets and we are proud to share them with you.



CEM Mayapis building facade



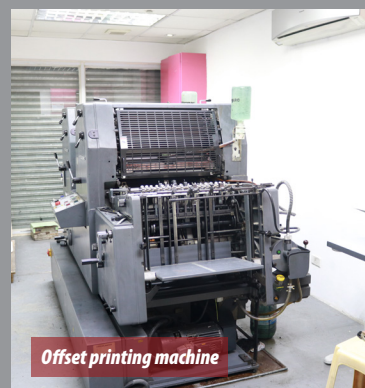
Test materials storage area

## CEM Mayapis Office

Mayapis cor. Camachile Sts.,  
San Antonio, Makati



Test results processing center



Offset printing machine



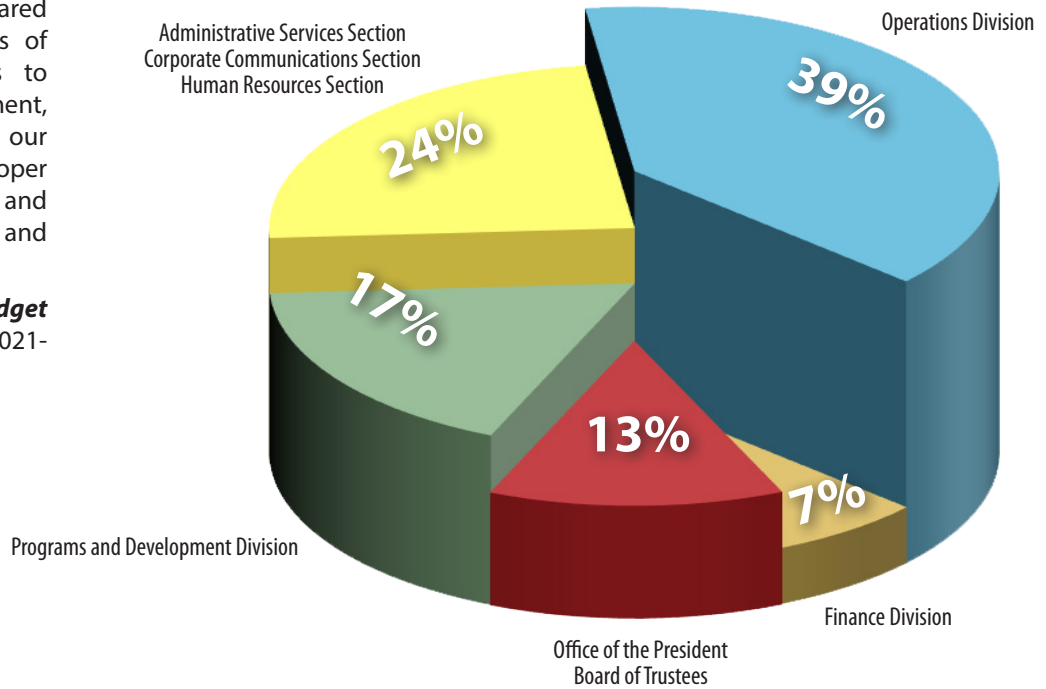
Receiving area

# FINANCIALS

Our organization's financial performance was not spared from the debilitating effects of the pandemic. But thanks to our robust fiscal management, we were able to sustain our financial position through proper channeling of our resources and smart budget allocation and utilization.

Here's an overview of our **budget utilization** for fiscal year 2021-2022:

## CEM Budget Utilization for FY 2021-2022

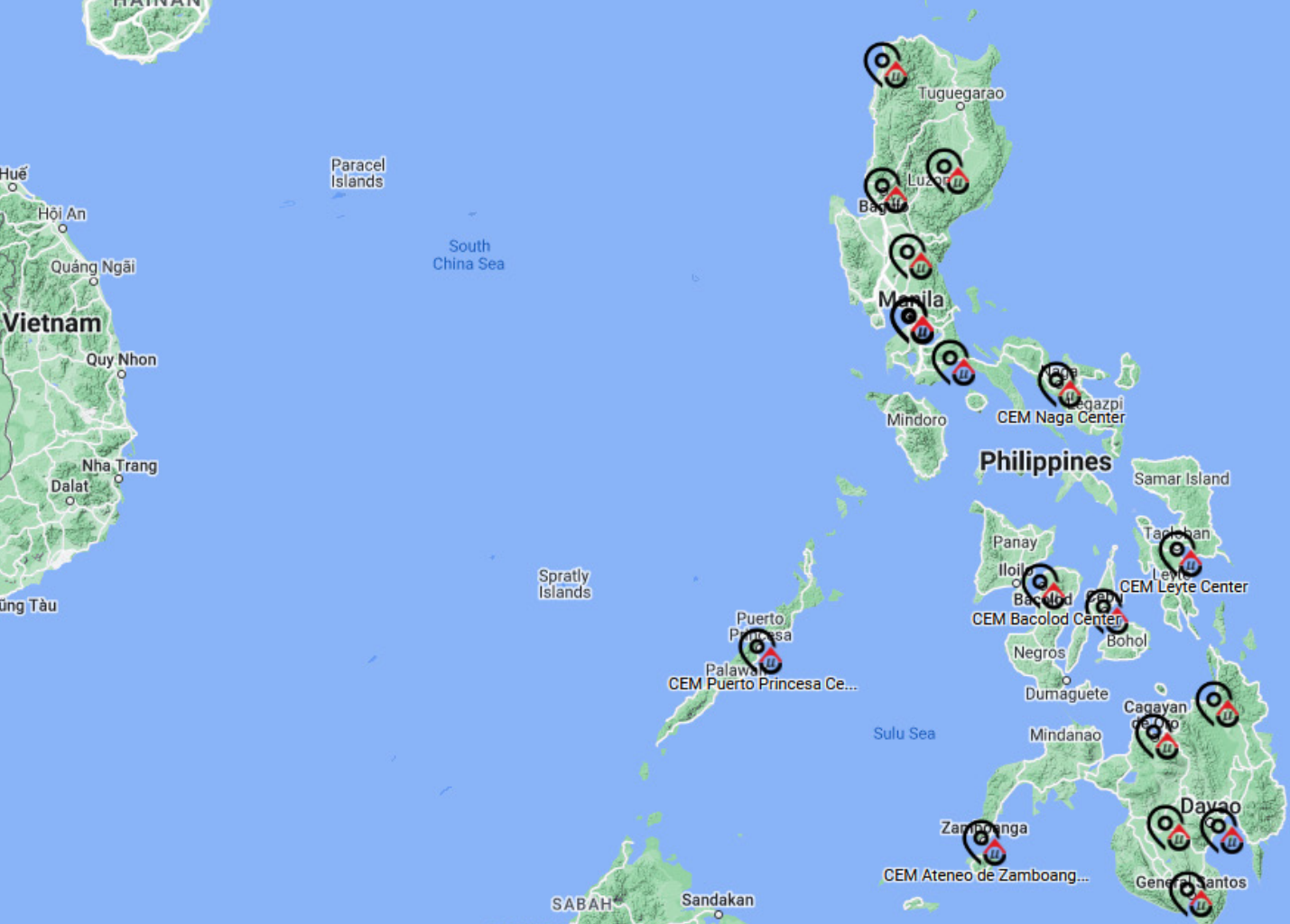


# FAMILY

Generally, the working relationship among CEM employees is almost familial that many choose to stay in and grow with the company. In fact, three of our colleagues marked their 30<sup>th</sup> work anniversary while several others celebrated their 20<sup>th</sup>, 15<sup>th</sup>, 10<sup>th</sup> and 5<sup>th</sup> anniversaries during the CEM 43<sup>rd</sup> Anniversary Celebration. This loyalty can be attributed to CEM's commitment to providing opportunities for employees to care for their well-being, improve their craft and develop their sense of purpose. We value our people and we are keen on looking after their welfare and inspiring them to become responsible members of the organization. Our colleagues are our family and we want our family to grow so we do not cease to find ways to improve our talent acquisition and employee retention strategies in order to maximize the potentials of our employees.







SUSTAINABILITY AT THE CORE

## Our Network

***CEM's nationwide scope has enabled the organization to establish and strengthen relations with various partners. Our head office in Makati and branches in Cebu and Davao remained at the forefront in terms of promoting our product and services and client management, while our local centers located in strategic cities across the country have helped us deliver our services and spread awareness of our advocacies, despite the remote setup in the last two years. Each center is managed by a Center Coordinator who oversees the overall operation based on a set of guidelines and procedures. We will get to know our coordinators on the next page.***

# 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, O.P**  
*Palawan Center*

# VISAYAS COORDINATORS



**CINDERELLA R. FRANCISCO**  
*Bacolod Center*



**MELBA M. NAVARRA**  
*Leyte Center*

# MINDANAO COORDINATORS



**FR. MARCOS LOUIS D. CATALAN, JR. SJ**  
*Ateneo de Zamboanga Center*



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



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



**DR. ALMA S. HORDISTA**  
*South Cotabato Center*



## HEAD OFFICE

### Cityland

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2210 Chino Roces Avenue, Makati City, 1231 Philippines  
Tel +63 2 8813 3691, 8813 3694 to 95, 8813 3686  
[inquiry@cem-inc.org.ph](mailto:inquiry@cem-inc.org.ph)

### Mayapis

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

## BRANCHES

### CEBU Branch

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308-A Osmeña Boulevard, Cebu City 6000  
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#### Bohol Center

Managed by Cebu Branch

#### Butuan Center

Managed by Davao Branch



**MOVING  
FORWARD**

## FUTURE-PROOFING CEM

*Like most organizations around the world, CEM is also trying its best to move forward from the onslaught of the pandemic and work on more sustainable business continuity and recovery models.*

Measures for future-proofing CEM were heightened in the last two years. The unprecedented global crisis steered the Management to accelerate the implementation of the 12-Point 3-year Direction formulated by the Board of Trustees during the 2021 Strategic Planning Exercises. By defining and clarifying this new road map, we have become more strategic in addressing our business challenges and in devising more sustainable solutions to address these areas of concerns.

In FY 2022-2023, we are adding new leaders who will guide our Finance and General Administrative Services divisions in ensuring effective management of our people, finances, facilities and other assets. We are also institutionalizing a new marketing section that will focus on promoting our advocacy through our product and service offerings.

With the launch of the **CEM Expansions**, we aim to serve other clients outside the academe. We are extending our services to industries, institutions and individuals who require assessment-related services for scholarship and employment screening, professional development, career guidance and other auxiliary services. One of our key focus is the importance of career readiness among the youth so we designed the **CEM Online Career Coaching** service. We are leading the discussions on this topic and we want to expound on this during our Annual Conference on September 30, 2022. This event will highlight the theme, **Standardized Assessment: Bridging the Gap between Career Readiness and Industry Demands**.

We are celebrating our 44<sup>th</sup> Founding Anniversary this year and we are positive as ever that we can still offer more to our clientele. We are committed to serve and this commitment extends to the confidence we have for our products, the passion we have in the kind of service we offer to our stakeholders, in the accuracy, relevance and practicality of the information we provide them, and in the support we provide for the education sector. We continue to move forward with the rest of the world for a brighter future.

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	Human Resources Section	
	Information and Technology Section	

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