

Philippine Association of Colleges and Universities (PACU)

Annual General Assembly and Election 2026

PROGRAM FLOW

September 26, 2026 | Sheraton Manila Hotel, Pasay City

THEME

Rooted in Wisdom and Humanity, Ready for the Future:

Sustainability and Resilience in an AI-Driven World

I. RATIONALE

Philippine private higher education stands at a critical crossroads. While the 1987 Constitution explicitly recognizes the complementary and indispensable roles of both public and private educational institutions. The sector now faces compounding pressures from shifting policy priorities, demographic headwinds, economic volatility, and the accelerating pace of technological disruption.

The Philippine Association of Colleges and Universities (PACU) convenes its 2026 Annual General Assembly with the conviction that *institutional sustainability*, *constitutional advocacy*, and *future readiness* are not competing priorities. They are mutually reinforcing imperatives.

The global and domestic economic environment adds urgent texture to this challenge. Inflationary pressures, currency volatility, geopolitical tensions, and post-pandemic fiscal adjustments are reshaping the cost structures, enrollment dynamics, and planning horizons of private colleges and universities. Ethical leadership that is grounded in the values that have always distinguished private education is now more essential for institutions to navigate decisions that affect hundreds of thousands of students, faculty, and communities.

Into this context arrives the most transformative force of our generation: artificial intelligence. AI is not a future concern but a present reality reshaping labor markets, academic disciplines, and the very definition of what it means to be an educated Filipino. The question for private higher education leaders is no longer whether to engage with AI, but how to do so with wisdom, ethical grounding, and genuine care for the human person. This imperative finds its deepest expression in Pope Leo XIV's encyclical *Magnifica Humanitas*. It is the first papal document directly addressing AI and the dignity of the human person. It calls on educators and institutions to safeguard humanity at the core of technological transformation.

Yet amid these macro-level disruptions, there is a more immediate and deeply human challenge: keeping students engaged, retained, thriving, and successful in their studies all the way to graduation while ensuring that what they learn remains genuinely relevant to the world they will enter. Stakeholder consultations have consistently identified three dominant forces of change confronting Philippine higher education: deepening quality gaps across the sector, the accelerating impact of AI on the job market, and the learning deficit and proficiency collapse originating in basic education that now arrives at the doors

of our universities. The message these forces send is unambiguous. The sector can no longer afford to work in silos. The future demands responsive curricula, multiple and credible learning pathways, effective lifelong learning, stronger career guidance, seamless transitions between education and employment, sustained investment, faculty development, expanded partnerships for technology and knowledge transfer, R&D, and stronger inter-agency coordination.

What makes this moment both urgent and full of possibility is the unique position that Philippine private higher education occupies in the national landscape. Our universities do not simply educate students; they educate future graduates, reskill workers, upskill professionals and faculty, undertake applied research, partner with industry, and support lifelong learning. No other institution spans the entire talent pipeline in quite the same way. If talent is the scarcest input in the AI economy, then higher education is one of our country's greatest multipliers. PACU member institutions that form part of the larger private education sector are at the very center of this equation.

The **2026 PACU Learning Session** brings together three distinguished resource speakers to address these intersecting themes of 1) constitutional complementarity in the public and private education sector and the constitutional foundations of private education, 2) ethical leadership in a transforming educational landscape, and 3) the economic outlook and its implications for institutional sustainability.

Together, their perspectives offer PACU member-institution leaders the frameworks, evidence, and inspiration needed to lead with clarity, courage, and conviction in a changing world.

II. LEARNING OBJECTIVES

At the end of the Learning Session, participants shall be able to:

1	Ground. Affirm the constitutional foundations of private higher education and formulate institutional and advocacy strategies that assert the complementary role of private and public education as a non-negotiable basis for sustainable and mission-driven institutions.
2	Lead. Apply insights from ethical leadership frameworks and emerging educational paradigms to strengthen governance, faculty development, and institutional decision-making in the face of AI-driven disruption.
3	Sustain. Analyze the current and near-term economic outlook and its implications for enrollment, financial sustainability, tuition strategy, and institutional planning across private higher education institutions.
4	Champion. Uphold the role of wisdom, humanity, and the Humanities as the ethical and intellectual foundation that makes AI-age education genuinely human, critical, and socially responsible.
5	Act. Develop at least one concrete institutional action or advocacy position arising from the session's three thematic pillars: complementarity, ethical leadership, and economic resilience.

III. SESSION OVERVIEW

Date & Venue	September 26, 2026 Sheraton Manila Hotel, Pasay City
Learning Session Time	10:15 AM – 12:00 NN
Format	Plenary Lectures + Unified Open Forum Face-to-Face
Session Moderator	To be designated by the PACU President
Participants	Presidents, Trustees, and Senior Officials of PACU Member Institutions

IV. DETAILED PROGRAM FLOW

TIME	ACTIVITY / TOPIC	PERSONS INVOLVED
PART I — OPENING PROGRAM		
8:00 – 9:00 AM	Registration and Opening of Exhibits	PACU Secretariat
9:00 – 9:05 AM	Invocation — PACU Prayer	Designated PACU Officer
9:05 – 9:10 AM	Philippine National Anthem	Chorale
9:10 – 9:30 AM	Opening Program Welcome Message Acknowledgment of Participants	Mr. Marco Alfredo M. Benitez President, PACU President, Philippine Women's University Dr. Victoriano B. Tirol III 1st Vice President, PACU President, University of Bohol
PART II — LEARNING SESSION		
10:00 – 10:15 AM	Introduction of the Learning Session and Resource Speakers	Ms. Joyce Anne C. Samaniego Executive Director, PACU
10:15 – 10:40 AM	TOPIC 1: Operationalizing Complementarity Lecture (20 min)	Hon. Sherwin T. Gatchalian Senate President
10:40 – 11:05 AM	TOPIC 2: Ethical Leadership and the Future of Education Lecture (20 min)	Dr. Angelo A. Jimenez President, University of the Philippines
11:05 – 11:30 AM	TOPIC 3: The Economic Outlook and Its Impact on Private Education Lecture (20 min)	Dr. Karl Kendrick Chua Managing Director, Data Science and AI, Ayala Corporation Former Secretary, NEDA
11:30 AM – 12:00 NN	Open Forum — All Three Topics (30 min)	Session Moderator and Distinguished Speakers
12:00 – 12:30 PM	Awarding of Certificates of Appreciation Group Photo Opportunity	PACU President / Officers / Guests / Participants / Sponsors / All
12:30 – 1:30 PM	Lunch Sponsors' Presentations	

PART III — BUSINESS MEETING

1:30 – 3:30 PM	Business Meeting • Call to Order • Quorum • Induction of New Member • Instructions/Guidelines for the Elections and Amendment of PACU AOI • Commencement of Voting (1:30-3:00PM) • Ratification • Reports • Open Forum • Other Matters	PACU President, Executive Committee, Committee Chairpersons Mr. Marco Alfredo M. Benitez <i>President</i> Dr. Victoriano B. Tirol III <i>1st Vice President</i> <i>Chair, Membership Committee</i> Ms. Laurice Faye R. Juarez <i>2nd Vice President</i> <i>Chair, PR Committee</i> Dr. Ma. Socorro M. Eala <i>Secretary</i> <i>Chair, Programs Committee</i> Dr. Zorba Bnn R. Bautista <i>Treasurer</i> Atty. Anna Maria D. Abad <i>Legal Counsel</i> Dr. Vicente K. Fabella <i>Chair, Public Policy</i> Dr. Caroline Marian S. Enriquez <i>Chair, Institutional Quality Improvement</i> Engr Bernard Nicolas E. Villamor <i>Chair, Industry Academe Linkage</i> Dr. Dodjie S. Maestrecampo <i>Chair, Research</i>
3:30 – 4:00 PM	Announcement of PACU Board of Trustees for AYs 2026–2028	Atty. Anna Maria D. Abad
4:00 PM	Closing Remarks	Ms. Laurice Faye R. Juarez
4:00 PM Onwards	Cocktails	