



SOCIETY OF FILIPINO FORESTERS, INC  
**2024 NATIONAL CONFERENCE**

# Transforming the Filipino Foresters as National and International Leaders

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JOSE Y. CUETO JR., MD, FPCS, FPSGS, MHPED

# Quotation

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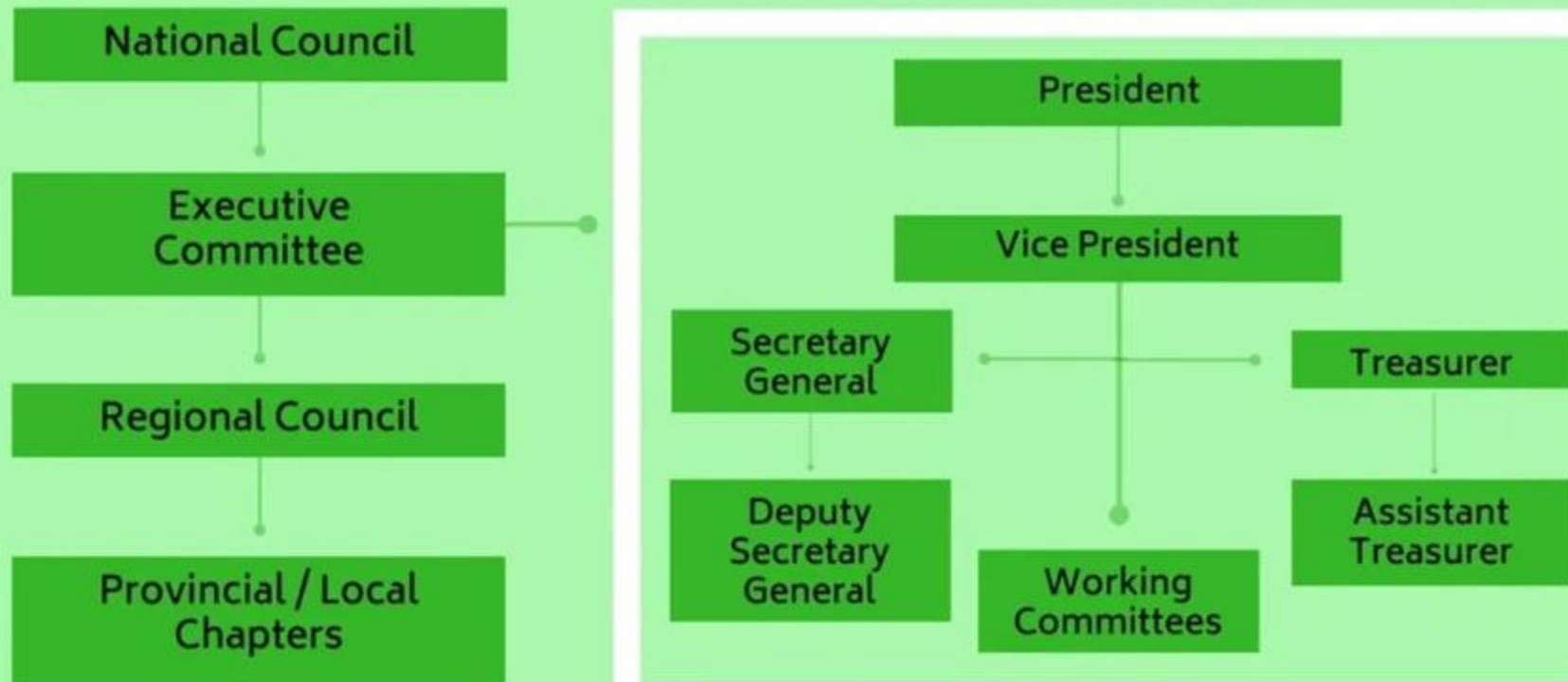
**“Give me six hours to chop down a tree and I will spend the first four sharpening the axe.”**



Abraham Lincoln (1809-65)



# ORGANIZATIONAL STRUCTURE



# TYPES OF MEMBERSHIP

REGULAR MEMBER

ASSOCIATE MEMBER

HONORARY MEMBER

INSTITUTIONAL MEMBER

## SFM 7-POINT PROGRAM

Phase 1 - Background

Phase 1 - Output 1

Phase 1 - Output 2

Phase 1 - Output 3

Phase 1 - Output 4

Phase 1 Project Team

Phase 2 - Background

Phase 2 - Output 1

Phase 2 - Output 2

Phase 2 - Output 3

Phase 2 - Output 4

Phase 2 Project Team

Phase 2 Highlights

# Phase 1 Project Team

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**Project Leader** – For. Tommy Valdez (SFFI National Council President)

**Project Coordinator** – For. Arzel C. Manalili (SFFI Deputy Secretary General)

**Project Finance Officer** – For. Maila R. Vasquez, (National Council Treasurer)

**Assistant Project Finance Officer** – For. Tamcyn R C. Ubaldo (National Council Treasurer)

**Project Monitor** – For. Joey E. Austria (National Council Vice-President)

**Project Monitor** – For. Emmanuel A. Umali (Secretary General)

# The Project Team

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**Project Monitor** – For. Joey E. Austria (National Council Vice-President)

**Project Monitor** – For. Emmanuel A. Umali (Secretary General)

## Project Resource Persons

- Mr. Raul Terso
- For. Bresilda M. Gervacio
- For. Renato De Rueda
- For. Ernesto Guiang
- For. Manuel Escasura
- For. Manny Bonita
- For. Nonito Tamayo
- For. Rex Victor Cruz
- For. Neria Andin
- For. Marlo Mendoza
- For. Antonio Conreras

## Project Resource Persons

- For. Bresilda M. Gervacio
- For. Rex Victor Cruz
- For. Wilbur Dee
- For. Nathaniel Bantayan
- For. Kharis Maranda
- For. Victor Ivy Chui
- For. Ur Bala
- For. Marcia Isip
- For. Ernesto Guiang
- For. Melody Ann Malano
- Dr. Margaret Calderon
- Dr. Canesio Predo





The 2021 SFFI INTERNATIONAL CONFERENCE

## Optimizing Forestry for Economic Recovery (OFFER)

Register now

<https://bit.ly/SFFI2021>



and join us in these sessions:

**TIMBER TALKS**  
**NON-TIMBER FOREST PRODUCTS**  
**ECOUTOURISM, FOREST HEALTH AND WELLNESS**

1-2 DECEMBER 2021



**PROTECT THE FORESTS,  
THEY ARE THE CLIMATE UMBRELLA  
OF OUR PLANET.**

Society of Filipino Foresters, Inc.  
**Foresters' Continuing Professional Development Webinars**  
**Upscaling Forestry Professionals, Tackling the Global Crisis**  
CPD Program Accreditation No. FRT-2018-001-021

## Crash landing on you: Is Philippine Forestry in ICU?

**Reality check, a hard look at sustainable forest and  
natural resources management in the Philippines**

9 June 2021, 10:00am-12:00nn via zoom

**Speaker:**  
**For. TOMMY T. VALDEZ**

National Council President, Society of Filipino Foresters, Inc.  
Vice President, San Roque Power Corporation



Registration fee is Php200

Pre-register at: [bit.ly/TREESweb5prereg](https://bit.ly/TREESweb5prereg)



## Join UPLB TREES, UP PSAE, and SFFI in the webinar discussion on **Making the Philippine Timber Industry in FULL CAPACITY**



**For. MARCIAL C. AMARO, JR., Resource Person**  
Assistant Secretary for Policy, Planning and  
Foreign Assisted and Special Projects  
OIC Director, Forest Management Bureau (FMB)  
Department of Environment and Natural Resources



**For. NONITO M. TAMAYO, Reactor**  
Regional Executive Director  
DENR Region 13 - Caraga



Register now



via ZOOM

**12 November 2021, 10am**

**GOAL:** To transform the Filipino Foresters as  
National and International Leaders

**IN PLACE:** Strategic Plan with Vision / Mission  
Key Results Areas (KRAs)  
Strategies and Activities  
Performance Objectives  
Key Performance Indicators  
Targets  
Time Frame  
Office/Person Responsible

## KRA 1 DIGITALIZATION AND DIGITIZATION

STRATEGIES/ PRIORITIES	STRATEGIES/ ACTIVITIES	PERFORMANCE OBJECTIVES	KEY PERFORMANCE INDICATOR	TARGETS	TIME FRAME	RESPONSIBLE OFFICE
<p>1.2.Digitization- Full digitalization of all PRC processes Decentralization of processes</p> <p>2023 Priority Projects / Programs</p>	<p>1. Review all processes and identify priorities for digitalization</p> <p>2. Constitute the Technical Working Group to finalize</p>	<p>To fully digitalize all PRC processes to satisfy the transacting clients and to increase employee productivity</p>	<p>Percentage reduction of process cycle time</p> <p>High Customer Satisfaction on the</p>	<p>From days to minutes</p> <p>Rating of at least 'Very Satisfactory'</p>	<p>2023-2028</p>	<p>ICT Service and its Divisions All Regional Offices</p>

**GOAL:** To transform the Filipino Foresters as  
National and International Leaders

**NEED: Leadership Program**



# Step 1: Establish Steering Committee or Task Force with well-defined tasks with timetable



## Step 2: Conduct a Situational Analysis

### General Scheme of the Labor Market Information / Analysis

(Undergraduate Level: Forestry and Allied Courses)

**Filipino  
Foresters:  
Supply and  
Demand**

#### **SUPPLY SIDE (Education Sector)**

Number of Schools:  
Enrollment Statistics:  
Graduation Statistics:  
Attrition Rate

Source: CHED

#### **SUPPLY SIDE (Licensure)**

Number of Examinees  
Number of Passers  
Passing Percentage  
Number of Registered  
Professionals  
Number of Active  
Professionals

Source: PRC



#### **DEMAND SIDE (Labor Market)**

LEVELS of LABOR  
MARKET NEEDS:  
**Global / Domestic**  
National  
Regional  
Provincial / City  
Municipal  
Barangay

Sources: DENR / LGUs  
Industry

## **Step 2: Conduct a Situational Analysis**

**Filipino  
Foresters:  
Supply and  
Demand**

### **PRC Statistics as of Sept. 30, 2024**

**Number of Registered Foresters: 16,770**

**Number of Foresters with Valid PIC: 9,031**

**Percentage of Active Professionals: 53.8%**

**Additional Data: Geographic Distribution  
Professional Practice  
Government/Private**

## **Step 2: Conduct a Situational Analysis**

### **SFFI Statistics/ Profile**

**Filipino  
Foresters:  
Supply and  
Demand**

**Data: Membership  
Chapter  
Present Position  
Past Positions**



## Step 2: Conduct a Situational Analysis

Filipino  
Foresters:  
Competitiveness

# Ensuring Competitiveness of Filipino Professional Foresters : A Roadmap

NERIA A. ANDIN

JOSE A. LORENZO

GERARDO T. CABREROS

## Step 2: Conduct a Situational Analysis

Filipino  
Foresters:  
Competitiveness

### COMPETITIVENESS CRITERIA – Market Conditions and Trends:

1. Relative number of schools offering BS Forestry  
2012 - 87      2022 - 95  
increase of 8
2. Relative number of graduates  
2012 - +/- 3,000      2022- +/- 13,000  
increase of 10,000

## Step 2: Conduct a Situational Analysis

Filipino  
Foresters:  
Competitiveness

### Competitiveness CRITERIA – Market Conditions and Trends:

3. Relative number of active qualified professionals with valid PRC ID cards

2012 - 4,000      2022 – 8,100  
increase of 4, 100

**As of Sept. 30, 2024: 9,031**

**Determine if there is shortage**

**surplus**

**just enough**

## Step 2: Conduct a Situational Analysis

### Filipino Foresters: Competitiveness

## Competitiveness of Professionals

In the **DOMESTIC MARKET** context:

- Is the supply of services sufficient or in short supply?
- Are the professions too exclusive or open to new entrants?
- Have the professions got the balance right between ensuring high professional standards and meeting market demand?
- Is there need for new skill set categories?



## Step 2: Conduct a Situational Analysis

### Filipino Foresters: Competitiveness

## Competitiveness of Professionals

In the **INTERNATIONAL MARKET** context:

- Do we have the number (quantity) and the competence/qualifications (quality) of professionals relative to demand?
- Can we attract foreign clients?
- Do we offer professional value for money? For what categories of professional services?
- How much international business can our professionals generate?

## Step 2: Conduct a Situational Analysis

Filipino  
Foresters:  
Competitiveness

Competitiveness CRITERIA – Market Conditions  
and Trends:

4. Relative level of government support for  
career advisory programs

2012 – Med/Satisfactory 2022Med/Satisfactory

## Step 2: Conduct a Situational Analysis

### Filipino Foresters: Competitiveness

## Competitiveness CRITERIA – Core Competency Standards

5. Nature and quality of Curricula  
2012 – Satisfactory    2022 – Satisfactory

CMO 44 S. 2006 ( PSG BS Forestry was amended with the issuance of CMO 06 S. 2019 (PSG BS Forestry Program) aligned with the outcome based education

6. Relative degree of interaction with foreign  
professional bodies

2012- Med/Satisfactory    2022- Med/ Satisfactory  
Increase better participation in the international technical  
gatherings and dialogues

## Step 2: Conduct a Situational Analysis

### Filipino Foresters: Competitiveness

#### Competitiveness CRITERIA – Core Competency Standards

7. Trends in numbers passing the Licensure in %  
2012 - 37.72      2021- 58.22      2022 – 54.87

8. Professional Outcome indicators

2012 - professional readiness in climate change mitigation  
thru greening initiatives

2022 – institutionalization of the carbon neutral program for  
professionals convergence and the PRC Nationwide Tree  
planting every June 25 on the occasion of the PRC Week and  
Foundation Anniversary celebration



## Step 2: Conduct a Situational Analysis

**Filipino  
Foresters:  
Competitiveness**

### Competitiveness CRITERIA – Core Competency Standards

#### 9. Extent of international benchmarking of professional standards

2012 - Medium/ Satisfactory

2022 – Medium / Satisfactory

Initial hosting of the visit of Taiwan Parks Bureau and Forestry discussion with Foresters of North America and in the ASEAN secretariat

## Step 2: Conduct a Situational Analysis

**Filipino  
Foresters:  
Competitiveness**

### **Competitiveness CRITERIA : Quality Assurance**

**10. Compliance with International Standards**  
**2010 - Med./Satisfactory 2022 – Med/ Satisfactory**

**Exploration of better access to ASEAN Resource centers  
to strengthen forestry professional services and joint approaches  
in Climate change mitigation and disaster risk Management**

## Step 2: Conduct a Situational Analysis

**Filipino  
Foresters:  
Competitiveness**

### **Competitiveness CRITERIA : Quality Assurance**

**11. Extent of performance - based professional assessment /accreditation**

**2010 – Med/ Satisfactory      2022 – Med/Satisfactory**  
**Qualification value adding thru rationalized CPD and**  
**CPSP-CATS initiatives with simplified procedures.**

## Step 2: Conduct a Situational Analysis

### Filipino Foresters: Competitiveness

#### Competitiveness CRITERIA : Quality Assurance

12. Relative effectiveness of Mechanisms for provision of CPD

2010 – Low      2022 – Med/Satisfactory  
Enhanced functionality of CPDAS and LERIS

13. Relative degree of traditional closedness to foreign professionals  
2010 – Med /Satisfactory      2020 –Med/Satisfactory

The ASEAN Center for Biodiversity and the AUNQA-certified UPLB College of Forestry and Natural Resources in Los Banos are institutions that Foresters and allied professionals in the region work harmoniously in the academe and government practice of forestry professions



## Step 2: Conduct a Situational Analysis

### Filipino Foresters: Competitiveness

#### Competitiveness CRITERIA : Quality Assurance

14. Relative efficiencies and inefficiencies in the legal, regulatory or institutional framework for the profession ( refers to CHED, PRC , Congress)

2010 – low      2020 Med/ Satisfactory

The Sustainable Forest Management (SFM) Bill amending PD 705 S. 1975 (Forestry Reform Code ) is still pending in congress. The enactment of the SFM Bill into Law is an institutional policy support to RA 10690 ( Forestry Profession Act of 2015 ) , to strengthen forestry governance systems and ensure competitiveness in the practice of Filipino Forestry Professional at national and global levels.

## Step 2: Conduct a Situational Analysis

### Filipino Foresters: Competitiveness

#### Competitiveness CRITERIA : Salary/Fee Expectations

15. Relative Professional salary Expectations ( Monthly)  
2012 – PhP 20-100k    2020 – PhP 25-200k

16. Relative costs of compliance with legal, regulatory or institutional framework for professionals is +/- 30% of remuneration

Need for re-calibration of forestry curriculum to include Natural Resource Development and Management. The industry- trained Environment and Natural Resource ( ENR )Specialist will better qualified to be granted access to develop idle production forestlands through enhanced and optimized financing systems.

## Step 2: Conduct a Situational Analysis

**Filipino  
Foresters:  
Competitiveness**

### Competitiveness CRITERIA :

16. Language skills and employers feedbacks

Present Situation - generally skilled in oral and written

Where to go – improvement in oral and written

Support system : Enjoin tertiary schools to offer special courses on personality development and communication skills

### **Step 3: Determine Appropriate Interventions: HOW**

**To transform  
Filipino  
Foresters as  
National and  
International  
Leaders**

**Premise: Foresters are in different situations:  
Formal Short Courses on Leadership  
Experience-based / Workplace-based  
Institution-based (govt / private)  
Organization (SFFI already in leadership positions)  
(Midlevel: Chairs of Committees)  
(Members)**

**What will be the most doable teaching/learning activities?  
Will everybody be given a chance at a leadership platform?**



My own journey

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**Transformation is a personal experience.**

# My own journey 1

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- 1984-1985

- Faculty member, Chairman Dept. of Surgery, Medical Director, VP for Professional Services

- DLSUCM / DLSUMC

- Learning situation: Teaching medical students

  - Administering college and hospital department

  - Governing a medical center

  - Leading medical professionals

# My own journey 2

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- 1995-1997

- MHPEd Masteral course

- UP-NTTC-HP

- Learning situation: Pursuing higher qualification

  - Interacting with fellow students from different institutions

  - Obtaining competence and skills in teaching

# My own journey 3

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- 2002-2003

- FAIMER Fellowship

- ECFMG, Philadelphia

- Learning situation: Attending a US-based leadership program

  - Discussing with renowned authors and experts in education and research

  - Publishing an article on “Accreditation of Undergraduate Medical Training

  - Programs in 9 Developing Countries as compared to the US”

# My own journey 4

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- 2009-2015
  - Professional Regulatory Board of Medicine
  - Professional Regulation Commission
- Learning situation: regulating the profession of medicine
  - setting competency standards for licensure examination
  - crafting resolutions regulating the practice of medicine
  - presiding over administrative investigations
  - representing the country in ASEAN MRA Meetings

# My own journey 5

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- 2015-2017

- Founding Dean, MMSU COM

- Learning situation: setting long term goals

  - providing direction and guidance to the College of Medicine

  - assessing implementation of programs

  - coming up with appropriate interventions

  - leading the faculty

# My own journey 6

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- 2017-2024

- Commissioner

- Professional Regulation Commission

- Learning situation: Implementing national programs

  - Providing capacity/capability for Professional Regulatory Boards

  - Representing the PRC in inter-agency meetings, HOR, Senate

  - Delivering presentations in academic institutions, organizations

  - Leading the PRC in developmental initiatives

# Transformational Leadership

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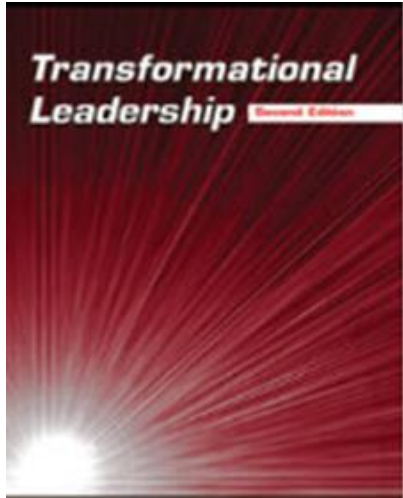
- The leadership style that brings out the best in members of an organization and institution
- Leadership style that can inspire positive changes in those who follow
- Transformational leaders convey a clear vision and mission for the group
- Transformational leaders are role models



# Transformational Leadership

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Author Bernard M. Bass: The four main elements of transformational leadership



1. Intellectual stimulation
2. Individualized consideration
3. Inspirational motivation
4. Idealized influence

### **Step 3: Determine Appropriate Interventions: HOW**

**To transform  
Filipino  
Foresters as  
National and  
International  
Leaders**

**Premise: Foresters are in different situations:  
Formal Short Courses on Leadership  
Experience-based / Workplace-based  
Institution-based (govt / private)  
Organization (SFFI already in leadership positions)  
(Midlevel: Chairs of Committees)  
(Members)**

**What will be the most doable teaching/learning activities?  
Will everybody be given a chance at a leadership platform?**

## **Step 4. Implementing the Leadership Program**

**To transform  
Filipino  
Foresters as  
National and  
International  
Leaders**

**Premise: Foresters are in different situations:  
Formal Short Courses on Leadership  
Experience-based / Workplace-based  
Institution-based (govt / private)  
Organization (SFFI already in leadership positions)  
(Midlevel: Chairs of Committees)  
(Members)**

**Program Objectives  
Contexts/ Settings  
Methodology  
Assessment  
Tracking Mechanisms**