



ATENEDE DAVAO
ACADEMY OF LIFELONG LEARNING
Enrich. Enhance. Enable.



MESSAGE FROM THE *Director*

As the name itself suggests, lifelong learning means learning throughout life.

With each step we take from the cradle to the grave, we learn something that makes our journey here on earth worthwhile. However, lifelong learning is not something that we can entirely comprehend at first glance.

We are used to the notion of formal education beginning in preschool and ending after college. There are levels that we need to complete at a certain age, specific curricula that must be mastered in order to proceed to the next rung on the ladder -- and with every climb, we are taught subjects that are deemed important in order to fit into society's idea of success.

However, we often forget that learning also happens outside the four walls of the classroom, even beyond the standard learning age. We are never too old to learn, and that kind of educational mindset is what we put a premium on.

Since its conception in 2018, the Ateneo de Davao Academy of Lifelong Learning has been providing avenues through which our learners can up-skill, re-skill, and cross-skill their abilities for individual, academic, and professional development.

We hope that in the next few pages, we will be able to give you insight on what it is that we do, why we do it, and how you can be part of the self-motivated process of lifelong learning. **Enrich your adult life with us!**



AYESSA MARIE VELASQUEZ - PASTORIL

Director, Ateneo de Davao Academy of Lifelong Learning



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THE MODERN WORLD

The modern world is encouraging of reinvention and innovation. Global trends are becoming more and more dynamic and uplifting of learners who wish to acquire practical and creative knowledge beyond formal education. People are, therefore, empowered now more than ever to view the pursuit of knowledge as a lifelong endeavor that is able to diverge and build from the limitations of conventional structures of learning.

Institutes for lifelong learning inspire, engage, and enable adult learners to achieve their goals and provide them with the skills to enhance personal development, professional competencies, cultivate active citizenship, and improve employability. As such, they are seen as limitless frontiers for education. Hence, the establishment of the **Ateneo de Davao Academy of Lifelong Learning (ADD-ALL)** is grounded in the aforementioned core characteristics of lifelong learning. ADD-ALL is an open academy that offers courses to adult learners aged 25 and above. The courses are opportunities to learn new skills, develop new interests, and immerse in new environments that would otherwise be unavailable to them as higher education graduates or as full-time working professionals.

MORE
THAN **50** COURSES

OVER
3,000 
ENROLLEES

12,000 AVERAGE POST REACH WEEKLY



96% RESPONSE
RATE



6,641
LIKERS



6,868
FOLLOWERS

VISION

ADD-ALL envisions itself to be the premier academy of adult learning in Mindanao, expanding adult learners' knowledge, skills, and attitudes and developing their professional competence required in different fields of work.

It shall be the educational leader in facilitating the development and implementation of adult learning in the Philippines, able to train other institutions and to effect and advocate for positive local, national, and international policies in adult education.





Upskill.

RESKILL.

CROSSKILL.

ADD-ALL believes that it is essential to **UP-SKILL** (*upgrading of skills and competencies that are already at hand*), **RE-SKILL** (*learning of skills and competencies in current, advance, or new areas of specialization within a discipline*), and **CROSS-SKILL** (*learning of new sets of skills and competencies to carry out roles outside one's existing discipline*) in the personal and professional aspects of adult life.

This is why ADD-ALL classifies its courses into **THREE TRACKS**:



CONTINUING INDIVIDUAL
DEVELOPMENT (**CID**)



CONTINUING ACADEMIC
DEVELOPMENT (**CAD**)



CONTINUING PROFESSIONAL
DEVELOPMENT (**CPD**)



CID



Continuing Individual Development (CID) is an informal learning track centered on the personal enrichment of learners. It explores courses that are interest-based, which are commonly light-hearted, creative, and fun. It also integrates technopreneurship in selected courses to provide an avenue for learners to apply what they have learned and earn from their newfound hobbies at the same time.



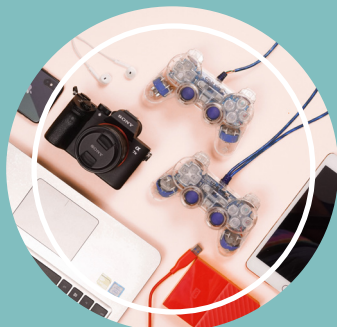
ARTS AND DESIGN

<i>Floristry</i>	<i>Hair and Make-up</i>
<i>Basic Soap Making</i>	<i>Acrylic Painting</i>
<i>Mindanao Arts and Culture</i>	<i>Figure Painting</i>
<i>Polymer Clay</i>	<i>Urban Gardening</i>
<i>Pencil Portraiture</i>	<i>Aromatherapy</i>
<i>Basic Oil Painting</i>	<i>Sewing for Home</i>



BUSINESS AND FINANCE

<i>Social Media Marketing</i>	<i>Income and Business Taxation</i>
<i>High Impact Business Communication</i>	<i>Financial Statements: Preparation, Presentation and Analysis</i>
<i>Accounting for Non-Accountants</i>	<i>Fundamentals of Governance, Business Ethics, Risk Management, and Internal Control</i>
<i>Islamic Banking and Finance</i>	<i>Research in Finance</i>
<i>Basic Business Management Training</i>	<i>Investment Analysis</i>
<i>Basic Business Research</i>	<i>Capital Markets</i>
<i>Law in Business Environment</i>	<i>Customer Grouping</i>
<i>Development of Business Enterprise</i>	



TECHNOLOGY

*Recording and
Live Sound Engineering*

Loving Excel

Basic Electrical Wiring

Basic Photography

MS Hacks

Basic AutoCAD

Basic Web Design

Robotics

Landscape Photography

Adobe Photoshop



MUSIC AND DANCE

Violin

Ukulele

Basic Jazz

Voice Lessons for Adults



HEALTH AND WELL-BEING

Parenting Children with Special Needs

Food Processing and Preservation

Urban Gardening

Specialized Meal Preparation



COMMUNICATION

<i>Creative Writing</i>	<i>Campaign Plan Development</i>
<i>Speech Writing and Public Speaking</i>	<i>Introduction to Trainer Skills</i>
<i>Organizational Communication, and Presentation</i>	<i>Competency Based Interviewing</i>
<i>Romancing Customers</i>	<i>Employee Coaching</i>
	<i>HR Reports and Correspondence</i>



MANAGEMENT

<i>Leadership and Politics</i>	<i>Career Advancement Planning</i>
<i>Management of Conflicts, Stress, Anger and Time Office</i>	<i>Managerial Accounting</i>
<i>Corporate Social Responsibility</i>	<i>Fundamentals and Financial Management</i>
<i>Project Managing</i>	<i>Personal Finance</i>
<i>Social Marketing Campaign Plan Development</i>	<i>Events Organizing</i>

“It is inspiring to see adults still willing to learn something new despite their individual achievements in life. Education is unending, and there are knowledge yet to be learned many skills to be developed that will undoubtedly make adult life more meaningful. As a teacher and as an artist, I am glad that I have given them more creative challenges that will help them.”

ALFRED GALVEZ *Teaching Artist and Owner, Galvez Atelier*

PENCIL PORTRAITURE INSTRUCTOR
INSTRUCTOR
INSTRUCTOR





“Teaching adults in swimming is quite interesting and more fun than any other age group. Adult learners are not only into learning, but they also motivate each other by sharing their life experiences and the physical challenges that they encounter. You are not only the coach, but also a therapist. I would say, as we grow older we should continue learning in order keep us physically, mentally and emotionally healthy.”

ROSE RODRIGUEZ *Coach, Ateneo de Davao University*

SWIMMING 101 INSTRUCTOR
INSTRUCTOR
INSTRUCTOR

“Learning Jazz wasn’t easy at first because of the physiological limitations of my adult body. However, I was so eager to learn and put my mind and heart into each step, and eventually learned one full dance. Despite my busy schedule as a clinical instructor of the AddU School of Nursing, I am grateful that I was able to achieve a different perspective of adult learning. With determination and dedication, it is never too late to pursue one dream. As the saying goes, ever stop learning for life never stops teaching.”

GRACE GUITGUITEN *Clinical Instructor,
Ateneo de Davao - School of Nursing*

BASIC JAZZ LEARNER
LEARNER
LEARNER





“Learning a new language and a new culture proved challenging, but the Mandarin Language and Chinese Culture course taught me that with determination, overcoming barriers can lead to personal growth. Adult education is important since people can grow not only in their career but within themselves. Learning is a gift to each and everyone. There is no time limit for learning, only initiation and willingness to learn is the key.”

INBEMAR CORCINO *Customer Service Representative, BPI*

MANDARIN LANGUAGE AND CHINESE CULTURE LEARNER
LEARNER
LEARNER

“Adult education is important because it gives us the opportunity to relearn and discover new things that are beneficial to us personally and to our careers as well. As a Creative Director of *NiñOFRANCO*, ADD-ALL gave me a great avenue to explore new skills that are both essential to my present work and the areas I would like to strengthen.”

WILSON LIMON *Creative Director, NiñOFRANCO*

SPEECH WRITING LEARNER
LEARNER
LEARNER





“Joining the Swimming 101 course not only trained me in the fundamentals of swimming, but it also improved my social skills, both of which I am able to use in my line of work. Being an adult, we tend to be busy with life and forget about enjoying it. We should learn to give time for ourselves to improve, and adult education gives us that. It gives us a chance to know ourselves more, discover and reawaken skills that we didn’t know we were good at and even just learn a new hobby.”

CLAUDINE VERGA *Flight Stewardess, Philippine Airlines*

SWIMMING 101 LEARNER
LEARNER
LEARNER



SCHOOL OF BUSINESS AND GOVERNANCE

<i>Investment Management</i>	<i>Reduction, and Climate Change Adaptation</i>
<i>Public Service Delivery</i>	<i>Applied Policy: Public Welfare/Security</i>
<i>Environmental Planning, Disaster Risk</i>	<i>Local Development Planning and Management</i>
<i>Corruption, Transparency, Accountability, Development Management, Public Service Reforms, and Innovations</i>	<i>Performance Evaluation and Appraisal</i>
	<i>Training and Development Design</i>



SCHOOL OF ENGINEERING AND ARCHITECTURE

Solar-Photovoltaic Power Technology



SCHOOL OF ARTS AND SCIENCES

<i>Leadership and Politics</i>	<i>Deployment Protocols, Infrastructure, and Considerations</i>
<i>Basics of Application Development</i>	<i>Performance, Reliability, and Usability</i>
<i>Software Development</i>	<i>Applied Data Science for Datasets</i>
<i>Design Principles</i>	



“Adult education is a response to the changing world. It is like an investment. It brings returns not to just oneself, but returns to the society and economy. Education has a positive long-term outcome—income, literacy, or credentials—all of which one cannot realize unless s/he begins it now.”

NEIL MUEGA *Faculty, Ateneo de Davao -
School of Business and Governance*

INVESTMENT MANAGEMENT INSTRUCTOR
INSTRUCTOR
INSTRUCTOR





“Whenever you learn something new, you add more value to yourself and your capabilities regardless of what industry you are in. This prepares you for any opportunity that may come in the future. Going through ADD-ALL’s Investment Management course opened more ideas for me to better handle my resources and spot opportunities in the stock market.”

JUSTIN ABANDO *Multimedia Specialist, Square Dreams Multimedia*

INVESTMENT MANAGEMENT LEARNER
LEARNER
LEARNER



SCHOOL OF NURSING

Data Analysis for Health Researchers
Maternal and Child Nursing
Mental Health and Psychiatric Nursing
Gerontology Nursing Nursing Administration



SCHOOL OF ENGINEERING AND ARCHITECTURE

<i>Green Architecture</i>	<i>Concentrated Solar Thermal System</i>
<i>Energy Efficient Building Design</i>	<i>Building Electrical Design</i>
<i>Building Scheme</i>	<i>High-Rise Building Fire Protection Design</i>
<i>Landscaping Intelligent 3D Model-Based</i>	<i>Building Auxiliary Systems Design</i>
<i>Building Design: Introduction to Building Information Modeling (BIM)</i>	<i>FDAS</i>
<i>Solar Energy Technologies</i>	<i>CCTV</i>
<i>PV System</i>	<i>PA System</i>
	<i>Structured Cabling</i>



SCHOOL OF ARTS AND SCIENCES

Social Planning and Project Development Management

Community Organizing Theories and Practice

Social Policy Development

Social Welfare Supervision, and Administration

Community Development Training



SCHOOL OF EDUCATION

Leadership and Management Development Program

*Strategic Human Resource Management
and Development Program*

*Quantitative and Qualitative Research Training
Program for Administrators: A Practical Approach*



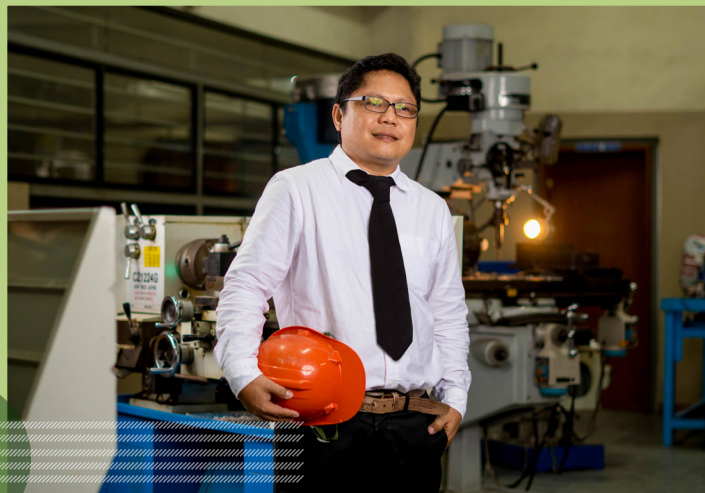
SCHOOL OF BUSINESS AND GOVERNANCE

*Philippine Financial Reporting Standards
Taxation (TRAIN Law)*

*Regulatory Framework for Business
Transactions Auditing*

Financial Management

*Financial Statement Analysis: Diagnosing
the Financial Health of the Business*



“As an engineering professor for more than 20 years, I have been used to teaching engineering students. Teaching Solar-Photovoltaic (PV) Power Technology to learners who are medical doctors, engineers, architects, businesspeople and other non-technical professionals was not easy. However, they were very enthusiastic to learn the theories and technicalities, and at the end of the training, they were able to grasp the theories and technicalities, as well as the importance of Solar-PV for the future generation.”

ENGR. RANDELL ESPINA *Dean, Ateneo de Davao -
School of Engineering and Architecture*

SOLAR-PHOTOVOLTAIC POWER TECHNOLOGY INSTRUCTOR
INSTRUCTOR
INSTRUCTOR

Be part *of*
ADD-ALL



JOIN US AS A LEARNER

TO ENROLL, YOU MAY:

Send us a private message on Facebook

Email us at lifelonglearning@addu.edu.ph with the course name as subject

Enlist at add-all.addu.edu.ph

For course updates and announcements, follow our Facebook page:

ATENEO DE DAVAO ACADEMY OF LIFELONG LEARNING

JOIN US AS AN INSTRUCTOR

Send us your course proposal and resume at

lifelonglearning@addu.edu.ph

ETERNAL BLOOM



As a special tribute, we remember one of our most beloved ADD-ALL instructors, Ms. Melody Ybanez. Better known to her students as Teacher Chiqk, Ms. Melody Ybanez was the late owner of the Eufloria flower shop in Davao City. Ms. Melody took a break from running the shop full-time, dedicating her weekends to teaching our adult learners. She is the pioneering instructor of ADD-ALL's Floristry course.

She was adored by her students and many admired her eye for beauty. Her creative touch could brighten any room, so much so that her passion piqued the community's interest in floristry.

ADD-ALL is one with her students in commemorating Ms. Melody's life and service. Today, surely the flowers in heaven are in full bloom.

Thank you, Teacher Chiqk!



ATENEO DE DAVAO UNIVERSITY
ACADEMY OF LIFELONG LEARNING

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