



**Philippine Educational  
Measurement and  
Evaluation Association**



## **INTERNATIONAL CONFERENCE ON EDUCATIONAL MEASUREMENT AND EVALUATION 2025**

**August 6 to 8, 2025**

Hotel Benilde, Manila, Philippines and via Microsoft Teams Live

**Theme: Innovative Assessments: Harnessing Technology for Better Learning Outcomes**



### **Day 1, August 6**

Emcee: Mr. Neil Pariñas, PEMEA External Relations Officer

Officer of the Day: Dr. Belen Chu, PEMEA Assistant Treasurer

<b>Time Start</b>	<b>Time End</b>	<b>Activity</b>	<b>Person/s Involved</b>
7:00	8:00	Registration	
8:00	9:00	<b>Opening Program</b> Invocation Philippine National Anthem Opening Remarks  Welcome Remarks  Messages from PEMEA Partners	Dr. Christine Joy Ballada PEMEA Vice-President and ICEME Conference Chair  Mr. Benhur Ong Chancellor, DLS-CSB  Dr. Nancy Pascual President, University of Rizal System  Mr. Don Timothy Buhain CEO, Rex Education  Dr. Grace Aguilung-Dalisay President and CEO

Time Start	Time End	Activity	Person/s Involved
		President's Address	Center for Educational Measurement Dr. Violeta Valladolid, PEMEA President
		Introduction of the Keynote Speaker	Dr. Violeta Valladolid, PEMEA President
9:00	9:45	Keynote  <b>Generative AI: Friend or Foe? What We Should Know About It When Designing Assessments</b>	<b>Dr. Oscar Karnalim</b> Dean, Faculty of Smart Technology and Engineering Maranatha Christian University, Indonesia
9:45	10:00	Open Forum	Moderator: Ms. Ma. Rhodora Santos, PEMEA Board Member
10:00	10:05	Awarding of Certificate and Honorary Membership Photo-Op	PEMEA Executive Board
10:15	11:15	Panel Discussion Innovative Assessments: Harnessing Technology for Better Learning Outcomes	Moderator: Ms. Ma. Rhodora Santos, PEMEA Board Member
			Panelists: <ul style="list-style-type: none"> <li>• Dr. Oscar Karnalim (Keynote Speaker)</li> <li>• Dr. Marilyn Balagtas, Philippine Normal University</li> <li>• Dr. Jasper Vincent Alontaga, De La Salle University</li> <li>• Mr. John Andrew Mañacop, Makarius Smart Learning</li> <li>• Asec. Marcelino G. Veloso III, Department of Education</li> </ul>
11:15	11:20	Awarding of Certificates to Panelists and Photo-Op	
11:20	11:30	Awarding of PEMEA Fellows and Honorary Members	Dr. Richard DLC Gonzales PEMEA Founding President and Chairman
11:30	11:40	Recognition of Partners and Sponsors	Dr. Belen Chu PEMEA Assistant Treasurer
		Business Meeting	
11:40	11:50	President's Report	Dr. Violeta Valladolid
11:50	12:00	Treasurer's Report	Ms. Marie Antoniette Aliño
12:00	12:15	Presentation of Candidates for PEMEA Board of Trustees	Dr. Violeta Valladolid, COMELEC Chair
12:15	13:30	Lunch	
13:30	13:35	Introduction of the Keynote Speaker	Dr. Carlo Magno, PEMEA President, 2014-2018
13:35	14:35	Keynote	<b>Dr. Manos Antoninis</b> Director, UNESCO Global Education Monitoring (GEM) Report Team

Time Start	Time End	Activity	Person/s Involved
		<b>Technology, assessment, and the global education goal – Asian and global challenges</b>	Reactor: Mr. Alejandro Ibañez, PEMEA Executive Secretary
14:35	14:50	Open Forum	Moderator: Dr. Carlo Magno
14:50	15:00	Awarding of Certificates and Honorary Membership	PEMEA Executive Board
15:00	15:15	Break / Transition to Concurrent Sessions	
15:15	16:15	Concurrent Paper Presentations 1A to 1D	
		Evaluation of Day 1	

**Day 2, August 7**

Emcee: Dr. Darwin Rungduin, PEMEA Board Member

Officer of the Day: Dr. Marie Antonette Vargas, PEMEA Auditor

Time Start	Time End	Activity	Person/s Involved
7:30	8:00	Registration	
8:00	8:15	Video Presentations of Sponsors	
8:15	8:20	Recap of Day 1	
8:20	8:30	Introduction of the Keynote Speaker	Dr. Darwin Rungduin, PEMEA Board Member
8:30	9:30	Keynote  <b>AI in Assessment: The Limits of LLMs</b>	<b>Dr. Nathan Thompson</b> CEO, Assessment Systems Corp.
9:30	9:45	Open Forum	Moderator: Dr. Teresita Rungduin, PEMEA Board Member
9:45	9:50	Awarding of Certificate and Honorary Membership	PEMEA Executive Board
9:50	10:00	Coffee Break	
10:00	11:00	Panel Discussion  Smart Assessments: Leveraging Technology to Enhance Education Quality and Equity	Moderator: Dr. Teresita Rungduin  Panelists: <ul style="list-style-type: none"> <li>• Dr. Nathan Thompson (Keynote Speaker)</li> <li>• Dr. Ferdinand Pitagan, National Teachers' College</li> <li>• Ms. Emelita Baylon, SparkEd Center Head, De La Salle Santiago Zobel</li> <li>• Dr. Luz Bay, College Board</li> </ul>
11:00	11:15	Open Forum	Moderator: Dr. Teresita Rungduin
11:15	11:25	Awarding of Certificates to Panelists	PEMEA BOT Members
11:25	12:30	Lunch	
12:30	13:30	Technology Hour	Partners and Sponsors
13:30	14:30	Division Concurrent Sessions	PEMEA Specialty Division Chairs
14:30	14:45	Coffee Break	
14:45	15:00	Transition to Parallel Sessions	
15:00	16:00	Concurrent Paper Presentations 2A to 2C	
16:00	17:00	Concurrent Paper Presentations 3A to 3C	
		Evaluation of Day 2	

## Day 3, August 8

Emcee: Mr. Alejandro Ibañez, PEMEA Executive Secretary

Officer of the Day: Dr. Marife Mamauag, PEMEA Board Member

Time Start	Time End	Activity	Person/s Involved
7:30	8:30	Registration	
8:30	8:45	Promotional Video	
8:45	8:55	Recap of Day 2	Mr. Alejandro Ibañez
8:55	9:00	Introduction of the Keynote Speaker	Mr. Alejandro Ibañez
9:00	9:45	Keynote  <b>Generative AI in Educational Assessment: Challenges and Ethical Issues</b>	<b>Dr. Rachel Siow Robertson</b> Asst. Professor Hong Kong Baptist University
9:45	9:55	Open Forum	Moderator: Dr. Niclie Tiratira, PEMEA Assistant Secretary
9:55	10:00	Awarding of Certificate and Honorary Membership	PEMEA Executive Board
10:00	10:15	Coffee Break	
10:15	11:15	Panel Discussion  Generative AI in Educational Assessment: Challenges and Ethical Issues	Moderator: Dr. Niclie Tiratira  Panelists: <ul style="list-style-type: none"> <li>• Dr. Rachel Siow Robertson</li> <li>• Dr. John Paul Vergara, Ateneo De Manila University</li> <li>• Dr. Miguel Rapatan, De La Salle Santiago Zobel</li> <li>• Dr. Alma Espartinez, De La Salle-College of Saint Benilde</li> </ul>
11:15	11:25	Open Forum	
11:25	11:30	Awarding of Certificates to Panelists	PEMEA BOT Members
		Closing Program	
11:30	11:45	Announcement and Oath-Taking of PEMEA BOT 2025-2027	Dr. Violeta Valladolid COMELEC Chair  Dr. Rose Marie Salazar-Clemeña PEMEA Adviser
11:45	11:50	Response of the new PEMEA President	
11:50	12:00	Closing Remarks	Dr. Rose Marie Salazar-Clemeña PEMEA Adviser
12:00	13:00	Lunch	
13:00	15:00	Post-Conference Workshops	
		Unlocking the Potential of AI in Educational Research: Exploring Innovations and Impact	Dr. Richard DLC Gonzales, Innochange International Research and Consulting, Inc.  Moderator: Dr. Belen Chu, PEMEA Assistant Treasurer
		Collaborative GenAI in Mathematics Teaching and Assessment	Mr. Jay R San Pedro, iAcademy

Time Start	Time End	Activity	Person/s Involved
			Moderator: Ms. Marie Antoniette Aliño, PEMEA Treasurer
		Using Augmented and Virtual Reality in Teaching and Assessing the Creative Arts	Mr. Hamil Buyco, iAcademy Moderator: Dr. Marie Antonette Vargas, PEMEA Auditor
		Using AI in Classroom Assessment	Mr. Johnny Amora, De La Salle-College of Saint Benilde Moderator: Dr. Marife Mamauag, PEMEA Board Member
		Evaluation of Day 3	