

Impact of Community Extension Entrepreneurial Programs on the Women's Association in Barangay Communal, Cabanatuan City

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Abstract

The Nueva Ecija University of Science and Technology (NEUST), one of the Philippines' state universities, performs four major functions: instruction, research, extension, and production. The study sought to determine the project's impact on those who received extension services as well as the economic, social, and environmental effects of those services provided by the Atate Campus over the previous five (5) years (2017-2022). This involved twenty-five (25) extension beneficiaries or members of the Samahan ng Kababaihan (Women's Association), in Brgy Communal, Cabanatuan City who participated in the descriptive survey research design. Findings revealed that majority of the members of the said association were married, high school graduates, with two (2) children, and unemployed. The project's outcome had the biggest impact on how the extension services affected the aforementioned participants. Environmental impact was minimal compared to the moderate effects of the economic and social factors. As the outcome of the project improved the lives of the group members by gaining employment, establishing small business, and creating self-employment opportunities using the knowledge and skills gained during the entrepreneurial training. It is suggested that long-term relevant projects be implemented in order to sustain the vigor of the entrepreneurial spirit developed through the extension program.

Keywords: extension programs, women's association, impact assessment

1. Introduction

The Nueva Ecija University of Science and Technology (NEUST), one of the Philippines' state universities, performs four major functions: instruction, research, extension, and production. In this case, the emphasis is on research and extension efforts aimed at transforming communities through science and technology. The Comprehensive Program for Empowerment and Development (COPEDE), the university's flagship program, was adopted and put into operation. The program's partners include local government employees and residents, non- governmental organizations, people's groups, and other partners. Its goal is to enable these partners to become independent, self-sufficient entities. As one of NEUST's campuses, Atate Campus in Palayan

City works to further the university's objectives by assisting men, women, and even young people in achieving growth and economic success through entrepreneurship or other services. The Office of the Punong Barangay in Communal, in collaboration with Cabanatuan City's Local Government Unit (LGU), was able to address the beneficiaries' top areas of concern for both men and women as well as young people. The project's goal is to improve people's quality of life, which is consistent with the university's mission and will be accomplished through the successful implementation of high-quality extension programs. One of the most important functions of academic institutions is to effect change by empowering the local community through extension services and programs.

An entrepreneurial seminar with topics in marketing, production, management, and financial aspects of a business was held on November 17 and 18, 2017 to get people ready to start their own businesses. This event was attended by 25 women from Barangay Communal in Cabanatuan City. In addition to providing participants with the knowledge needed to start their own business, the course aimed to instill an entrepreneurial mindset in each participant. The primary goal of this research is to identify the outcome as well as the economic, social, and environmental impact of the extension services conducted and implemented by the Atate Campus over the last five (5) years (2017-2022).

2. Method

The Research Design

The study utilizes a descriptive survey research design. Descriptive survey research uses surveys to gather data about varying subjects. This data aims to know the extent to which different conditions can be obtained among these subjects (Formplus Blog, 2020) . In addition, total population sampling design was used since there are only 25 beneficiaries of the extension service. Total population sampling is a type of purposive sampling technique that involves examining the entire population (i.e., the total population) that have a particular set of characteristics (e.g., specific attributes/traits, experience, knowledge, skills, exposure to an event, etc.) (“Total Population Sampling | Lærd Dissertation,” 2023).

Respondents

The twenty-five (25) members of the Samahan ng Kababaihan who were identified and lived in Barangay Communal, Cabanatuan City, Nueva Ecija, are the participants in this study. According to the leader of the women's group, around 50% of the group members received government aid through the 4Ps (Pantawid Pamilyang Pilipino Program).

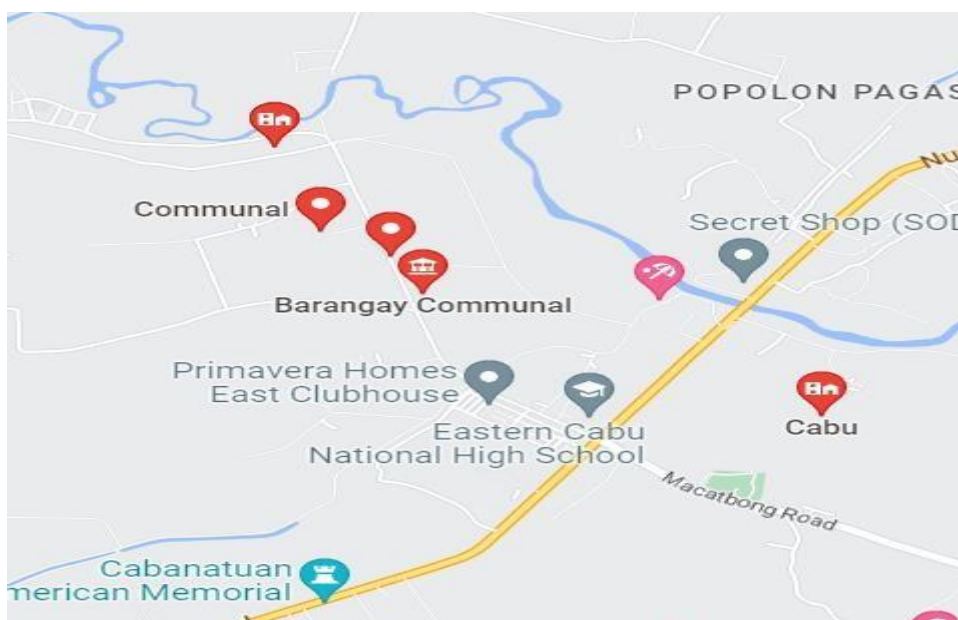
Research Instrument

The questionnaire will be the major tool in determining the impact assessment of the extension program of NEUST. The questionnaire was developed by a group of researchers based on the objectives and outcomes set by the University's Extension Services Department and guided by the Guidelines on Evaluation in the National Government developed by the National Economic and Development Authority (NEDA). It was validated by conducting a pilot test on the intended

population. The questionnaire was also subjected to a measure of reliability on whether the responses are consistent. The Cronbach’s Alpha value of 0.68 ensures an acceptable value for the internal consistency of the instrument.

Locale of the Study

Communal is a barangay in the city of Cabanatuan, in the province of Nueva Ecija. Its population as determined by the 2020 Census was 1,791. This represented 0.55% of the total population of Cabanatuan (“Communal, Cabanatuan, Nueva Ecija Profile – PhilAtlas,” 1990).



Response/Scoring Mode

The study uses a 4-point likert scale to determine the impact of the rendered extension service to the 25 respondents.

Scale	Verbal Interpretation	Weighted Mean	Outcome/Impact Description	Descriptive Interpretation
4	Strongly Agree	3.50 – 4.00	Likely	Major Impact
3	Agree	2.50 – 3.49	Possible	Moderate Impact
2	Disagree	1.50 – 2.49	Unlikely	Minor Impact
1	Strongly Disagree	1.00 – 1.49	Never	Insignificant Impact

Data Collection Procedure

The researcher first sought permission from the barangay captain of each barangay to where the members of the organization or group are located for the conduct of the impact assessment. In

addition, the researcher asked permission from the officers of the selected groups to help in the distribution of the questionnaire to the individual members of their group. The researcher intentionally removed the name and position of the respondents from the questionnaire for total confidentiality of their identity and personally handled the results of the data gathered and treated with the utmost confidentiality.

Data Analysis and Technique

After data collection, the researcher organized the data gathered by creating a database or spreadsheet. A descriptive and inferential statistical tool was used in treating the gathered data. In addition, the research utilized the interpretation table (see table above) to descriptively analyze the Tabular presentation of the data on the following:

1. Frequency, Weighted Mean, and Percentage for Question No. 1 on the profile of the extension projects of the NEUST Atate Extension Program.
2. Weighted Mean, Percentage, Frequency, and Descriptive Interpretation for Question no. 2, in identifying the impact of the Extension

3. Results

1. Profile of the Respondents

Profile	<i>f</i>	%	Profile	<i>F</i>	%
Age			Number of children		
20 - 29	4	16%	1	4	16%
30 - 39	4	16%	2	12	48%
40 - 49	10	40%	3	9	36%
50 - 59	5	20%		25	100%
60 - 69	1	4%	Occupation		
70 and above	1	4%	Not employed	10	40%
	25	100%	Private Employee	5	20%
Civil Status			Kalamansi picking	6	24%
Single	5	20%	Laundry Service	1	4%
Married	18	72%	Sari-sari store	2	8%
Widow	1	4%	Puto making	1	4%
Seperated	1	4%		25	100%
	25	100%			
Educational Attainment					
Elementary Graduate	2	8%			
High School					
Graduate	14	56%			
College Level	5	20%			
College Graduate	4	16%			
	25	100%			

It can be seen in the table that majority of the participants aged 40 – 49 (40%), married (72%), high school graduates (56%), with two children (48%), and unemployed (40%). Meanwhile, other respondents with occupation included were from employment (20%), calamansi picking (24%), laundry service (4%), sari-sari store business (8%), and puto making (4%). As a result, it may be inferred that the vast majority of respondents were housewives who received their income from the head of the household. According to one group of respondents, they spend their time on housework and activities linked to their children's education. Nearly 50% of the group's members, according to the leader of the women's group, were recipients of government assistance through the 4Ps (Pantawid Pamilyang Pilipino Program).

A.1 Project Outcome Frequency of Respondents: 25

Outcome Indicators	Average	Impact Probability
<i>Natutunan ko ang bagong kaalaman at impormasyon sa pagnenegosyo.</i>	3.67	Major impact
<i>Ang mga natutunang kaalaman at bagong kasanayan ay lalong nagpabuti sa aking pagnenegosyo.</i>	3.67	Major impact
<i>Pinagbuti nito ang aking kaalaman at bagong kasanayan na kinakailangan sa aking pagnenegosyo.</i>	3.50	Major impact
<i>Ang mga natutunang kaalaman at bagong kasanayan sa pagnenegosyo ay nakatulong upang mapadali ang mapaghusay ang aking pagnenegosyo.</i>	3.50	Major impact
<i>Ang mga natutunang kaalaman at kasanayang pang-negosyo ay nagpataas ng aking kumpiyansa sa sarili.</i>	3.50	Major impact
<i>Ang mga natutunang kaalaman at kasanayang pang-negosyo ay aking nagagamit sa aking pang araw-araw na pangangailangan.</i>	3.50	Major impact
Overall Average	3.56	Major impact

The table shows the outcome probability of the extension project has an overall average of 3.56. The data also shows that the extension activity had a major impact on the respondents, who claimed they could apply the knowledge and skills they had learned to their chosen careers and interests. They were also able to increase their income by finding employment that made use of the information they had learnt through the extension project. This job was a tremendous help in giving the family extra money so they could afford to send their children to school.

One respondent said that she was able to use the information from the seminar while working in the direct selling sector, which finally enabled her to start her own business venture. In a study, it was revealed that entrepreneurial knowledge positively and significantly influences

entrepreneurial intentions (Hussain, Zia-Ur-Rehman, & Abbas, 2021). Thus, having the confidence to venture in managing small business.

A.1 Economic Impact Frequency of respondents: 25

Outcome Indicators	Average	Impact Probability
<i>Natulongan akong makahanap ng trabaho dahil sa kasanayang natutunan na dulot ng isinagawang Extension Project.</i>	3.00	Moderate impact
<i>Nakatulong upang madagdagan ang aking kita bilang resulta ng nakuhang trabaho na dulot ng isinagawang Extension Project.</i>	3.00	Moderate impact
<i>Nakatulong na mapabuti ang estado ng aking tahanan bilang resulta ng nakuhang kita sa trabaho na dulot ng isinagawang Extension Project.</i>	3.00	Moderate impact
<i>Nakatulong na mapunan ang mga pangangailangan sa pang araw-araw (e.g. pagkain, inumin, atbp) bilang resulta ng nakuhang kita sa trabaho na dulot ng isinagawang Extension Project.</i>	3.00	Moderate impact
<i>Nakatulong upang makabili ng mga kinakailangan sa bahay bilang resulta ng nakuhang kita sa trabaho na dulot ng isinagawang Extension Project.</i>	3.00	Moderate impact
<i>Nakatulong upang makakuha ng mga pagmamay-ari bilang resulta ng nakuhang kita sa trabaho na dulot ng isinagawang Extension Project.</i>	2.83	Moderate impact
<i>Nakatulong na pag-aralin ang aking mga anak bilang resulta ng nakuhang kita sa trabaho na dulot ng isinagawang Extension Project.</i>	3.00	Moderate impact
<i>Nakatulong na maitaguyod ang kalusugan ng aking pamilya bilang resulta ng kita sa trabaho na dulot ng isinagawang Extension Project.</i>	3.00	Moderate impact
<i>Nakatulong na maitaguyod ang buhay ng mga kamag-anak at kaibigan bilang resulta ng kita sa trabaho na dulot ng isinagawang Extension Project.</i>	2.83	Moderate impact
<i>Nakatulong na mapabuti ang kalidad ng pamumuhay bilang resulta ng kita sa trabaho na dulot ng isinagawang Extension Project.</i>	2.83	Moderate impact
Overall average	2.95	Moderate impact

It can be seen in the table that the economic impact of the extension project has an overall average of 2.95. This implies that the extension project has a moderate impact in the lives of the beneficiaries. One respondent said that she was motivated by the speakers' lectures on starting a business. Some of the talks featured a variety of business success tales from people who began

out little but eventually became wealthy as a result of their entrepreneurial endeavors. There are company opportunities where a modest amount of capital is needed. One of the conditions for starting a business that will involve work in marketing, production, administration, and finances is the type of product or service to be given in the market.

One respondent asserted that new career opportunities requiring more education and training will arise as a result of the expansion of extension programs. Page (2023) mentioned that developing skills which can be transferred to other roles is essential for career progression and when seeking new opportunities (“Why Are Transferable Skills so Important? | Michael Page,” 2023). They hoped that additional skill development would be offered so that their financial status would improve.

A.1 Social Impact Frequency of Respondents: 25

Outcome Indicators	Average	Impact Probability
<i>Nakatulong upang maging produktibo at gumawa ng tamang desisyon bilang isang resulta ng mga kasanayang natutunan ng isinagawang Extension Project.</i>	3.33	Moderate impact
<i>Nakatulong na ibahagi sa pamayanan at iba ang mga kasanayang natutunan sa isinagawang Extension Project.</i>	3.33	Moderate impact
<i>Nagdulot sa akin na maging isang boluntaryo upang maging isang mabuting mamamayan ng pamayanan.</i>	3.33	Moderate impact
<i>Nakatulong upang mapalakas ang aking kumpiyansa sa sarili bilang resulta ng mga kasanayang natutunan ng isinagawang Extension Project.</i>	3.33	Moderate impact
<i>Nakatulong sa akin na makihalubilo sa ibang tao at lumabas mula sa aming mga tahanan upang masiyahan sa buhay.</i>	3.38	Moderate impact
<i>Nakatulong sa akin upang mapabuti ang aking kalusugan at nutrisyon bilang resulta ng natanggap at natutunan na impormasyon.</i>	3.33	Moderate impact
<i>Nakatulong na maitaguyod ang pakikipagkaibigan kasama ang iba pang mga maaaring makinanabang.</i>	3.33	Moderate impact
<i>Nakapagbigay ng oportunidad na maipagdiwang ang magagandang adhikain ng aming pamayanan.</i>	3.33	Moderate impact
<i>Nakatulong na maitaguyod ang demokrasya, pagkakaisa, pagkakakaib-iba, at hustisya sa alinmang aspeto ng pamumuhay.</i>	3.33	Moderate impact
Overall Average	3.34	Moderate impact

The data shows that the extension project has a verbal impact rating of moderate and an overall average of 3.34. This indicates that the campus' extension project was only average, but that the seminar was nevertheless helpful for discovering inspiration. The session also covered some new ideas or possibilities. In a study by Glaub and Frese (2011), entrepreneurship training seems to positively affect entrepreneurial performance.

According to one respondent, she has relied on her livelihood for the past three (3) years to support her family's requirements, particularly her daughter's college education. She was also able to sell things from her Personal Collection privately. She also carries peanut butter, rice cake, yema spread, and coconut jam. She could help her jeepney driver spouse with household expenses with an average net earnings of P10,000. She expressed her gratitude for the livelihood seminar and other initiatives run by the NEUST Atate Campus.

A.2 Environmental Impact Frequency of Respondents: 25

Outcome Indicators	Average	Impact Probability
<i>Ang isinagawang Extension Project ay nagdulot ng masamang epekto sa kalidad, daloy, at anumang bahagi ng tubig sa pamayanan.</i>	2.00	Minor impact
<i>Ang isinagawang Extension Project ay nagdulot ng masamang epekto sa mga hayop na naninirahan sa bahagi ng tubig.</i>	1.83	Minor impact
<i>Ang isinagawang Extension Project ay nagdulot ng polusyon sa tubig o anumang bahagi nito.</i>	1.83	Minor impact
<i>Ang isinagawang Extension Project ay kumonsumo ng maraming tubig.</i>	1.83	Minor impact
<i>Ang isinagawang Extension Project ay nagdulot ng masamang epekto sa kalidad at daloy ng hangin sa pamayanan.</i>	1.83	Minor impact
<i>Ang isinagawang Extension Project ay nagdulot ng polusyon sa kalidad ng hangin sa pamayanan.</i>	1.83	Minor impact
<i>Ang isinagawang Extension Project ay nagdulot ng masamang epekto sa mga hayop na lumilipad.</i>	1.83	Minor impact
<i>Ang isinagawang Extension Project ay nakaapekto sa kalinisan ng kapaligiran ng pamayanan.</i>	1.83	Minor impact
<i>Ang isinagawang Extension Project ay nakadagdag sa dami ng basura sa pamayanan.</i>	1.83	Minor impact
<i>Ang isinagawang Extension Project ay nagdulot ng problema sa basura ng pamayanan.</i>	1.83	Minor impact
<i>Ang isinagawang Extension Project ay nagdulot ng masamang epekto sa mga hayop na nasa kapaligiran.</i>	1.83	Minor impact
<i>Ang isinagawang Extension Project ay kumonsumo ng malaki sa kuryente.</i>	2.17	Minor impact
<i>Ang isinagawang Extension Project ay nagdulot ng kakulangan ng kuryente sa pamayanan.</i>	1.83	Minor impact
Overall Average	1.87	Minor impact

It can be seen in the table that in terms of environment impact the extension has an overall average of 1.87 or with a verbal interpretation of minor impact. The outcome “Ang isinagawang Extension Project ay kumonsumo ng malaki sa kuryente” had the highest mean of 2.17. The two-

day entrepreneurship program, according to the respondents, also covered how to use resources effectively and appropriately. This implies that the conducted extension of the NEUST Atate Campus does not pose any harm or threat to nature or its nearby environment.

4. Discussion

The NEUST Atate Campus extension program had a moderate economic and social impact and minor environmental impact. As the outcome of the project improved the lives of the group members by gaining employment, establishing small business, and creating self-employment opportunities using the knowledge and skills gained during the entrepreneurial training. It is suggested that long-term relevant projects be implemented in order to sustain the vigor of the entrepreneurial spirit developed through the extension program.

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