

UMASINSO: An evaluation of the community-based program in Barangay Aplaya, Digos City

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ABSTRACT

This study aims to evaluate the impact of UMASINSO, the satisfaction of the beneficiaries, and the program's effectiveness. Hence, this is an impact evaluation. The researchers of this study used the mixed-method in gathering and analyzing the data. The researchers used a survey questionnaire for the quantitative and a reflection form for the qualitative part. The feedback form adapted by the researchers served as the evaluation form before and after the implementation of Bangus Deboning Training and Seminars as perceived by the beneficiaries. Data are also gathered from barangay officials through a given activity evaluation form to assess the activities' effectiveness. Also, the beneficiaries' customers were asked some questions to assess the quality of the product and evaluate the effectiveness of Bangus Deboning training. The research revealed that the evaluation of the program's pre-implementation showed a mean of 2.60 which means they are moderately satisfied with the program. It also revealed that the evaluation of the program's post-implementation showed a mean of 4.73 which means they are now very highly satisfied after the Bangus Deboning Training was implemented. Moreover, the overall impact evaluation showed that satisfaction, awareness, and effectiveness have increased. Lastly, the beneficiaries' qualitative responses supported the quantitative part of the research as they have extended their appreciation of the program. Their responses also hope to answer their need for Marketing.

Keywords: UMASINSO, impact evaluation, Aplaya, Digos City

INTRODUCTION

Through Community Extension Programs, important issues in the communities were addressed; they share knowledge and embedded values that community members use to build images, skills, and practices. These images, skills, and practices shape the way people live, work, and play together. Under knowledge created in extension programs, community members become better individuals, even the best.

“The UM Digos College adheres to the view that an educational institution has three interweaving components, namely, academic instructions, research, and community extension. The community extension is given equal importance with academic instruction and research. Through the community extension center, the school can maintain close contact with the realities of life situations in the community it serves. This portrays its vision and mission to empower self-reliant communities towards living a quality life through the provision of appropriate and relevant community extension programs and services that meet the identified needs and problems of the people for the development of self-reliance.

Republic Act 7772, otherwise known as The Commission on Higher Education, mandates higher learning institutions like State Universities and Colleges (SUCs) to respond to the call for societal transformation. The aim is to serve the poorest of the poor, the less privileged, the deprived, and the oppressed. (Elman, 1998). Among SUCs, most extension programs are demand-driven and accreditation-driven. Demand-driven is community-based that encompass basic functional needs and demands designed to establish and promote the rural and urban populace's general well-being. Usually, this is requested by the Local Government Unit concerned upon identification of the specific needs of their constituents. On the other hand, the accreditation-driven extension programs are implemented according to the requirements by an accrediting body. Although they emerged differently, yet the implementation complements the curricular offerings of the institution. (Bidad & Campiseno, 2010)

The Community Extension Center Office of the University of Mindanao Digos College offers and implements different banner programs and projects. The Business Administration Education Department and Accounting Education Department have touched the community through UMASINSO (UM at Aplaya sa Negosyo Aasenso) project. It has the objective to assist the men and women sectors in uplifting the economic aspect of the community through livelihood and

entrepreneurship training in Barangay Aplaya. UMASINSO is a flagship of the University of Mindanao Digos College Community Outreach Program. It also maximizes the involvement of college faculty and students in community service (UM Accreditation). This project's contribution has been operational for almost five years (started 2011) to the community it served.

Our root assumption about communities is that they are open-ended, indeterminate systems capable of becoming more than they are at any given moment and of learning how to actively take part in guiding their evolution. One resource community's use while learning to engage in their evolution is the knowledge created in Extension programs. People know about themselves, their history, their community, and the world around them shapes their image of what is possible for their community. Extension's goal is to teach people things that make their life better. It measures effectiveness by measuring changes in behavior. Hence, this study aims to evaluate UMASINSO's Bangus Deboning's impact on the lives of the people in Barangay Aplaya, Digos City, and their satisfaction with the program.

This study aimed to assess the evaluation rating of the UMASINSO community-based program before its implementation in Barangay Aplaya, Digos City, the evaluation rating of UMASINSO community-based program after its implementation in Barangay Aplaya, Digos City, and the overall impact evaluation of the UMASINSO community-based program when analyzed using quantitative and qualitative measures.

METHOD

This study made use of quantitative and qualitative methods, otherwise known as mixed-method design. The researchers used the descriptive survey method as part of the quantitative and qualitative part. The researchers used the group interview and the reflection form wherein the respondents wrote their thoughts regarding the impact of the Bangus deboning program of UMASINSO on their lives. These were used to describe and analyze the existing situation about the UMASINSO community-based program's impact evaluation to the active beneficiaries, barangay officials, and customers of the beneficiaries.

The barangay officials and active members or beneficiaries of the Bangus Deboning program were given questionnaires. At the same time, the customers of the beneficiaries were interviewed about the quality of the product. The sample

size is 13 by the number of active beneficiaries. These profiles are found in Table 1.

The beneficiaries of Bangus Deboning of UMASINSO at Brgy. Aplaya, Digos City are all female because the Bangus Deboning Program was exclusive only to the women of Brgy. Aplaya. As shown in Table 1, in the age group, there are 13 respondents of the study. The data revealed that 4 or 30.76 percent of the respondents belong to the 20-24 years old, 1 or 7.70 percent belong to the age of 30-34 years old, 2 or 15.38 percent belong to the age of 35-39 years old, 1 or 7.70 percent belong to the age of 45-49 years old, 1 or 7.70 percent belong to the age of 50-54 years old, 2 or 15.38 percent belong to the age of 55-59 years old, and 2 or 15.38 percent belong to the age of 15.38. None of the ages 25-39, 40-44, and 60-64 were beneficiaries. There are two types of occupation: most of the respondents are a housewife with 12 or 92.30 percent, and 1 or 7.70 percent is BHW or Brgy. Health Worker.

Table 1. *The Profile of UMASINSO Bangus Deboning Beneficiaries*

PROFILE	Frequency	%
Age Group		
20-24	4	30.76
25-29	-	-
30-34	1	7.70
35-39	2	15.38
40-44	-	-
45-49	1	7.70
50-54	1	7.70
55-59	2	15.38
60-64	-	-
65-79	2	15.38
OCCUPATION		
BHW	1	7.70
Housekeeper	12	92.30
TOTAL	13	100.0

The study employed survey questionnaires and reflection forms which are both instruments from the Community Extension Center Office of the University of Mindanao Digos College, aided by an unstructured group interview. The researchers used a 5-point Likert scale, a standard instrument of the Community

Extension Office, with ten questions in which the respondents (beneficiaries) will check the box based on their perception that suits the study's context. Activity Evaluation Forms were given to the barangay officials to evaluate the program's effectiveness and program. Moreover, reflection form was also used to determine the qualitative response as the basis of how valuable the program was. These were given to both beneficiaries and the barangay officials.

The gathered data will be classified, analyze and interpret using the following statistical tools: *Frequency*, which was used to identify the number of beneficiaries of the banner program. Moreover, *the mean* was used to determine the impact of UMASINSO evaluation on the beneficiaries of Barangay Aplaya. *T-test* was used to determine the significance of the difference between Pre and Post evaluation. Lastly, this study employed a *thematic analysis*.

RESULTS AND DISCUSSION

The results of the conducted analysis of data gathered are used to evaluate the impact of UMASINSO on the beneficiaries. Data are presented in Table 2 and Table 3. Moreover, the evaluation of impact was presented in Table 4. Table 2 and 3 represents the evaluation form before and after the implementation of UMASINSO respectively. It contains the responses of the beneficiaries. In Table 2, there are ten items in the evaluation form that reflects the evaluation rating of UMASINSO before its implementation. The overall mean of the evaluation form items was 2.60, which is verbally described as moderately satisfied.

To examine each item, the highest mean score was found in item 5, which states that "*Majority of us are willing to work together with UM in projects implementation*" with a mean of 3.23, moderately satisfied. Followed by items number 1 and 9, which states that "*We believe that the projects of UM are a big help to us*" and "*We are familiar with the faculty members who are responsible for the particular flagship projects in Aplaya,*" both with a mean of 2.69, moderately satisfied. Third is item number 10, which states that "*We are familiar with the COC Coordinator*" with a mean of 2.62, moderately satisfied.

Fourth, items number 2 and 7 states that "*We recognized of the UM administration, faculty, staff, and students for helping and supporting us*" and "*We are happy with the presence of UM in our community,*" both with a mean of 2.54, moderately satisfied.

Table 1. *The Pre-Evaluation Rating of UMASINSO (Bangus Deboning) by the Beneficiaries in Brgy. Aplaya.*

Item number	Verbal description	Mean	Descriptive Interpretation
1	We believe that the projects of UM are a big help to us.	2.69	Moderately Satisfied
2	We recognized UM administration, faculty, staff, and students' sincerity for helping and supporting us.	2.54	Moderately Satisfied
3	We believe that with UM as our partner institution, we will experience community progress.	2.38	Less Satisfied
4	The majority of the residents in Aplaya are aware of the projects initiated by UM for us.	2.46	Less Satisfied
5	The majority of us in Aplaya are willing to work together with UM in project implementation.	3.23	Moderately Satisfied
6	UM has given us more help and assistance since they started becoming our partner.	2.46	Less Satisfied
7	We are happy with the presence of UM in our community.	2.54	Moderately Satisfied
8	I am aware of the project, which is called UMASINSO.	2.38	Less Satisfied
9	We are familiar with the faculty members who are responsible for the particular flagship projects in Aplaya.	2.69	Moderately Satisfied
10	We are familiar with the COC Coordinator.	2.62	Moderately Satisfied
	OVERALL	2.60	Moderately Satisfied

Fifth, items number 4 and 6 states that “Majority of the residents in Aplaya are aware of the projects initiated by UM for us” and “UM has given us more help and assistance since they started becoming as our partner” both with a mean of 2.46 less satisfied.

Lastly, items number 3 and 8 states that "*We believe that with UM as our partner institution, we will experience community progress*" and "*I am aware of the project, which is called UM at Aplaya sa Negosyo aasenSo UMASINSO*" both with a mean of 2.38, less satisfied.

Furthermore, in Table 3, the same evaluation form was used for the evaluation rating of UMASINSO after its implementation. The second evaluation form's overall mean of the items was 4.73, which is verbally described as very highly satisfied.

Table 3. *The Post-Evaluation Rating of UMASINSO (Bangus Deboning) by the Beneficiaries in Brgy. Aplaya.*

Item number	Verbal description	Mean	Descriptive Interpretation
1	We believe that the projects of UM are a big help to us.	4.69	VHS
2	We recognized UM administration, faculty, staff, and students' sincerity for helping and supporting us.	4.85	VHS
3	We believe that with UM as our partner institution, we will experience community progress.	4.85	VHS
4	The majority of the residents in Aplaya are aware of the projects initiated by UM for us.	4.54	VHS
5	The majority of us in Aplaya are willing to work together with UM in project implementation.	4.77	VHS
6	UM has given us more help and assistance since they started becoming our partner.	4.85	VHS
7	We are happy with the presence of UM in our community.	4.85	VHS
8	I am aware of the project, which is called UMASINSO.	4.62	VHS
9	We are familiar with the faculty members who are responsible for the particular flagship projects in Aplaya.	4.62	VHS
10	We are familiar with the COC Coordinator.	4.69	VHS
	OVERALL	4.70	VHS

As observed in each item, the highest mean score was found in items 2, 3, 6, and 7, which states that *"We recognized the sincerity of UM administration, faculty, staff, and students for helping and supporting us," "We believe that with UM as our partner institution, we will experience community progress," "Um has given us more help and assistance since they started becoming our partner," and "We are happy with the presence of UM in our community"* with the same mean of 4.85, very highly satisfied—followed by item number 5, which states that *"Majority of us in Aplaya is willing to work together with UM in projects implementation,"* with a mean of 4.77, very highly satisfied. Third are items number 1 and 10 which states that *"We believe that UM projects are a big help to us" and "We are familiar with the COC Coordinator,"* both with a mean of 4.69, very highly satisfied.

Fourth, items number 8 and 9 states that *"I am aware of the project, which is called UM at Aplaya Sigurado sa Negosyo absence o UMASINSO" and "We are familiar with the Faculty members who are responsible for the particular flagship projects in Aplaya,"* both with a mean of 4.54, very highly satisfied.

Lastly is item number 4, which states that *the "Majority of the residents in Aplaya are aware of the projects initiated by UM for us,"* with a mean of 4.54 very highly satisfied.

Moreover, Table 4 shows the evaluation of the overall impact of Bangus Deboning of UMASINSO to the beneficiaries by getting the differences between the means of the Pre and Post Evaluation by using the T-Test method. This will identify if there is a significant increase from Pre to Post Implementation of Bangus Deboning Training.

As shown, the T-Value of all is negative. It means that post has increased much, that there is a high difference from pre to post. The P-Value is 0.000, which means that all are highly significant. Thus, the table implies a significant increase in the beneficiaries' satisfaction, community awareness, and effectiveness of the program. This can be inferred from the increase of mean of per item between pre and post-as shown in Tables 2 and 3.

Reflections of the Beneficiaries

Three themes arose from the reflections of the beneficiaries of Bangus Deboning of UMASINSO, namely: Gratefulness, Happiness, and Recommendations.

Table 4. Significant Difference from Pre to Post

Items	Paired Differences							
	Mean Diff.	SD	SDE	95% Confidence Interval of the Difference		t	Df	Sig. (2-tailed)
				Lower	Upper			
1	-2.000	.577	.160	-2.349	-1.651	-12.490	12	.000
2	-2.308	.630	.175	-2.689	-1.927	-13.198	12	.000
3	-2.462	.660	.183	-2.861	-2.063	-13.443	12	.000
4	-2.077	.760	.211	-2.536	-1.618	-9.859	12	.000
5	-1.538	.519	.144	-1.852	-1.225	-10.690	12	.000
6	-2.385	.506	.140	-2.691	-2.079	-16.979	12	.000
7	-2.308	.751	.208	-2.762	-1.854	-11.078	12	.000
8	-2.231	.832	.231	-2.734	-1.728	-9.667	12	.000
9	-1.923	.641	.178	-2.310	-1.536	-10.825	12	.000
10	-2.077	.760	.211	-2.536	-1.618	-9.859	12	.000

Gratefulness

The beneficiaries of the Bangus Deboning of UMASINSO said that they are all thankful for the project of UMDC. The project was a big help for them. Here are the exact expressions of the beneficiaries;

“Daghang salamat sa UM sa gihatag nilang kahigayonan namong taga-Aplaya sa ilang mga outreach program. Sa Bangus Deboning dili na ako magpanuko sa mga balon sa akong mga apo. Gani dungag pod kini sa livelihood nga amo karon napahimuslan, ang mga deboner mo-uli nga dunay kantidad nga kwarta depende sa ilang mahuman (Per kilo sa Bangus). Dako kaayong tabang sa among panginabuhi. DAGHANG SALAMAT” (*“Thank you so much, UM, for giving this outreach program this opportunity to us, the residents of Aplaya. Because of Bangus Deboning’s incentives, I haven’t gotten angry anymore in giving allowance to my grandchildren. This is an addition to our livelihood that we have benefited; the Deboners went home with money depends on the quantity finished (per kilo of Bangus). It helps us a lot. THANK YOU.”*)

“Akong ikasulti nga dako gyud ug ikatabang ang bangus deboning kay makapalit gyud ko ug bugas. Salamat sa UM .”

(“I can say that Bangus Deboning has helped me a lot, I can really buy rice for consumption. Thank you UM.”)

“Para sa akua daku kaayo akong pasalamat sa UMASINSO project ila gibuhad diri sa Aplaya. Daku kaayo natabang sa amo ilabi na sa skill training sa Bangus Deboning. Maka-negosyo pa mi, makakaon pa among anak sa Bangus. Thank You so much” *(“For me, I’m very thankful for giving this UMASINSO Project here in Aplaya. It helps us a lot, especially the skill training on Bangus Deboning. Aside from getting in the business, our children can now eat Bangus safely. Thank you so much.”)*

“Alang sa akua, dakung tabang ang pagdebone namu kay usahay wala me trabaho. Karon nga adunay Bangus Deboning, daku gyod tabang. Bale sideline pod namu. Daghang salamat sa UM!” *(“For me, deboning is a big help for us because sometimes we don't have work. Now that Bangus is deboning, it is a huge help. Perhaps, it becomes our sideline. Thank you very much UM!”)*

“Dako ug gikatabang ang proyekto sa UMASINSO nga Bangus Deboning sa amoang panginabuhi. Mabuhay ka UM!” *(“The UMASINSO’s Bangus Deboning project is a big help to our livelihood. Long live UM!”)*

Happiness

The beneficiaries once said that they are so happy for the project of UMASINSO of UMDC which is the Bangus Deboning. Some exact expressions of the beneficiaries:

“Nahimuot kog daku sa gipahigayon sa UM Community Outreach Program kay daku kaayo ning ikatabang sa komunidad ug sa among panginabuhian.” *(I am very happy that UM implemented this Community Outreach Program for this will be a big help to the community and our livelihood.)*

“Nalipay ko nga naka apil aning programaha. Daku ko ug pasalamat sa UM nga ako gipa-apil ani ug salamat sa Ginoo

nga gitagaan ko ani.” (*I am happy that I am part of this program. I am very thankful that UM had made me part and I am also thankful to God that he has given this privilege.*)

Recommendations

“Naglisud mi ug baligya as bangus. Mao sad na ang usa ka rason nganong panagsa ra mi magdebone. Nagapaabot lang mi ug naay muorder, sama sa mga teachers sa UMDC. Unta tabangan mi sa pag market sa bangus.” (*“We have difficulties in selling the deboned bangus. And the reason why our operation is not continuous. We’re just waiting for orders like from the teachers of UMDC. Hopefully, they will assist us on marketing the said product.”*)

CONCLUSIONS AND RECOMMENDATIONS

This study focused on the Impact Evaluation of Bangus Deboning of UMASINSO in Barangay Aplaya, UMDC. The respondents of this study were the beneficiaries of the Bangus Deboning Training and Seminar of UMASINSO. The study aimed to find out if the UMASINSO’s Bangus Deboning had impacted the beneficiaries of such Community Extension Program and evaluated the program’s effectiveness. It was also conducted to determine if it has brought satisfaction to the beneficiaries.

The researchers used the mix-method quantitative and qualitative design. Furthermore, data were obtained through the use of a feedback form that served as the evaluation of before and after the program’s implementation.

In the prior summary of results, the researchers derived these conclusions: (1) the evaluation rating of UMASINSO’s Bangus Deboning of Brgy. Aplaya, before implementation, is moderately satisfied, (2) the evaluation rating of UMASINSO’s Bangus Deboning of Brgy. Aplaya after implementation is very highly satisfied, (3) the overall impact evaluation of the UMASINSO’s Bangus Deboning implied a significant increase of satisfaction level and effectiveness of the activity and the program, and (4) qualitative responses of the beneficiaries focus on the appreciation of the Bangus Deboning Program and a need of Marketing, on whom to sell their product. At the same time, the qualitative responses of the barangay officials also focus on appreciation. The training was

also effective as the customers of the beneficiaries are satisfied with the product's quality.

Based on the study's findings and conclusions, the researchers propose the following recommendations that the UMDC administrators, in partnership with the community extension center office, may conduct a marketing seminar since they have difficulty in this aspect. Moreover, the UMDC administrators, in partnership with the community extension center office, may also help the beneficiaries to introduce or advertise their product to other prospects. Lastly, The researchers recommend the continuous provision of extension services to uplift the economic aspect of the beneficiaries.

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