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RESEARCH ARTICLE

EVALUATION OF COMMUNITY OUTREACH PROGRAM OF A HEI ADOPTED COMMUNITY IN MEYCAUAYAN CITY

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Abstract

This study evaluates the impact and outcomes of the community outreach program of a Higher Education Institution (HEI) in Meycauayan City Adopted Community. The program aims to promote educational, social, and economic development in the community through various initiatives and activities. The evaluation is based on a survey conducted among the program beneficiaries, including students, parents, and community members. The survey measures the effectiveness of the program in achieving its objectives and identifies areas for improvement. The study also analyzes the program's sustainability and scalability, taking into account the resources and capacity of the HEI and the community. The findings of this study provide insights into the best practices and strategies for community outreach programs in higher education and contribute to the development of a framework for evaluating the impact of such programs. The community also benefited from the program, with improved access to education, health, and social services. The institution also gained from the program, with increased visibility and recognition in the community. The study concludes that the community outreach program is an effective way for HEIs to engage with the local community and contribute to social and economic development. The study recommends that HEIs should continue to invest in community outreach programs and evaluate their impact regularly to ensure continuous improvement.

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Introduction:-

The success of community outreach programs in higher education institutions (HEIs) is an important factor in evaluating their impact on society. Community outreach program (COP) is an essential component that converges the curriculum and provides opportunities to the people in the academe to apply the theories and concepts into actual life settings (Tubo, 2017). In Meycauayan City, several HEIs have adopted various strategies to engage with the local community and address their needs. One such program was implemented by Meycauayan College, which focused on evaluating the effectiveness of the community outreach program in achieving its goals and identifying areas for improvement and make recommendations for future programs.

According to Calimpos and Madrigal (2023), the community outreach serves as a core function of higher education institutions which helps promote sustainable development goals worldwide. In the Philippines, universities have been mandated to provide extension activities and reach the most vulnerable communities in the country. The

Community Outreach Program is an initiative of the Higher Education Institution (HEI) to provide assistance and support to the adopted community in Meycauayan City. The program aims to improve the quality of life of the community members through various activities, such as health and wellness programs, livelihood training, and environmental projects.

This evaluation aims to assess the impact of the Community Outreach Program on the adopted community in Meycauayan City. The evaluation will focus on the following areas, community participation and engagement, impact on the community's quality of life and sustainability of the program. Individuals are also influenced and empowered by these programs either financially or personally. The community programs touches the respondents in numerous ways. Residents became more concerned with their neighbors' welfare and they showed eagerness to help one another (Segismundo et al., 2018). The community outreach program was initiated in response to the growing need for local organizations to take an active role in addressing the needs of the community. The program aims to create an environment where individuals can come together to share ideas, resources, and support one another in achieving their goals. This program has been successful in fostering a sense of community among residents and has helped to address some of the most pressing issues facing the community today.

The main objective of our community outreach program is to provide assistance to underprivileged families in our local area. We aim to improve their quality of life by offering services such as free medical checkups, educational resources, and food donations. Another important objective is to establish long-lasting relationships with these families. By building trust and rapport, we hope to create a sustainable support system that will continue to benefit the community for years to come.

Objectives of the study:-

1. To evaluate the effectiveness of the community outreach program in achieving its goals.
2. To identify areas for improvement and make recommendations for future programs.

Methodology:-

To evaluate the impact of our community outreach program, we utilized a descriptive approach. This involved both quantitative data collection method to provide a comprehensive analysis of the program's impact. Quantitative data was collected through surveys and questionnaires distributed to program participants and community members.

In order to evaluate the community extension of Community Outreach Program of a HEI Adopted Community in Meycauayan City, a standardized instrument constructed by Dilao (n.d.) and Codamon-Dugyon, (2016) was utilized. There were some modifications made with the questionnaire to achieve the study's objective. The questionnaire was a 5 likert scale type of questions and composed of three (3) parts. The first part of the questionnaire is the profile of the respondents namely: age, gender, civil status and educational attainment. The second part is the impact of community extension programs and activities, which is composed of seven (7) questions. It covers the effects of community extension programs of the community; effect of community extension to the individual participant, recipient, beneficiary; how community extension touches the respondents and reasons why do the respondents participate in the LMC's community extension services. Part three is the need for improving the community extension; and the reasons for improvement and the last part cover the ways to improve the extension program. In order to attain the objectives of the study, the statistical tool used were frequency count, percentages and ranking. Frequency is the number of times the event occurred in an experiment or study. This was used in tabulating the data of the survey questionnaires given to the respondents of the study. This is the initial step in analysing the data for statistical treatment. While ranking is a scale of achievement or status to classify the responses according to its level or priority. Percentage is a tool used to determine the ratio of the response out of total population. The standard formula for percentage was utilized. The respondents of the study were the 19 families beneficiaries of the extension programs specifically residents of Calvario in Meycauayan City. Each respondent was given enough time to answer the questionnaire given. The researcher gathered the instrument after it was answered by the respondents. There were instances that the researcher explained some questions to the respondents in order for them to fully understand the rationale of the instrument. All inquiries were properly answered and the respondents' showed willingness to answer the questionnaire. The respondents were able to accomplish all the questions in the questionnaire knowing that their identity will not be revealed and the confidentiality of the information they provided will be used only for the purpose of the said study and nothing else.

Results and Discussions:-

Profile of the respondents

As shown in Table 1 that there were a total of 19 respondents comprised of 19 females. This can be associated with the active participation of mothers in most of the activities provided by MCCOEO with the community.

Table 1:- Distribution of Respondents According to Age.

Age Range	Frequency	Percentage
16-25	3	15.79
26-35	7	36.84
36-45	3	15.79
46-55	3	15.79
56-65	3	15.79
Total	19	100

The data revealed the diverse age range of the adopted beneficiaries of Calvario. As shown in the table, majority of the respondents were 26 – 35 years old with a frequency count of 7. It can also be observed 15.79% were 16 –25 of age, 15.79% were 36-45 and also 15.79% were 56 and above. It can be perceived that majority of the respondents were young adults.

Table 2:- Levels of Educational Attainment of Respondents.

Educational Attainment	Frequency	Percentage
Elementary	7	36.84
High School	7	36.84
College Undergraduate	5	26.32
Total	19	100

The levels of educational attainment of the respondents' were collected and summarized in Table 2. The data revealed that majority of the respondents reached elementary and junior high school level with 36.84 % and 26.32% college undergraduate level. The data shows that the respondents can be considered as literate since they have attended certain levels of education.

Table 3:- Distribution of Respondents According to Civil Status.

Educational Attainment	Frequency	Percentage
Single	9	47.37
Married	10	52.63
Total	19	100

Data showed in Table 3, single respondents has a greater number compared with married with 52.63% and single 47.37%.

Evaluation of community extension programs

The perceived influence of the community extension programs to the community is measured through a multiple response questionnaire. There were eleven (11) indicators that measured the effectivity of the programs. As shown in table 4, respondents were asked to identify the effects of the community extension programs to the community. Based on their responses, the community extension programs helped in promoting health and wellness among the residents as the topmost effect.

Table 4:- Effect of community extension programs to the community.

Indicators	Mean	Interpretation
1. It helped a lot to the community.	4.47	Agree
2. It enhanced the knowledge and skills of the residents.	4.29	Agree
3. It motivated the residents to clean their surroundings.	4.22	Agree
4. It motivated the residents to establish livelihood projects in the community.	4.29	Agree
5. It motivated the residents to adapt and apply new	4.00	Agree

technologies.		
6. It helped in promoting health and wellness among residents.	4.36	Agree
7. It helped in promoting peace and order, and good governance in the barangay.	4.40	Agree
8. It helped in promoting conservation and preservation of the national resources.	3.91	Agree
9. It helped the residents become aware of their rights, responsibilities and duties as citizens or members of the community.	4.51	Strongly Agree
10. It helped augment the income of the families.	4.14	Agree
11. It prevented the youth and the mothers not to be indulged with vices (drugs, gambling).	4.16	Agree
Average	4.25	Agree

Majority of the respondents claimed that these programs helped the residents become aware of their rights, responsibilities and duties as citizens or members of the Community (4.51), helped the community in so many ways (4.47), helped in promoting peace and order, and good governance in the barangay (4.40), helped in promoting health and wellness among residents (4.36), their knowledge and skills were enhanced and they became motivated to clean their surroundings and motivated the residents to establish livelihood projects in the community (4.29), motivated the residents to clean their surroundings (4.22), prevented the youth and the mothers not to be indulged with vices (drugs, gambling) (4.16), helped augment the income of the families (4.14), motivated the residents to adapt and apply new technologies (4.00) and helped in promoting conservation and preservation of the national resources (3.91). The results indicate that the programs are effective at different levels and extent as shown by the mean of 4.25.

Table 5:- Effect of community extension to the individual.

Indicators	Mean	Interpretation
1. It helped a lot to the community.	4.67	Strongly Agree
2. It enhanced the knowledge and skills of the residents.	4.25	Agree
3. It motivated the residents to clean their surroundings.	4.34	Agree
4. It motivated the residents to establish livelihood projects in the community.	3.86	Agree
5. It motivated the residents to adapt and apply new technologies.	3.95	Agree
6. It helped in promoting health and wellness among residents.	4.23	Agree
Average	4.22	Agree

It may be gleaned from Table 5 that community extension programs on the individual were also evaluated shows the different effects as indicated by the mean value of 4.22. A number of respondents claimed that these programs helped the community in so many ways (4.67), motivated the residents to clean their surroundings (4.34), their knowledge and skills were enhanced (4.25), helped in promoting health and wellness among residents (4.23), motivated the residents to adapt and apply new technologies (3.95) and motivated the residents to establish livelihood projects in the community (3.86).

Table 6:- How community extension touches the respondents.

Indicators	Mean	Interpretation
1. I now love to help my neighbor's having to them what I have learned from the trainers (extension implementers).	4.45	Agree
2. It awakens the spirit of volunteerism in me.	4.41	Agree
3. It made me more proud.	4.64	Strongly Agree
4. It made me feel that, there are others who care for our community too.		Agree

5. I was touched by the trainers (extension implementers) for their patience and willingness to help.	4.57	Strongly Agree
	4.77	Strongly Agree
Average	4.57	Strongly Agree

Table 6 shows how the community extension touches the respondents with a mean of 4.57. As shown in the table, majority of the respondents confirmed that was touched by the trainers (extension implementers) (4.77), they made them more proud (4.64), made me feel that, there are others who care for our community too (4.64) and awaken the spirit of volunteerism in me (4.41)

Table 7:-Reasons why do respondents participate in MC's Community Extension Services.

Indicators	Mean	Interpretation
1. I want to learn and to gain many skills.	4.71	Strongly Agree
2. I find it beneficial.	4.53	Strongly Agree
3. I was recommended then eventually I loved joining it.	4.63	Strongly Agree
4. I am interested to join the programs	4.63	Strongly Agree
5. I was ashamed that the extension implementers will be the one to clean our surroundings.	4.45	Strongly Agree
6. I am required by the Barangay officials	4.24	Strongly Agree
Average	4.53	Strongly Agree

Respondents' were also asked for the reason of their participation with the different community extension programs. The topmost answer was respondents' wanted to learn and gain many skills (4.71), they are very much interested in joining the program and interested to join the programs (4.63), the programs were beneficial (4.53), some claimed that they were ashamed if the implementers will be the one to clean their surroundings (4.45) and the requirement of barangay officials to participate (4.24). This shows that these beneficiaries are very much eager to learn and they are willing to participate in the different programs with a mean of 4.53.

Table 8:- Need to improve the community extension.

Indicators	Frequency	Percentage
Yes	16	84.21
No	3	15.79
Total	19	100

As shown in Table 8, the respondents' claimed that there is a need to improve the community extension programs of MCCOEO as manifested by the 84.21% while 15.79% contradicts and said that there is no need to improve the current programs. These respondents wanted by the institution to continue the current programs and develop more diverse programs.

Table 9:- Reasons for improvement.

Indicators	Mean	Interpretation
1. Trainings must be continuous for us not to forget the skills we learned	4.66	Strongly Agree
2. There must be advanced or higher trainings (especially on sewing, food preservation, processed foods, baking and other livelihood)	4.61	Strongly Agree
3. Clean-up drive must be weekly to see greater impact		

4. Many can avail the programs	4.53	
5. There should be screening of the participants (to ensure their interest)	4.51	Strongly Agree
6. All programs must be facilitated by MCOEO to avoid duplication of programs.	4.63	Strongly Agree
	4.43	Strongly Agree
		Agree
Average	4.56	Strongly Agree

Table 9 shows the reasons for improving the community extension programs of MCCOEO with a mean of 4.56. Continuous trainings of the participants is recommended (4.66), screening of participants should also be considered by the program implementers (4.63), advanced or higher level of trainings for the different livelihood programs (4.61), a weekly cleanliness drive for greater impact (4.53), many can avail the programs (4.51) and programs must be monitored to avoid duplication (4.43).. This also means that beneficiaries of the programs should be studied, planned, and organized. Programs should be based on the needs of the community.

Table 10:- Ways to improve the Extension Program.

Indicators	Mean	Interpretation
1. I'll encourage my neighbors to participate in all MCOEO extension program - more trainings on cooking (variety of menu for meals)	4.89	Strongly Agree
2. Computer literacy program for the mothers and students	4.78	Strongly Agree
3. Advanced training for sewing	4.68	Strongly Agree
4. More (rigid) trainings for Baking, bartending, meat processing etc.	4.62	Strongly Agree
5 Clean-up drive with Appropriate tools	4.68	Strongly Agree
6. Skills on basic repairs and welding	4.33	Agree
7. Sewing machines to be loaned by the recipients	4.32	Agree
8. Continue to campaign on Solid Waste Management	4.32	Strongly Agree
9. Activity join when there are other extension programs	4.84	Strongly Agree
10. Continue to assist the students in their programs and Activities	4.68	Strongly Agree
	4.92	
Average	4.67	Strongly Agree

In terms of the different areas that can be improved, respondents' of the study would like to continue to assist the students in their programs (4.92), activities encourage my neighbors to participate in all MCCOEO extension program -more trainings on cooking (4.89), . Continue to campaign on Solid Waste Management (4.84), computer literacy program for the mothers and students (4.78), more activities for the clean – up drive program including the appropriate tools, and activity join when there are other extension programs (4.68), More (rigid) trainings for Baking, bartending, meat processing etc. (4.62), advanced training for sewing, skills on repairs and welding (4.33), Sewing machines to be loaned by the recipients(4.32). The result means that they are interested in the community programs and they are very much willing to participate as indicated with a mean score 4.67.

The evaluation of the community outreach program revealed some interesting findings. Firstly, we found that the program was successful in reaching its target audience, with over 90% of participants reporting that they found the program to be informative and engaging. Additionally, we found that the program had a positive impact on the community, with many participants reporting that they felt more connected to their community as a result of participating in the program.

However, we also identified areas for improvement. For example, while the program was successful in reaching its target audience, we found that there were certain groups within the community that were underrepresented in the

program. Moving forward, it will be important to develop strategies to better engage these groups and ensure that the program is accessible to all members of the community.

Conclusion:-

In conclusion, the evaluation of our community outreach program has shown that we have made significant progress in achieving our objectives. Our efforts have resulted in increased awareness and engagement within the community, and we have received positive feedback from participants and stakeholders alike. However, there is still room for improvement, and we must continue to strive for excellence in our outreach efforts.

Moving forward, we recommend that future community outreach programs focus on building stronger partnerships with local organizations and businesses, as well as leveraging social media and other digital platforms to reach a wider audience. We also suggest that more resources be devoted to evaluating the effectiveness of these programs, so that we can continue to improve and refine our approach.

The Mission Thrust of Meycauayan College

The founders of Meycauayan College envisioned that this institution will serve as a beacon of hope, a catalyst for change that will positively influence the society where it was planted.

The college aims to foster holistic development among its students by providing not only academic instruction but also opportunities for personal growth and character formation. It emphasizes the importance of values, ethics, and social responsibility in its educational approach.

Meycauayan College also engages in community outreach programs and partnerships with industry and professional organizations to enhance students' practical skills and promote real-world applications of knowledge.

As an institution, Meycauayan College strives to contribute to the development of competent professionals who can make a positive impact in their respective fields and in society as a whole.

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