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Full Length Research Paper

The Participants Evaluation’s Result for the Seminar Workshop - Community Outreach Program of the College of Business and Accountancy

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This paper focuses on the evidence for the Aptness of the Seminar Workshop provided in the Community Outreach Program of the College of Business & Accountancy (CBA) conducted to the adopted barangay of the University of Perpetual Help System Laguna. The evidence for the effectiveness is strong based on the following activities conducted by the CBA department in barangay San Antonio.1) January 16, 2014, How to Start A Business “Business Made Easy” for Mothers and Youth with the objective to learn on how to conduct and manage their own business that will lead to improve their lives 2) October 9, 2014, “Seminar Workshop on Flower Arrangement & Candle Making” to Mothers and Out of School Youth to learn the easy way on how to arrange the flowers for sale and the Candle Making as their income and other source of income to those employed or committed to other job 3) February 20, 2015, “Nail Art, & Women’s Makeup Application” to the mothers, professional and non-professional too as an opportunity and earn an additional income to those employed as well as a business endeavor for the unemployed.

Keywords: Community Outreach, Activity Aptness, College of Business & Accountancy

INTRODUCTION

Many people are just after with the cultural trend that sometimes becomes the component or factor living in poverty. Majority of the people in the community are inadequate to their needs where mostly are dependent to their parents and occasionally as a social problem is a deeply embedded wound that permeates every dimension of culture and society and this includes sustained low levels of income for members of a community. It included a lack of access to services such

as education, markets, health care, and lack of decision making ability as well as lack of communal facilities like water, sanitation, roads, transportation & communications. It is a poverty of spirit that allows members of the community to believe in and share despair, hopelessness, apathy, and timidity where it is the factors that contribute to a social problem? Precisely, the study sought to answer the following questions:

1. Are the services provided by the College of Business & Accountancy was appreciated by the recipient?
2. Will it be the answer to the needs of participant of the said seminar?
3. Will it be the stimulus towards the recipient success?

Outreach program has been among the most frequently implemented interventions as it can reach and answer the above problems in the community. It is essential to question effectiveness of the outreach in reaching the needs and problem of the residents. The College of Business & Accountancy of the University of Perpetual Help System Laguna (UPHSL) in acquiescence to its objectives i.e. to provide avenues for meaningful pastime/leisure that can stimulate physical and psychological enhancement and the utilization of research findings for innovation and change in community lifestyles thereby improving quality of life.

With the purpose of extending service to the community in general and of reaching out the economically challenged people of the community, the department has been conducting various programs that we usually provide during the "Business Days" celebration that normally occur every 2nd semester to help the people of its adopted barangay, San Antonio, Biñan, Laguna to alleviate their resident's condition of living.

Barangay San Antonio is one of the twenty four (24) barangays of Biñan City, Laguna with big population of 23,067 in 2010 and 4,063 households. There are two (2) Public Elementary School namely: Pagkakaisa Elementary School and Pedro Escueta Memorial School that accommodates huge number of pupils to ordinary families from the said area and even from the neighboring barangay whose sources of income are not enough yet to send their kids to study in some of the private educational institutions in the nearby areas of which some of them are not even capable to buy a school supplies where mostly are belong to a family whose parents are employed with low remuneration.

Review of Related Literature

Rhodes (1996) distinguishes between three types of outreach: domiciliary (undertaken at individual homes), detached (undertaken in public environments and targeting individuals), and peripatetic (undertaken at public or private environments and targeting organizations rather than individuals). Compared to traditional service providers, outreach services are provided closer to individuals residence, are voluntary, and have fewer, if any, enforceable obligations. Dewson et al. (2006) notes that outreach staff may be less qualified, but is more highly motivated.

The method of administering social service-type assistance to needy members of the local community also needs to be taken in consideration (Sherman, 1997) argues that "the church needs welfare reform every bit as much as the government did". She goes on to argue that both the government (through welfare) and local churches through their outreach programs have tended to help people manage their poverty rather than overcome it. Once they saw the need in their community, they felt obligated to do something about it (Garland et al., 2009). The Role and Impact of Community Outreach Missions in Rural Kentucky (Glass, 2010).

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Table 1. Communities Outreach Program Activities

COP Activity	Frequency	Percentage
How to start a business	18	28.6
Flower Arrangement and Candle-Making	23	36.5
Nail Art and Women's Make-up Application	22	34.9
Total	63	100.00

Table 2. Beneficiaries Evaluation "How to Start a Business"

Indicators	Weighted Mean	Interpretation	Rank
The activity was done at the proper place & time	4.44	Very Good	5
It answers the family needs in the community	4.72	Excellent	4
It will help their personal, financial & social needs	4.89	Excellent	2.5
It is clear & understood to the participants	5.00	Excellent	1
It is successfully done	4.89	Excellent	2.5
Weighted Mean Average	4.79	Excellent	

Outreach Program: An article from Health & Social(Bradford, 2005). Hospital program provides outreach for homes mentally ill patients Integrated Model Programs based on Assertive (Frieden, 2005).

The above mentioned literature review portrays on proofs from the international sources that can be applied to any area including education, church and health services, and basically involves the method of social service-type assistance to the needy members of the local community. The outreach services can be used to reach out and engage specific customer groups and those who do not tend to use mainstream services including those people who are 'harder to reach and where we can apply strategy to have them participate in the activity away from mainstream settings rather be in more informal and relaxed environment.

METHODOLOGY

The researcher utilized the descriptive survey method of research to gather information necessary for the purposes of the study. Moreover, the present study deals with what are prevailing, particularly to the beneficiaries. The department provides an instrument in gathering specific information through the Evaluation Sheet both for the beneficiaries and participants of the activities as well as a participant's reflection. The expressive method is a general quantitative method of research that describes specifically the present and prevailing characteristics of the respondents.

Instruments

Table 1 shows the activities for the three (3) seminar

provided by the College of Business & Accountancy on 1) How to Start a business given last January 16, 2014 2) Flower Arrangement and Candle Making on October 9, 2014 & 3) Nail Art and Make-Up Application on February 20, 2015 respectively where the numbers of respondents are seen and the percentage.

As we can see in the table, all the respondents in the three (3) different seminars provided by the department were considered in the study. The largest group came from the second seminar "Flower Arrangement & Candle Making" with a population of 23 with 36.5% followed by the seminar for "Nail Art & Women's Make Up Application with participants' total of 22 with 34.9 percent while the beneficiaries who attended in the first seminar "How to Start Business was 18 with 28.6 percent.

Sources of Data

The sources of data constituted the instrument that were constructed by the Community Outreach Department contain the following questions: 1) The program done properly 2) It answer the family needs, as well as the community 3) It helps the personal, financial & social needs 4) It is acceptable & understandable to the respondents 5) It is successfully done. The said questions are given on their own vernacular or tagalog to easily understand by the respondents.

Evaluation and Scoring

Options to the items of the questionnaire were arranged in a Likert Scale within a continuum of five (5) shown below with the corresponding verbal rating.

Table 3. Beneficiaries Evaluation “Flower Arrangement & Candle Making”

Indicators	Weighted Mean	Interpretation	Rank
The activity was done at the proper place & time	4.52	Excellent	5
It answers the family needs in the community	4.78	Excellent	3.5
It will help their personal, financial & social needs	4.78	Excellent	3.5
It is clear & understood to the participants	4.96	Excellent	1
It is successfully done	4.91	Excellent	2
Weighted Mean Average	4.79	Excellent	

Table 4. Beneficiaries’ Evaluation“ Nail Art and Women’s Make up Application”

Indicators	Weighted Mean	Interpretation	Rank
The activity was done at the proper place & time	4.64	Excellent	5
It answers the family needs in the community	4.73	Excellent	4
It will help their personal, financial & social needs	4.91	Excellent	2
It is clear & well appreciated by the participants	4.95	Excellent	1
It is successfully done	4.86	Excellent	3
Weighted Mean Average	4.8182	Excellent	

Table 5. Difference in the Beneficiaries Evaluation

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.011	2	.006	.103	.902
Within Groups	3.269	60	.054		Not Significant
Total	3.280	62			

Verbal Rating	Numerical Points
Excellent (E)	5
Very Good (VG)	4
Good (G)	3
Fair (F)	2
Poor (P)	1

RESULTS AND DISCUSSION

Table 2 shows the summary of the recipient’s evaluation for the above seminar on “How to Start a Business” provided by the CBA last January 16, 2014 regarding the questions as the indicator in the evaluation’s sheet given to the recipient in connection to the activity they have attended.

Table 3 shows the summary of the recipient’s evaluation for the above seminar “Flower Arrangement & Candle Making” provided by the CBA last October 10, 2014 about the questions as the indicator in the evaluation’s sheet given to the recipient in connection to the activity they have attended.

Table 4 shows the summary of the recipient’s evaluation for the above seminar “Nail Art & Women’s Make Up Application given by the CBA department last October 10, 2014 about the questions as the indicator in

the evaluation’s sheet given to the recipient in connection to the activity they have attended.

Table 5 shows the difference in the Beneficiaries Evaluation of Community Outreach Program activities when group according to activity.

The knowledge and understanding of the beneficiaries for the seminar’s given by the CBA department were taken using the questions in the evaluation sheet answered by the participant after the activity. Based on the Evaluation Report Summary gathered in the above three (3) activities given by the department in three different occasions, and as reflected on the table, the beneficiaries was accorded the highest rank. They obtained the average weighted mean of 4.79 in the first seminar provided then another average weighted mean of 4.79 and 4.8182 average weighted mean in the 3rd and last activity. Thus, this signifies that the beneficiaries were satisfied and “strongly agreed” that they clearly understand the activities.

CONCLUSION AND RECOMMENDATIONS

This task was instigated by the researcher to assess the efficiency of the activity of the Seminar Workshop in the Community Outreach Program being provided by the

department in particular to the resource person with the intent to suggest and implement change. Nonetheless, it is expected that the findings from this study will benefit the university, department, and the community of the adopted barangay.

With the awareness that deficiency results to scarcity is a multi-faceted occurrence that affects not only the ability to purchase the basic needs but also susceptibility towards various pressures that may prohibit an individual from enjoying life. It is naturally measured by the purchasing power of individual's expenditures particularly by the household, in the form of poverty rates or expenditure and with that, it has a strong relationship to most other living condition key and therefore used as a main factor of deficiency and helplessness as a gauge from living conditions such as education, health, housing, & handling business that has impact to the lifestyle of people.

Therefore, since our vital role is caring for our people and helping to maintain a quality of life expected in the huge populations of the adopted barangay San Antonio and of course with the contribution of the other department of UPHSL provides their Community Outreach programs aligned to their area of specialization, the College of Business & Accountancy is aimed to offer an activity designed and associated with the business handling (any type) that can be handled legally by any individual whose purpose is to succeed and that success is not just their own development but a development indeed towards the community.

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