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An Evaluation of the Social Outreach Program of
Selected RVM Tertiary Institutions

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A Thesis submitted to the
Faculty of the College of Education
(Educational Management Department)
De La Salle University

In partial fulfillment
of the requirements for the degree in
Master of Science in Educational Management

by

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September 1994

JUN 03 1996

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TABLE OF CONTENTS

Acknowledgement	i
Abstract	iii
List of Tables	vi
List of Figures	vii

CHAPTER

1. The Problem and a Review of Related Literature	
Introduction	1
Review of Related Literature	4
Education and Social Responsibility.....	4
On Outreach Programs	7
On Evaluation	17
The Theoretical Framework	23
Statement of the Problem	31
Significance of the Study	32
Scope and Limitations	33
Definition of Terms	35
2. Research Design and Methodology	
Research Design	39
Subjects	39
Respondents	39
Instruments	42
Procedure for Gathering Data	44



DE LA SALLE UNIVERSITY

Data Analysis and Statistical Treatment Plan ..	45
3. Results and Discussions	
Program Evaluation - Management Aspect	53
Impact to Program Beneficiaries	68
SWOP Analysis of the Program	83
4. Summary, Conclusions and Recommendations	
The Problem	101
Methodology	102
Summary of Findings	103
Conclusions	109
Recommendations	112
Appendixes	
Appendix A Letter to Program Administrators	113
Appendix B Questionnaire A for Program Administrators and Implementors	114
Appendix C Interview Schedule for Program Administrators and Implementors	117
Appendix D Questionnaire B for Program Beneficiaries (English text)	119
Appendix E Questionnaire B for Program Beneficiaries (Cebuano Text)	124
Appendix F Questionnaire Grid Description for Program Beneficiaries	129
Appendix G Questionnaire B Item Description	130



DE LA SALLE UNIVERSITY

Appendix H	List of RVM Schools	132
Appendix I	Organizational Chart - MIDFI	134
References	135



ABSTRACT

This study was undertaken to describe the social outreach program of three tertiary institutions owned and managed by the Congregation of the Religious of the Virgin Mary. In order to do this the management aspect of the outreach programs was evaluated. The impact of the programs to target beneficiaries was included in the evaluation to determine its relevance to the community being served.

A careful study of the documented records and information of each program helped establish a profile description. This was further complemented by interview schedules for administrators and implementors. For the impact of the programs to beneficiaries, a questionnaire developed by Malillin (1983) was used but simplified to suit this study. The five areas included in the improved questionnaire are spiritual/value formation, socio-cultural, educational, health and nutrition and economic upliftment. SWOP analysis was the criteria used to measure the impact of the program to the beneficiaries. The data gathered for this evaluation were treated statistically by simple mean, standard deviation and spreading index.

The administrators and implementors confirmed the presence and availability of management aspects of the



DE LA SALLE UNIVERSITY

iv

outreach programs described in table or narrative form following a modified framework of Rondinelli's Project Planning and Management Cycle. This contributed favorably to the success of the programs. Meanwhile, the beneficiaries are unanimous in their opinion as to the positive benefits derived from the services of the outreach programs indicated with a spreading index of four (4) and a mean rating of 1.6.

A SWOP analysis further showed strengths of the programs which included services particularly the educational upliftment, the spiritual/value formation and the contribution to economic improvement of the beneficiaries. Weaknesses were not properly outlined owing to high mean ratings. Opportunities included encouraging responses from beneficiaries and positive evaluation from external observers (GO's, NGO's, funding agencies). Cooperation and unity among recipients if not sustained can be a problem in the efficiency and effectiveness of the projects carried out by the programs. Likewise, interests among program implementors particularly students if not sustained will lost all meaning in the main objective of running outreach programs for the poor sectors of the society.

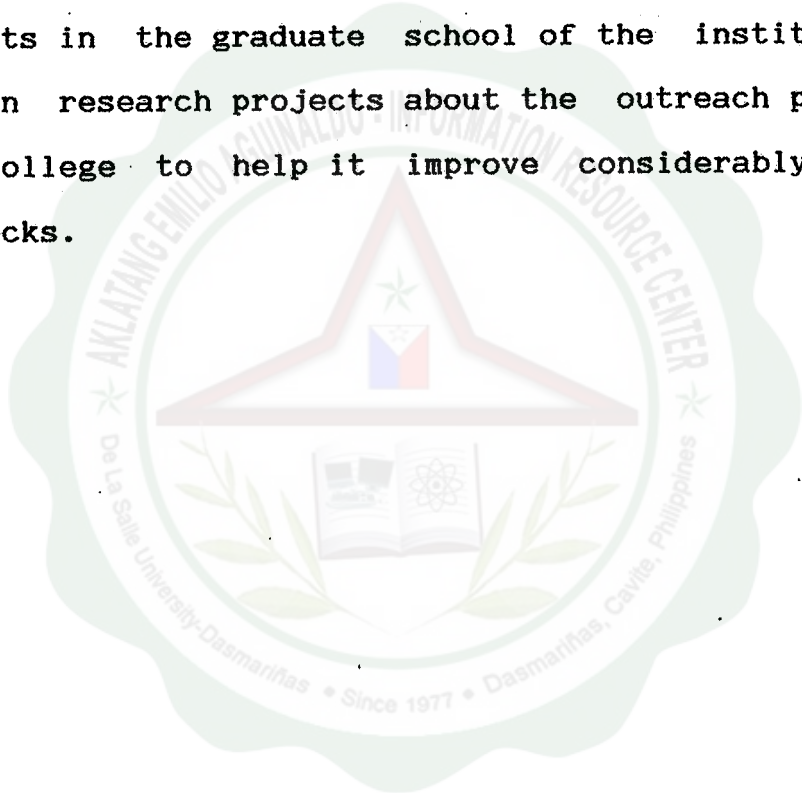
The social outreach programs of the three institutions has to be sustained and could be possibly



DE LA SALLE UNIVERSITY

v

replicated in other schools of the Religious of the Virgin Mary. The administration and the staff of the programs need to sustain the interest of students so they could be actively involved in its services and projects. There is also a need to improve the documentation of the programs. Finally, it is also recommended to encourage students in the graduate school of the institutions to work on research projects about the outreach program of the college to help it improve considerably through feedbacks.



LIST OF TABLES

Table 1	Distribution of Respondents	41
Table 2	Project Identification	53
Table 3	Project Formulation	56
Table 4	Project Design and Appraisal	59
Table 5	Project Implementation Operation and Control	65
Table 6	Descriptive Results of Items and Subgroups MISCC - Lourdes College	69
Table 7	Descriptive Results of Items and Subgroups MIRDC - St. Mary's College	73
Table 8	Descriptive Results of Items and Subgroups ICCP - University of the Immaculate Conception	76
Table 9	Over-all Descriptive Results of Items and Subgroups - MISCC/MIRDC/ICCP	79



LIST OF FIGURES

Figure 1	Theoretical Framework	25
Figure 2	Conceptual Framework of the Study	29
Figure 3	Graph with Mean Ratings MISCC-Lourdes College	72
Figure 4	Graph with Mean Ratings MIRDC-St. Mary's College	75
Figure 5	Graph Mean Ratings ICCP-University of the Immaculate Conception	78
Figure 6	Graph of Over-all Mean Ratings MISCC/MIRDC/ICCP	81
Figure 7	Graph with Mean Ratings Comparison of Three Institutions	82
Figure 8	SWOP Analysis Graph Major Strengths (MISCC-LC) Educational Opportunities	86
Figure 9	SWOP Analysis Graph Major Strengths (MISCC-LC) Economic Progress	88
Figure 10	SWOP Analysis Graph Major Strengths (MIRDC-SMC) Spiritual/Value Formation	90
Figure 11	SWOP Analysis Graph Major Strengths (MIRDC-SMC) Educational Opportunities	93
Figure 12	SWOP Analysis Graph Major Strengths (ICCP- UIC) Spiritual/Value Formation	95
Figure 13	SWOP Analysis Graph Major Strengths (ICCP-UIC) Educational Opportunities	97

