Educational Administration: Theory and Practice

2024, 30(2), 765-772 ISSN: 2148-2403 https://kuey.net/

Research Article



The Implementers' Challenges in The Business Administration Program's Extension Activities

Floresito Dumagan Calub^{1*}, Rizza Mae C. Azarcon², Judith Josoy Sanchez³, Melisa T. Roluna⁴

1,2,3,4 Department of Business Management North Eastern Mindanao State University-Main Campus Tandag City, Surigao del Sur, Philippines

Citation: Floresito Dumagan Calub, Rizza Mae C. Azarcon, Judith Josoy Sanchez, Melisa T. Roluna, (2024), The Implementers' Challenges in The Business Administration Program's Extension Activities, *Educational Administration: Theory and Practice*, 30(2), 765-772, Doi:10.53555/kuey.v30i2.1998

ARTICLE INFO

ABSTRACT

In this study, the respondents' demographic profile was evaluated in terms of their age, sex, civil status, educational attainment, source of income, and monthly income. Also, challenges encountered by community extension implementers as to planning, implementation, and monitoring of the extension operations was assessed. Additionally, the researcher examined whether there was a relationship between the demographic profile of the respondents and the outcomes of the community outreach program. The study also examined whether membership status has any discernible effects on results. This study employed the quantitativedescriptive approach method, which tries to gather data in numerical form. The complete enumeration approach comprising 31 respondents were used in this undertaking. Findings showed that the level of program outputs of the community extension services has encountered challenges in terms of planning, implementation, and monitoring that were rated as moderately evident. The college's extension program will be improved by assessing community needs and conducting comparable activities in other barangays to increase community outreach and compare them to an annual evaluation.

Keyword: Challenges Encountered; Extension Program

Introduction

In line with the vision of the university and national development, North Eastern Mindanao State University (BSBA-NEMSU) commits to improve lives of individuals, families and the communities through its core function: instruction, research, extension and production. Colleges and programs are mandated to conduct extensions programs affiliated to program offerings which are guided by its Extension Manual per approval by the Board of Trustees Resolution No. 185 Series No. 34 of 2004. The Bachelor of Science in Business Administration majors in Financial Management, Marketing Management, and Human Resource Management of NEMSU embarks on extension programs focusing financial literacy and poverty alleviation. One the beneficiaries is the Victorias Pasalubong per approval by the Board of Trustees Resolution No. 12. The extension programs offer a great way to capture the multifaceted impact of development initiatives on community-based livelihood.

Institutions of higher education (HEIs) conduct extension programs to meet social needs and start a community development initiative (Mojares, 2015). These initiatives must continue to develop via numerous strategies, even through adversity. Communities are built by relational acts that can be influenced by the knowledge gained through the extension project and its objective is to educate people to quality life. Extension initiatives advanced individual while strengthening beneficiaries' social development to observe and learn things outside their comfort zones.

The Bachelor of Science in Business Administration community extension projects use a range of programs and services to help people grow and succeed in communities. For Victorias Pasalubong, the program conducted several projects to help uplift the lives of the beneficiaries. These includes financial literacy, marketing strategies, capability building of the human resources and operational strategies. In 2004, this Community-Based Livelihood Program taught beneficiaries in particular adults and out-of-school youth to

produce delicacies and take part in entrepreneurial activities. Then again, based on the training needs assessment conducted by the implementers before the conduct of actual trainings, most of the beneficiaries have lesser educational opportunities due to lack of support and earnings. With that, the proponents concentrated on the challenges faced by the BSBA implementers while implementing extension projects. The goal of this is to evaluate community issues and livelihood activities, including planning, implementation, and monitoring.

The result of this study will identify necessary support activities to the implementers in the perspective of university extension services. North Eastern Mindanao State University (NEMSU) continues to carry out extension programs and activities that are socially responsive to the needs of its communities in order to attain the objective of achieving excellence in Extension Programs. Future "extension plus" initiatives that aid in the beneficiaries' sustainable livelihoods may make use of this form of extension program.

III. OBJECTIVES OF THE STUDY

Age, sex, civil status, educational attainment, source of income, and monthly income were determined to identify the demographic profile of the respondents. Challenges of the implementers were evaluated in the conduct of planning, implementing, and monitoring the extension activities, The study will also examine whether the demographic information of the respondents and the outcomes of the community outreach program have any relationship. The study will also investigate the possibility that membership status has any discernible effects on results.

IV. THEORITICAL AND CONCEPTUAL FRAMEWORK

Program theory provides support for this study. Program theories describe how an intervention (a project, a program, a policy, or a strategy) is thought to contribute to a series of outcomes that lead to the desired or actual impacts. Positive and negative effects are both possible, both of which are advantageous. The setting and other initiatives and programs can be shown as additional aspects that contribute to producing impacts. Program theory can provide a conceptual framework for monitoring and evaluation an extension project. Program theory can also be a beneficial way of bringing together existing evidence about a program and clarifying where there is agreement and disagreement about how the program is understood to work and where there are gaps in the evidence. A program theory, according to Rogers (2000), is a formal depiction of the "mechanisms by which program activities are understood to contribute to the intended outcomes" (p. 209). Program theory is a framework for practice that is "a specification of what must be done to achieve the desired goals, what other important impacts may also be anticipated, and how these goals and impacts could be generated" (Chen & Rossi, 1992, p. 43). It creates "links between what programs believe their activities are accomplishing and what actually happens at each small step along the way" (Weiss, 2000, p. 35).

Moreover, a program theory is frequently created while a new intervention is being planned. It includes activities directly implemented by the program and the activities generated as a response to the program by the context in which it takes place. It also assist participants in determining and aligning ideas, developing a common understanding of the requirement, documenting specifications as a foundation for financing, making it simpler to recognize successes and problems, and ensuring choices are based on a comprehensive and consistent set of facts. It can be created in collaboration with the community, program personnel, an outside evaluator, program designers, or program staff. It can also be made in partnership with the community, program personnel, an external evaluator, program designers, or program staff.

V. METHODOLOGY

The quantitative-descriptive approach method was used in this study to collect data in numerical form. The descriptive approach method was also used to characterize a population, circumstance, or phenomenon correctly and methodically. An adopted modified questionnaire that was verified and put through a reliability test was used to collect the necessary data. 31 participants from Victoria's Pasalubong Community-Based Livelihood Program participated in the study as responders. In this project, the entire enumeration method was used.

A questionnaire based on the objectives of the study was used to collect data, and individual in-depth interviews were also used. The participants gave their consent for the recordings of their conversations. Participants were free to speak up and tell their own story in their own words. The researchers determined the data's saturation point. The conversation was replayed and transcribed with the help of a smartphone recorder. All of the information gathered was handled in complete secrecy in order to protect the respondents' privacy. Each item in the questionnaire on the challenges encountered has a corresponding numerical and quantitative scale as follows:

Scale	Range	Description	Interpretation
5	4.51-5.00	Very Highly Evident	Means that the item has a very serious problem.
4	3.51-4.50	Highly Evident	Means that the item has a serious problem.
3	2.51-3.50	Evident	Means that the item has problems.
2	1.51-2.50	Moderately Evident	Means that the item has a fewer problem.
1	1.00-1.50	Not Evident	Means that the item has no problems.

VI.RESULTS AND DISCUSSION

A. Profile of the Respondents

Table 1Profile of the Respondents

	140101			Po		_	
	Age Bracket	Active			ctive	Over-all	Over-all
	_	Frequency	Percentage	Frequency	ŭ	Frequency	Precentage
	20-34	1	4%	1	17%	2	6%
Age	35-39	1	4%	0	0%	1	3%
Age	40-44	9	36%	0	0%	9	29%
	45-49	1	4%	1	17%	2	6%
	50-54	1	4%	2	33%	3	10%
	55 above	12	48%	2	33%	14	45%
	TOTAL	25	100%	6	100%	31	100%
	Category	Ad	tive	Ina	ctive	Over-all	Over-all
Sex	category	Frequency	Percentage	Frequency	Percentage	Frequency	Precentage
Sex	Male	1	4%	0	0%	1	3%
	Female	24	96%	6	100%	30	97%
	TOTAL	25	100%	6	100%	31	100%
	Status	Ad	tive	Ina	ctive	Over-all	Over-all
	Status	Frequency	Percentage	Frequency	Percentage	Frequency	Precentage
Civil Status	Single	1	4%	1	17%	2	6%
Civii Status	Married	17	68%	4	67%	21	68%
	Separated	1	4%	0	0%	1	3%
	Widowed	6	24%	1	17%	7	23%
	TOTAL	25	100%	6	100%	31	100%
	Level	Active		Inactive		Over-all	Over-all
		Frequency	Percentage	Frequency	Percentage	Frequency	Precentage
	Elementary Level	1	4%	1	17%	2	6%
Educational	Elementary Graduate	3	12%	0	0%	3	10%
Attainment	High School Level	5	20%	2	33%	7	23%
	High School Graduate	8	32%	1	17%	9	29%
	College Level	6	24%	1	17%	7	23%
	College Graduate	2	8%	1	17%	3	10%
	TOTAL	25	100%	6	100%	31	100%
	Source	Active		Inactive		Over-all	Over-all
Source of	Jource	Frequency	Percentage	Frequency	Percentage	Frequency	Precentage
Income	Salary	5	20%	2	33%	7	23%
income							
	Business	8	32%	4	67%	12	39%
	Business Others	8 12	32% 48%	4 0	67% 0%	12 12	39%
	Others TOTAL	12 25	48%	0	0%	12	39%
	Others	12 25	48% 100% ctive	0 6 Ina	0% 100%	12 31	39% 100%
a a marin	Others TOTAL	12 25	48% 100% ctive	0 6 Ina	0% 100% active	12 31 Over-all	39% 100% Over-all
Monthly	Others TOTAL Amount	12 25 Ac Frequency	48% 100% ctive Percentage	0 6 Ina Frequency	0% 100% active Percentage	12 31 Over-all Frequency	39% 100% Over-all Precentage
Monthly Income	Others TOTAL Amount Php. 1,000-3,000	12 25 Ac Frequency	48% 100% ctive Percentage 52%	0 6 Ina Frequency	0% 100% active Percentage 50%	12 31 Over-all Frequency	39% 100% Over-all Precentage 52%
	Others TOTAL Amount Php. 1,000-3,000 Php. 3,001-5,000	12 25 Ac Frequency 13 7	48% 100% ctive Percentage 52% 28%	0 6 Ina Frequency 3	0% 100% active Percentage 50% 33%	12 31 Over-all Frequency 16 9	39% 100% Over-all Precentage 52% 29%
	Others TOTAL Amount Php. 1,000-3,000 Php. 3,001-5,000 Php. 5,001-7,000	12 25 Ac Frequency 13 7 0	48% 100% ctive Percentage 52% 28% 0%	0 6 Ina Frequency 3 2	0% 100% active Percentage 50% 33% 17%	12 31 Over-all Frequency 16 9	39% 100% Over-all Precentage 52% 29% 3%

Table 1 presents the demographic profile of the respondents, both active and inactive members, including age, sex, civil status, educational attainment, source of income, and monthly income. In the data shown regarding the age of active members, most respondents are 55 years old and older, with a frequency result of 12 or (45%) of the total population. In terms of active members, there are only six (6) respondents gathered by the researcher, and most of them are female and have an age range of 50–54 years old. It means that most of the respondents from Victoria's Pasalubong Center are middle-aged. In terms of sex, it reveals that there are more female respondents with a count of 24 or have a frequency of 96% than male respondents that have a frequency of 1%. This reflects the study of Alemu, A., Woltamo, T., & Abuto, A. (2022), as they stated that females are more participative when it comes to livelihood activities (FAO, 2010). The result also reveals that most respondents are married (68%) and have families to support.

Moreover, the highest educational attainment among active members is that of high school graduates (29%), and for active members, the highest educational attainment is at the high school level (33%). Regarding the sources of income, both active and inactive respondents are from business and other sources such as farming, volunteering, etc., which conforms with the study of Lumbo, S. G., Declaro, M. Y. A. M., Bautista, L. L., Ruedas, E. G., & Casanova, V. S. (2010), where the findings revealed that the Sustainable Agricultural Development Extension Program (SADEP) helped generate income through proper utilization of locally available resources and trains farm households to increase their productivity. There were reports that farmers could augment their farm income through backyard vegetable production and crop processing, which means that Victoria's

Pasalubong Center is one of many sources of their income. Lastly, most of the respondents' monthly income is Php1,000–Php3,000 (52%), which reveals that their income is insufficient to sustain their daily needs.

Challenges Encountered by the Community Extension Implementers in terms of:

Table 2Planning

Table 21 familing							
	ACTIVE		INACTIV	Æ	Grand M	lean	
Indicator		Adjectival Description	Weigh ted Mean	Adjectiv al Descript ion	Weigh ted Mean	Adjectiv al Descript ion	
A. PLANNING							
There is no direct focal person to contact with and discuss the concerns and needs of the Barangay.	1.36	Not Evident	2.67	Evident	2.02	Moderate ly Evident	
2. Lack of involvement of fellow barangay officials in the planning stage.	2.48	Moderately Evident	3.00	Evident	2.74	Evident	
3. There is no clear understanding between the Barangay and the College in the conduct of Extension Activities.	1.36	Not Evident	2.67	Evident	2.02	Moderate ly Evident	
4. Lack of communication between the Punong Barangay and the extension coordinator of the College.	1.48	Not Evident	2.83	Evident	2.16	Moderate ly Evident	
5. Lack of proper consultation by the College to the Barangay.	1.32	Not Evident	2.83	Evident	2.06	Moderate ly Evident	
Overall Mean	1.60	Moderately Evident	2.80	Evident	2.2	Moderat ely Evident	

Table 2 presents the challenges encountered by the community extension implementer in terms of planning. It can be observed that Indicator 2 "lack of involvement of fellow barangay officials in the "planning stage" registered the highest grand mean of 2.74 with an adjectival description of "Evident". On the other hand, Indicators 1 and 3, "there is no direct focal person to contact with and discuss the concerns and needs of the Barangay", and "there is no clear understanding between the Barangay and the College in the conduct of Extension Activities" respectively got the lowest grand mean of 2.02 indicating an adjectival description of "Moderately Evident".

Results further indicate that an overall grand mean of 2.2 with an adjectival description of "Moderately Evident" have been registered. This implies that fewer problems have been encountered by extension implementers.

It can be deduced that the barangay officials are proficient in participating and being involved in the organization in the planning stage. Involvement of barangay officials and the institutions itself is very essential for the success of any program. People become interested and give better support to the program when they are involved in the planning process. So, extension programs should be planned with the people and not for them. Extension program planning coordinates the efforts of all interested leaders, groups and agencies and considers the use of resources. It obtains the interest and co-operation of many people by showing them why things need to be done. This is important in working with people. Within the extension organization, the block staff may work together on an integrated program, each member devoting part of his energy to appropriate phases.

Table 3Implementation

	INACTIV	INACTIVE		Iean				
Indicator	Weighted Mea		ighted Mean Adjectival Description		Weight ed Mean	Adjectiv al Descrip tion	Weigh ted Mean	Adjectiv al Descrip tion
B. IMPLEMENTATION								
Lack of financial resources to fund extension activities that demand barangay counterpart.				Moderately Evident	2.83	Evident	2.52	Evident
2. Lack of support from barangay officials.		1.72		Moderately Evident	3.00	Evident	2.36	Moderate ly Evident
3. Lack of time to participate/attend in the activities conducted.		1.92		Moderately Evident	3.67	Highly Evident	2.80	Evident
4. Lack of equipment in support to extension services.		3.32		Evident	3.33	Evident	3.33	Evident
5. Difficulty of understanding the the training/seminar.	lectures during	1.76		Moderately Evident	2.67	Evident	2.22	Moderate ly Evident

Overall Mean	2.18	Moderately Evident	3.10	Evident	2.64	Evident

In Table 3, it can be observed that Indicator 4 "lack of equipment in support to extension services" got the highest grand mean of 3.33 with an adjectival description of "Evident" while Indicator 5 "difficulty of understanding the lectures during the training/seminar" got the lowest grand mean of 2.22 with an adjectival description of "Moderately Evident".

It can be noted from the table that it registered an overall grand mean of 2.64 with an adjectival description of "Evident". This implies that extension implementers have encountered problems specifically on financial resources to fund extension activities that demand barangay counterpart, time to participate or attend activities, and equipment in support to extension services. This result is supported by the interview of one of the in active members G assertion "Ay yaon gayod kuwang ang gamit gayod kay wara say suporta nila ana tagaan kami ng gamiton. Money lamang on thousand "(It's really lacking in equipment since they don't have the support they give us to use it.)

These results support the findings of the study of Corpuz, et al (2022) that indicate that the difficulties in gathering community members, the irregularity of visits by implementers due to their academic workload, and the inconsistent monitoring and evaluation were less severe in the extension projects. Furthermore, the projects are not supported financially, either internally or externally which was viewed to be of great extent.

Table 4 Monitoring

Table 4 Monitoring								
	ACTIVE		INACTIV	Έ	Grand M	ean		
Indicator	Weight ed Description Mean		Weight ed Mean	Adjectiv al Descript ion	Weight ed Mean	Adjectiv al Descript ion		
C. MONITORING OF EXTENSION SERVICE	ES							
1. Lack of response from barangay, making it difficult to conduct regular on-site monitoring.	1.72	Moderately Evident	2.67	Evident	2.20	Moderatel y Evident		
2. Lack of training or enthusiasm of field staff to do monitoring.	1.60	Moderately Evident	2.83	Evident	2.22	Moderatel y Evident		
3. Lack of time by the College Extension Coordinator and implementer to monitor the project.	1.64	Moderately Evident	2.83	Evident	2.24	Moderatel y Evident		
4. Expensive cost to do extension assessments.	3.92	Highly Evident	2.83	Evident	3.38	Evident		
5. Frequent change of extension coordinators and members can result in data loss, loss of personnel expertise, and improper management of transitions.	2.08	Moderately Evident	2.83	Evident	2.46	Moderatel y Evident		
Over all Mean	2.19	Moderately Evident	2.80	Evident	2.50	Moderat ely Evident		

From the table presented above, it can be noted that Indicator 4 "Expensive cost to do extension assessments" got the highest grand mean of 3.38 with an adjectival rating of "Evident", meanwhile Indicator 1 "Lack of response from barangay, making it difficult to conduct regular on-site monitoring" got the lowest grand mean of 2.20 with an adjectival description of "Moderately Evident.Moreover, the overall grand mean indicates a rating of 2.50 with an adjectival description of 'Moderately Evident". Results implies that implementers in general have encountered fewer problems insofar as monitoring is concerned and have provided regular, timely feedback on the implementation of the activities, identify areas that require improvement, and make adjustments to ensure that the intended outcomes are achieved. Furthermore, the result support the study of Nakanishi Y, Kaneta et.al, (2022), that claimed monitoring progress is a crucial component of development project control and is essential to effective project management and decision-making.

Table 5 Significant relationship between the demographic profile of the respondents and the challenges of the community extension

Active						Inactive			
Varia	ables Tested	Computed r	P-value	Decision	Conclusion	Computed r	P-value	Decision	Conclusion
	Age	0.084	0.688	Failed to reject Ho	Not Significant	486	0.328	Failed to reject Ho	Not Significant
	Sex	0.028	0.894	Failed to reject Ho	Not Significant	0.282	0.589	Failed to reject Ho	Not Significant
Diameira	civil Status	0.041	0.848	Failed to reject Ho	Not Significant	0.282	0.589	Failed to reject Ho	Not Significant
Planning	Educational Attainment	0.31	0.131	Failed to reject Ho	Not Significant	0.563	0.245	Failed to reject Ho	Not Significant
	Source of Income	0.005	0.981	Failed to reject Ho	Not Significant	0.21	0.69	Failed to reject Ho	Not Significant
	monthly Income	0.105	0.616	Failed to reject Ho	Not Significant	0.373	0.467	Failed to reject Ho	Not Significant
	Age	0.165	0.43	Failed to reject Ho	Not Significant	0.455	0.364	Failed to reject Ho	Not Significant
	Sex	0.123	0.558	Failed to reject Ho	Not Significant	0.226	0.667	Failed to reject Ho	Not Significant
Implementation	civil Status	0.267	0.196	Failed to reject Ho	Not Significant	0.226	0.667	Failed to reject Ho	Not Significant
Implementation	Educational Attainment	0.128	0.542	Failed to reject Ho	Not Significant	0.508	0.303	Failed to reject Ho	Not Significant
	Source of Income	0.017	0.935	Failed to reject Ho	Not Significant	0.253	0.629	Failed to reject Ho	Not Significant
	monthly Income	0.162	0.439	Failed to reject Ho	Not Significant	0.221	0.675	Failed to reject Ho	Not Significant
	Age	0.345	0.091	Failed to reject Ho	Not Significant	0.553	0.255	Failed to reject Ho	Not Significant
	Sex	0.341	0.288	Failed to reject Ho	Not Significant	0.308	0.553	Failed to reject Ho	Not Significant
Monitoring	civil Status	0.221	0.288	Failed to reject Ho	Not Significant	0.308	0.553	Failed to reject Ho	Not Significant
Monitoring	Educational Attainment	0.208	0.317	Failed to reject Ho	Not Significant	0.527	0.283	Failed to reject Ho	Not Significant
	Source of Income	0.37	0.068	Failed to reject Ho	Not Significant	0.362	0.481	Failed to reject Ho	Not Significant
	monthly Income	0.39	0.054	Failed to reject Ho	Not Significant	0.278	0.593	Failed to reject Ho	Not Significant

Table 5 shows the relationship between the respondents' demographic profile and the challenges that the community extension responsibility had with both active and inactive members.

The findings show that there is no significant link between the variable and the respondent's age, sex, civil status, level of education, source of income, or monthly income, with the data failing to reject Ho.

This means that the demographic profile of the respondents does not influence or affect the extension implementer's planning, implementation, and monitoring. Moreover, these variables do not impact the challenges arising from the community extension project of the Victoria Pasalubong Center's active and inactive members. The same result is found in the study of Borbon (2020) that the challenges that occur in every situation do not depend on the respondents' profiles but on their experience.

Table 6 Significant difference of the challenges encountered when grouped according to membership status

Sources of Variation	Computed t	P-value	Decision	Conclusion
Planning	24.34	0.00	Reject Ho	Highly Significant
Implementation	18.06	0.00	Reject Ho	Highly Significant
Monitoring	9.51	0.004	Reject Ho	Highly Significant

Table 6 shows the significant difference of the challenges encountered when grouped according to the status of the beneficiaries—the active and inactive beneficiaries of Victoria's Pasalubong Center. The null hypothesis was rejected.

Planning has a computed t of 24.34 and a P-value of 0.00, **Implementation** has a computed t of 18.06 and a P-value of 0.00; and **Monitoring** has a computed t of 9.51 and a P-value of 0.004; all three have high significance.

This result proves that the views of the two groups; active and inactive members in the extension program are substantially different. This implies that both groups have different views in terms of planning, implementing and monitoring of extension activities.

Table 7 Summary of Challenges Encountered by the Community Extension Implementers in terms of: Planning, Implementation, and Monitoring.

	Active	3 2 3 3 3	Inactiv	e	Grand	Over-all Adjectival Rating	
Indicators	Mean	Adjectival Rating	Mean	Adjectival Rating	Mean		
Planning	1.60	Not Evident	2.8	Evident	2.20	Moderately Evident	
Implementation	2.18	Moderately Evident	3.1	Evident	*2.64	Evident	
Monitoring	2.19	Moderately Evident	2.8	Evident	2.50	Moderately Evident	
Over-all Mean	1.99	Moderately Evident	2.90	Evident	2.45	Moderately Evident	

Table 7 presents a summary of the challenges encountered by the community extension implementers. The active member's column has an overall mean of 1.99 with an adjectival rating of "Moderately Evident." Meanwhile, the inactive members got an overall mean of 2.90 with an adjectival rating of "evident." Moreover, the table shows an overall mean of 2.45 with an adjectival rating of "moderately evident."

The results in the active member's column emphasized that there are challenges encountered by the community extension implementers. Including that the barangay officials are proficient in participating and being involved in the organization in the planning stage, have a direct focal person to contact, lack the involvement of fellow barangay members, and have no clear understanding of the planning of activities, lack communication, and lack proper consultation. Additionally, during the implementation of the activities, there was a problem with the equipment used for the extension services. And also, in terms of monitoring, there is a little bit of a problem conducting monitoring due to its lack of enthusiasm, time, expensive cost, and frequent change of staff.

Additionally, this result is supported by the study of Koehnen, Portela, and Cristóvo (1992, p. 207), which stated that the immediate stages of planning can vehemently contend that inadequate planning and ongoing evaluation are a significant factor in the frequent failure of development projects and extension activities because planners fail to consider the diversity embedded in most situations, different clientele groups are not systematically involved, some (surprisingly, major ones) are neglected, alternative solutions are not carefully compared, and others, the author said Initiating and implementing extension programs require assessment, but a lack of or inadequate needs assessment can lead to a misinterpretation of clients' requirements, priorities, and sincere receptivity to technical assistance, which can result in program failure (Kreitner, 1989).

CONCLUSIONS

After the tabulation and analysis of the gathered data, the following conclusions are drawn:

That majority of respondents were already married, majority of them were women, who also take part most actively in the livelihood initiative run by CBM-NEMSU and majority of responders make their living from their enterprises. The great majority of responders earn between Php1,000 and Php3,000 per month in income.

Victoria Pasalubong Center's members are actively involved in organizing demonstration activities, however there are several difficulties, nevertheless, in the planning, execution, and monitoring phases.

When performing their various duties and roles, the responders profited substantially from the college extension service. The extension operations of the implementers also provided the responders with a wealth of knowledge. Their competence and diligence in completing the necessary task. The knowledge, skills, values, and attitudes of the Victoria Pasalubong beneficiaries have also changed significantly between before and after the program.

RECOMMENDATION

Based on the findings shown above, the following recommendations are presented below.

For the **College**. The college ought to continue to examine and be attentive to the community's requirements as they play a crucial part in the livelihood of the beneficiaries, boosting the success of its extension program. To adequately evaluate the issues of the adopted barangay, there must be an annual evaluation. Also, In order to strengthen its community outreach, the college will carry out similar extension activities in other barangays, which will eventually serve as a source for a comparative study assessment.

For the **Implementers**, in order to fully operationalize the distinction between instruction and extension, it is crucial for the implementers to continuously review and improve the roles and standards of their offices with a focus on preventing and countering challenges faced by the beneficiaries. They also need to be given enough time for the extension activities.

For the **Barangay Officials**. The barangay should appoint a barangay official to oversee extension, cooperation, and links for communication in order to ensure and improve communication between the community and college, and this will also allow members to participate fully and punctually in implemented programs, such as seminars and training.

For the **Beneficiaries**. It is advised that individuals take advantage of any chance the implementers offer to motivate other participants who lack information, skills, values, and attitudes by sharing their professional experiences with other participants.

For the **Future Researchers**. They are urged to examine this study as they will be subjected to further tests regarding community extension programs. It is also advised that future studies look into more data regarding the challenges that they encounter in community extension efforts.

REFERENCES CITED

- 1. Alemu, A., Woltamo, T., & Abuto, A. (2022). Determinants of women participation in income generating activities: evidence from Ethiopia. Journal of Innovation and Entrepreneurship, 11(1), 66.
- 2. Israel, Harder & Brodeur (2011). Planning or Refining an Extension Program: David C Diehl and Sebastian Galindo-Gonzalez.
- 3. Koehnen, T. L., Portela, J., & Cristóvão, A. (1993). Bilateral curriculum development for assistance In food security in Lusophone Africa. In A. Bonano (Ed.), The agricultural and food sector In the new global era (p. 195-212). New Delhi: Concept Publishing.
- 4. KREITNER, R., 1989. Management. Princeton, NJ: Houghton, Mifflin Co Lumbo, S. G., Declaro, M. Y. A. M., Bautista, L. L., Ruedas, E. G., & Casanova, V. S. (2010). Empowering communities for climate change adaptation through sustainable agricultural development extension program (SADEP) in Occidental Mindoro [Philippines]. Journal of ISSAAS [International Society for Southeast Asian Agricultural Sciences] (Philippines).
- 5. Mojares, Juvy. (2015). The Construct of Extension from the University Faculty Perspective.
- 6. Sermona, Nivea Louwah & Tlili, Ismael & Enguito, Ronela & Salvador, Montano. (2020). Implementation of Extension Services in Select State Universities and Colleges in the Philippines.
- 7. Semwenda2016ChallengesFA, Challenges facing agricultural extension in the current institutional context: the case of Hai District, Kilimanjaro Region}, author={Ayub Joshua Semwenda}, year{2016}
- 8. Stern, E (2015). Impact Evaluation: A guide for commissioners and managers. BOND, May 2015.
- 9. Nakanishi Y, Kaneta T and Nishino S (2022) A Review of Monitoring Construction Equipment in Support of Construction Project Management. Front. Built Environ. 7:632593. Doi: 10.3389/fbuil.2021.632593