

THE OUTREACH SERVICES OF SOUTHWESTERN UNIVERSITY:

A PROPOSED INSTITUTIONAL COMMUNITY

EXTENSION PROGRAM

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ABSTRACT

The study assessed the community outreach services of the different colleges of Southwestern University (SWU) in Cebu City. It was conducted in the first semester of school year 2003-2004. The respondents were the staff of the Community Extension Development Office (CEDO), Community Extension Coordinators of the 15 colleges, two schools and one institute; 60 community beneficiaries; and 300 student representatives from the graduating classes.

The study utilized the descriptive method of research. The data collection instrument was a researcher-made questionnaire. CEDO records as well as those from the reports of the different colleges served as other sources of data.

The findings revealed that SWU has implemented a community extension program through its different colleges. Although there is an office tasked to oversee the college extension programs, there was no institutional program adopted yet. Hence, the study came up with a community extension program recommended for institutionalization.

There were varied outreach activities undertaken by the colleges; most of them were course – related with the students as the main implementers. As an institution offering medical curricula, SWU has concentrated its community service on health education and sanitation, medical mission and drug education. Other outreach services such as values formation, education and literacy program, computer literacy training, livelihood projects, marine life preservation and conservation were also rendered to the adopted communities of the colleges.

The community beneficiaries were involved in organizing, implementing and evaluating the community extension projects of the colleges inasmuch as community organizing has been the strategy used. The beneficiaries claimed that their involvement in the outreach activities of SWU has contributed to the promotion of self-reliance, teamwork, sound health and body, social and political awareness and to their intellectual, economic and spiritual development.

It is then concluded that SWU has done its share in the pursuit of community service as an important function of a university. Having created the CEDO is an indication of the priority SWU has given to community extension. Seeing the need for coordination and collaboration of the various colleges, the researcher has proposed an Institutional Community Extension Program (ICEP) for implementation under the supervision of CEDO.

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Community Service stating that "Extension and Training Services be strengthened through the linkage with non-government organizations (NGOs) and government organizations (GOs)". Learning from the researches reviewed, this study will then attempt to find out how SWU can pursue its community service hand and hand with instruction and research. Organizing community extension programs will entail knowledge of the needs of the community to be served and organizing this community for empowerment.

THE PROBLEM

Statement of the Problem

The study assessed the community outreach services of the different colleges of Southwestern University (SWU) in order to design an institutional community extension program.

Specifically, the study attempted to answer the following questions:

1. What community extension program is implemented by the different colleges in SWU in reference to its:
 - 1.1 organizational set-up,
 - 1.2 objectives and
 - 1.3 projects?