

Socioeconomic Profiling of the Partner Community of University of Cebu Lapu-Lapu and Mandaue Campus: Basis for Community Extension Programs

Richie L. Montebon¹, Rafael M. Bachanicha², Melvin Monton³

¹*Community Awareness, Relations and Extension Services (CARES)- Director, University of Cebu Lapu-Lapu and Mandaue, Mandaue City, Cebu, Philippines*

²*Faculty, College of Hospitality and Tourism Management, University of Cebu Lapu-Lapu and Mandaue, Mandaue City, Cebu, Philippines*

³*Community Awareness, Relations and Extension Services (CARES)- Staff, University of Cebu Lapu-Lapu and Mandaue, Mandaue City, Cebu, Philippines*

ABSTRACT: *Community extension is a significant initiative that schools put together to aid in the growth of local communities. Providing community service is about fostering relationships that help communities grow. Socioeconomic profiling can be a helpful tool in finding underutilized services, determining issue regions, developing local community profiles, and producing and improving governance papers when formulating the university's extension services and programs for the communities. This study is a descriptive, quantitative research design conducted on the partner community of the University of Cebu – Lapu Lapu and Mandaue Campus. A total of four hundred thirty-five (435) respondents in this survey were from the Village of Looc Mandaue City. The survey was done face-to-face through the distribution of a questionnaire during the visit to community awareness, relation, and extension services. Thus, this is a convenience sampling in which the form was given only to the respondents who were willing to answer the survey form. This study's primary goal is to determine the profile of the partner community for the CARES office to determine the program that can be offered. Also, to propose a recommendation based on the result of the study.*

Keywords: *Community profiling, community extension, community services, extension program*

I. INTRODUCTION

Providing community service is about fostering relationships that help communities grow. It is intended to promote social and personal growth (Rubio et al., 2016). The development of a community is a dynamic process that involves all areas of the community. The key to this process is establishing and maintaining channels of communication and interaction amongst local organizations that are otherwise focused on their more individualized concerns. (Chua et al., 2014).

Socioeconomic profiling can be a helpful tool for finding underutilized services, determining issue regions, developing local community profiles, and producing and improving governance papers when formulating the university's extension services and programs for the communities (Salud-Payumo et al., 2020; Sharifi, 2016). Community profiling is a tool designed to help professionals understand the variety of stakeholders and issues in the areas where they are undertaking natural resource management by collecting and using diverse data (Rosenthal et al., 2015; Vaidya & Mayer, 2014).

Community profiles are a helpful tool for learning more about the residents of a particular region or community of interest (Ayed et al., 2021; De Guzman et al., 2015). This knowledge can affect who the main stakeholder groups are and how a project proceeds, as well as help establish a plan for community engagement. Profiles can show the diversity within a community, its history, its social and economic characteristics, the level of activity of its residents, and the social and infrastructure services it offers (Tus et al., 2020; Lozano et al., 2019; Floriano, 2014). Profiles can also show how a community is structured (Moncatar et al., 2020). A community profile reveals the degree of interest that community members may have in participating actively in a project and their preferred style of involvement (Oprins & Beerepoot, 2019; Espina Jr, 2018).

The process of profiling itself has the power to increase community members knowledge, interest, and capacity. Creating a profile can foster relationships within a community or stakeholder group as knowledge is explored and generated jointly (van der Walddt, 2019; Goldring, 2017)). The process of community profiling promotes a broader understanding of who the community is. It can assist in identifying those who are most likely to be impacted by a project or change (George et al., 2015; Estacio, 2013).

Community extension is a significant initiative that schools put together to aid in the growth of local communities (Louis & Kruse, 2021) in the areas where the school or other educational facility is located (Bucud, 2018; Yamamura & Koth, 2018). Higher education institutions are expected to have a dependable community extension program by pertinent provisions of Republic Act No. 7722, generally known as the Higher Education Act of 1994, and the Commission on Higher Education Memorandum Order No. 48 Series of 1996. This program may include community service, applied research, and continuing education (www.ched.gov.ph). The University of Cebu- Lapu Lapu and Mandaue Campus developed a community extension office in response to this need so that employees, faculty, and other staff members could pool their knowledge and resources and participate in the social engagement program.

The Community Awareness, Relations, and Extension Service (CARES) office operated as the institutional hub for all of the university's college's community extension initiatives. The community extension program will link to the community by meeting their needs in line with the University of Cebu's Cebu's purpose to democratize high-quality education, be a leader in the industry, inspire hope, and improve lives.

The CARES program of the University of Cebu Lapu-Lapu and Mandaue Campus maintained the spirit of community service through community-based research. The CARES program established the flagship of every department while adhering to the organization's principles and being directed by its vision, mission, goals, and objectives. It has also served as the basis for community service in the partner community.

This study's primary goal is to determine the profile of the partner community in order for the CARES office to determine the program that can possibly be offered. Also, to propose a recommendation based on the result of the study.

II. METHODOLOGY

This study is a descriptive, quantitative research design conducted on the partner community of the University of Cebu – Lapu Lapu and Mandaue Campus. UC is situated at the base of the Mactan Bridge, which links the cities of Cebu and Lapu-Lapu. a higher education school dedicated to providing a real education based on the values of academic achievement, nationalism, and humanism. With its vision statement of democratizing quality education, be the visionary and industry leader, and give hope and transform lives. A total of four hundred thirty-five (435) respondents on this survey from the Village of Looc Mandaue City.

The survey was done face-to-face through the distribution of a survey questionnaire during the visit to community awareness, relation, and extension services. Thus, this is a convenience sampling in which the form was given only to the respondents who were willing to answer the survey form. Most of the respondents are the "Purok" leaders of the Village.

The data was collected only base on the number of responses from the informants. Afterward, the researcher collated and analyzed the data collected from the survey instrument. Ethical considerations are an utmost priority in the duration of this study; thus, the identity of the informants was considered confidential. Ensuring data privacy and confidentiality is another consideration as part of the ethical standard, ensuring that all data collected are exclusively for the purposes of this study only.

III. RESULTS AND DISCUSSION

Table 1 reflects the demographic profile of the respondents. It reveals that most of the mothers and fathers are high school graduates. Regarding employment status, it reveals that most mothers are unemployed, comprising 42.07% of the population, while most of the husbands are employed on a contractual basis comprising 43.22% or 188 respondents. The findings indicate that the income of every family of the respondents is highly dependent on the husband. Unfortunately, there is no job security on the husbands' employment since they are only employed on a contractual basis. When the contract ends, they will no longer have jobs and consequently lose their income.

Most of the respondents, mothers and fathers, are roman catholic comprising 72.87% and 68.28%, respectively, of the total population. Most of the respondents have resided in Village Looc for more than 30 years, and their family structure is nuclear.

Table 1. Demographics of the Respondents

Highest educational attainment of the respondents	f	%
• No Schooling	5	1.15
• Elementary Level	70	16.10
• Elementary Graduate	60	13.80
• High School Level	76	17.47
• High School Graduate	102	23.45
• College Level	73	16.78
• College Graduate	49	11.26
Total	435	100
Highest educational attainment of the respondents' husband		
• No Schooling	18	4.14
• Elementary Level	47	10.80
• Elementary Graduate	53	12.18
• High School Level	89	20.46
• High School Graduate	106	24.37
• College Level	68	15.63
• College Graduate	54	12.41
Total	435	100
Employment Status of the respondents		
• Permanent	86	19.77
• Contractual	109	25.06
• Self-employed	57	13.10
• Unemployed	183	42.07
Total	435	100
Employment Status of the respondents' husband		
• Permanent	97	22.30
• Contractual	188	43.22
• Self-employed	64	14.71
• Unemployed	86	19.77
Total	435	100
Religion of the respondents		
• Roman Catholic'	317	72.87
• Protestant	9	2.07
• Iglesia ni Cristo	23	5.29
• Muslim	8	1.84
• Seventh Day Adventist	23	5.29
• Others	55	12.64
Total	435	100
Religion of the respondents' husband		
• Roman Catholic'	297	68.28
• Protestant	12	2.76
• Iglesia ni Cristo	19	4.37
• Muslim	6	1.38
• Seventh Day Adventist	20	4.60
• Others	81	18.62
Total	435	100
Length of stay in the barangay		
• 0-5 years	65	14.94
• 6-10 years	78	17.93
• 11-15 years	51	11.72
• 16-20 years	36	8.28
• 21-25 years	33	7.59
• 26-30 years	68	15.63
• More than 30 years	104	23.91
Total	435	100

Family Structure		
• Nuclear	188	43.22
• Extended	30	6.90
• Single Parent	109	25.06
• Live-on or Cohabiting	107	24.60
• Blended	1	0.23
Total	435	100

Table 2 shows the housing and environments of the respondents. It reveals that most of the respondents (72.41%) used trash cans and had practiced segregation. Most respondents (75.40%) owned a toilet facility; however, their toilets were not water sealed. The households have open drainage, and foods are not refrigerated but covered. The source of drinking water was from piped and commercial sources. At home, mothers stored water in jars with the faucet. Most households used concrete and wood as housing materials, and respondents claimed they were renting. It was observed that most mothers (61.38%) are not engaged in gardening, and most (75.40%) are also not engaged in livestock raising.

Table 2. Housing and Environment of the respondents

Garbage Disposal	f	%
• Burning	5	1.15
• Compost Pit	3	0.69
• Use of Plastics	88	20.23
• Trash cans (not segregated)	24	5.52
• Trash cans (segregated)	315	72.41
Total	435	100
Toilet Facility		
• Owned Toilet Facility	328	75.40
• Communal Toilet Facility	107	24.60
Total	435	100
If the toilet is owned, what type?		
• Water-sealed with septic tank	97	22.30
• Flush but not water sealed	285	65.52
• Antipolo style (not flushed)	16	3.68
• Balot system (use of plastic)	37	8.51
Total	435	100
Type of drainage in the household		
• Closed drainage	84	19.31
• Open drainage	351	80.69
Total	435	100
Food storage		
• Refrigerated	104	23.91
• Not refrigerated but covered	268	68.51
• Not refrigerated and not covered	63	14.48
Total	435	100
Source of Drinking		
• Piped and commercial sources	435	100
• Artesian well	0	0
• Open dug well	0	0
Total	435	100
Storage of Drinking Water		
• Refrigerator	96	22.07
• Jar with faucet	214	49.20
• Jar without faucet	105	24.14
• Pail with dipper	9	2.07
• Pail without dipper	11	2.53
Total	435	100
Materials of housing construction		

• Concrete	37	8.51
• Concrete and wood	197	45.29
• Wood	185	42.53
• Sacks and Plastic Materials	26	5.98
Total	435	100
Home ownership		
• House is owned	132	30.34
• Living with relatives	91	20.92
• Renting	154	35.40
• House and lot are owned	58	13.33
Total	435	100
Backyard Gardening		
• Yes	168	38.62
• No	267	61.38
Total	435	100
Type of Gardening		
• Vegetables and fruits	102	29.06
• Vegetables only	78	22.22
• Fruits only	18	5.13
• Ornamentals	153	43.59
Total	351	100
Livestock Raising		
• Yes	107	24.60
• No	328	75.40
Total	435	100
Type of Livestock		
• Pigs	5	3.79
• Carabao	0	0
• Chicken	124	93.94
• Goat	3	2.27
Total	132	100

Regarding health, it was found that most respondents (59.54%) did not avail of prenatal check-ups whenever pregnant, but 61.48% of the respondents have availed of the tetanus toxoid. Most respondents (39.54%) did not utilize any family planning method. Respondents have claimed that family members were not sick in the last six months, which led to the non-utilization of medical and dental services in the Barangay Health Center. Most respondents (52.64%) have three children, contrary to their desired number of children, only two.

Table 3. Health

Pre-natal check-up availed whenever pregnant		f	%
• Yes		176	40.46
• No		259	59.54
Total		435	100
Tetanus Toxoid Availed			
• Yes		267	61.38
• No		168	38.62
Total		435	100
Family Planning Method Currently Used			
• Not using any familiar planning method		172	39.54
• Rhythm Method		34	7.82
• Cervical Mucus		1	0.23
• Withdrawal		73	16.78
• Basal body temperature		0	0
• lactational Amenorrhea		0	0
• Contraceptive Pills		20	4.60

Socioeconomic Profiling of the Partner Community of University of Cebu Lapu-Lapu and...

•	Interuterine Device	3	0.69
•	Condom	87	20.00
•	Vasectomy	4	0.92
•	Injectables	23	5.29
•	Bilateral Tubal Ligation	18	4.14
Total		435	100
Desired Number of Children			
•	1	134	30.80
•	2	218	50.11
•	3	35	8.05
•	4	22	5.06
•	5	15	3.45
•	more than 5	11	2.53
Total		435	100
Actual number of children			
•	1	3	0.69
•	2	49	11.26
•	3	229	52.64
•	4	87	20.00
•	5	24	5.52
•	more than 5	43	9.89
Total		435	100
Family member sick within the last 6 months			
•	Yes	176	40.46
•	No	259	59.54
Total		435	100
Utilization of medical & dental check-up at the Health Center (within the last 6 months)			
•	Yes	102	23.45
•	No	333	76.55
Total		435	100

In the aspect of community organization, most of the respondents (64.14%) claimed that they are not members of community organizations. For the respondents who claimed that they are a member of an organization, they were involved with the social and civic group (29.53%), Women's group (27.98%), and religious group (17.62%). Those who were not members of any organization would like to join the women (30.36%), health (14.73%), and religious (14.29%).

Table 4. Community Organization

Member of any community organizations		f	%
•	Yes	156	35.86
•	No	279	64.14
Total		435	100
Membership in community organization (Multiple response)			
•	Religious	34	17.62
•	Women	54	27.98
•	Health	18	9.33
•	Literacy / Education	2	1.04
•	Youth	4	2.07
•	Senior Citizen Group	24	12.44
•	Social and Civic Group	57	29.53
Total		193	100
If you are not a member, will you be interested in joining a community organization			

• Yes	265	60.92
• No	170	39.08
Total	435	100
Membership in community organization (Multiple response)		
• Religious	32	14.29
• Women	68	30.36
• Health	33	14.73
• Literacy / Education	23	10.27
• Youth	7	3.13
• Senior Citizen Group	24	10.71
• Social and Civic Group	29	12.95
• Sports	8	3.57
Total	224	100

V. CONCLUSION

The majority of respondents have completed high school. While husbands work on a contractual basis, mothers do not. Most respondents are Roman Catholic, have lived in Village Looc for more than 30 years, and have nuclear families. The respondents utilized trash cans and implemented segregation in their homes and environments. Although they owned a restroom, none of their toilets were watertight. Mothers did not engage in gardening and livestock raising. Prenatal check-ups were not availed when pregnant, and no family planning techniques were used.

RECOMMENDATIONS

A stable source of income for the family is a key aspect of improving the family's standard of living. Given the findings of this study, which show that most mothers are unemployed and their husbands only have contractual employment, it is wise to launch a livelihood program in the neighborhood. Training and workshops on the various livelihood programs are vital to helping the community members decide which livelihood program to participate in. To inform the community about the numerous family planning options, the community has to hold a lecture on birth control methods.

REFERENCES

- [1]. Ayed, N., Hough, S., Jones, J., Priebe, S., & Bird, V. (2021). Community Profiling: Exploring Homelessness Through a Social Capital Lens. *European Journal of Homelessness* _ Volume, 15(2_).
- [2]. Bucud, R. (2018). The effects of decentralisation on community participation in school-based management in the Philippines (Doctoral dissertation, RMIT University).
- [3]. Chua, V. D., Caringal, K. P., De Guzman, B. R. C., Baroja, E. A. D., Maguindayao, J. B., & Caiga, B. T. (2014). Level of Implementation of the Community Extension Activities of Lyceum International Maritime Academy. *Educational Research International*, 3(3), 19-28
- [4]. De Guzman, A. B., Openiano, A. E., Ologuin, M. M., & Samson, J. J. (2015). Socio-Economics, Institutional Support, and Intervention Programs Toward Sustainable Fisheries Management in Lake Mainit, Philippines. *Journal of Environment and Aquatic Resources*, 3.
- [5]. Espina Jr, N. B. (2018). Planning for Climate Resilient Barangays in the Philippines: The Case of Barangay Tumana in Marikina City, Metro Manila. *Consilience*, (19), 130-162.
- [6]. Estacio, E. V. (2013). Health literacy and community empowerment: It is more than just reading, writing and counting. *Journal of health psychology*, 18(8), 1056-1068.
- [7]. Florano, E. R. (2014). Community governance for disaster recovery and resilience: Four case studies in the Philippines (No. 2014-38). *PIDS Discussion Paper Series*.
- [8]. George, A. S., Mehra, V., Scott, K., & Sriram, V. (2015). Community participation in health systems research: a systematic review assessing the state of research, the nature of interventions involved and the features of engagement with communities. *PLoS One*, 10(10), e0141091.
- [9]. Goldring, L. (2017). The Power of Status in Transnational Social Fields 1. In *Transnationalism from below* (pp. 165-195). Routledge.
- [10]. Louis, K. S., & Kruse, S. D. (2021). Creating Community in Reform: Images of Organizational Learning in Inner-City Schools 1. In *Organizational learning in schools* (pp. 17-45). Taylor & Francis.

- [11]. Lozano, L., Querikiol, E. M., Abundo, M. L. S., & Bellotindos, L. M. (2019). Techno-economic analysis of a cost-effective power generation system for off-grid island communities: A case study of Gilutongan Island, Cordova, Cebu, Philippines. *Renewable Energy*, 140, 905-911.
- [12]. Moncatar, T. R., Nakamura, K., Siongco, K. L., Rahman, M., & Seino, K. (2020). Prevalence and determinants of self-reported injuries among community-dwelling older adults in the Philippines: a 10-year pooled analysis. *International Journal of environmental research and public health*, 17(12), 4372.
- [13]. Oprins, J., & Beerepoot, N. (2019). Meeting social objectives with offshore service work: Evaluating impact sourcing in the Philippines. *Digital economies at global margins*, 249-268.
- [14]. Rosenthal, A., Verutes, G., McKenzie, E., Arkema, K. K., Bhagabati, N., Bremer, L. L., ... & Vogl, A. L. (2015). Process matters: a framework for conducting decision-relevant assessments of ecosystem services. *International Journal of Biodiversity Science, Ecosystem Services & Management*, 11(3), 190-204.
- [15]. Rubio, J. A. M. A., Pentinio, C. V. P., Ascan, J. C., Mendoza, M. C. D., Vito, J. V., & Encio, H. A. (2016). Involvement in community extension program of business administration students in one higher education institution in the Philippines. *Asia Pacific Journal of Multidisciplinary Research*, 4(1), 109-122.
- [16]. Salud-Payumo, C., Monsura, M. P., Magpantay, M., Sanguyo, E., & Guillo, A. C. (2020). Socioeconomic Profiling of Communities Surrounding Polytechnic University of the Philippines as Basis of Extension Programs. *Annals of Tropical Medicine and Public Health*, 23, 8196.
- [17]. Sharifi, A. (2016). A critical review of selected tools for assessing community resilience. *Ecological indicators*, 69, 629-647.
- [18]. Tus, J. H. O. S. E. L. L. E. (2020). The Demographic Profile of the Residents of the Partner Community of St. Paul College of Bocaue: A Basis for Community Action Program. *Asian Journal of Arts, Humanities and Social Studies*, 35-44.
- [19]. Vaidya, A., & Mayer, A. L. (2014). Use of the participatory approach to develop sustainability assessments for natural resource management. *International Journal of Sustainable Development & World Ecology*, 21(4), 369-379.
- [20]. van der Waldt, G. (2019). Community profiling as instrument to enhance project planning in local government. *African Journal of Public Affairs*, 11(3), 1-21.
- [21]. Yamamura, E. K., & Koth, K. (2018). *Place-based community engagement in higher education: A strategy to transform universities and communities*. Stylus Publishing, LLC.