

**LASALLIAN RESEARCH FORUM**  
**La Salle University**  
**Ozamiz City**

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## *Foreword*

Lasallian research forum Volume 15 No. 3 has come featuring research outputs that geared toward community development and extension. The featured studies once again remind everyone in the academe that La Salle University is upholding its research thrust of helping the community improve quality life.

This new issue features six studies of the faculty coming from three colleges of the university, namely: College of Arts and Sciences, College of Business and Economics and College of Nursing that basically give assessments regarding community life.

Three of the studies in this issue have relevance in the policy making for the community. Dr. Rezul R. Mallorca's paper that assesses the existence and extent of alcohol use among children in Brgy. Catadman may of use as basis for designing guidelines and policies that benefit children in the community. Dr. Anna C. Bocar, Mr. Eunel P. Malig-on & Mr. Benjiemen A. Labastin's study that assesses the vision and mission of the Bag-ong Ozamiznon hopefully helps the local government in monitoring the program and at the same time gives feedback regarding aspects of the program that need improvement. The paper done by the three science faculty of the university, Ms. Lessie Mae L. Dela Cruz, Ms. Juvi Mae L. Burgos & Ms. Mary Lizbeth M. Caballo gives information regarding diversity of mangroves along the coastline of Br. Andrew Agri-Aqua Center in Binuni, Bacolod. Knowing the status of the coastal resource in the area may benefit not only the land managers and owners of the property but also the policy makers of the community.

Another two studies in this issue showcase what are the competencies of people in the community and how the university

may be of help to them. The study penned by Dr. Julieta R. Betonio initiates improvement of the community people's quality of life by specifically designing programs for business operators to aid them in developing the necessary competencies in managing their own business enterprises. On the other hand, Ms. Cristilyn Yting's paper showing feasibility study to assess whether hog fattening and sow breeding can help the non-working housewives in Brgy. Malaubang earn a living is also a great help to the community. The result of her study serves as basis for the community extension of the College of Business and Economics Student Organization.

Lastly, the study of Mr. Kem Sperry Nhero Cuizon, Ms. Xyza Quimno & Ms. Aleli Mirabueno presents the job satisfaction of staff nurses at Mayor Hilarion A. Ramiro Sr. Regional Training and Teaching Hospital. The result of the study may provide hospital's administration with necessary information to improve the morale of the nurses which could be a venue of improving the quality of their life and quality services to the clientele in the community.

La Salle University has undeniably fulfilled its promise of consistently providing excellence in community service. Deep gratitude is extended to the writers in this issue. The university's footprint in living up to academic excellence is featured in the next issue.

# **Assessment on the Existence and Extent of Alcohol Use in Barangay Catadman**

**Rezyl Mallorca**  
*College of Arts and Sciences*

## **Abstract**

This study aimed to assess the existence and extent of alcohol use among children in Brgy Catadman, Ozamiz City. This study used descriptive research design. The children, adult and officials were the respondents of the study. It was found out that Alcohol use among children, though not reported to the barangay authority, was present in Brgy. Catadman, Ozamiz City; children took alcohol when they were about 11 to 17 years of age and peers influenced children to take alcohol. Despite the alcohol experience, children do not consider themselves alcoholic. Almost all children who are alcohol drinkers were able to take alcohol at least once a month before the study was conducted. There is no existing ordinance or committee regarding alcohol use among children in Brgy. Catadman.

## **1. Introduction**

Youth are believed to be the nation builders of the future. As the most famous hero in the Philippine history said, the youth is the hope of the fatherland. They are the hope probably because they are seen to exist longer years than the older ones; they are seen to be more energetic, idealistic, more favorable to changes and they are those who will takeover the world in their own time when the older ones are gone. The children today determine what will become to a nation of tomorrow. At least that was what Rizal believed many years way back.

Taking a glimpse on the children nowadays brings one into a deep thinking which leads to the feeling of being unsure whether the youth really are the hope of the nation. News on the television

portrays different stories on children being the offenders of the crime and being the victims as well. Alcohol use among children is one of its features from time to time. While there may be no statistics available regarding alcohol use among children in the Philippines, it has been estimated that over three million teenagers are alcoholics in America (Focusas.com, 2008). Valbuena (2006) has pointed out that the presence of consequences of alcohol intoxication is very obvious in the community and home of Filipinos. She further said that cases of sexual and drug abuse, suicide and violence among Filipinos have been caused by habitual drunkenness or alcohol intoxication.

Amid these literatures, people taking alcohol should be more concerned, more specifically with regard to children. Hence, this study was made to assess the existence and the extent of alcohol use among children in Brgy. Catadman. It is the desire of the researchers to broaden the scope of the study some other time in the future.

#### Statement of the problem

This study aimed to assess on the existence and extent of alcohol use among children in Brgy Catadman, Ozamiz City. Specifically, it sought to answer the following questions:

1. Does alcohol use among children exist in Brgy. Catadman, Ozamiz City?
2. At what age do these children have their first alcohol drinking experience?
3. How frequent do these children take alcohol as reported by?
  - a. Adult respondents
  - b. Children respondents

4. Is there any ordinance and committee created by Brgy officials regarding alcohol use among children?
5. What influence the children to take alcohol as reported by:
  - a. Adult respondents
  - b. Children

### Significance of the Study

With the completion of this study, the Brgy officials will be given research-based information regarding the status of the alcohol use among the minor residents in their place. It would in turn guide them formulate and promulgate safety measures to address such children welfare concern.

The result of this study may also be beneficial to parents by knowing the influences responsible for their children's behavior of taking alcohol. In this way, they could also be able to think of ways that will keep their children away from alcohol use.

More so, the community will also benefit from this through having an environment free from delinquent acts and problematic children.

Lastly, growth and development free from hassles and conflicts may be experienced by children especially when the community people as well as barangay officials will be supporting one another for the their (children) welfare.

### Scope and limitation of the study

The study was confined only to the adults, children and barangay officials' responses of Barangay Catadman, Ozamiz City taken through survey questionnaires designed by the researchers for the study. The limitation of the study is that gathering responses was done by the community people not by the researchers.

Collation of data was done by GITIB staff. The interpretation and analysis of the results of the study were based on the submitted data from the GITIB foundation.

## 2. Methodology

This study used descriptive research design since it only aimed to describe the existence and extent of the presence of alcohol use among children in Brgy Catadman. Brgy. Catadman is the adopted barangay of the university where community extension of the school is poured.

The study selected children, adult and officials to be the respondents of the study. The researchers made use of a questionnaire especially designed for the study. There are three sets of questionnaires designed for the three groups of respondents. Data were gathered by the community people who were identified by the officials of the barangay. Since this study is a collaborative effort of the three agencies namely the authorities of Brgy Catadman, GITIB and LSU, GITIB foundation which was tasked to collate the data while LSU was left to make the interpretations and analysis as well as to come up with the final paper.

Percentages and frequency distributions were only statistical tools used in this study.

## 3. Results and Discussion

Table 1: Presence of Alcohol use as reported by Adult respondents

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	217	61.30
No	128	36.16
No answer	9	2.54
Total	354	100.00



The adult respondents observed that alcohol use among children is present in Barangay Catadman. As can be noted in the table above, most responded yes when asked if they have known children in their place who are into alcohol use despite their being minors.

Table 2: Presence of Alcohol use as reported by Brgy Officials

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	0	
No	5	100.00
Total	5	100.00

Despite the observation of the adult respondents regarding minors using alcohol, officials claimed that there were no reported cases kept in the record of the barangay regarding alcohol use involving children. This could mean that though minors were into alcohol use as claimed by adult respondents as depicted in Table 1, nobody dares to report such case to authorities in Barangay Catadman.

Table 3: Age Distribution of Alcohol users as reported by adult respondents

<b>Age Range</b>	<b>Frequency</b>	<b>Percentage</b>
5-10 years	3	
11-14 years	45	
15- 17 years	189	
No answers	133	

As observed by adult respondents, most of the children who are using alcohol are aged 15-17 years old. Such observation is depicted in Table 3. It is worthy to note that among the age range of minors included in the study, almost all who use alcohol are in their adolescent stage. Erikson, in his psychosocial stages of development describe children at this stage to have the tendency for getting maladaptations and malignancies like fanaticism and repudiation (Boeree, 2006). It is the stage in one's life where peer groups and role models are with significant relations.

Table 4: Influences of Alcohol use as perceived by adult respondents

<b>Influences</b>	<b>Frequency</b>	<b>Percentage</b>
Peer Influence	204	57.63
Curiosity	61	17.23
Mother	9	2.54
Father	2	.56

Further, results in Table 3 may have bearing in the figures presented in Table 4. Adult respondents perceived that peer influence among others is responsible for pushing these minors to go into alcohol use in their place seconded by curiosity. This affirms what Erikson said regarding fanaticism, repudiation, peer groups and role models that characterize adolescents. Since, minors during the adolescence period are significantly influenced by peers, whatever is believed by peers could also be the same belief of the adolescent. If their peers are into alcohol use, there is a tendency that the adolescent will also get involved. His beliefs is influenced by what is believed by his peers which tantamount to fanaticism in Erikson's psychosocial development theory. More so, repudiation is a tendency of adolescent to fuse him to a group that provides details on his identity as a way of rejecting the adult world. This may also explain why only 11 of the adult respondents believe that parents are the ones that influenced minors to drink alcohol. It goes to show that good ways of most parents by not taking alcohol is not accepted by most minor in Barangay Catadman.

Table 5: Frequency of Alcohol use for the past month as observed by adult respondents

<b>No. of times</b>	<b>Frequency</b>	<b>Percentage</b>
Once	41	11.58
Twice	110	31.07
None	166	46.90
More than 2	37	10.45
Total	354	100.00

More so, majority of the adult respondents (53.11) claimed that a month before the study was conducted; children alcohol users

were able to drink alcohol either once or twice. There were even a number who were able to drink more than two times.

Table 6: Children's Alcohol Drinking Experience

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
Experienced	105	30.43
Have not experienced	231	66.96
No answer	9	2.61
Total	345	100.00

When children respondents under the study were asked about whether they have taken beer and or wine, majority of them said they have not experienced drinking yet. There were only 30.43 percent among children who are considered alcohol users in Brgy. Catadman during the time the study was conducted. Indeed this means that alcohol use among minors in Brgy Catadman is present nowadays.

Table 7: Age during the first alcohol use experience

<b>Age Range</b>	<b>Frequency</b>	<b>Percentage</b>
5-10 years	18	17.14
11-14 years	37	35.24
15- 17 years	37	35.24
No answers	13	12.38
Total	105	100.00

Among the 105 alcohol users, majority (70.48%) of them claimed that they had their first drinking experience when they were about 11-17 years old. This confirms the observation of the adult respondents which is shown in Table 3.

Table 8: Amount taken during the first alcohol use experience

<b>Quantity Range</b>	<b>Frequency</b>	<b>Percentage</b>
One shot	34	32.38
One glass	59	56.20
One small bottle	10	9.52
One big bottle	2	1.90
Total	105	100.00

Further, when children were asked the specific amount of alcohol taken during their first drinking session, majority said they only had a glass. This could somehow explain that on their first session, children may have the thinking of taking beer or wine as a tryout phase having only minimal amount taken in.

Table 9: Influences of alcohol as claimed by the children

<b>Influences</b>	<b>Frequency</b>	<b>Percentage</b>
Peer influence	57	54.29
Curiosity	40	38.10
Disappointed or dismayed with the family	8	7.62
Family influenced	5	4.76

Further, when children were asked what pushed them to take alcohol, majority responded that their friends and or peer groups are the number one motivation seconded by curiosity. Few claimed that they take alcohol because they are disappointed with their family. This confirms the result of this study in Table 4 that demonstrates perception of adult respondents as to what influences minors in their barangay to take alcohol.

Table 10: Frequency of alcohol use intake

<b>No. of times</b>	<b>Frequency</b>	<b>Percentage</b>
Once	47	44.76
Twice	32	30.48
More than 2	18	17.14
No answer	8	7.6

When asked about how many times they were able to take alcohol after their first experience, most (44.76%) of the children respondents said once, but others said twice and even some said more than two times. This means that almost all who had tried taking alcohol continue using alcohol

Table 11: Frequency of alcohol use for the past month

<b>No. of times</b>	<b>Frequency</b>	<b>Percentage</b>
Once	28	26.67
Twice	24	22.86
None	51	48.57
4 times	2	1.90

For the past month, majority (51.43%) of the children respondents claimed that they were able to take alcohol again, two of whom were able to take four times while twenty eight claimed they had taken alcohol once last month.

Table 12: No. of children who considered themselves alcoholic

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
Alcoholic	12	11.43
Non-alcoholic	93	88.57
Total	105	100.00

Lastly, when asked whether they can consider themselves alcoholic, majority of the children claimed that they are not as reflected in Table 12. Such response could be possibly influenced by children's thought that an alcoholic person is the one who always get drunk everyday. Since, as they claimed in Table 10 and 11, majority of them only took alcohol once or twice after their first experience and for the past month, they have not been drunk everyday; thus they are not alcoholic.

Table 13: Availability of Brgy. Ordinance and a Body/Committee regarding Alcohol use among children

<b>Responses</b>	<b>Ordinance</b>		<b>Body/Committee</b>	
Presence	0	0.00	0	0.00
Absence	5	100.00	0	100.00
Total	5	100.00	5	100.00

The table above shows that Brgy Catadman has no existing ordinance regarding alcohol use among children. It follows then that there is no committee assigned because there is no law to implement. It has been a common observation that policies are only formulated when a problem exists. Since there are no reported cases regarding alcohol abuse among minors based on the record kept in the barangay office, as reflected in Table 2, this could be the possible reason why there was no ordinance much more a committee created to address such concern.

#### 4. Conclusion and Recommendations

This section discusses the researchers' conclusions and recommendation after findings are analyzed and interpreted.

Based on the findings of the study, the following concepts are generated:

1. Alcohol use among children, though not reported to the barangay authority, is present in Brgy. Catadman, Ozamiz City.
2. Children took alcohol when they were about 11 to 17 years of age.
3. Peers influence children to take alcohol.

4. Despite the alcohol experience, children do not consider themselves alcoholic.
5. Almost all children who are alcohol drinkers were able to take alcohol at least once in a month before the study was conducted.
6. There was no existing ordinance or committee regarding alcohol use among children in Brgy. Catadman.

### Recommendations

The researchers believe that the following ideas can be of help to the following recipients:

1. The Barangay officials should take necessary precautions and measures so as not to increase the number of children involved in alcohol use among children in their place. It could be good if they can make measures to address those children who are already into alcohol use.
2. Parents should be made aware regarding the presence of alcohol use among children in their community. They should also be informed on what deduced these children into taking alcohol. Parents should be encouraged to know the friends and peers their children are dealing with so they could make preliminary actions.
3. Community should be vigilant and do appropriate actions to report to the authorities regarding this children's concern. In this way, appropriate measures can be formulated.
4. A correlational study regarding alcohol use and petty crimes committed among children must be made.

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# **Diversity of Mangrove in Br. Andrew Gonzales Agri-aqua Center, Binuni, Bacolod, Lanao del Norte**

**Lessie Mae L. DelaCruz**  
**Juvi Mae L. Burgos**  
**Mary Lizbeth M. Caballo**  
*College of Arts and Sciences*

## **Abstract**

The study was conducted last February 20, 2010 to assess the Diversity of Mangrove in Br. Andrew Gonzales Agri-aqua Center, Binuni, Bacolod, Lanao del Norte. Sampling used was the transect line method. A total of (4) species were identified in the area and *Sonneratia caseolaris* had the greatest number of individuals among all the species identified. The Index of General Diversity (H) value was 0.82520 which suggested that the area's diversity is relatively low.

## **1. Introduction**

The De La Salle Brothers owned a three-hectare property in Binuni, Bacolod, Lanao del Norte which is now used as a venue for activities like science fieldtrips, retreats and recollections of the students, staff and faculty of La Salle University Ozamiz. As cited by Quinco (2007), the property, situated two hundred meters from the national highway, can be utilized as an agribusiness farm. The Br. Andrew Gonzales Agri-aqua Center is a typical coconut farm in which the coastline is covered with mangrove trees.

Approximately three-fourths of the coastline of the Earth, specifically in the tropics, is lined with trees that can tolerate high salt content, the Mangroves. Mangrove trees are one of nature's most amazing creations because these trees are able to survive and perform in one of nature's most harsh environments, the intertidal zone. The Philippines is a country composed of more than 7 000 islands, bordered by almost 18 000 kilometers of coastline and 27

million hectares of coastal waters (Primavera, 2000). According to the study of Primavera (2000) on the Development and Conservation of Philippine Mangroves, there has been a decline in Philippine mangroves, from half a million hectares in 1918 to 120 000 hectares in 1994, primarily due to local residents using mangroves as fuel wood. According to DENR data (1996), as cited in Primavera (2000), approximately 80 400 hectares of Mangroves are located in Mindanao. These swamp ecosystems serve as breeding grounds for different species of marine life and mangrove trees trap sediments which will lead to the development of a terrestrial ecosystem. Mendoza and Alura (2001) noted that mangrove forests, along the eastern coast of Samar, play an important role in the protection of the coastline with coconut plantation. Specifically, the researchers noted that in areas without mangroves, the coconut trees were uprooted and riverbanks were easily eroded due to wave action.

With the desire to develop active awareness in response to environmental issues, La Salle University Ozamiz, has made various efforts in developing the coastal area of the Br. Andrew Gonzales Agri-aqua Center like planting mangrove seedlings along the coastline and monitoring the survival rate of the saplings; however, there is no available information on density and species diversity in the area. Thus this assessment study of the species diversity of mangroves along the coastline of Br. Andrew Gonzales Agri-aqua Center would hopefully guide the land managers and owners of Br. Andrew Gonzales Agri-aqua Center and also the policy makers of Binuni, Bacolod, Lanao del Norte on the status of this coastal resource.

## The Problem

This study aimed to assess the diversity of mangrove species found along the coastline of Br. Andrew Gonzales Agri-aqua Center. Specifically, this study intended to:

1. account the number of mangrove species and
2. determine the species diversity of mangroves

### Scope and Limitation of the Study

This study was conducted with only one trial on February 20, 2010. This study focused on the frequency/number of species, species density, and abundance and importance value.

## **2. Methodology**

This study was integrated as one of the laboratory activities of Natural Science 5 (Ecology and Field work), a 3-unit course taken by BEED, BSED-Bio and BSSW students. Sampling was done from 7:00 am to 5:00 pm last February 20, 2010. Three (3) sampling stations were identified, situated in Br. Andrew Gonzales Agri-Aqua Center, Binuni, Bacolod, Lanao del Norte. These sampling stations were labeled as: Station 1, Station 2 and Station 3.

### Research Locale

Sampling Station 1 was the part of the coastline situated at the end part of the property of Br. Andrew Gonzales Agri-Aqua Center, Binuni, Bacolod, Lanao del Norte going to Ozamiz City; Sampling Station 2 was situated at the heart of the property, where researchers observed a large quantity of mangrove species; and Sampling Station 3 was the part of the coastline situated at the end part of the property going to Iligan City.



Figure 1. Map of Binuni, Bacolod, Lanao Del Norte.

In each sampling station, different species of mangrove were accounted. The circumference of trees at breast height of the accounted trees was recorded and the vegetation density, relative density, frequency, relative frequency, dominance, relative dominance, genus importance value, index of dominance and index of general diversity using transect line and quadrant method were assessed.

#### Data Gathering Procedure

A transect line starting from the shoreline was established in each 3 stations. A 5m x 5m quadrant side by side of the transect line at 2m interval from the shore seawards was then layout by each group.

All trees within the 5m x 5m quadrant were measured; the circumferences of trees at breast height by using a tape measure and the number of individuals by species by count were recorded. For documentation, pictures were taken to each species to identify the species name.

By which if the species of mangrove were not identified immediately in the field then pictures were taken from the root system. Leaves, flowers and fruits were collected for further identification.

### Species Assessment Determination

The following data were obtained for the analysis of the density, dominance, frequency and diversity of the mangroves in Br. Andrew Gonzales, Agri-Aqua Center, Binuni, Bacolod, Lanao del Norte.

1. **DENSITY OF A SPECIES (D)** – the number of individuals in each quadrant.

$$D = \frac{\text{Number of individuals of sp.1}}{\text{total area sampled}}$$

2. **RELATIVE DENSITY OF SPECIES (RD)** – the proportion of the density of the genus to the total density of all species.

$$RD = \frac{\text{density for a species}}{\text{total density for all species}} \times 100$$

3. **DOMINANCE OF A SPECIES** =  $\frac{\text{basal area of sp. 1}}{\text{total basal area of all samples}}$

4. **RELATIVE DOMINANCE OF SPECIES** – the proportion of the dominance of the species to the total dominance for all species.

$$= \frac{\text{dominance of a species} \times 100}{\text{total dominance for all species}}$$

5. **FREQUENCY OF A SPECIES** = number of quadrants where sp.1 occurs

6. **RELATIVE FREQUENCY OF A SPECIES** - the proportion of the frequency value of the species to the total frequency for all species.

$$= \frac{\text{frequency value for a species}}{\text{total frequency for all species}} \times 100$$

7. **IMPORTANCE VALUE** = Rel. density + Rel. frequency + relative dominance

8. **INDEX OF DOMINANCE** =  $\sum (n_i/N)^2$   
 $n_i$  = importance value of species 1

$N$  = total of importance value of all species

9. **INDEX OF GENERAL DIVERSITY (H)** – a modified version of Shannon's index of diversity which is applied only on the species level

$$H = - \sum (n_i/N) \log (n_i/N)$$

If :  $H > 1$  ; diversity is high

$H < 1$  ; diversity is low

### 3. Results and Discussion

#### A. Mangrove Component

Mangroves in Br. Andrew Gonzales Agri-aqua Center, Binuni, Bacolod, Lanao del Norte have a substrate of sandy-muddy. Four (4) species of mangroves were identified during the survey in the area and discussed in the following pages



Figure 2. Mangrove Site in Br. Andrew Gonzales Agri-aqua Center, Binuni, Bacolod, Lanao del Norte

#### B. Identification, Classification and Description of Species found in the Sampling Site

##### ***1. Sonneratia caseolaris* (Linnaeus) Engler**

Smaller trees than *Sonneratia alba*. Petioles and the inner sides of sepals are reddish.

The calyx is flat. This plant occurs in the same habitat as *Sonneratia alba*.



Figure 3. *Sonneratia caseolaris*

(Linnaeus) Engler	Genus: <i>Sonneratia</i>
Class; Dicotelydonae	Species: <i>caseolaris</i>
Family: Sonneratiaceae	Common name: Firefly Mangrove



Figure 4. *Rhizophora mucronata* Lamarck

Class; Dicotelydonae	Genus: <i>Rhizophora</i>
Family: Rhizophoraceae	Species: <i>mucronata</i>
	Local name: "Bakuan-babae"





Figure 5. *Xylocarpus mekongensis*

Order: Sapindales  
Family: Meliaceae

Genus: *Xylocarpus*  
Species: *mekongensis*



Figure 6. *Avicennia officinalis*

Class: Magnoliopsida  
Order: Lamiales  
Species: *officinalis*

Family: Acanthaceae  
Genus: *Avicennia*

## Ecological Indices of Mangrove Species

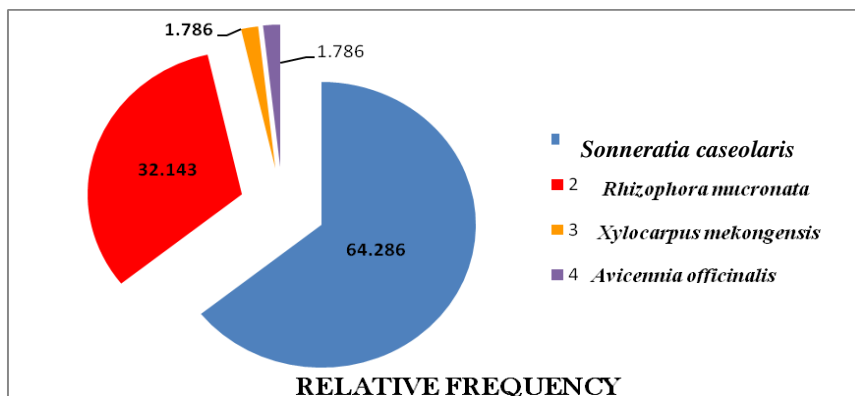


Figure 7. Pie Graph showing the Relative Frequency of Mangrove Species

Along with the four species of mangrove present in the area, the most frequent species are *Sonneratia caseolaris* having an average of 64.29% followed by *Rhizophora mucronata* with an average of 32.14% and the least frequent species are *Xylocarpus mekongensis* and *Avicennia officinalis* having an average of 1.79%.

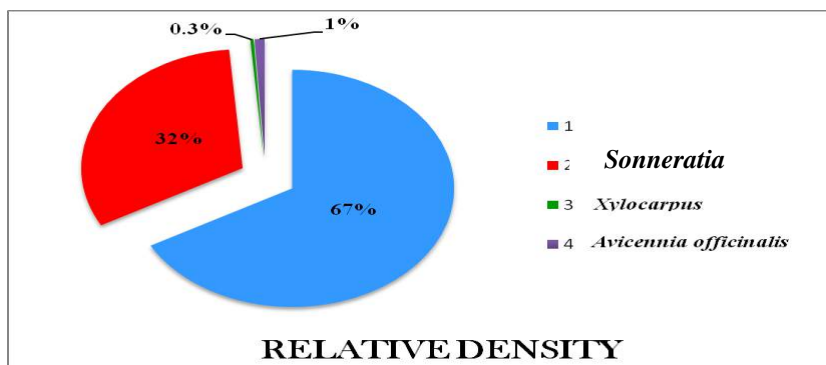


Figure 8. Pie Graph showing the Relative Density of Mangrove Species

In Relative Density, *Sonneratia caseolaris* is the densest species among the four species identified during the survey. It has a

Relative density value of 67% which means that it is the most numbered individual in the area. *Rhizophora mucronata* ranks as second among the four with the relative density value of 32%, *Xylocarpus mekongensis* and *Avicennia officinalis* are the rare species having the least value of 1% and 0.3% respectively.

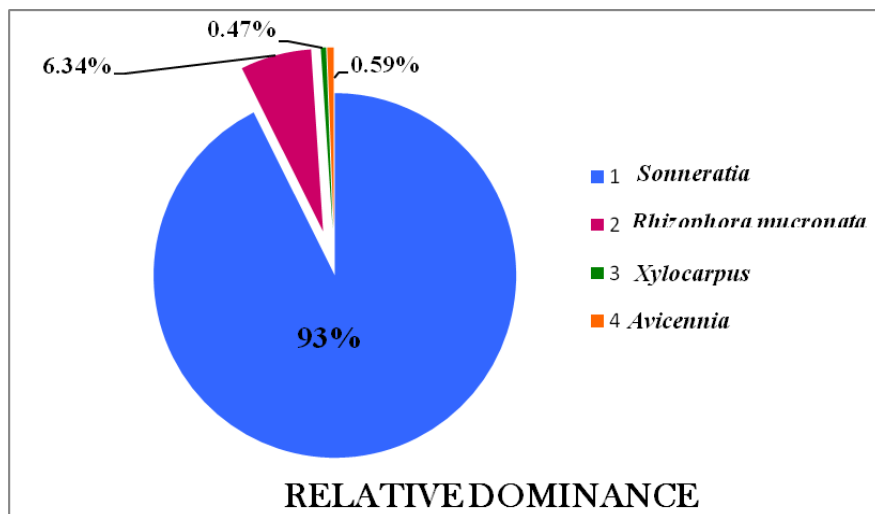


Figure 9. Pie Graph showing the Relative Dominance of Mangrove Species

The species having the highest Relative Dominance value was *Sonneratia caseolaris* with a value of 93%, followed by *Rhizophora mucronata*, *Xylocarpus mekongensis*, *Avicennia officinalis* with the value of 6.34%, 0.59%, and 0.47% respectively. Thus, it implies that *Sonneratia caseolaris* is the most dominant species among the four species identified.

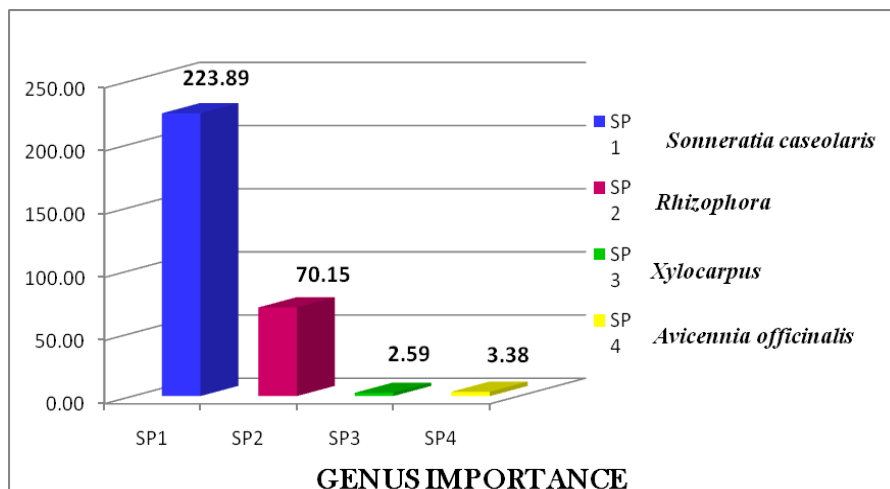


Figure 10. Bar Graph showing the Genus Importance Value of Mangrove Species

Bar Graph showed that *Sonneratia caseolaris* has the highest importance value of 223.89 followed by *Rhizophora mucronata* with the value of 70.15. *Xylocarpus mekongensis* and *Avicennia officinalis* has the least GIV having only 3.38 and 2.59 GIV.

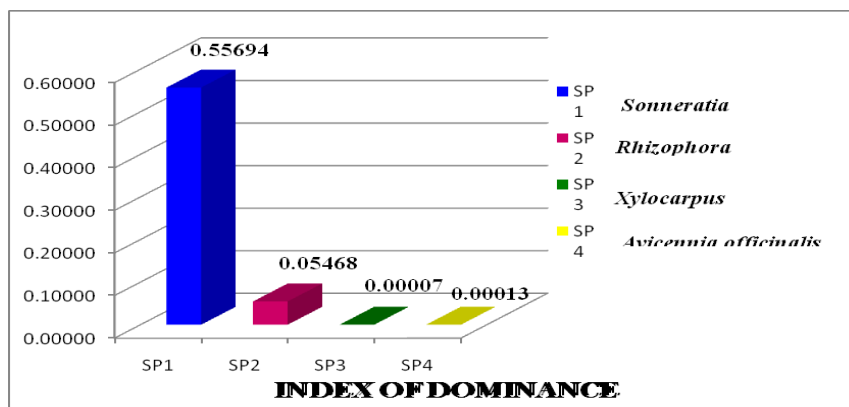


Figure 11. Bar Graph Showing the Index of Dominance of Mangrove Species

The Index of Dominance showing that *Sonneratia caseolaris* is 0.55694 which will be equal to 1 suggests that it is a dominant species among all the species identified in the area as compared to the Index Dominance value of *Rhizophora mucronata* ( 0.05468), *Xylocarpus mekongensis* (0.00007) and *Avicennia officinalis* (0.00013).

#### Index of General Diversity (H)

The H value of all the species identified in the area is 0.82520 which indicates that the diversity is low as far as the mangrove species are concerned.

Thus, mangrove species must be properly managed, rehabilitated and protected with the involvement of the people surrounding the area and management can be made more effective in sustaining the productivity of the mangroves.

### **4. Summary, Conclusion and Recommendation**

#### Summary

A total of 300 individuals were accounted in the study belonging to the four (4) different identified genera. They were *Sonneratia* having 201 individuals, *Rhizophora* with 95 individuals and the least individuals was *Xylocarpus* with only 1 tree present together with *Avicennia* having only 3 individuals.

As to the Frequency, Density and Dominance of all the species *Sonneratia caseolaris* had the highest rank for having a Relative Frequency of 64.29%, Relative Density of 67% and a Relative Dominance of 93%. Lowest on the rank for Relative Frequency were *Xylocarpus mekongensis* and *Avicennia officinalis* for having a value of 1.79%. For Relative Density and Relative Dominance, *Xylocarpus mekongensis* rank as the least among all

the species for having a Relative Density of 0.3% and a Relative Dominance of 0.47%.

## Conclusion

The species diversity in Br. Andrew Gonzales Agri-aqua Center is low concerning the Index of General Diversity (H) value of 0.82520 which is less than 1. The dominant mangrove species is *Sonneratia caseolaris* (Linnaeus) Engler having a value of 0.55694 which is equal to 1. This suggests that the dominance of all species is not shared and only dominated by one species which is *Sonneratia caseolaris*.

## Recommendation

Recognizing the ecological importance of mangrove and the need for coastal management, the researchers recommend the following:

1. The mangrove forest in Br. Andrew Gonzales Agri-aqua Center should be preserved so that it can protect against coastal erosion.
2. Mangrove reforestation should be intensified since there is low species diversity in the area. Moreover, species aside from those already common in the area should be planted.
3. Physio-chemical parameters such as salinity, water pH, turbidity, salinity, water velocity and temperature should be studied for these are some factors that may also affect the mangrove diversity in the study site.

As recommended by a team of marine biologists, headed by Dr. Wilfredo Y. Licuanan, during an ocular inspection done in March 31, 2009:

4. Some of the rocks, especially those around the large mangrove trees should be redistributed to allow the spreading of mangrove roots.
5. Wave-tolerant mangrove species in the spots where the rocks are removed to help stabilize the sediments should be planted.
6. A garbage segregation scheme that should be strictly implemented should be set up. Covered trash cans should be placed along prominent places within the Center. Also, biodegradables should be composted while non-biodegradable should be, if not hauled back to Ozamiz, brought home by visitors.

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The researchers would like to acknowledge the contribution of the 44 students who were enrolled in Nat Sci 5E and MicroPara (during the 2<sup>nd</sup> semester, SY 2009-2010) for serving as assistant researchers during the gathering of data.



## APPENDICES

### Appendix 1. Mangrove Study Site and Laying of Transect Line



### Appendix 2. Data Collection (Basal Area Measurement)



### Appendix 3. Consolidated Values of all Species Assessment Data

	<i>Sonneratia caseolaris</i>	<i>Rhizophora mucronata</i>	<i>Xylocarpus mekongensis</i>	<i>Avicennia officinalis</i>	Total
Density	0.217	0.103	0.001	0.003	0.324 3243 2
Relative Density	67	31.67	0.333	1	
Dominance	0.926	0.063	0.005	0.006	1
Relative Dominance	92.6	6.34	0.47	0.59	
Frequency	36	18	1	1	56
Relative Frequency	64.29	32.14	1.786	1.786	
Diversity	67	31.67	0.333	1	
Genus Importance Value	223.9	70.15	2.589	3.376	300
Index of Dominance	0.557	0.055	7E-05	1E-04	0.611 8207 5

**Hog Fattening and Sow Breeding for Non-Working Housewives  
of Purok II, Barangay Malaubang, Ozamiz City: A Basis for  
the Community Extension Program of the College of  
Business and Economics Student Organization**

**Cristilyn Yting**  
*College of Business and Economics*

**Project Rationale**

La Salle University's slogan "Youth for Excellence and Service" manifests its response to its Vision-Mission to be the center of excellence in its three (3) major functions of teaching, research and community extension. It commits itself to the inculcation of the core Lasallian values of being competent, committed, compassionate, confident and Christian and to the development of students' critical social awareness that leads to being sensitive and responsive to the needs of the less fortunate. It is in this context that the College of Business and Economics Student Organization (CBESO) undertakes this project in order to help improve the financial condition of the non-working housewives of Purok II, Malaubang, Ozamiz City. It is also in the area of community extension that the students, through the college organization can help fulfill one of its major functions, while the other two would be the concentration of the university personnel.

The partner barangay, Malaubang, has a total population of seven thousand seven hundred ninety seven (7,797) concentrated in one thousand three hundred twenty-seven households (1,327). There are six (6) puroks in the barangay. Purok I has three hundred forty-two (342) households and is mostly at the seaside, which makes the houses very close to each other and some of the houses are reached by the sea during high tide. Eighty (80) percent of the households earn below eight thousand pesos (P 8,000.00) per month and seventy (70) percent of which has more than three (3)

children. This purok is a squatter's area. Purok II has two hundred seventy-six (276) households and some of the houses are at the seaside but most are far from the sea and will not be reached by high tide. Seventy-five (75) percent of the households earn below eight thousand pesos (P 8,000.00) per month and sixty (60) percent of these households have more than three children. This purok is also a squatter's area. Purok III has two hundred fifty-nine (259) households and these are fragmented by the riverside, seaside and some are near on both bodies of water. Eighty (80) percent of the households have an income below eight thousand pesos (P 8,000.00) and have more than three children. Purok IV has ninety (90) households located away from the sea and some houses are at the riverside or above the riverbanks. Seventy-eight (78) of the households have an income of below eight thousand pesos (P 8,000.00) with ninety (90) percent of these households have more than three (3) children. This purok is a squatter's area. Purok VI has two hundred twelve (212) households located at the road to the right side of the crossing of the barangay and going down to "Fisheries". Seventy (70) percent of the households earn below eight thousand pesos (P 8,000.00) and fifty-five (55) percent of these households have more than three dependent children. Purok V, the last purok, is located at the foot of the Bukagan Hill with one hundred forty-eight households, Twenty (20) percent of which have an income of below eight thousand pesos (P 8,000.00) and thirty (30) percent of which have more than three (3) children.

From the profiles of every purok, it is but logical to choose Purok II as the purok of concentration of the project because it is where the urban poor of Suricon (the squatter's area between Cotta Shrine and the Pier) were relocated. Although in terms of squatter's area and number of households, it is only second to purok I, but it has a wider area compared to the Purok I because this purok is mostly located at the seaside with practically less space/backyard available for either hog fattening or sow breeding. For monitoring purposes, it is best that the project is concentrated in only one purok. Since the partner barangay, specifically the chosen purok,

has one hundred ninety three (193) households earning below eight thousand (P 8,000.00) and one hundred sixteen (116) households with more than three (3) children, it is but necessary to extend help and support by providing a livelihood project for the non-working housewives so that they have a means of earning to help their husbands support their families and thereby, improving their living condition.

### Project Objectives

The main objective of the project is to provide selected housewives of Purok II, Malaubang, Ozamiz City an additional income through hog raising and sow breeding in their respective backyards. This could add to the self-esteem of these housewives for they can now contribute to the family income that will lead to the improvement of their living condition.

This project also aims to intensify the social involvement of the students who are members of the College of Business and Economics Student Organization. This project could greatly help improve the leadership and management skills of the officers and appointees of the college organization for they will be the ones to supervise, monitor and evaluate the entire operation of the project.

### Project Beneficiaries

The beneficiaries of the project are five (5) non-working housewives of Purok II of the partner barangay of the institution, Malaubang, with a small space in their backyards for the piglets to be raised and breed as an additional income to supplement their expenses.

The project will also benefit the community that these housewives belong since this project will add to the income of their families; thus they will not be dependent on the barangay. If their

living conditions will improve the community where they belong will also progress.

### Project Site

The project site will be at College of Business and Economics Student Organization Office, second floor of the Student Center, La Salle University and at the Purok II barangay of Malaubang, Ozamiz City.

### Implementing Organization

The College of Business and Economics Student Organization in collaboration with the Institutional Social Concern Office and Provincial Government of Misamis Occidental will be the implementing organizations for the project.

### Project Description

The project will be a collaboration of the College of Business and Economics Student Organization (CBESO), Provincial Government of Misamis Occidental, Institutional Social Concern Office and the barangay officials of Malaubang. The piglets are provided by the Provincial Government of Misamis Occidental and are channeled through the CBESO. CBESO with the help of a barangay official who will look for the deserving beneficiaries and will also provide the feeds. The beneficiaries are determined through the assistance of the barangay official by providing the partner college with names and profiles of the non-working housewives in his area. The organization officers will conduct an ocular inspection and interview the prospect housewives to assess their suitability to the project. The non-working housewife with a husband having no stable income, with the most number of children and with a small space in her backyard is given the most priority. The project will run for a test period of two years

and will be subjected to thorough evaluation for its modification or expansion.

The funds used for the project will be taken from the CBESO funds raised from the departmental fee of its members.

The implementing organization will require the beneficiaries to sign a memorandum of agreement whereby the beneficiaries agree to feed, bathe and take care of the piglet given to them until such time that it will reach its desirable weight ready to be sold. For the piglets intended for breeding, the beneficiaries are responsible to take care of them from growth, gestation, birth until the new piglets will be weaned. The college organization will provide the feeds and give it to the beneficiaries every Saturday of each week and will also monitor the well-being of the hogs and sows. The monitoring includes a photo documentation of each hog with a written description of its current condition. The Provincial Office, through its representatives will also conduct a monthly monitoring of the hogs and sows. The college organization with the beneficiaries will sell the fattened hogs to their contacted buyer. The college organization will get the sales and withhold the amount of money to purchase the next batch of piglets and feeds and the remaining amount will be given to the beneficiaries as their share. Each housewife will have an assurance that she will receive a share not less than two thousand pesos (P 2,000.00) if the hog will reach its desired weight of not less than sixty (60) kilos. The next batch of piglets will be given to the same housewife if she proves to be satisfactory during the evaluation but if she is no longer qualified, another non-working housewife will benefit. For the piglets intended for breeding, the sharing will be three ( 3) piglets each for the beneficiaries, one (1) each for the owner of the boar, five (5) female piglets to be returned to the Provincial Government and the remaining three (3) will be given to the other beneficiaries of the hog fattening project. The average of piglets born from each sow is eight (8).

## Project Duration

The project will run for a test period of two (2) years. It will be composed of four (4) hog raising cycles and two (2) breeding cycles. Three (3) housewife beneficiaries will be involved in the hog raising and two (2) for the sow breeding. It will take four (4) months for each hog raising cycle. For the first cycle of the breeding, it will take an average of seven (7) months growth period before the sow is ready to breed, three (3) months for the gestation period and one (1) month for the lactating period, therefore it will take eleven (11) months for the first breeding cycle. For the second cycle of the breeding, it will take one (1) month after weaning the piglets for the sow to be ready to breed, three (3) months for the gestation period and another one (1) month for the lactating period; thus, an approximate of five to six (5-6) months for the second cycle.

## Project Implementation

The implementing agency will identify the beneficiaries through an ocular inspection and interview with the help of the barangay officials. An orientation about the project and a Hog Raising and Sow Breeding Seminar will be given to the beneficiaries by the college organization to ensure their understanding and preparedness for the project. A growth session will also be provided for them to grow personally and spiritually.

The piglets to be given to the beneficiaries for the first year of the hog raising cycle are given by the Provincial Government of Misamis Occidental through the Governor's livelihood program "Kakugi ko, Kalamboan ko, Responsibilidad ko". On the second cycle of the first year, the piglets will be purchased from Rancho De La Salle one thousand five hundred pesos each. On the third and fourth cycles, the piglets are from the sows that are bred by the other beneficiaries. The feeds will be purchased from Elim



Agricultural Supply. The contacted buyer is a meat dealer/vendor from Ozamiz City Public Mall.

### Total Project Cost

The project cost is expected to be one hundred six thousand three hundred thirty nine pesos (P 106,339.00). The hog raising project will cost ten thousand thirty five pesos (P 10,035.00). The sow breeding project will cost twenty seven thousand nine hundred forty pesos (P 27,940.00). The share from the sold fattened hogs will amount to fifty five thousand twenty pesos (P 55,020.00) plus other necessary expenses will total the aforementioned value.

### Project Monitoring and Evaluation

The College of Business and Economics Student Organization will be in charge in the supervision, monitoring, documentation, and evaluation of the project. The following are indicators during the monitoring and evaluation:

1. The beneficiaries should comply with the terms and conditions in the Memorandum of Agreement. Weekly evaluation will be done to determine their compliance to the agreement.
2. A growth session will be given every hog raising cycle.

## Budgetary Requirements

Budget Line	Cost per budget	Total Project Cost	Counterpart	Sales
<b>I. Pre-project Implementation</b>				
1. Meeting with barangay officials	P 500.00 x 1 year	P 500.00	P 500.00	
2. Orientation and seminar	P 1,000.00 x 1	P 1,000.00	P 1,000.00	
3. Project launching and MOA signing	P 2,000.00 x 1	P 2,000.00	P 2,000.00	
<b>II. Implementation Phase</b>				
1. Market Hogs				
a) First cycle				
a.1. Retrieval of piglets	P 300.00 x 1	P 300.00	P 300.00	
b) purchase of feeds				
b.1. pre-starter	30kls.x P 36.00	P1,800.00	P 1,800.00	
b.2. starter	1.8 sacks x P 1,125.00	P 2,025.00	P 2,025.00	
b.3 grower	3 sacks x P 1,075.00 2 sacks x P 450.00	P 4,125.00	P 4,125.00	
b.4 finisher	2 sacks x P 1,065.00 1.5 sacks x P 450.00	P 2,805.00	P 2,805.00	
c) selling	P 50.00 x 3	P 150.00	P 150.00	P 13,035
d) growth sessions	P 500.00 x 1	P 500.00	P 500.00	
b. Second cycle				
b.1. purchase of	P 1,500.00 x	P 4,500.00	P 1,500.00	

piglets	3			
b.2. purchase of feeds				
b.2.1 pre-starter	30kls.x P 36.00	P 1,800.00		
b.2.2 starter	1.8 sacks x P 1,125.00	P 2,025.00		
b.2.3 grower	3 sacks x P 1,075.00 2 sacks x P 450.00	P 4,125.00		
b.2.4 finisher	2 sacks x P 1,065.00 1.5 sacks x P 450.00	P 2,805.00		
b.3) selling	P 50.00 x 3	P 150.00	P 150.00	P 13,035
b.4) growth sessions	P 500.00 x 1	P 500.00	P 500.00	
c. Third cycle				
c.1) distribution of piglets	P 150.00 x 3	P 150.00	P 150.00	
c.2) purchase of feeds				
c.2.1 pre-starter	30kls.x P 36.00	P 1,800.00		
c.2.2 starter	1.8 sacks x P 1,125.00	P 2,025.00		
c.2.3 grower	3 sacks x P 1,075.00 2 sacks x P 450.00	P 4,125.00		
c.2.4 finisher	2 sacks x P 1,065.00 1.5 sacks x P 450.00	P 2,805.00		
c.3) selling	P 50.00 x 3	P 150.00	P 150.00	P 13,035
c.4) growth sessions	P 500.00 x 1	P 500.00	P 500.00	
d. Fourth cycle				
d.1) distribution of	P 150.00 x 3	P 150.00	P 150.00	

piglets				
d.2) purchase of feeds				
d.2.1. pre-starter	30kls.x P 36.00	P 1,800.00		
d.2.2 starter	1.8 sacks x P 1,125.00	P 2,025.00		
d.2.3 grower	3 sacks x P 1,075.00 2 sacks x P 450.00	P 4,125.00		
d.2.4 finisher	2 sacks x P 1,065.00 1.5 sacks x P 450.00	P 2,805.00		
d.3) selling	P 50.00 x 3	P 150.00	P 150.00	P 13,035
d.4) growth sessions	P 500.00 x 1	P 500.00	P 500.00	
2. Sow Breeding				
a. First birthing				
a.1. Purchase of feeds				
a.1.1 starter	1.6 sacks x P 1,125.00	P 1,800.00	P 1,800.00	
a.1.2 grower	2 sacks x P 1,075.00 1 sack x P 450.00	P 2,600.00	P 2,600.00	
a.1.3 finisher	3 sacks x P 1,065.00 2 sacks x P 450.00	P 4,095.00	P 4,095.00	
a.1.4 gestating mash	10 sacks x P 1,090 2 sacks x P 450.00	P 11,800.00	P 11,800.00	
a.1.5 lactating mash	5 sacks x P 1,125.00	P 5,625.00	P 5,625.00	
b. Second birthing				
b.1 Purchase of feeds				

b.1.1 grower	3 sacks x P 1,075.00 2.5 sacks x P 450.00	P 4,350.00	P 2,020.00	
b.1.2 gestating	10 sacks x P 1,090.00 2 sacks x P 450.00	P 11,800.00		
b.1.3 lactating	5 sacks x P 1,125.00	P 5,625.00		
<b>III Monitoring and Evaluation</b>				
1. weekly monitoring and evaluation	P 14 x 32	P 224.00	P 224.00	
2. post-project evaluation plan	P 500.00 x 4	P 2,000.00	P 2,000.00	
IV Documentation and Report				
1. documentation of project events and activities made	P 300.00 x 4	P 1,200.00	P 1,200.00	
2. video production of successful projects	P 250.00 x 4	P 1,000.00	P 1,000.00	
<b>Total project cost</b>		<b>P 106,339.00</b>	<b>P 51,319.00</b>	<b>P 55,020.00</b>

## Activity Schedule

COMPONENTS/ ACTIVITIES	EXPECTED OUTCOME	PERIOD ( MONTH/YEAR)
<b>I Pre-project Implementation</b>		
1. Meeting with barangay officials	Conducted meeting	2 <sup>nd</sup> week of November Of each year
2. Orientation and seminar with beneficiaries	Conducted project Orientation and seminar	3rd week of November Of each year
3. Project launching and MOA signing	Launched project and MOA signed	4 <sup>th</sup> week of November
<b>II Implementation Phase</b>		
1. Retrieve piglets from MOERDC / Purchase of piglets	Retrieved/Purchased And distributed piglets	4 <sup>th</sup> week of October 2009 June 2010,
2. Purchase of feeds for hog Fattening	Purchased and distributed feeds	Every week of November to February and Every week starting the 2 <sup>nd</sup> week of June to the 2 <sup>nd</sup> week of October
3. Selling of hogs	Sold hogs to contacted buyer	Every 1 <sup>st</sup> week of March and 3 <sup>rd</sup> week of October
4. Growth sessions	Trained and equipped beneficiaries	2 <sup>nd</sup> week of November, 2010 and 2011 3 <sup>rd</sup> week of June 2010 and 2011
5. Purchase of feeds for sow breeding	Purchased and distributed feeds	November 2009 until May 2011
6. Return new piglets to the Provincial Government		October 2010
7. Distribution of new piglets to hog fattening Beneficiaries		November 2010 and May 2011
<b>III Monitoring and Evaluation</b>		
1. Conduct regular weekly monitoring and evaluation of project components	Intensive project monitoring	Weekly for the entire duration of the project
2. Post project evaluation	Developed post project evaluation	End of 2011

IV Documentation and Report		
1. Documentation of project Events and activities made	Submitted documented reports	End of 2011
2. Video production	Prepared video production	End of each semester

## Conclusion

The researcher concluded that the project on hog fattening and sow breeding for the selected housewives of Purok II, Malaubang, Ozamiz City is feasible. Each beneficiary for the hog fattening will get a minimum of two thousand pesos each (P 2,000.00) after a maximum of four (4) months of taking good care of the hogs. Each beneficiary for the sow breeding will get a share of not less than three (3) piglets after every breeding cycle and each piglet can be sold for two thousand pesos each. With these benefits, the College of Business and Economics Student Organization will be able to help uplift the standard of living of the beneficiaries by providing them with a means to earn and will also help the student leaders and members to be conscious of their social responsibility to the community. Business students are made aware that they will earn from the community where they conduct their business operations; thus, they should provide socially relevant projects such as livelihood projects to the community which helps them earn income.

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Project Proposal on Rent to Own Tricycle Drivers of Catadman, Ozamiz City

# **Assessment of the Vision and Mission of the Bag-ong Ozamiznon Government for the Term 2007 – 2010**

**Anna Bocar  
Eunel Malig-on  
Benjiemen Labastin**  
*College of Arts and Sciences*

## **Abstract**

One of the approaches for the government leaders to gain knowledge of what the people need in their daily life is to hear what people's evaluation in the mission-vision that the government has formulated and implemented. This investigation was conducted to determine the extent of assessment as manifested by the respondents regarding the ten vision and mission of the Bag-ong Ozamiznon government for the term 2007-2010. The survey questionnaire was administered to the respondents, residents of one urban barangay and one rural barangay in Ozamiz City. They serve as the respondents. The findings of this study exemplified that there are items in the vision and mission which need to be enhanced and be given more concentration for the welfare of the populace. Only a small number of respondents manifested that the vision of the the Bag-ong Ozamiznon government which is the promotion of sports program that will produce quality local athletes for national / international competition is undertaken all the time. It was commonly assessed by both barangay respondents as realized which means implemented majority of the times.

## **1. Introduction**

Ozamiz is a 3rd class city in the province of Misamis Occidental, Philippines. A person born in Ozamiz is called an "Ozamiznon", (Wikipedia). Ozamiz City is politically subdivided into 51 barangays.

Under Book 1, Title One, Chapter 1 of the Local Government Code of 1991 of the Philippines, it was declared that . . . xxx the territorial and political subdivisions of the State shall



enjoy genuine and meaningful local autonomy to enable them to attain their fullest development as self-reliant communities and make them more effective partners in the attainment of national goals. Local government units shall share with the national government the responsibility in the management and maintenance of ecological balance within their territorial jurisdiction, subject to the provisions of this Code and national policies.

Section 16 of the Chapter 2 entitled General Powers and Attributes of Local Government Units stated that:

Every local government unit shall exercise the powers expressly granted, those necessarily implied there from, as well as powers necessary, appropriate, or incidental for its efficient and effective governance, and those which are essential to the promotion of the general welfare. Within their respective territorial jurisdictions, local government units shall ensure and support, among other things, the preservation and enrichment of culture, promote health and safety, enhance the right of the people to a balanced ecology, encourage and support the development of appropriate and self-reliant scientific and technological capabilities, improve public morals, enhance economic prosperity and social justice, promote full employment among their residents, maintain peace and order, and preserve the comfort and convenience of their inhabitants.

In Section 17, local government units shall endeavor to be self-reliant and shall continue exercising the powers and discharging the duties and functions currently vested upon them.

Local government units cannot function efficiently and effectively without good elected government officials. They should possess excellent leadership. It was claimed by an online article (“Leadership Development Seminars: The Key to Good Leadership”, 2008) that some leaders may be born but majority are made. It was emphasized that in every aspect of life, people need

someone to serve as their leader. This is a person who can guide group of individuals towards a common goal or purpose. Being a leader is not only about talking and dictating, it is also about listening and learning.

The researchers believed that the way for the government leaders to learn more is to hear the people's assessment in the mission-vision that the government has formulated and implemented. Thus, this study was conducted.

### Statement of the Problem

This survey aimed to assess the extent of implementation and/or realization of each of the vision and mission of the Bag-ong Ozamiznon government for the specific term (2007 – 2010) where new set of officers were elected. Specifically, this paper likes to answer the question:

- 1) During the implementation of the Bag-ong Ozamiznon government's vision and mission, what item has the:
  - 1.1 Greatest rate
  - 1.2 Lowest rate?

### Significance of the Study

This study is important to the following:

Citizens. They are the direct recipients of the actions made by the elected government officials. In this point, this paper could be an avenue for them to suggest on what are the programs that elected government officials should extend and situate their concentrations.

Government Officials. The outcome of this study is a beneficial tool for the government officials as leaders in the City of Ozamiz. This will provide them the idea on what programs they should prioritize

in order that general welfare of the people in the city could be protected.

Police Officers. As the control of the peace and order is in their hands, this study might be a light to what particular part in their service that should be enhanced for them to extend their utmost service to the people whom they need to save from harm.

La Salle University. As an institution of academic excellence and service, the result of this study would show more ways on how to produce vigilant and peace loving citizens.

Researchers. This will help the researchers to establish proofs on what items in the vision and mission of the new city government should be developed.

Other Researchers. This may serve as a channel to other researchers who have the eagerness to make further studies.

## **2. Methodology**

This survey utilized descriptive research method. The primary concern of this study is to describe in detail the extent of the present administration's implementation of its vision and mission as observed by the respondents.

The tool of this survey covered the ten (10) items of the vision and mission of the Ozamiz City government for the term 2007 – 2010. They are as follows:

1. Eradicate illegal drugs and other illegal activities.
2. Make Ozamiz one of the cleanest, most orderly and most peaceful city.
3. Provide quality and responsive services to its citizenry.

4. Develop agriculture, trade and commerce, tourism and other economic activities.
5. Improve farm to market roads and other infrastructure to support agriculture, business and livelihood
6. Deliver quality social services for the young, adult, elderly, women, disabled and victims of drug abuse.
7. Protect, preserve, and conserve the environment for sustainable development.
8. Promote sports program that will produce quality local athletes for national / international competition.
9. Empower citizenry for sustainable peace, order, and progress.
10. Preserve and promote the cultural heritage of Ozamiz that will make Ozamiznons proud of their city.

To ensure deeper and clear understanding, the ten (10) items were translated into the regional language, Cebuano spoken by the residents in Ozamiz. The items in this instrument were measured through qualitative category for the possible responses. The researchers assigned hypothetical range to each category. As shown below, it is composed of the following meanings:

<b>Qualitative Category</b>	<b>Extent of Implementation</b>
Very Much Realized (VMR)	At all times
Realized (R)	Majority of the time
Partly Realized (PR)	At few times
Never (N)	Not at all

For purposes of this investigation the researchers make use of the demarcation of the population. The total number of the respondents of this study is one hundred seventy ( 170) in which eighty four ( 84 ) of them were from the urban barangay of Tinago and eighty six (86) were from rural barangay of Molicay. Barangay Tinago was chosen as one of the places of this study because of all the urban barangays it has the greatest number in terms of population. On the other hand, Molicay was the other chosen barangay since it has the lowest number of population of all

rural barangays. The respondents were of different age categories based on the study of the National Institute of Health (n.d.). These are the forty two (42) adolescence spanning the period between 12-17 years old, the forty three (43) young adult ages 18-29, the midlife viewed as encompassing the 30-59 year old age which are also forty three (43) and another forty two (42) from those at ages 60 and beyond who are called senior adults.

To eliminate bias random sampling is employed in gathering the data. Every member of the population has an equal probability of being chosen for this investigation. The survey questionnaires were administered, retrieved and tallied with utmost care to arrive at the intended results.

### **3. Results and Discussions**

#### *Assessment of the Vision and Mission of the Bag-ong Ozamiznon Government*

##### Barangay Tinago

Table 1 brings to light the extent of implementation of the vision and mission of the Ozamiz City government within the term 2007 – 2010 as rated by the residents of Barangay Tinago.

Table 1: Extent of Implementation of the Vision and Mission of the Bag-ong Ozamiznon Government as Rated by the Residents in Barangay Tinago

N = 84

Vision & Mission	Extent of Implementation							
	VMR		R		PR		N	
	F	%	F	%	F	%	F	%
1. Eradicate illegal drugs and other illegal activities.	74	.89	5	.06	2	.02	3	.03
2. Make Ozamiz one of the cleanest, most orderly and most peaceful city	74	.89	8	.09	2	.02	0	0
3. Provide quality and responsive services to its citizenry.	51	.61	15	.18	17	.20	1	.01
4. Develop agriculture, trade and commerce, tourism and other economic activities	26	.31	38	.45	15	.18	5	.06
5. Improve farm to market roads and other infrastructure to support agriculture, business and livelihood.	27	.32	39	.47	12	.14	6	.07
6. Deliver quality social services for the young, adult, elderly, women, disabled and victims of drug abuse.	47	.56	19	.23	17	.20	1	.01
7. Protect, preserve, and conserve the environment for sustainable development	47	.56	19	.23	18	.21	0	0
8. Promote sports program that will produce quality local athletes for national / international competition	18	.21	45	.54	21	.25	0	0
9. Empower citizenry for sustainable peace, order, and progress.	56	.67	18	.21	10	.12	0	0
10. Preserve and promote the cultural heritage of Ozamiz that will make Ozamiznons proud of their city	51	.61	17	.20	15	.18	1	.01

As revealed in Table 1, seven (7) of the ten (10) specified vision and mission of the Bag-ong Ozamiznon government were rated by more than fifty percent ( 50%) of the respondents as very much realized. This indicates that these vision and mission of the city are implemented at all times. These are (1). Eradicate illegal drugs and other illegal activities; (2). Make Ozamiz one of the cleanest, most orderly and most peaceful city; (3). Provide quality and responsive services to its citizenry; (6). Deliver quality social services for the young, adult, elderly, women, disabled and victims of drug abuse; (7). Protect, preserve, and conserve the environment for sustainable development; (9). Empower citizenry for sustainable peace, order, and progress; (10). Preserve and promote the cultural heritage of Ozamiz that will make Ozamiznons proud of their city.

It was also shown that the remaining three (3) of the vision and mission were rated by the respondent as realized which suggests that they are implemented majority of the times. These are the numbers: (4). Develop agriculture, trade and commerce, tourism and other economic activities; (5). Improve farm to market roads and other infrastructure to support agriculture, business and livelihood; (8). Promote sports program that will produce quality local athletes for national / international competition. Thus, the extent of implementation as substantiated by the answer of the respondents proved that the city government of Ozamiz City properly exercised the powers expressly granted by the provisions of Section 16 of the Chapter 2 of the Local Government Code. The local government was able to implement efficient and effective governance to promote the welfare of the people.

### Barangay Molicay

Table 2 discloses the extent of implementation of the vision and mission of the Ozamiz City government within the term 2007 – 2010 as ascertain by the respondents in Barangay Molicay.

Table 2: Extent of Implementation of the Vision and Mission of the Bag-ong Ozamiznon Government as Rated by the Residents in Barangay Molicay

N=86

Vision & Mission	Extent of Implementation							
	VMR		R		PR		N	
	F	%	F	%	F	%	F	%
1. Eradicate illegal drugs and other illegal activities.	60	.70	22	.26	4	.04	0	0
2. Make Ozamiz one of the cleanest, most orderly and most peaceful city	46	.54	36	.42	4	.04	0	0
3. Provide quality and responsive services to its citizenry.	40	.47	39	.45	7	.08	0	0
4. Develop agriculture, trade and commerce, tourism and other economic activities	32	.37	41	.48	13	.15	0	0
5. Improve farm to market roads and other infrastructure to support agriculture, business and livelihood.	29	.34	43	.50	14	.16	0	0
6. Deliver quality social services for the young, adult, elderly, women, disabled and victims of drug abuse.	31	.36	38	.44	17	.20	0	0
7. Protect, preserve, and conserve the environment for sustainable development	29	.34	45	.52	12	.14	0	0
8. Promote sports program that will produce quality local athletes for national / international competition	28	.32	42	.49	16	.19	0	0
9. Empower citizenry for sustainable peace, order, and progress.	41	.48	36	.42	9	.10	0	0
10. Preserve and promote the cultural heritage of Ozamiz that will make Ozamiznons proud of their city	39	.45	36	.42	11	.13	0	0

As shown in Table 2, five (5) of the ten ( 10 ) stipulated vision and mission of the Bag-ong Ozamiznon government were rated by the respondents as very much realized which indicate that they are implemented at all times. These are: (1). Eradicate illegal drugs and other illegal activities; (2). Make Ozamiz one of the



cleanest, most orderly and most peaceful city.; (3). Provide quality and responsive services to its citizenry; (9). Empower citizenry for sustainable peace, order, and progress.; (10). Preserve and promote the cultural heritage of Ozamiz that will make Ozamiznons proud of their city.

At this instant, not all of these five vision and mission of Bag-ong Ozamiznon government were firmly assessed by the respondents as implemented at all times. Only two of them were appraised by more than majority of the respondents and these are the eradication of illegal drugs and other illegal activities and make Ozamiz one of the cleanest, most orderly and most peaceful city. The other five of the city's vision and mission were rated by the respondents as realized which denotes that they were implemented majority of the time.

Table 3: Summary on the Extent of Implementation of the Vision and Mission of the Bagong Ozamiznon Government for the Term 2007 – 2010 as Rated by the Respondents of the Two Barangays

Vision and Mission	Extent of Implementation															
	VMR			R			PR			N						
	Tinago	Mollicay	F	Tinago	Mollicay	F	Tinago	Mollicay	F	Tinago	Mollicay	F				
1. Eradicate illegal drugs and other illegal activities.	74	.89	60	.70	5	.06	22	.26	2	.02	4	.04	3	.03	0	0
2. Make Ozamiz one of the cleanest, most orderly and most peaceful city.	74	.89	46	.54	8	.09	36	.42	2	.02	4	.04	0	0	0	0
3. Provide quality and responsive services to its citizenry.	51	.61	40	.47	15	.18	39	.45	17	.20	7	.08	1	.01	0	0
4. Develop agriculture, trade and commerce, tourism and other economic activities	26	.31	32	.37	38	.45	41	.48	15	.18	13	.15	5	.06	0	0
5. Improve farm to market roads and other infrastructure to support agriculture, business and livelihood.	27	.32	29	.34	39	.47	43	.50	12	.14	14	.16	6	.07	0	0
6. Deliver quality social services for the young, adult, elderly, women, disabled and victims of drug abuse.	47	.56	31	.36	19	.23	38	.44	17	.20	17	.20	1	.01	0	0
7. Protect, preserve, and conserve the environment for sustainable development	47	.56	29	.34	19	.23	45	.52	18	.21	12	.14	0	0	0	0
8. Promote sports program that will produce quality local athletes for national / international competition	18	.21	28	.32	45	.54	42	.49	21	.25	16	.19	0	0	0	0
9. Empower citizenry for sustainable peace, order, and progress.	56	.67	41	.48	18	.21	36	.42	10	.12	9	.10	0	0	0	0
10. Preserve and promote the cultural heritage of Ozamiz that will make Ozamizans proud of their city	51	.61	39	.45	17	.20	36	.42	15	.18	11	.13	1	.01	0	0

Table 3 above showed that in Barangay Molicay only the number one (1) vision and mission which is the eradication of illegal drugs and other illegal activities got the highest rating of seventy percent (70%) with the scale of very much realized. This indicates that it is implemented at all times. It was supported by an interview conducted by the researchers only: P. Pasok and R. Armirola who claimed that in their research entitled crimes and the prevalent causes of their commission, one of the violent crimes filed in court is drug trafficking or violation of the dangerous drug act and that at present there are 37.70 percent of the offender-respondents of the said research are detained in Tinago Reformatory Center. It was noted that drug trafficking has the highest percentage in all of the violent crimes. Only one female is involved in the alleged charged. (Personal communication, March 22, 2010).

As rated by the respondents in Barangay Tinago alone the vision and mission number (1) which is to eradicate illegal drugs and other illegal activities and the number (2) which is to make Ozamiz one of the cleanest, most orderly and most peaceful city got the same rating of eighty nine (89%) which is the highest of all the ratings. This signifies that they are implemented at all times. In number (2) vision and mission though both respondents in two (2) barangays manifested that it is very much realized they acquired big difference in their assessments. The 89% of the respondents from Barangay Tinago established that it is being implemented at all times and only 54% of the respondents from Barangay Molicay said that it is being implemented at all times.

The number eight (8) vision and mission which is to promote sports program that will produce quality local athletes for national / international competition gathered the very low rating as to very much realized scale for Barangay Tinago and Molicay. These were 21% and 32 % in said respective barangays.

In Barangay Molicay, while the numbers 4, 5, 7 and 8 were implemented majority of the times the two (2) of these four (4) implemented visions and mission gathered the rating very close to each other. These were numbers 4 & 5 as exposed in Table 3. Nevertheless the number 4 has the lowest rating of 48% among the four (4) vision and mission. This means that this vision needs more focus regarding to its implementation.

However, of the ten (10) visions and mission, it is the number eight (8) that has to be given the greatest attention on the ground that it has the lowest assessment rating with respect to its implementation at all times which 21% for Barangay Tinago and 32 % for Barangay Molicay .

#### **4. Summary of Findings, Conclusion, and Recommendations**

##### **Findings**

As assessed by the respondents of the two barangays, one at urban category and one rural category there are two items of the Bag-ong Ozamiznon government's vision and mission that had the greatest rate of implementation during the term 2007 – 2010. These are: (1). Eradicate illegal drugs and other illegal activities; (2). Make Ozamiz one of the cleanest, most orderly and most peaceful city. However, it is the number one (1) which is common to the two barangays that gathered the real greatest rate of implementation.

Furthermore, vision and mission numbers; (6). Deliver quality social services for the young, adult, elderly, women, disabled and victims of drug abuse; (7). Protect, preserve, and conserve the environment for sustainable developments were assessed differently by the two barangays. The two were rated by the Barangay Tinago respondents as very much realized which means they are implemented at all times while in Barangay Molicay

these two items were rated as realized which means implemented at majority of the time.

Only a small number of respondents manifested that the vision of the Bag-ong Ozamiznon number eight (8) which is the promotion of sports program that will produce quality local athletes for national / international competition is undertaken all the time. It was assessed commonly by both barangay respondents as realized which means implemented majority of the times.

## Conclusion

In the light of the findings of the study, it can be concluded that even though the extent of implementation is remarkable in the attainment of city governments goals there are still areas that need to be given more attention specifically the promotion of sports program that will produce quality local athletes for national / international competition. The assessment which declared that this item is implemented at majority of the time is not impressive on the ground that only very few of the respondents manifested that it is very much realized.

## Recommendations

In the perspective of the findings of the study, the researchers recommend that the city government:

1. Must enhance those vision and mission which aid people's mind and creativity to become more useful in the society.
2. Improve those items in the vision and mission which need more concentration for the welfare of the people.

3. Persuade the residents of the city to become more cautious to their surroundings to avoid unsanitary environment and ailments.
4. Strengthen the participation of the residents to all programs of the city government.
5. Activate the youth's interest to sports in order to redirect their attention to a more productive aspect of life.

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# **Entrepreneurial Competencies of the Small and Medium Enterprise Business Operators of Ozamiz City Public Mall: Basis for Community Extension Program**

**Dr. Julieta Betonio**  
*College of Business & Economics*

## **Abstract**

In this study the researcher aimed to determine the entrepreneurial competencies of the Small and Medium Enterprise operators of Ozamiz City Public Mall. It was only limited to 100 College level Small and Medium Enterprise operators who were operating during the year 2009-2010. The entrepreneurial competencies were measured in terms of Time Management skills, Marketing skills, Technical skills \and Financial Management skills.

The findings revealed that out of fourteen areas of the Small and Medium Enterprise operators of Ozamiz Public Mall, nine areas were found to have high competencies in terms of Time Management skills, Financial Management skills, Marketing Management skills and Technical skills. On the other hand, six out of fourteen were found to have Moderate competencies. This is the group that will be used as basis in designing an extension program.

## **1. Introduction**

Entrepreneurship is the ability and willingness to undertake innovations, finance and business acumen in an effort to transform innovations into economic goods in response to the perceived opportunity of an individual. It is often performed by persons who wanted to create a new venture in order to exploit their knowledge in innovating a product and talent in running a business enterprise. Small and Medium Enterprise is a business that is privately owned by corporations, partnerships or sole proprietorships operated with a small number of employees and relatively low volume of sales. In today's economic condition, the role of entrepreneurship has been stressed by many economic specialists and business experts because it is the only alternative form of public and private employment.



Lichtenstein and Lyons, (2001) articulated that the ultimate success in entrepreneurship requires the mastery of a set of skills which are marketing capabilities, time management skills, technical and financial management skills. These skills can be developed and believed to be very vital in operating a business venture as well as widely accepted by most business practitioners. This implies that if one has to go into business of his own, one must have the competence of the different entrepreneurial skills in running a business enterprise.

Thus, the undersigned would like to look into the entrepreneurial competencies of the Small and Medium Enterprise operators of Ozamiz City Public Mall as bases for extension program to be conducted by the College of Business and Economics of La Salle University as a way of helping these operators on areas where they need enhancement and development.

## Related Literature

Entrepreneurship is the act of being an entrepreneur who takes pain in managing a business enterprise and assumes the risks the firm may encounter along the way. This may result to new organizations or may be part of reengineering an existing organization.

In the Philippines, the government and industrial institutions have taken also an interest in promoting the growth and development of entrepreneurship skills among business operators. Monta (2000) disclosed that the good benefits that one gets from venturing into business are considered motivating factors that encourage an individual to have their own business in the future. Competence in time management encompasses a combination of knowledge and skills utilized to improve performance in ones' business endeavor. Competence is a state of being adequately or well prepared to perform business activities that include selling,

marketing and promoting a product or service. If one has to engage in business, time management is very important so that one's business will be successful (Lyons, 2002). Being able to allocate time in every business activity is a skill that an entrepreneur must develop and make use of for the advantage of one's goals in business. On the other hand, the ability to direct related activities like selling and buying has also become an increasingly needed ingredient for business success. This skill is popularly viewed as marketing skills. Smith (2005), postulated that good marketing skills increase the possibility that entrepreneurship will help the organization's business to succeed. The study of Yu Lin (1998) on the success factors of SME in Taiwan, found out that the manufacturer's ability to design an exceptional product is attributed to the individuals' knowledge in technical skills. This was also supported by Baghai, Coley, and White, (1999), when they described technical skills as the ability of the company owners to be good at what it produces and to possess skills that stand out from competition. However, in order to make these skills into sustained growth and to be able to stay afloat in business for long, the Small and Medium Enterprise operators need to be competent in financial management skills. It is one of the entrepreneurial skills that handles the financial aspects of the business and assures that the manufacturer's business is running on a sound financial condition. (Lyons, 2002).

## The Problem

The purpose of this study is to determine the entrepreneurial competencies of the Small and Medium Enterprise operators of Ozamiz City Public Mall. Specifically, it seeks to answer the following questions:

1. What is the level of entrepreneurial competencies of the Small and Medium Enterprise operators of Ozamiz City Public Mall in terms of:

- 1.1 Time Management
- 1.2 Marketing Skills
- 1.3 Technical Skills
- 1.4 Financial Management Skills

2. What community extension programs may be designed based on the findings of the study?

### Significance of the Study

The study would be of great help for the long-term planning of the Business and Economics division and the Small and Medium Enterprise operators of Ozamiz City Public Mall. It will provide information to all entrepreneurs about the skills that they are supposed to capitalize because they are good at them. On one hand, it will also give them idea of their entrepreneurial skills that need to be enhanced and developed and they may realize the importance of these skills in the day to day operations of their business.

### Scope and Limitation

The study focused only in determining the level of entrepreneurial competencies in terms of Time Management, Marketing Skills, Technical skills and Financial Management Skills of the 100 college level Small and Medium Enterprise operators who are operating business in the Ozamiz City Public Mall in 2009-2010.

### Respondents

The respondents of the study were the Small and Medium Enterprise operators who are at least in the college level and who are operating business in Ozamiz City Public Mall in the year 2009-2010. There were one hundred (100) Small Medium Enterprise operators from the different areas namely; Food court, Cafeteria, grains, Fresh fish, Mini Groceries, Parlor, Meat section, Rentable,

Dressed chicken, vegetables, sidewalk, dried fish, native and grinder who filled up the survey form.

## **2. Methodology**

This study used the descriptive research method in determining the entrepreneurial competencies of the Small and Medium Enterprise operators of Ozamiz City Public Mall. It gathered data through a standardized questionnaire adopted from SERDF (Small Enterprise Research and Development Foundation), Sanchez and Fajardo (1998). The questionnaire was distributed to the different areas and groups of Small and Medium Enterprise operators of Ozamiz City Public Mall through the help of the Business and Economics Director and Administrator 2 of Ozamiz City, Mr. Jonathan Rubio who also helped in retrieving the questionnaire. Weighted Mean was used in determining the entrepreneurial competencies of the Small Medium Enterprise operators.

## **3. Results and Discussion**

The findings of this study are present in four areas of analysis, namely: the level of entrepreneurial competencies in terms of Time Management, Marketing Skills, Technical Skills and Financial Management Skills.

The Table that follows presents the respondents level of competencies in terms of Time Management.

Table 1: Level of Entrepreneurial Competencies of Small Medium Enterprise Operators in Ozamiz City Public Mall in terms of Time Management

Areas	Weighted Mean	Verbal Description
Native	2.69	High
Meat	2.59	High
Grinder	2.59	High
Parlor	2.55	High
Food Court	2.54	High
Dried Fish	2.53	High
Grains	2.51	High
Fresh Fish	2.50	High
Dressed Chicken	2.40	High
Sidewalk	2.39	High
Rentable	2.36	High
Cafeteria	2.35	High
Vegetables	2.27	Moderate
Mini Groceries	2.24	Moderate

Table 1 unfolded that majority of the small and medium entrepreneurs in Ozamiz City Public Mall have high competence in terms of Time Management. Time Management refers to range of skills and techniques used to manage time in accomplishing tasks, projects and goals. It covers a broad scope of business activities such as making business plans, allocating resources, monitoring the trend in business, scheduling and prioritizing work. The result revealed that out of the fourteen business operators, twelve got a verbal description rating of High while only 2 got Moderate ratings, namely; those who are selling Vegetables with a rating of 2.27 and Mini Groceries with a rating of 2.20. The result implies that as far as competence in time management is concerned, majority of the Small Medium Enterprise operators in Public Mall are really good in managing their time and in performing their business activities.

The next table discloses the level of competencies of the Small and Medium Enterprise operators in Ozamiz City Public Mall in terms of Marketing Skills. Marketing skill is often referred to as the skill manifested in product planning and development, pricing and selling. It focuses on the practical application of

marketing techniques, tracking and review of a business' marketing resources to increase its customer and customer opinions of the company's product and services thereby increasing the company's perceived value.

Table 2: Level of Entrepreneurial Competencies of Small Medium Enterprise operators in terms of Marketing Skills

Areas	Weighted Mean	Verbal Description
Native	2.77	High
Parlor	2.64	High
Grinder	2.54	High
Meat	2.52	High
Fresh Fish	2.52	High
Dried Fish	2.45	High
Sidewalk	2.44	High
Grains	2.41	High
Food Court	2.39	High
Vegetables	2.37	High
Dressed Chicken	2.31	Moderate
Cafeteria	2.22	Moderate
Mini Groceries	2.10	Moderate
Rentable	2.03	Moderate

It can be gleaned from Table 2 that ten areas of the Small and Medium Enterprise operators of Ozamiz City Public Mall got a verbal description rating of High and the other four areas got a verbal description rating of Moderate. The data showed that ten of the fourteen areas of the Small and Medium Enterprise operating in Ozamiz City Public Mall had the ability to direct business related activities required in their line of business so that they will be able to distribute their goods to their target market. However, four areas of the Small Medium Enterprise operators need to improve their marketing skills and these are; Dressed Chicken area that got a rating of 2.31 followed by Cafeteria with a rating of 2.22, Mini Groceries with a rating of 2.10 and Rentable with a rating of 2.03.

Table 3 reveals the respondents' competencies in terms of Technical Skills. The most fundamental type of skills one must have to achieve goals in business is technical skill. Lyons (2002)

described technical skills as the skills necessary to be successful in one's line of business such as Operational skill and Higher Order skills. Operational skill refers to the skill necessary to produce the product or service that will be distributed in the market. While Higher Order skill often is referred as the ability to learn new skills needed to develop new product lines and the ability to research and think critically.

Table 3: Level of Entrepreneurial Competencies of Small Medium Enterprise operators of Ozamiz City Public Mall in terms of Technical Skills

Areas	Weighted Mean	Verbal Description
Food Court	2.70	High
Native	2.67	High
Fresh Fish	2.64	High
Meat	2.56	High
Grains	2.50	High
Grinder	2.47	High
Vegetables	2.46	High
Sidewalk	2.41	High
Parlor	2.40	High
Dried Fish	2.38	High
Dressed Chicken	2.29	Moderate
Rentable	2.16	Moderate
Cafeteria	2.14	Moderate
Mini Groceries	1.86	Moderate

It was noted in Table 3, that ten out of fourteen areas of Small and Medium Enterprise operators of Ozamiz City Public Mall had a verbal description rating of High. On the lead are those in the Food line area. On the other hand, those in the areas of the Rentable, Dressed chicken, Cafeteria and Mini groceries got a Moderate verbal description rating. The result implies that Small and Medium Enterprise operators along these lines in Ozamiz City Public Mall need to further enhance and develop their competence in operational skills or technical skills to satisfy the needs of customers /clients and abilities to develop new product lines so that

they will be able come up with a new product presentation and create a competitive edge over their competitors.

Table 4 displays the entrepreneurial competencies of the Small Medium Enterprise operators of Ozamiz City Public Mall in terms of financial management skills. Financial Management Skills encompasses a number of crucial areas of one’s business. It is the process of managing the financial resources, including accounting, financial reporting, collecting accounts receivable, risk management and resource for business.

Table 4: Level of Entrepreneurial Competencies of the Small Medium Enterprise operators of Ozamiz City Public Mall in terms of Financial Management Skills

SME	Weighted Mean	Verbal Description
Food Court	2.83	High
Meat	2.61	High
Native	2.59	High
Fresh Fish	2.59	High
Grinder	2.50	High
Rentable	2.48	High
Dried Fish	2.47	High
Sidewalk	2.44	High
Parlor	2.42	High
Grains	2.31	Moderate
Cafeteria	2.28	Moderate
Mini Groceries	2.21	Moderate
Vegetables	2.20	Moderate
Dressed Chicken	2.05	Moderate

Data in Table 4 presented that ine financial management aspect, only nine areas of the Small Medium Enterprise operators of Ozamiz City Public Mall obtained a verbal description rating of High. Five aspects were rated Moderate, namely; Grains division 2.31, Cafeteria 2.28, Mini Groceries 2.21, for Vegetables and Dressed chicken 2.05. The findings revealed that nine out of fourteen Small and Medium Enterprise operators of Ozamiz City Public Mall have knowledge in managing their finances while the



other five need to learn more and develop their skills in handling the basics of financial management. In one of the interviews conducted by the researcher it was found out that, most Small Medium Enterprise operators of Ozamiz City Public Mall are college level only and that their educational preparation is in line with vocational courses. Others who have graduated from a four year course are also in the field of education either BSSED or BEED. They said they rely only on simple mathematical approach in managing their finances. Those who finished business courses are the operators who have little or no problem at all in handling the financial side of their business.

The next Table shows the entrepreneurial competencies of the Small and Medium Enterprise operators of Ozamiz City Public Mall which are rated Moderate. This is the group that will be given training to enhance the entrepreneurial competencies.

Table 5: Summary of Entrepreneurial Competencies of the Small Medium Enterprise Operators of Ozamiz City Public Mall that Need Enhancement

SME	Time Management Skills	Marketing Management Skills	Financial Management Skills	Technical Skills
Mini Groceries	✓	✓	✓	✓
Vegetable	✓		✓	
Rentable		✓		✓
Cafeteria		✓	✓	✓
Dressed Chicken		✓	✓	✓
Grains			✓	

The data in Table 5 disclosed that the Mini groceries operators need to enhance their competencies in terms of Time Management skills, Marketing Management skills, Financial Management skills and Technical skills. Vegetable operators have to improve their Time Management skills and Financial

Management skills. On the other hand, Rentable has to develop also their Marketing Skills, Financial Management skills as well as their Technical skills while Dressed chicken and Cafeteria operators need to improve their Marketing skills, Financial Management skills and Technical skills and lastly, those who are selling grains need to enhance their Financial Management skills only.

The Table below illustrates the proposed community extension program purposely designed for the Small Medium Enterprise operators based from the results of the findings of the study.

Table 6: Proposed Community Extension Programs to be conducted for the Small Medium Enterprise operators of Ozamiz City Public Mall

<b>Entrepreneurial Competencies</b>	<b>Modules to be Conducted</b>
<ul style="list-style-type: none"> <li>• Time Management Skills</li> </ul>	Effective Time Handling Management Seminar
<ul style="list-style-type: none"> <li>• Marketing Management Skills</li> </ul>	Capability Building for Business Acumen Development Seminar Workshop
<ul style="list-style-type: none"> <li>• Financial Management Skills</li> </ul>	Development Seminar Program on Credit Requirements, Financial Predictions, Financial Estimates, Income generation & Risks Control Monitoring System
<ul style="list-style-type: none"> <li>• Technical Skills</li> </ul>	The fundamentals and application of creativity and visioning capacity

#### 4. Summary of Findings, Conclusion and Recommendation

##### Summary of Findings:

This study aimed to find out what is the level of entrepreneurial competencies of the Small Medium Enterprise operators of Ozamiz City Public Mall and identify what entrepreneurial competencies that need enhancement and further

development. The results will be used in designing an extension program;

1. The respondents of this study comprised 100 Small Medium Enterprise operators of Ozamiz City Public Mall who are at least college level and who operate business during the year 2009-2010.
2. Nine out fourteen areas of Small Medium Enterprise operators of Ozamiz City Public Mall have High competencies in Time Management skills, Marketing Management Skills, Financial management Skills and Technical Skills.
3. Six out of fourteen areas of Small Medium Enterprise operators of Ozamiz City Public Mall have moderate rating on Time management skills, Marketing Management skills, Financial Management skills and Technical skills.

## Conclusion

From the findings revealed in the study, the following conclusions were generated:

1. In Ozamiz City Public Mall, most Small and Medium Enterprise operators whose educational background was in line with business education have high competencies in terms of Time Management, Marketing Management, Financial Management and Technical skills. This is attributed from the fact that they already have a stock knowledge about business which they learned during their college days.
2. Moderate level of competencies was revealed for those Small and Medium Enterprise operators whose educational preparations were in the field of education and vocational

courses. They have the difficulty in managing their finances because they rely only on simple Mathematical approach.

4. Most Small and Medium Enterprise operators whose level of competencies in terms of Time management, Financial management, Marketing Management and Technical skills were Moderate and often were unable to settle their borrowings/loans from the bank that lead them to close their business operations.

### Recommendations

1. Training/development program should be designed specifically on entrepreneurial competencies that are rated Moderate. These are the areas that need to be improved so that these Small and Medium Enterprise business operators will be able to use these in performing their day to day business activities.
2. The Business and Economics Officials/Administrators of Ozamiz city should tap agencies to conduct a seminar workshop/training once a month on areas of entrepreneurial competencies of the Small and Medium Enterprise business operators that need to be enhanced and developed.
3. Since most of the operators who are poor in financial management skills are the ones who encountered problem with their finances resorting to borrowing, Business and Economics Office through their officials should conduct orientation to help and guide them as to where they should borrow money for their additional capital so that they will not be victims of the malpractices of unscrupulous individual money lenders.

4. Research study on other areas not covered in this present study may be conducted to help the Small Medium Enterprise operators of Ozamiz City Public Mall.

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# **Job Satisfaction among the Staff Nurses in Mayor Hilarion A. Ramiro Sr. Regional Training and Teaching Hospital**

**Kem Sperry Nhero S. Cuizon**

**Aleli B. Mirabueno**

**Xysa S. Quimno**

*College of Nursing*

## **Abstract**

This study determined the job satisfaction among the staff nurses in Mayor Hilarion A. Ramiro Sr. – Regional training and Teaching Hospital. A survey form comprised of series of questions was used to assess the respondents' views regarding their job satisfaction. A total of 67% among the respondents expressed that they were satisfied with their job. They based their responses on visualizing their superiors as positive role models who have kept their subordinates well informed. They also believed that their views and participation were valued and appreciated and that professionalism was observed in their workplace. Figuratively, most respondents considered their work as personal accomplishment and they were able to balance work and family life.

## **1. Introduction**

The number of students who enrolled and chose nursing as a profession has rapidly increased. A bundle of reasons had supported this thorough decision-making. It has been said that nursing is one of the jobs that could easily provide greener pastures. Ideally, nursing must be a well-loved profession inculcated with the value of service and dedication to promote wellness.

To reflect these values, nurses should be well-compensated and provided with their needs in the work place. It

encourages nurses to do better and provide excellent care to their patients. However, at present, there are less motivational activities done for the nurses. Through this, absence of driving force for nurses to work hard is observed in the clinical area.

In respect to this scenario, this present study will determine the level of job satisfaction among the staff nurses in Mayor Hilarion A. Ramiro Sr. – Regional Training and Teaching Hospital. Furthermore, it aims to evaluate the supervisory and managerial skills of the leaders according to the staff nurses' response.

## Review of Related Literature and Studies

Job satisfaction has been defined as a pleasurable emotional state resulting from the appraisal of one's job (Locke, et.al 1976); an affective reaction to one's job (Cranny, et.al 1992); and an attitude towards one's job (Brief, 1998). Weiss (2002) has argued that job satisfaction is an attitude but points out that researchers should clearly distinguish the objects of cognitive evaluation which affect emotion, beliefs and behaviors. This definition suggests that everybody forms attitude towards jobs by taking into account feelings, beliefs, and behaviors.

One of the biggest preludes to the study of job satisfaction was the Hawthorne studies. These studies (1924-1933), primarily credited to Elton Mayo of the Harvard Business School, sought to find the effects of various conditions (most notably illumination) on workers' productivity. These studies ultimately showed that novel changes in work conditions temporarily increase productivity (called the Hawthorne Effect). It was later found that this increase resulted, not from the new conditions, but from the knowledge of being observed. These finding provided strong evidence that people



work for purposes other than pay, which paved the way for researchers to investigate other factors in job satisfaction.

Scientific management (aka Taylorism) also had a significant impact on the study of job satisfaction. Taylor's 1911 book, *Principles of Scientific Management*, argued that there was a single best way to perform any given work task. This book contributed to a change in industrial production philosophies, causing a shift from skilled labor and piecework towards the more modern approach of assembly lines and hourly wages. The initial use of scientific management by industries greatly increased productivity because workers were forced to work at a faster pace. However, workers became exhausted and dissatisfied, thus leaving researchers with new questions to answer regarding job satisfaction. It should also be noted that the work of Bryan, Scott, and Munsterberg set the tone for Taylor's work.

Some argue that Maslow's hierarchy of needs theory, a motivation theory, laid the foundation for job satisfaction theory. This theory explains that people seek to satisfy five specific needs in life – physiological needs, safety needs, social needs, self-esteem needs, and self-actualization. This model served as a good basis from which early researchers could develop job satisfaction theories.

Job satisfaction can also be seen within the broader context of the range of issues which affect an individual's experience of work, or their quality of working life. Job satisfaction can be understood in terms of its relationships with other key factors, such as general well-being, stress at work, control at work, home-work interface, and working conditions.

## Theoretical/ Conceptual Framework of the Study

The concept of this study was anchored on Abraham Maslow's Hierarchy of needs. A person can illustrate his maximum level of functioning if basic needs were holistically met.

### **Independent Variables**

### **Dependent Variable**

- Supervisors as Positive Models
- Valued Views and Perceptions
- Professionalism in Work Environment
- Compensation
- Supervisors keeping them well-informed
- Work as a Personal Accomplishment
- Appropriate Recognitions from Contributions
- Ability to Balance Family and Work Life



**Level of Job Satisfaction**

Figure 1. Conceptual Framework of the Study

### Statement of the Problem

This study attempts to determine the job satisfaction among the staff nurses in Mayor Hilarion A. Ramiro Sr. – Regional Training and Teaching Hospital. It seeks to answer the following questions:

1. What is the job satisfaction of the respondents on the following variables:

- a. Supervisors as Positive Models
  - b. Valued Views and Perceptions
  - c. Professionalism in Work Environment
  - d. Compensation
  - e. Supervisors keeping them Well-Informed
  - f. Work as a Personal Accomplishment
  - g. Appropriate Recognitions for Contributions
  - h. Ability to Balance Family and Work Life?
2. What are the top 3 variables in which staff nurses in MHARS-RTTH are most satisfied in?
3. What are the top 3 variables in which staff nurses in MHARS-RTTH are least satisfied in?

### Scope and Limitation of the Study

This study focused on the job satisfaction among the staff nurses in Mayor Hilarion A. Ramiro Sr. – Regional Training and Teaching Hospital. The study was conducted last April 15 – 19, 2010.

### Significance of the Study

This study was undertaken hoping that it would benefit the following:

Staff Nurses. This study is essential since it will provide them an opportunity to evaluate their satisfaction level towards their work and their effects on the quality of care they provide to their patients.

Nurse Supervisors. The result of the study will offer them with empirical data which can be used as a guide to improve their supervisory and/or managerial skills as well as the quality of nursing care they provide to their patients.

Chief Nurse. The results will benefit the institution for this will serve as a reference to improve the supervisory skills of the nurse supervisors and the benefits of the staff nurses as well as the quality of care they can offer to their patients.

To Future Researchers. The study will serve as a related literature for those who may be interested to explore a similar study with different variables.

## **2. Methodology**

This section deals with the research method, research locale, the respondents of the study, the instrument and procedure in data gathering, and the statistical treatment used in analyzing data.

### **Research Locale**

Mayor Hilarion A. Ramiro Sr. – Regional Training and Teaching Hospital (MHARS-RTTH), located in Maningcol, Ozamiz City, Misamis Occidental, is a 150 bed capacity tertiary hospital. It is the referral and convergence site for the Health Sector Reform Agenda (HSRA) area of Misamis Occidental

### **Research Design**

This study utilized the descriptive approach to identify the job satisfaction of the staff nurses in MHARS-RTTH and to determine whether the factors (*compensation, superiors' managerial skills, feeling of personal accomplishment, appropriate recognition from contributions, valued views and participation, ability to maintain balance between family life and work life*) had an impact in their attitude towards their work.

## Respondents of the Study

The respondents of the study were the 30 out of 97 staff nurses in MHARS-RTTH and were selected through convenience sampling.

## Research Instrument

A survey questionnaire was used in the study to determine their level of job satisfaction. The questionnaire consisted of series of questions which determine the job satisfaction of the staff nurses in MHARS-RTTH.

## Statistical Treatment

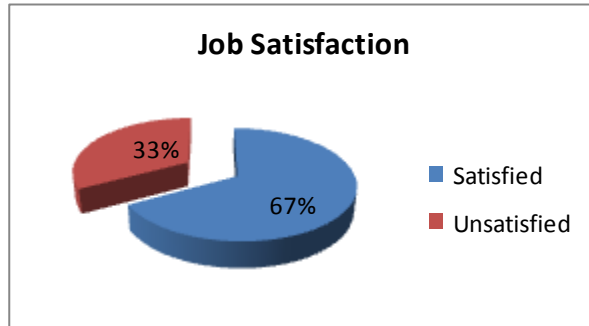
For the analysis and interpretation of data, descriptive statistics was used to describe the basic features of the data in the study. Each variable in the study was interpreted through frequency and percentage.

## **3. Results and Discussion**

This section shows the data gathered, interpreted and presented in Figures 2 to 10.

Figure 2 presents the sercentage distribution of the total respondents who answered question number 1 “Are you satisfied with your job?”

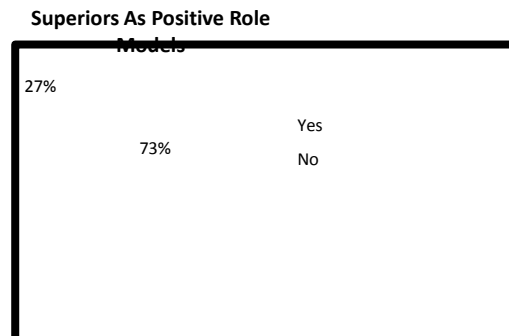
Figure 2: Percentage Distribution of Respondents  
According to Job Satisfaction



The figure showed that 67 percent (20 respondents) of the total respondents were satisfied with their job and 33 percent (10 respondents) were unsatisfied with their job.

Figure 3 depicts the percentage distribution of the total respondents who answered question number 2 “Are the supervisors in your work environment positive role models?”

Figure 3: Percentage Distribution of Respondents’ Answer to  
Superiors being Positive Role Models



The figure showed that 73 percent (22 percent) of the total respondents said that their supervisors were positive role models in

their work environment and only 27 percent (8 respondents) said they were not.

Figure 4 manifests the percentage distribution of the total respondents who answered question number 3 “Are your views and participation valued?”

Figure 4: Percentage Distribution of Respondents’ Response According to Valued Views and Participation

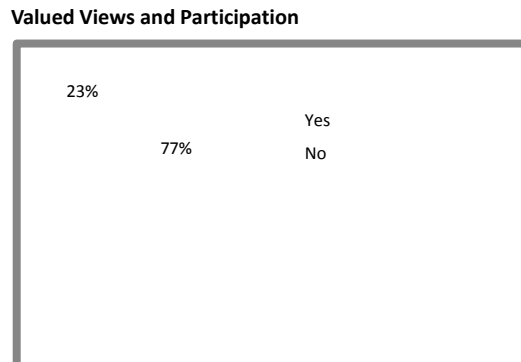
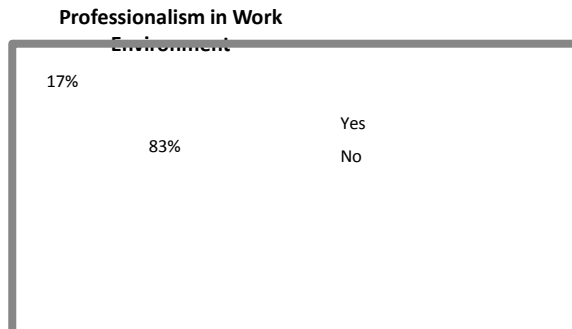


Figure 4 illustrated that 77 percent (23 respondents) expressed that their views and participation were valued in the work place. Less than one-fourth of the total number of respondents or 23 percent (7 respondents) said that these two factors were not valued.

Figure 5 displays the percentage distribution of the total respondents who answered question number 4 “Is professionalism observed in you work environment?”

Figure 5: Percentage Distribution of Respondents' Response  
As to Professionalism in Work Environment



The figure above demonstrated the 83 percent (25 respondents) which comprised the majority of the total respondents expressed that professionalism was observed in their work environment. The minority which was 17 percent (5 respondents) said that professionalism was neglected in their workplace.

Figure 6 displays the percentage distribution of the total respondents who answered question number 5 “Does your compensation match your responsibilities?”

Figure 6: Percentage Distribution of Respondents' Response as to their  
Compensation

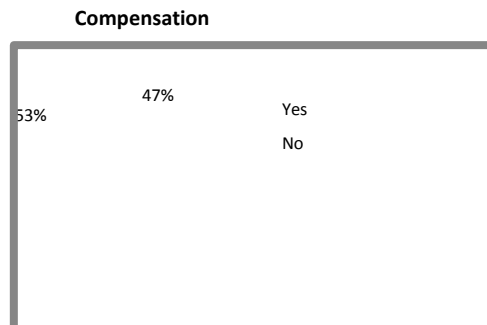




Figure 6 illustrated the almost equal results of respondents' answer with regard to their compensation in relation to their responsibilities. 53% (16 respondents) said that their compensation did not match the amount of responsibilities they have while on duty. Closely, 47% (14 respondents) answered that their compensations were seemingly enough to match with their responsibilities.

Figure 7 presents the percentage distribution of the total respondents who answered question number 6 "Does your supervisor keep you well informed about what's going on in the institution?"

Figure 7: Percentage Distribution of Respondents' Response as to their Supervisors Keeping them Well-Informed

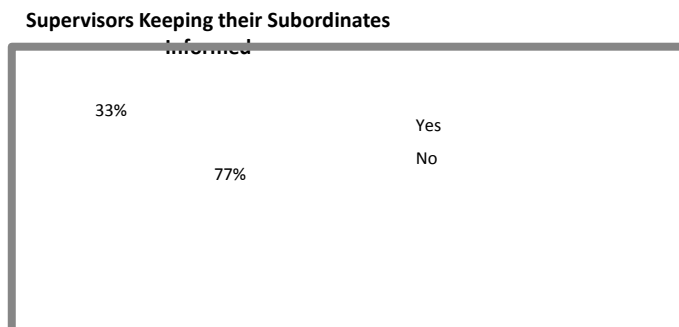


Figure 7 depicted that 77 percent (23 respondents) of the total respondents expressed that their supervisors keep them well-informed and updated on what is going on in the institution. On the other hand, 33 percent (7 respondents) expressed that they were not updated and well-informed.

Figure 8 displays the percentage distribution of the total respondents who answered question number 7 “Does your work give you a feeling of personal accomplishment?”

Figure 8: Percentage Distribution of Respondents’ Response as to their Work as an Accomplishment



Figure 8 presented that 90 percent (27 respondents) of the total respondents expressed that their work gave them a feeling of personal accomplishment and only 10 percent (3 respondents) said that their work did not give them a feeling of personal accomplishment.

Figure 9 exhibits the percentage distribution of the total respondents who answered number 8 “Do you receive appropriate recognition for your contributions?”

Figure 9: Percentage Distribution of Respondents' Responses to they Receive Appropriate Recognition for Contribution

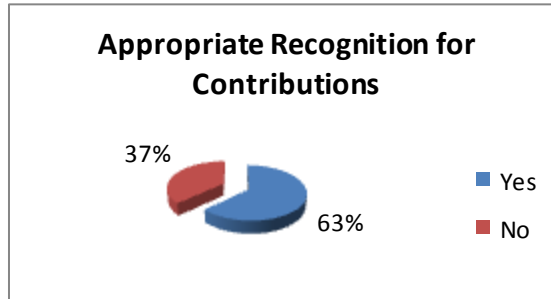


Figure 9 exhibited that 63 percent (19 respondents) expressed that they received appropriate recognition from contributions and only 37 percent (11 respondents) expressed that they did not receive appropriate recognition for contributions.

Figure 10 illustrates the percentage distribution of the total respondents who answered question number 9 “Do you have the ability to maintain a reasonable balance between family life and work life?”

Figure 10: Percentage Distribution of the Respondents' Ability Balance between Family life and Work life

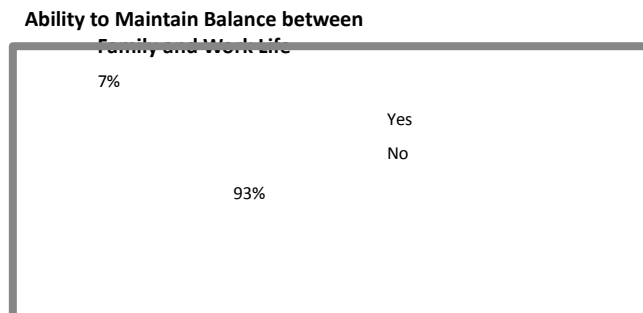


Figure 10 showed that majority of the respondents or 93 percent (28 respondents) were able to balance their family life from their work life and that minority of the respondents which comprised only 7 percent (2 respondents) said that they had not maintained a reasonable balance between their family and work life.

Figure 11 Top Three Variables in which Staff Nurses in MHARS-RTTH are most satisfied in.

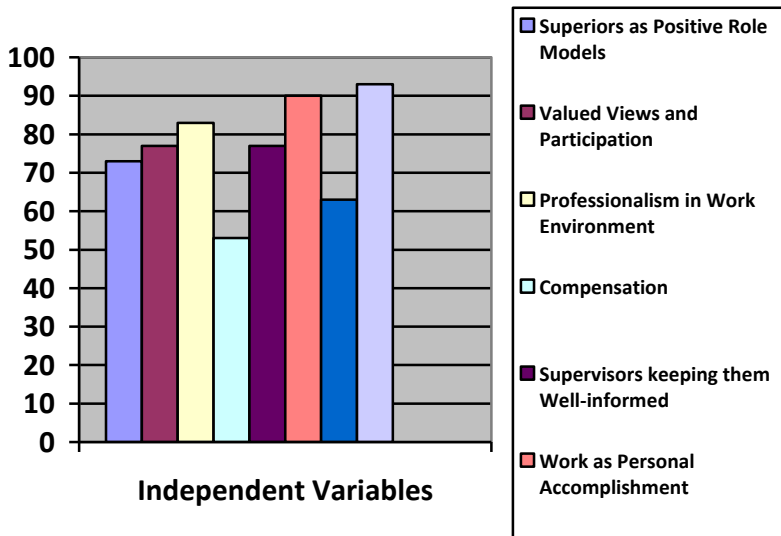


Figure 11 illustrated the top three variables in which staff nurses in MHARS-RTTH were most satisfied in, namely: being to maintain balance between family and work life (93 percent), work as personal accomplishment (90 percent) and professionalism in work environment (83 percent).

Figure 12 presents the top three variables in which staff nurses in MHARS-RTTH are least satisfied in.

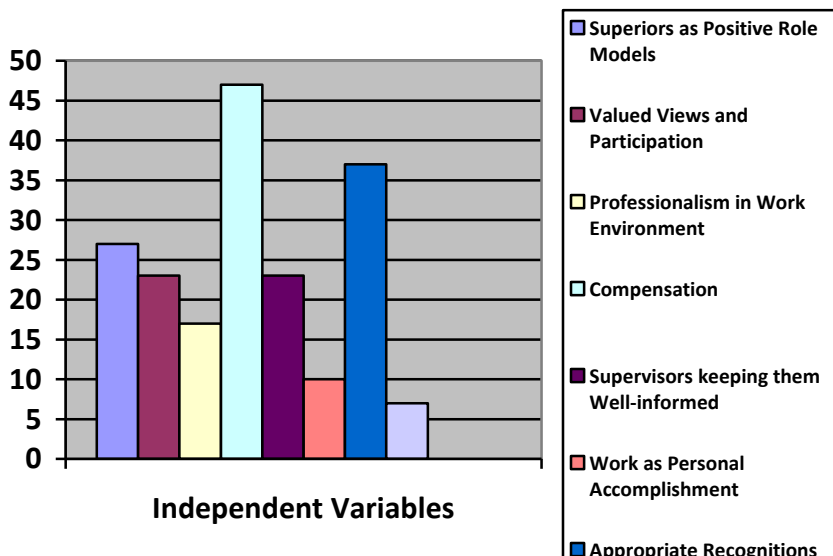


Figure 12 demonstrated the top three variables in which staff nurses in MHARS-RTTH were least satisfied in, namely; compensation (47 percent), appropriate recognition for contributions (37 percent) and superiors as positive role models (27 percent).

#### 4. Summary of Findings, Conclusion and Recommendations

##### Summary of Findings

This study attempted to assess the job satisfaction among the staff nurses in Mayor Hilarion A. Ramiro Sr. – Regional Training and Teaching Hospital. Specifically, it sought answers to the following: (a) What is the job satisfaction of the respondents on the following variables: supervisors as positive models, valued views and perceptions, professionalism in work environment,

compensation, supervisors keeping them well-informed, work as a personal accomplishment, appropriate recognitions from contributions and the ability to balance family and work life; (b) What are the top 3 variables in which staff nurses in MHARS-RTTH are most satisfied in; and (c) What are the top 3 variables in which staff nurses in MHARS-RTTH are least satisfied in?

After a series of gathering and accumulation of data, researchers have found out the following:

1. The respondents were satisfied with their job in a way that they view their superiors as positive role models, their views and participation were valued; professionalism was manifested in their work place, the superiors have kept them well-informed; they visualized work as personal accomplishment; they received appropriate recognition for contributions, and they were able to maintain equilibrium between family and work life.
2. The determinants namely: ability to maintain balance between family and work life; work as a personal accomplishment; and , professionalism in the work environment were the top three variables with which the staff nurses in MHARS-RTTH were most satisfied in.
3. Lastly, the determinants namely: compensation, receiving appropriate recognition for their contributions in the nursing service; and, superiors as positive role models in the workplace were the top three variables with which the staff nurses in MHARS-RTTH were least satisfied in.

## Conclusion

Compelled with complex factors that influence work performance, staff nurses of MHARS-RTTH were least satisfied in

certain aspects of their job. This suggests that the expectations of these nurses were not met. This mirrors the inefficacy of the institution to provide adequate pay for the service rendered by its staff nurses. The institution also fell short on giving appropriate recognition with regard to the nurses' performance, positive role modeling on the part of the superiors.

Further, there are three areas in which the nurses were most satisfied in. This implies that the nurses' expectations were met. The satisfaction of the staff nurses transpired their ability to maintain a reasonable balance between family life and work life. The staff nurses also considered work as a personal accomplishment. In line with these, professionalism in the workplace, as observed, created an avenue for efficient nursing care, which also made the nurses feel satisfied.

### Recommendations

Based on the outcome of this present research, the following points were recommended.

1. Nurse Supervisors and Head Nurses should improve managerial skills by giving appropriate recognition for the contributions of their staff nurses in the nursing service, and being examples of excellence and integrity in the workplace. Likewise, they, together with the administrative body, should discuss ways of allotting reasonable compensation to their staff nurses.
2. The administration should initiate actions to address the concerns of the staff nurses through conducting researches and surveys on aspects of the nursing service that needs to be improved.

3. Staff and council meetings must be conducted regularly to review unit policies and provide activities such as seminars and workshops as staff development programs.
4. Further research should be undertaken to investigate other factors that influence job satisfaction in order to obtain a more comprehensive and complete picture of the situation. Moreover, job satisfaction among all hospital personnel in MHARS-RTTH should be regularly monitored to assess the efficacy of the services provided by the administration.

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<http://www.thefreedictionary.com/compensation>



## *About the Researcher*



**Dr. Rezyl Mallorca** is a graduate of Bachelor of Science in Psychology at MSU-IIT. She finished her Master and Doctor in Philosophy at Immaculate Conception College-La Salle. At present, she is the director of Institutional Research Office, La Salle University, Ozamiz City.



**Ms. Lessie Mae dela Cruz** is a graduate of Bachelor of Science in Zoology at Mindanao State University – Marawi City. She earned 31 units of Master of Science in Biology at Mindanao State University- Iligan Institute of Technology (MSU-IIT), Iligan City and now she is working on her master's thesis entitled “A Geometric Morphometric Study of Rice Black Bug Associated with Selected Rice Host Varieties.” She is presently a full-time faculty of Science department of College of Arts and Sciences at La Salle University-Ozamiz City.



**Ms. Juvi Mae Burgos** is a graduate of Bachelor of Science in Biology (General Biology) at Mindanao State University- Iligan Institute of Technology (MSU-IIT), Iligan City. Currently, she is taking up Master of Education Major in Science at La Salle University-Ozamiz City. At present, she is a Science faculty of the College of Arts and Sciences at La Salle University-Ozamiz City.



**Ms. Mary Lizbeth Caballo** finished BS Zoology from MSU-IIT with the academic

distinction of Cum Laude. She finished her M.Ed in Biology from DLSU (Manila). She served as Coordinator of the Science Department for four academic years. She is a nurturing mother to her one and only apple of the eye, Allison. She is currently a faculty of the Science Department of the College of Arts and Sciences.



**Ms. Cristilyn Yting** is a loyal alumna of Immaculate Concepcion Collge from grade school, until her Masters degree. She graduated with the degree of Bachelor of Science in Accountancy with proficiency in accounting certificate and a Master in Business Administration. Currently, she is a faculty member of the College of Business and Economics.



**Dr. Anna Bocar** is a graduate of Bachelor of Science in Commerce (BSC) major in Accounting at Immaculate Concepcion College in 1990, Bachelor of Laws (Llb) at Misamis University in 1996, Master in Business Administration (MBA) at Immaculate Concepcion College-La Salle in 2000, all in Ozamiz City. In 2006 she completed her Doctor in Business Administration (DBA) at University of San Jose-Recoletos, Cebu City. She was awarded the “College Most Creative and Innovative Teacher” in May 2005 at Immaculate Concepcion College –La Salle, Ozamiz City. From 1994 to the present she works in the college unit of La Salle University, Ozamiz City. Currently, she is the Human Resource Director of La Salle University, Ozamiz City.



**Mr. Benjiemen Labastin** is a graduate of Bachelor of Arts in Philosophy at Our Lady of Angels Franciscan Seminary, Novaliches, Quezon City in 2002. He is currently taking his Master in

Philosophy at the University of San Carlos, Cebu City. At present, he is a faculty of the Social Science Department of La Salle University, Ozamiz City.



**Mr. Eunel Malig-on** is a graduate of Bachelor of Arts Major in Philosophy and Minor in English. He finished his Masters Degree in Teaching Social Studies and Religious Studies at La Salle University. Presently, he is the Coordinator of the Social Science Department of La Salle University, Ozamiz City



**Dr. Julieta Betonio** finished her Master in Business Administration (MBA) in 1995 at Immaculate Conception College – La Salle (now La Salle University) Ozamiz City and Doctor in Management (D.M.) at Liceo de Cagayan University in 2005. She has been in this institution for thirty two years now teaching Business subjects and at present is the Vice – Chancellor for Administration of La Salle University, Ozamiz City.



**Mr. Kem Sperry Nhero Cuizon RN**, is a faculty of the College of Nursing of La Salle University, Ozamiz City where he finished his Bachelor of Science in Nursing at La Salle University – Ozamiz City in 2008.



**Ms. Xysa Quimno RN**, is a graduate of Bachelor of Science in Nursing at La Salle University, Ozamiz City in 2008. Currently, she is working as a faculty of the College of Nursing of La Salle University, Ozamiz City.



**Ms. Aleli Mirabueno RN**, graduated of Bachelor of Science in Nursing at La Salle University – Ozamiz City in 2008 where she is now serving as a faculty of the College of Nursing.