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## Research Article

### Development Communication and Extension: The Case of a Premier State University in CALABARZON, Philippines

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#### ABSTRACT

Development communication is realized in extension, and extension activities are also DevCom in nature. This study aimed to describe and narrate that development communication is practiced and realized through extension in Batangas State University – The Philippines’ National Engineering University, CALABARZON, Philippines. This study utilized the descriptive-narrative research design in a qualitative approach. Various literature of the Extension Service Office and DevCom of BatStateU were collected to answer the research objectives. Interview-conversations were also conducted among university extension officials and development communication faculty. It was found out that BatStateU has a rich historical development up to what it is now as The National Engineering University. It offers 12 extension agenda plus 1 - to be approved by the University Board of Regents. And lastly, values and concepts that comprised development communication based from Quebral’s definition in 2012 were embodied in the practice of extension in BatStateU.

**Keywords:** *Agenda, batangas, development communication, extension service, sustainability*

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#### Introduction

Development communication or DevCom was coined by Dr. Nora C. Quebral in 1971; after forty years and being the mother of DevCom, she redefined it through insightful research. It is now the science of human communication linked to the transitioning of communities from poverty in all its forms to a dynamic overall growth that fosters equity and the

unfolding of individual potential. It is a science because it uses scientific methods through practical intervention and application of research results, theories and principles to help solve social and development problems. It is human communication because the key players in DevCom are the people. Poverty is the reason why DevCom exists and stays relevant. It is a hope that through DevCom, transitioning of

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communities would be observed towards equitable economic growth and unfolding of human potential (Ongkiko and Flor, 2006).

Extension seeks to facilitate the resolution of problematic situations through enhancement of competences, technical, and social innovations to enable stakeholders to work together towards a desired state (Bacongus, 2010). Moreover, according to the National Institute of Food and Agriculture of the United States Department of Agriculture, extension offers informal education and learning opportunities to people across the nation, including farmers and other rural community members as well as citizens of urban regions. It places a strong emphasis on applying information obtained through research and education to the people themselves in order to bring about beneficial changes.

In Higher Education Institutions or HEIs particularly among State Universities and Colleges (SUCs), extension is one of five-fold functions along with instruction or academics, research, production and internationalization. According to the CHED Memorandum Order No. 08, series of 2008, extension is the process of informing, persuading, and assisting particular sectors or target clientele as opposed to individuals enrolled in formal degree programs and course offerings, so they can effectively improve production, community and or institutions, and quality of life.

This paper would like to analyze development communication and extension of Batangas State University - The National Engineering University in CALABARZON, Philippines. Specifically, it would analyze the nature and relevance of development communication in conducting extension service projects, programs, and activities through development communication values and the factors comprising the constructs of DevCom by Dr. Nora C. Quebral, the 2012 definition.

## Methods

This research paper utilized the descriptive-narrative research design in a qualitative approach. To characterize a phenomenon and its traits is the aim of descriptive study. It is more interested in what occurred than in how or why it occurred. Therefore, observation and

survey tools are often used to gather data (Gall, Gall, & Borg, 2007; Nassaji, 2015). Narrative research is the process of gathering and examining the stories people tell about their experiences in order to provide interpretation. Researchers frequently employ narrative methodologies to explore topics including outcomes, coping, and quality of life (Overcash, 2003). In this case, it was applied through narrating the processes and the secondary data documents available in the Extension Service Office - Central Administration of BatStateU. Qualitative research approach, however, is more holistic and often involves a rich collection of data from various sources to gain a deeper understanding of individual participants, including their opinions, perspectives, and attitudes (Nassaji, 2015).

Different literature particularly on development communication, extension education, and Batangas State University DevCom academic program and extension service documents were collected to answer the research objectives. The researcher also interviewed and conversed with university extension officials and DevCom faculty members. The gathered data on the subjects of the study sustained development communication and extension service. In addition, it is assumed that development communication and extension of Batangas State University is reversibly affected by various internal and external environmental factors.

## Results and Discussion

### *The Batangas State University Extension Services*

Institutions of higher learning are required to provide extension services alongside with instruction and research. This acknowledges the crucial part that colleges and universities play in the growth of communities, particularly the underprivileged and impoverished. With the establishment of the Extension Services, Office, Community Development Services Unit, Extension Monitoring and Impact Assessment Unit, and Gender and Development, Batangas State University, as The National Engineering University, is committed to carrying out its extension service function with the primary objective of forming a partnership with the national government and other relevant

stakeholders in pushing poverty alleviation initiatives. The University responds more effectively to the training demands of communities, business, government, nonprofit groups, and academics.

The rationalization of the comprehensive academic services provided by State Universities and Colleges in the Philippines is often emphasized together with the Public Higher Education Reform. PHER aims to achieve the following goals:

1. to rationalize higher education, enhance its internal and external efficiency, maximize resource generation, and raise educational standards;
2. to raise educational outcomes;
3. to increase the social relevance of higher education's developmental function; and finally
4. to increase access to high-quality higher education for low-income and disadvantaged groups.

Additionally, it is intended that through increased public investment, state universities and colleges, which receive the majority of public funding for higher education, will become more capable and answerable to the state.

SUCs provide a significant contribution to the urgent mission of eradicating poverty by accelerating the speed of innovations, producing new knowledge and practical skills, and boosting workplace productivity and community dynamism through their 3-fold functions - instruction, research, and extension. (ched.gov.ph). Comparing the goals PHER Roadmap and the BatState-U Extension Services, both are coinciding with one major objective and that is to maximize the resources around us, for a quality and sustainable community living for every Filipino, for every "Juan".

### ***Batangas State University through the years***

**The Vision, Mission, and Core Values of Batangas State University.** The main campus of Batangas State University, known as Pablo Borbon Campus, is located in Batangas City, Philippines. The university is dedicated to realizing its mission of producing leaders for the world's knowledge economy. The University leadership has articulated its core values of

patriotism, service, integrity, resilience, excellence, faith. Its goal is to produce leaders by creating a 21st-century learning environment through innovations in education, multidisciplinary research, and collaborations with the community and business sectors. This will foster a sense of national identity, boost the economy, and inspire global engagement for sustainable development ([www.batstate-u.edu.ph](http://www.batstate-u.edu.ph)).

**A brief history of the National Engineering University, Batangas State University.** In 1903, the Batangas State University began as a manual training school for young men. After 48 years, it was renamed the Pablo Borbon Memorial Trade School by virtue of RA 746 in 1953. It had previously been known as the Batangas Trade School. In 1957, it underwent a name change to Pablo Borbon Regional School of Arts and Trades and began providing technical training. By virtue of RA 5270, it was transformed into a state institution and designated the Pablo Borbon Memorial Institute of Technology in 1968, becoming the country's 23rd state college. In 1971, it began providing engineering and industrial education programs, and in 1974, graduate degree programs. While it began providing basic education through a special science class in the laboratory school in 1987, it initiated expanding operations in its first extension campus in Alangilan, Batangas City, in 1984 ([www.batstate-u.edu.ph](http://www.batstate-u.edu.ph)).

One of the most significant turning points for PBMIT occurred in 2001 when it was transformed into the Batangas State University according to RA 9045. In 2016, it established research and development centers and shifted the academic calendar from June to August. In 2017, the university was recognized and designated as a Center of Excellence and Development in different programs particularly in Development Communication. Additionally, it acquired international recognition for its engineering and information technology programs and was categorized as a Level IV state university. It was given three stars by the QS stars rating in 2020 and got the presidential declaration of the BatStateU Knowledge, Innovation and Science technology (KIST) Park as a Special Economic Zone. Republic Act 11694, an act designating Batangas State University as the

National Engineering University and allocating funding therefor, establishes the institution as the Philippines' National Engineering University in 2022 ([www.batstate-u.edu.ph](http://www.batstate-u.edu.ph)).

### **The Batangas State University Extension Agenda**

**BatStateU Inclusive Social Innovation for Regional Growth (BISIG).** CommLEx aims to be a platform for social concerns exchange between students, researchers, extensionists, field specialists, LGUs, and community members. The program also aims to produce innovative social solutions for the concerned communities. The SIGPAW Project aims to improve the condition of water sheds for sustainability. The BOOTCAMP aims to promote participation in social innovation among out-of-school youths, and junior high school students – both to increase the awareness and engagement of the youth.

**Livelihood and other Entrepreneurship related to Agri-Fisheries (LEAF).** This initiative is intended to find viable extension programs for agri-fisheries' livelihood and entrepreneurship. The program's goal is to alleviate poverty and inequality by giving poor households job opportunities and a source of income, as well as through helping extremely vulnerable households transition to sustainable livelihood and economic sustainability. The 2030 Sustainable Development Goals, which call for economic development, zero poverty, and decent work, are addressed in the program.

**Environment and Natural Resources Conservation, Protection and Rehabilitation.** The program's objectives are to protect biodiversity and boost watershed rainforest productivity in order to provide watershed communities with sustainable resource-based programs, projects, and activities. In addition, this project specifically is one of the avenues of the university to help in promoting earth-saving-related SDGs like SDG 13 – Climate Action, to name one.

**Smart Analytics and Engineering Innovation.** The program's goal was to promote and facilitate research that can assist users of data, including small and medium-sized businesses, industry, local governments, lawmakers, policymakers, teachers, students, individuals, and

families, as well as other stakeholders, in harnessing the potential of data at various levels of complexity to make wise decisions. Smart predictive informatics innovations are required to help make sense of the expanding quantities of data, support macroeconomic competitiveness goals, and improve daily productivity.

**Adopt-a-Municipality, Adopt-a-Barangay, Social Development through BIDANI Implementation.** The program's objectives are to design, develop, implement, and evaluate research-based high impact community development services projects activities using a strategy that encourages nutrition-in-development through a local participatory and integrative management system. It thereby helps in addressing one of the Sustainable Development Goals pertaining to the good health and well-being of the community.

The Barangay Integrated Development Approach for Nutrition Improvement (BIDANI) is an extensive method for integrating nutrition into development that places a strong emphasis on the necessity of integrating Filipinos' improved nutrition into efforts to achieve rural development.

**Community Outreach.** The program intends to support high university stakeholders like the students, parents, teachers, staff, personnel, and alumni, in engaging in social development work and working in partnership with institutions and community-based groups to advance a fair, caring, equitable, and humane society. This also aims to improve the quality of life at the grassroots level. The quality of life for the average person is another goal of this extension agenda.

**Technical – Vocational Education and Training (TVET).** It refers to all types and levels of education and training that use formal, non-formal, and informal learning methods in both school-based and workplace-based learning contexts to impart knowledge and skills relevant to occupations in various spheres of economic and social life. By offering equal access to training opportunities for all social groups without discrimination, the TVET Program's overarching goal is to prepare people who can contribute to sustainable growth and the reduction of poverty while also supplying the

economy with competent and competitive well-skilled workers.

**Technology Transfer and Adoption or Utilization.** The program aims:

1. to assist and support the faculty and students in creating avenues for technology transfer and commercialization of their research;
2. to develop and improve the faculty's technical skills for more efficient extension service through technology assessment, transfer, adoption, utilization and commercialization of research outputs;
3. to support the education, community, and industry sectors through technological innovation and advancement;
4. to make it easier to transfer high-impact research findings for use by the sectors of education, community, and industry; and
5. to ensure the quality of the research – based technologies in the services areas through assessment and monitoring.

**Technical Assistance and Advisory Services.** Through technical inputs, capacity building, support for stakeholder discussions, and other means, the initiative specifically intends to explore solutions to increase the productivity of small and medium manufacturing firms, Local Government Units, SMEs or Small and Medium-sized Enterprises, and other GA or Government Agencies and NGAs or Non-Government Agencies. Results will include assistance with policy changes and capacity building in the areas of financial access, corporate regulation, and public-private partnerships (PPP).

**Parents' Empowerment through Social Development (PESODEV).** The process of gaining mastery and control over one's life and a greater comprehension of one's surroundings is known as parent empowerment. PESODEV aims to provide livelihood, gender and development, responsible parenting and socio-cultural training and activities for parents to make them active members of the communities they belong to, including the University system. This agenda on BatStateU extension converts the idle time of the parents, staying in the university and waiting for their children to finish their classes, to a more meaningful and useful manner by encouraging them to participate in the prepared projects and activities.

**Gender and Development.** The GAD program seeks to institutionalize gender responsive mechanisms in the university, develop and recognize gender responsive members of the academic community, establish sustainable partnerships with external stakeholders and technical experts, and foster cooperation in the planning, development, implementation, monitoring, and evaluation of GAD PPAs. It also seeks to build or upgrade facilities that would support these goals. Moreover, the GAD Office of BatStateU also mainstreams its advocacies including the field of academics and research.

**Disaster Risk Reduction and Management and Disaster Preparedness and Response/Climate Change Adoption (DRRM and DPR/CCA).** The initiative wants to encourage communities and individuals to live in a safe and secure environment. The program's specific goals are to raise people's awareness of DRRM and DPR/CCA, to increase community members' safety and preparedness, to understand the proper response movement and evacuation in an emergency, to ensure people's health and safety during calamities and disasters, and to train volunteers to meet people's needs.

**Galvanizing Extension Activities towards Relevance and Sustainability. GEARS** is research-based extension program which aims to address problems of the communities and industries through a systematic approach in planning, implementation, monitoring and evaluation of intervention that responds to the attainment of Sustainable Development Goals. It provides technology-related solutions or technology transfer for the target communities and industries.

### ***Development Communication and Extension***

Development Communication is the utilization of both communication process and media to facilitate social development (Quebral, 1973). Development communication engages stakeholders and policy makers, establishes conducive environments, assesses risks and opportunities and promotes information exchange to create positive social change via sustainable development (Mefalopulos, 2008). On the other hand, extension is listed as one of the three primary purposes of higher education in

CMO No. 08, series of 2010. To effectively improve production, community and or institutions, and quality of life, as well as to improve the academic and research programs at HEIs, it refers to the act of communicating and transferring knowledge and technology to specific sectors and target clienteles, as compared to those enrolled in formal degree programs and course offerings.

**The Values of Development Communication.** The nature of being purposive, pragmatic, and value-laden are the three main principles that govern the practice of development communication. DevCom is purposive communication because people communicate for information and to positively influence the behavior of the receiver of information. DevCom is pragmatic which means being results-oriented. DevCom is value-laden because there is an attached value in every message that people communicate (Jamias, 1975; Ongkiko and Flor, 2006).

**Purposive Extension.** The mission of BatStateU's Extension Service is to liberate communities, especially the underserved and depressed, from the chains of poverty, starvation, ignorance, vices, indifference, and environmental degradation so that they can live honorably and dignifiedly. Every extension program, project, and activity have the purpose to help people of the communities improve their ways of living (Extension Services Manual, 2012).

Before going to the community where the extension would be conducted, the group of faculty expansionists pilot first a training or needs assessment. This will serve as the basis of the group why the extension would be pursued. Most of the time, different stakeholders are sending a request letter addressed to the university president asking for a particular intervention or technical advisory services and still, an assessment would be conducted among target beneficiaries to tailor fit the kind of training or activity that would be given to them.

**Pragmatic Extension.** BatStateU conducts research and need-based extension in order to come up with good outcomes and that is better quality of life among extension beneficiaries. The results of assessment being conducted before any extension are contributory in the

planning and design of sustainable and relevant extension programs, projects, and activities. When an extension endeavor is sustainable, good results may be earned. DevCom being a pragmatic field of study is results-oriented - good impact and accomplishment of the purpose. Being pragmatic also means openness to constructive criticism, monitoring and evaluation in order to know the aspects of the extension endeavor would be needing change, improvement, enhancement or even termination.

Amah, Nwuche, and Chukuigwe (2013) stated in their study that effective team leadership and goal-oriented target setting have developed into tools for organizational effectiveness in the twenty-first century. If managed and fostered properly, setting goals that are focused on results and leading teams successfully are considered to have benefitted numerous enterprises. To enable firms to react swiftly to environmental changes in this age of globalization, result-oriented objective setting and strong team leadership are essential.

**Value-laden Extension.** Development is in itself a value-laden word. It is not a neutral word (Quebral, 1988; Ongkiko and Flor, 2006). People have preconceived notions about how growth can be accomplished. DevCom is currently advocating four essential ideals to make Philippine development a reality. The four Es of DevCom are known as these values - empowerment, environmentalism, entrepreneurship, and equity (Ongkiko and Flor, 2006).

The same thing with the extension of BatStateU, extensionists go through careful planning and preparing the conduct of an extension. The important factors considered in preparing the extension proposal in Batangas State University are title or extension brand, location, duration, type of community extension service, sustainable development goals (SDG) addressed, office, college or program involved, who are the project leader, assistant project leader and coordinators, partner agencies, gendered beneficiaries, total cost and sources of funds, rationale of the extension, general and specific objectives, description, strategies, and methods including the activity schedule, financial plan, duties and tasks of the partner agencies, monitoring and evaluation mechanics plan, and sustainability plan.

**Science in extension.** Development Communication is a social science. It utilizes scientific methods and procedures in enriching the confluence of development and communication through theories, principles, and philosophies for derivation and application in various development and community problems (Ongkiko and Flor, 2006). On the other hand, extension service refers to the provision of training, information, and support services by the government and non-government organizations to the agriculture and fisheries sectors to improve the technical, business and social capabilities of farmers and fisherfolk (RA 8435).

In extension, programs, projects, and activities or PPAs organized as trainings, workshops, seminars, whether online or interpersonal, undergo the scientific processes and procedures before it could be done. It is made sure that these PPAs are all research-based and need based, determined by conducting an assessment; these assessment results are used as bases in planning, designing, and preparing the conduct of a certain PPA. In this sense, both development communication and extension endeavors consider the scientific processes and procedures like research and other legal bases towards its planning and implementation.

**Human communication in extension.** Sending and receiving verbal and nonverbal signals between two or more persons is human communication. Self-presentation, relationships, interviewing, group interaction and leadership, and presentations or public speaking are among the abilities gained via studying human communication. Moreover, Ongkiko and Flor (2006) discussed that development communication is human communication whether it utilizes interpersonal channels or mass media or whether it is practiced at various levels like individual, group, organizational, international, national, provincial, sectoral, program, or at the grassroots. DevCom's major players are the people. In the field itself, people are more important than tangible or intangible technology. This may be one aspect of DevCom that sets it apart from other communication disciplines. It is geared toward being people-centered.

Basically, there is human communication in extension. The process of conducting extension

speaks for itself that it involves human communication. In BatStateU, the extensionists start with needs assessment and it involves various forms, ways, and means of communication, manual or digital, and interpersonal communication. There are also times that companies and institutions external to BatStateU are sending request letters to conduct activities like skills development, mental health, communication skills to name a few. Extension is human communication because the reason why extension is carefully planned and conducted is for improvement of quality of life of people, and DevCom is people-centered.

**Transitioning of communities.** Because the community's primary focus is the transition process itself, communities of practice for transitions are distinct from other communities of practice. In such a community, the shared practice is transition, and the purpose of the community is mutual support in negotiating that transition (Paechter & Marguerite, 2020). It serves as a catalyst for social change in DevCom. A substance that quickens a chemical process is known as a catalyst; a phrase taken from chemistry. Development communication will accomplish in a shorter time what normally will take years to accomplish (Ongkiko & Flor, 2006).

In the BatStateU extension, the context of transitioning of communities is the gradual development of a poor community from all facets of poverty to dynamic global growth. It could also be traced in the BatStateU Extension Manual (2012) that it shall empower communities, particularly the underserved and depressed. The BatStateU Extension programs, projects, and activities are designed to help the targeted beneficiaries to improve their lives.

**Poverty in all its forms.** According to data released by the Philippine Statistics Authority (PSA), the population's incidence of poverty rose from 21.1 percent during the same period of 2018 to 23.7 percent during the first half of 2021. This corresponds to an additional 3.9 million Filipinos who are poor. Regions with stricter quarantines tended to see larger increases in poverty compared to regions under less stringent quarantines (NEDA, 2021). Poverty is the greatest challenge facing development communication practitioners (Ongkiko

& Flor, 2006). It has to do with undernourishment, unemployment, illiteracy, and population growth. Poor people are landless farmers, ignorant mothers, or uneducated workers. They and their families are the targets of DevCom because of their need and number.

Relating the DevCom context of poverty to how it is addressed in extension, as per BatStateU Extension Service philosophy, that it would serve and empower underserved and poor communities from the bondage of poverty and other perennial social problems for them to live with honor and dignity; additionally, BatStateU Extension's objective of reducing or eliminating poverty includes enhancing beneficiaries' quality of life at the local level.

In addition, the first Sustainable Development Goal (SDG) 1 established by the United Nations is to "End Poverty in All Its Forms Throughout the World." Globally, the percentage of those in extreme poverty decreased from 36% in 1990 to 10% in 2015. However, the rate of change is slowing down, and the COVID-19 issue runs the risk of undoing years of achievement in the battle against poverty. According to the World Institute for Development Economics Research, the economic consequences of the pandemic might push up to 500 million people, or 8% of the world's population, into poverty. Since 1990, there hasn't been an increase in worldwide poverty; this would be the first instance of it. BatStateU Extension gives a good space for the inclusion of a certain Sustainable Development Goal that they may address during the planning stage of the extension program, project, and activity and mostly, one of it is SDG 1 - No Poverty. It could be a little portion of the action to contribute to fight poverty particularly in the community being served, but at least BatStateU Extension is doing something to take part in participating to achieve the United Nations' SDGs.

**Dynamic overall growth.** Economic growth is one of the elements of this statement in the DevCom context. It can be characterized as an improvement or growth in the market value of the goods and services generated by an economy over an extended period of time. Statisticians conventionally measure such growth as the percent rate of increase in the real gross

domestic product or real GDP (Statista & IMF, 2012).

However, in both BatStateU DevCom and extension, development or overall growth shall be treated in a dynamic perspective. It could be noted in the wide range of areas or fields that DevCom and extension could partner and collaborate with each other. Checking the extension agenda of BatStateU, it could be gleaned from it covers almost all and everything. Presently, through Republic Act 11694, declaring Batangas State University as the Philippines' National Engineering University, extension PPAs would be taken now in a national scale, especially the engineering and technology-based extension.

**Equity.** Social equity is defined in a variety of ways, but they all center on the concepts of justice and fairness. In older cultures, public administrators play a crucial role in ensuring that social services are provided in an equitable manner. This suggests that disparities between groups should be considered both historically and currently. Fairness is dependent on this social and historical context (Gooden, 2015).

The College of Development Communication of the University of the Philippines Los Baños, the world's pioneer of DevCom, disclosed their organizational values that as a catalyst for planned social change, their initiatives are guided by the principles of 4Es: Empowerment, Equity, Entrepreneurship, and Environmentalism (CDC-UPLB).

In the extension of BatStateU, equity is realized through meticulous checking of extension proposals by the extension coordinators and other higher officials. The content, the budget, the alignment of the activity to the academic program organizing and implementing the extension are just some of the aspects being conscientiously checked in order to practically ensure sustainability and that the extension factors particularly the objectives would be met.

**Unfolding of individual or human potential.** Communities, like people, are continually advancing toward better and correct practice in terms of realizing human potential. No one should block or never stand in the way of achieving this desirable state. Individually, we should encourage others to become aware of



their potentials and abilities. At the societal level, we should contribute to the achievement of that desired state (Ongkiko and Flor, 2006).

In BatStateU DevCom and Extension, this is its dream for their receptive beneficiaries or trainees participating in each and every extension PPA. The learning that they would get hopefully would empower them and gradually continue these good knowledge and practices that they would acquire through extension. This development would be officially put into records through constant monitoring and evaluation of the said extension endeavors, and eventually identify its impact after three (3) to five (5) years to assessment.

### **Conclusion**

In Batangas State University, Development Communication is primarily considered as an academic program. However, to prepare the students for a real-life profession and commitment to development through communication, they are being exposed to various development-oriented community projects and one of the ways and means to do it is through extension. BatStateU DevCom as an academic program holds a good reputation being one of the two (2) designated DevCom programs in the Philippines by the Commission on Higher Education (CHED) as Center of Development in Development Communication and a Level IV re-accredited program, the highest level of accreditation that an academic program may get, by the Accrediting Agency of Chartered Colleges and Universities in the Philippines (AACUP).

The BatStateU administration may continue to support its DevCom program in all ways through promotion and sustainable enhancement of the program's vision, mission, goals, and objectives, scholastic force, academic program curriculum and instruction, pro-student provisions, research, community work and extension involvement, library services, modern physical facilities, recalibrated laboratories, and supportive administration. This is to sustain and even enhance its stature from Center of Development to become hopefully Center of Excellence in Development Communication and provide the needed accomplishments on some area recommendations as Level IV AACUP re-accredited program.

The BatStateU Extension offers a lot of opportunities in terms of programs, projects, and activities through its multiple agenda. However, Tapang-Lopez (2022) identified some challenges in terms of extension program implementation like collaboration and partnership, funding and support, knowledge of extensionists, point or credit system, and accreditation. On the other hand, Medina (2019) also identified some issues and challenges in research and extension that may affect community engagement and these are low faculty motivation, extension services as a second-rate endeavor to research, multiple responsibilities and office and individual targets, and inadequate or low budget for research and extension. These are also some of the sentiments of faculty extensionists of the university. The university administration through its Research Development Office and Extension Services Office may come together and think of practical and doable solutions on these problems, more importantly to inspire and motivate the faculty extensionists. Extension is one of the mandated and major functions of a university, so therefore, issues like these should be really taken into consideration seriously.

The practice of extension in Batangas State University could also be aligned to DevCom values of being purposive, pragmatic, and value-laden. At the same time, BatStateU Extension embodies the concepts that comprise development communication based on Dr. Nora C. Quebral's definition in 2012. Based on the extension practices narrated in this paper, development communication is very evident in the practice of extension and extension modalities and materials are DevCom in nature. Although they are two different fields in terms of how they are called and named and looking into how DevCom and extension are practiced, they share the same ways and means in realizing the goals and objectives of both development communication and extension.

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