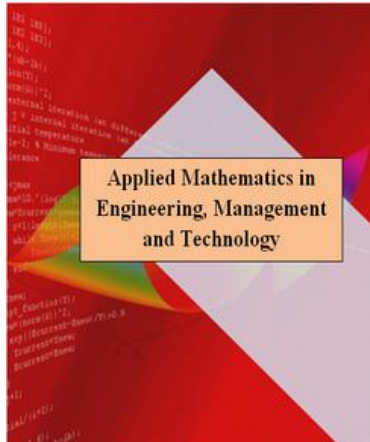


Corporate Social Responsibility of Northwestern University

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Abstract:

This research paper focused on the evaluation of the different corporate social responsibility programs of Northwestern University, Philippines. It looked for the level of implementation of how socially responsible is the University towards the different stakeholders such as students, employees, suppliers, community and the environment. In this study, descriptive-correlation method was to determine extent of implementation of the corporate social responsibility of Northwestern University. To establish the extent of implementation of the CSR, the researcher distributed questionnaires to the respondent groups namely, employees, students, community people and suppliers of the school.

1. Introduction

The word of corporate social responsibility stems from a commitment to the society in which a business operates. Corporate social responsibility is seriously considering the impact of the company's actions on the society. For most businesses their main responsibility is making profit but for those who believe in corporate social responsibility, they are in business to serve the society and the profits are therefore seen as their reward for doing that work well. It is coming from the principle that firms with social responsiveness creates and builds good reputation that is why they are being patronized by the community. Corporate social responsibility implies the obligation to deal with societal issues especially where the business functions and also looks at what behavior and policies the business ought to adopt to deal with that issue or problem.

Corporate social responsibility has been described as a commitment to improve community well being through discretionary business practices and contributions of corporate business. It is a voluntary commitment a business makes in choosing and implementing those practices. These practices can be in monetary or non monetary form and should concern the well being of both employees and students in terms of (a) fairness of policy formulated, (b) consistency of implementation, (c) honesty in implementation and (d) timeliness of implementation as well as environmental issues. The rise of the concept of corporate responsibility in its various forms and guises such as business ethics, corporate social responsibility, corporate citizenship, sustainability or the stakeholder view of the firm, seems inseparable from the rise of supply-side economics and theories of competitiveness. At first, corporate responsibility may have been conceived and perceived as a critical outsider agenda, but today it is increasingly understood as integral to the efficient, effective and sustainable functioning of markets and businesses. The goal of CSR is to embrace responsibility for the company's actions and encourage a positive impact through its activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere who may also be considered as stakeholders.

The social performance of a company comprises three dimensions: corporate philanthropy, corporate responsibility and corporate policy. Corporate philanthropy includes charitable efforts undertaken by a firm that are not directly related to its normal business activities. Corporate responsibility refers to the way in which a corporation behaves while it is pursuing its goal of making profits. The final category, corporate policy encompasses the position of a firm on issues of public policy that affect both business and society as a whole.



In Philippines one of the best examples of an effective Corporate Social Responsibility Program is Lamoian Corporation, maker of Hapee Toothpaste; about 30 percent of the employees are hearing-impaired. Other people with similar handicaps are also accommodated. But realizing that there are still many more people outside the company needing help, Lamoian took it upon itself to support three schools and 14 centers that provide basic sign language courses to the hearing-impaired. Upon graduation, some students are sent to college as scholars, while others are hired by the company.

In Philippines, Universities have been mandated by accrediting bodies to have a comprehensive community extension programs. It ranges from being lecturers and resource speakers to community seminars, clean and green programs and coastal cleaning, and helping communities with small scale enterprises. But from the definition of corporate social responsibility, can we consider these programs as the mere CSR activities of universities and schools? Are the activities limited with what the accrediting bodies are mentioning?

Northwestern University true to its commitment of providing a holistic approach to its clientele development had pioneered several activities that had been recognized by the accrediting bodies in terms of community outreach programs. The University had received several awards from the different communities and agencies it had partnered with. But are these the only CSR programs that are considered by the University? What are the other things that the University is doing in terms of its commitment of improving of the community?

It is in this context that this case study is conceptualized. It will emphasize on the corporate social responsibility of Northwestern University to the different sectors of the society where it belongs.

2. Statement of the Problem:

This study aimed to find out the different corporate social responsibility programs of Northwestern University and its extent of implementation. More specifically it seeks to provide answers on the following questions:

1. What is the NWU employee and student's attitude on Corporate Social Responsibility?
2. What is the extent of implementation of Corporate Social Responsibility of NWU as perceived by:
 - a. Students;
 - b. Employees;
 - c. Suppliers; and
 - d. Community?
3. What are the environmental corporate social responsibility programs of NWU?
4. What are the strategic recommendations to build and enhance corporate social of Northwestern University?

3. Significance of the Study

The results of this study are significant to the following stakeholders:

Northwestern University Community. The information gathered in this study will inform the Administration of Northwestern University of the significance and extent of implementation of the different corporate social responsibility programs implemented by the University.

BUSINESS STUDENTS and EDUCATORS. The information gathered in this study will be a good source of classroom discussions and possible research topics to be conducted by business management students and educators.

4. Research Design

In this study, descriptive-correlation method was to determine extent of implementation of the corporate social responsibility of Northwestern University. To establish the extent of implementation of the CSR, the researcher distributed questionnaires to the respondent groups namely, employees, students, community people and suppliers of the school.

5. Sampling Method

The population of the study consisted of 4 groups namely; employees, students, people of the community and suppliers.

In the determination of sample size, the formula that was used is:

$$n = N / 1 + Ne^2$$

where: n = sample size

N = population size

e = marginal error at .05

Table 1 is presented for the distribution of population and sample:

Table 1-distribution of samples

Respondents	Sample Size		
	N	n	n*
Employees	401	200	
Students	3500	359	
Community People			100
Suppliers			10

6. Statistical Treatment

The data gathered in the study was analyzed statistically through the use of the following:

The frequency and percentage was used to indicate the profile of the respondents and organizational characteristics.

The mean was used to describe the extent of implementation of CSR programs.

7. Presentation, Interpretation and Analysis of Data

This section of the study presents the analysis and interpretation of the data as gathered from the questionnaire and follow up interviews. The responses were organized, tallied, tabulated and presented in tables to facilitate their interpretation.

Problem 1. What is the NWU employee' and students' perception on Corporate Social Responsibility?

A. Employees 'perception on Corporate Social Responsibility.

Table 2- Item Mean Ratings of the Attitudes of Employees towards Corporate Social Responsibility

Items	Mean Rating	DR
1. I would like my employer to balance economic success with social and environmental objectives.	3.45	SA
2. I am more likely to join and stay with a company that has reputation of strong Corporate Social Responsibility and supports charitable institutions.	3.87	SA
3. I am willing to take a pay cut to work for a company with a strong, mission driven attitude regarding Corporate Social Responsibility and accountability issues	3.24	A
Total	3.52	SA

Legend:

Statistical Range

4.00 - 3.25

3.24 - 2.50

2.49 - 1.75

1.74 - 1.00

Overall Descriptive Rating

Strongly Agree (SA)

Agree (A)

Disagree (D)

Strongly Disagree (SD)

Table 2 presents the item mean ratings showing the perception of employees towards corporate social responsibility.

The table shows that the overall perception of employees towards corporate social responsibility is “Strongly Agree” ($\bar{X}=3.52$). This means that employees of Northwestern University give importance to Corporate Social responsibility of their employers.

Looking closer at the table, the lowest mean is “I am willing to take a pay cut to work for company with a strong, mission driven attitude regarding CSR and accountability issues.” This can be attributed to the fact that employees of Northwestern University, though they agree that CSR of their employer is necessary, are still not that committed to share their salaries for community service activities. When the researcher interviewed some of the employees, they said that their salaries is not sufficient for their own family needs and that if they have extra money they can donate but it is not their priority.

It can also be gleaned that employees are more likely to join and retain their employment in organizations with strong corporate social responsibility and supports charitable organizations.

B. Students’ attitudes on Corporate Social Responsibility.

Table 3- Item Mean Ratings of the Attitudes of Students towards Corporate Social Responsibility

Items	Mean Rating	DR
1. I would like to study in a school that balances economic success with social and environmental objectives.	3.12	A
2. I am more likely to study and stay with a company that has reputation of strong Corporate Social Responsibility and supports charitable institutions.	3.01	A
Total	3.07	A

Legend:

Statistical Range

4.00 - 3.25

3.24 - 2.50

2.49 - 1.75

1.74 - 1.00

Overall Descriptive Rating

Strongly Agree (SA)

Agree (A)

Disagree (D)

Strongly Disagree (D)

Table 3 shows the item mean rating of the perception of NWU students towards Corporate Social Responsibility. The descriptive rating is “Agree” with a mean rating of $\bar{x} = 3.07$. This is an indication that students do necessarily look into the corporate social responsibility of the school they are enrolled in and that students are somewhat aware of what corporate social responsibility is.

Looking closer at the table, students “Agree” that they are most likely to stay in a school that is strong in corporate social responsibility and supports charitable institution. This is an indication that the school should promote its corporate social responsibility programs and let the students be aware of them because it is a form of good publicity and promotion to the school.

Problem No. 2 What is the extent of implementation of Corporate Social Responsibility of NWU as perceived by:

- a. **Students;**
 - b. **Employees;**
 - c. **Suppliers; and**
 - d. **Community?**
- A. Corporate Social Responsibility towards Students

Table 4- Corporate Social Responsibility Towards Students

Items	\bar{x}	DR
1. Faculty		
1.1 There is a high regard and respect of faculty competencies by the students	3.17	MR
1.2 Faculty members have mastery of their subject matter as manifested by the ability to present contrasting points.	3.12	MR
1.3 Faculty members observe Code of Ethics	3.08	MR
1.4 Faculty members are available for academic advising	3.11	MR
1.5 Faculty Member are genuinely inherited and concerned in the welfare and professional development of students	3.20	MR
Sub-total	3.14	MR
2. Instruction		
2.1 There is an adoption of different instructional procedures for different abilities of students	3.19	MR
2.2 Proper academic atmosphere and discipline are maintained in all classes	3.05	MR
Sub-total	3.12	MR
3. Library		
3.1 Library materials are acquired and kept – up to date	2.80	MR
3.2 All library materials of permanent value which are instructional property are accessional, classified and catalogued	3.17	MR
3.3 The library is accessible to students conducive to quiet study and adequately lighted and properly ventilated	3.24	MP
Sub-total	3.07	MR
4. Laboratory		
4.1 The Science, lecture rooms laboratory and computer rooms have adequate space and provisions for appropriate demonstrations and exhibits.	2.89	MR
4.2 The laboratories are properly lighted, well – ventilated and conducive to learning	3.15	MR
4.3 Laboratory assistants or technicians are well trained and exhibit	3.14	MR

readiness to work.		
Sub-total	3.06	MR
5. Physical Plant		
5.1 Northwestern University site create a whole some environment relatively free from traffic and transportation dangers, noise and dust	3.20	MR
5.2 There are safety provisions within the Northwestern campus	3.09	MR
5.3 Classroom are well lighted and free from excessive traffic and noise.	3.16	MR
5.4 Classrooms and furniture are sturdy and in good condition.	3.09	MR
Sub-total	3.14	MR
6. Student Services		
6.1 Northwestern University program for student services clearly reflects the VMO of the University	3.20	MR
6.2 Northwestern University has a program designed to orient and reorient students to the philosophy and objectives of the school.	3.16	MR
6.3 Guidance programs are oriented towards students self realization and total personality development	3.14	MR
6.4 Relevant up – to - date educational, occupational and social information is properly disseminated to students	3.07	MR
6.5 Counseling services are available and understood by students	2.91	MR
6.6 Northwestern University has a well organized student assistance programs with provides needed financial aid, health services, food services and housing services.	3.13	MR
6.7 Northwestern University a variety of co – curricular program and activities development and is supportive of the school’s educational objectives.	3.18	MR
6.8 There is a formal organized alumni association that shows interest and involved in the continuing development of the alumni.	3.13	MR
6.9 The Finance and Registrar’s Office are helpful and accommodating	2.42	SR
Sub-total	3.12	MR
Overall Mean Rating	3.11	MR

Legend:

Statistical Range	Item Mean Rating	Overall Descriptive Rating
4.00 - 3.25	Strongly Agree	Highly Responsible (HR)
3.24 - 2.50	Agree	Moderately Responsible (MR)
2.49 – 1.75	Disagree	Slightly Responsible (SR)
1.74 – 1.00	Strongly Disagree	Not Responsible (NR)

The table presents the item mean ratings of the implementation of corporate social responsibility towards students.

As can be pointed out in the table, the overall assessment in terms of social responsibility towards students is “Moderately Responsible” with a mean rating of $\bar{x} = 3.11$. This means that Northwestern University is moderately responsible towards its students.

The “Moderately Responsible” assessment of corporate social responsibility towards students can be attributed to the average assessment of students on some areas of student services. It means that there are still many areas that need improvement in terms of the service provided to the students. It can be gleaned that the areas with the highest mean rating are physical plant and faculty ($\bar{x}=3.14$) with descriptive ratings of Moderately Responsible. This means that students are somewhat satisfied in terms of the faculty and infrastructure provided to them. This conforms to the efforts of the University in terms of improving the laboratories and other physical and human resources of the University. It also conforms to the results of the faculty performance evaluation for

school year 2012-2013 where faculty members got an overall rating of “Very Good”. However, the two areas can still be improved until it attains “Highly Responsible” rating.

Looking closer to the table, the item with the lowest mean rating is “The Finance and Registrar are helpful and accommodating” with a descriptive rating of Slightly Responsible ($\bar{x} = 2.42$). This indicates that the students are not satisfied with the way how the registrar and finance staffs handle their transactions towards students. The findings of this study also conform with the Customer feedback of the Quality Assurance Center of the University where many complaints are directed to the two departments.

B. Corporate Social responsibility Towards Employees

Table 5-Corporate Social Responsibility Towards Employees

Items	\bar{x}	DR
1. Encourage employees to develop real skills and long-term careers (e.g. performance appraisal process, a training plan) There is a process to ensure adequate steps are taken against all forms of discrimination both in the workplace and at the time of the recruitment.	3.45	HR
2. NWU administration consults with employees on important issues	3.12	MR
3. NWU have suitable arrangements for health, safety and welfare that provide sufficient protection for employees.	3.54	HR
4. NWU provides adequate salaries and benefits to its employees.	2.21	SR
5. NWU offer a good work life balance for its employees for example by considering flexible working hours or allowing employees to work on a flexible schedule.	3.24	MR
Overall Rating	3.11	MR

Legend:

Statistical Range	Item Mean Rating	Overall Descriptive Rating
4.00 - 3.25	Strongly Agree	Highly Responsible (HR)
3.24 - 2.50	Agree	Moderately Responsible (MR)
2.49 - 1.75	Disagree	Slightly Responsible (SR)
1.74 - 1.00	Strongly Disagree	Not Responsible (NR)

The table presents the item mean ratings of the implementation of corporate social responsibility towards its employees.

It can be gleaned from the table that the overall descriptive rating of corporate social responsibility towards employees is “Moderately Responsible” with a mean rating of $\bar{x} = 3.11$. This means that Northwestern University is somewhat providing CSR initiatives to its employees. Looking closer at the table, it can be deduced that NWU is “Highly Responsible” in the areas of providing health benefits ($\bar{x} = 3.54$) and developing real skills and long term careers ($\bar{x} = 3.45$). This means that NWU provides its employees with sufficient trainings and seminars that could provide their professional and personal growth and moreover, the school also provides health benefits such as monthly Cholesterol and blood sugar check-ups and the University Medical Clinic provides free medicine and check up for simple diseases such as colds, hypertension and cough.

The item with the lowest mean is providing adequate salaries and benefits to employees with a descriptive rating of “Slightly Responsible” ($\bar{x} = 2.21$). This means that majority of the employees perceive that NWU is not adequately providing for salaries and benefits for its employees. Upon interviewing some of the employees, they said that comparing their salaries to some private universities and colleges in Ilocos Norte, Northwestern University has the lowest starting salary for both academic and non-academic staff well in fact the University has the highest number of population. Moreover, the benefit that is commonly overlooked is giving of over-time pay. The researcher had further qualified the claims by comparing the salaries of selected private schools in Ilocos Norte. The table below shows the comparison:

Table 6- comparisons of schools

Item	School W	School N	School D	NWU
Faculty	P 8,400/24 units	P 7,600/24 units	P 8,700/24 units	P 7,125/24 units
Clerk	P 7,400/M-F	P 6,300/M-F	P 6,200/M-S	P 5,825/M-F

***Data is based on actual interview of the researcher to faculty and staff of the different schools**

Based from the table, it can be gleaned that NWU really has the lowest starting salary for both academic and non-academic employees.

On the benefits of over-time pay, the University has the policy of giving over-time pay to some employees depending on the urgency of the tasks needed to be accomplished and it should be approved by the respective vice-president. In lieu of the over-time pay, however, the employees rendering in excess of the required number of hours are given off-sets to compensate them.

C. Corporate Social Responsibility towards Suppliers

Table 7- Corporate Social Responsibility Towards Suppliers

Items	\bar{x}	DR
1. Northwestern University has a policy to ensure honesty and quality in all contracts, dealings and advertising (e.g. a fair for consumer protecting, etc.).	3.57	HR
2. Northwestern University ensure timely payment of suppliers invoices.	3.47	HR
3. Northwestern University has a process to ensure effective feedbacks, consultation and/or dialogue with suppliers and other people they do business with.	3.89	HR
4. Northwestern University requests and resolve complaints from suppliers and business partners.	3.34	HR
5. Northwestern University try to purchase locally.	3.45	HR
Over-all Rating	3.54	HR

Legend:

Statistical Range	Item Mean Rating	Overall Descriptive Rating
4.00 - 3.25	Strongly Agree	Highly Responsible (HR)
3.24 - 2.50	Agree	Moderately Responsible (MR)
2.49 - 1.75	Disagree	Slightly Responsible (SR)
1.74 - 1.00	Strongly Disagree	Not Responsible (NR)

Table 7 presents the perception of the suppliers on the Corporate Social Responsibility of Northwestern University towards them.

It can be deduced from the table that the over-all descriptive rating is “Highly Responsible” with a mean rating of \bar{x} =3.54. This means that Northwestern University is highly responsible in dealing with its suppliers from its timely payment down to resolving conflicts requests. This is an indication that Northwestern University values its suppliers in order to assure that the materials and equipment purchased are of highest quality and that NWU can get good value of their money and had preferred discounts coming from the suppliers.

D. Corporate Social Responsibility towards Community

E.

Northwestern University had been socially responsible to its adapted community and nearby towns as evidenced by the reports of accreditation bodies such as the PACUCOA and ISO accreditors. Excerpts from the Chairman Report of the PACUCOA states that the strengths of NWU in its Social Orientation and Community Involvement is “there is an extensive study of the adapted community and this study was made as the basis for

an integrated agricultural development projects. The beneficiaries of the outreach program were receptive of the efforts of the institution in connection with its community outreach program and NWU has an active participation in the Provincial Cooperative Union, DAR and coordination with the Municipal and City Mayors” . Based on document analysis, the following data were gathered for the community extension programs of the University. The data presented was the evaluation of the beneficiaries of the community extension programs of the school. Moreover, the researcher had focused on two colleges as its sample colleges for the community extension evaluation data.

Table 8- Community Extension Programs of College of Business Education for SY 2011-2012 and SY 2012-2013

College of Business Education	Date	Participants	\bar{x}	Remarks/Qualitative Evaluation	DR
Seminar in Financial Management	August 4-5 2011	- Officers of: 1. Cooperative of Damilian ARC 2. Catuguing MPC 3. Bugnay MPC 4. Payas Credit Cooperative	3.46	- “Sapay koma ta maituloy ti kastoy ah seminar para kadagiti kooperatiba” - “Adaddu kuma pay ti seminar ah kakastoy”	HR
Beautification and Seedling Production	September 9 and 23, 2012	Barangay Officials, Teachers and pupils of Caribquib Elementary School.	3.67	- “More space to plant, keep clean” -“Sana maitultuloy to koma nga masuybaybayan dagitoy nga panagdaldalus ken pannakapapintas ti aglawlaw tayo”.	HR
Basic Accounting for Non-accountants	September 21,22,23 2012	-24 Cooperative Members and 5 officers	3.80	-“Addu ti aldaw a panangisuro”. -“Addanto kuma manen” -“Napinpintas ah lugar koma ti pagyanan tayo.”	HR
Seminar on Basic Cooperative Course	September 29-30, 2012	-40 cooperative members and officers of Payas Credit Cooperative	3.77	-“Adaddu koma pay ti maipasagepsep” -Addo kuma pay sabali a seminar” -“More trainings”	HR
Over-all Rating			3.68		HR

Legend:

Statistical Range

4.00 - 3.25

3.24 - 2.50

Item Mean Rating

Very Good(Nasayaat unay)

Good(Nasayaat)

Overall Descriptive Rating

Highly Responsible (HR)

Moderately Responsible (MR)



2.49 – 1.75 Fair (Kalalaingan Na) Slightly Responsible (SR)
1.74 – 1.00 Poor(Saan A Napintas) Not Responsible (NR)

Table 9-Community Extension Programs of College of Teacher Education for SY 2011-2012 and SY 2012-2013

College of Teachers Education	Date	Participants	\bar{x}	Remarks/Qualitative Evaluation	DR
Livelihood Program on haircutting, flower-making and paper charcoal making	February 12, 2012	Barangay folks of Barangay Caribquib, Banna	3.85		HR
Medical Outreach Program	May 29, 2012	Barangay Officials, selected Barangay folks, Medical and Dental Clinic of NWU	No Evaluation	-“Umaykayto manen tapno adu pay matulungan yo” -“We are very much satisfied”	HR
Literacy program	January 19 and March 17, 2013	Apaya Elementary School	No Evaluation	The achievement test held last March 4, 2013, showed significant improvement for the pupils.	
Paraiso Health and environmental Program	September 9 2012	Barangay folks	3.45		HR
Environmental Management and Beautification and Seedling production	September 9 and 23 2012	Barangay official and teachers and pupils of Caribquib Banna.	3.74		HR
Over-all Rating			3.68		HR

Legend:

Statistical Range	Item Mean Rating	Overall Descriptive Rating
4.00 - 3.25	Very Good(Nasayaat unay)	Highly Responsible (HR)
3.24 - 2.50	Good(Nasayaat)	Moderately Responsible (MR)
2.49 – 1.75	Fair (Kalalaingan Na)	Slightly Responsible (SR)
1.74 – 1.00	Poor(Saan A Napintas)	Not Responsible (NR)

Table 8 and 9 show the evaluation results of the different community extension programs of two colleges of Northwestern University namely College of Business Education and College of Teachers Education.



As gleaned from the table, the overall ratings are both “Highly Responsible” with mean ratings of $\bar{x} = 3.68$ for both colleges. This means that NWU shares to the nearby community its resources in order for the community folks to be empowered and learn from different livelihood programs.

Problem 3. What are the environmental corporate social responsibility programs of NWU?

“The eco-tourism park located at Payas, San Nicolas was an invaluable contribution of the institution to its adopted community and nearby town as well as to the nation for its relevant response to the call for protection of the environment.” - excerpt from the PACUCOA Chairman’s Report.

Perhaps the most evident program of the University of its true commitment to corporate social responsibility is the creation of the Eco-tourism park located in Payas, Ilocos Norte. The following is the description of the projects of the NWU Ecotourism Botanical Garden as written by the NU Ecotourism Officer, Mr. Micheal Calaramo.

- **The Ecotourism Park**

The establishment of Northwestern University Ecotourism Park and Botanic Gardens (NUEBG) was based on a policy of achieving harmony between resource protection and public use. It is consumptive because of the integration of organic vegetable farming, fruit tree production and natural aqua – culture. At the same time non – consumptive for it offers recreational activities closely linked to natural history such as fireflies watching at night, bird & butterfly watching, nature photography, botanical study, camping and horticulture classes/trainings.

The NUEBG is operating in a ZERO waste management policy and designed to conserve all its natural resources; Rainwater is diverted by a network of canals into ponds which is used for aqua culture (fishes); organic wastes are composted into organic manures for vegetable production; Ornamental trimmings are propagated in the nursery; and visitors are not allowed to bring plastic food wrappers. We instead promote and campaign for a healthy/green living by eating fresh fruits & organic vegetables.

The park conducts lecture and disseminate information on environmental ethics. It encourages visitors to be aware of their environmental Impact and brings to mind how to ease the effects of Global Warming.

- **“The Botanic Gardens’ Taxonomic Collection**

The NUEBG targets a wide spectrum of plant collection used for taxonomy and plant systematics field laboratory for students in the region and by our partner universities in the Manila. To date the garden has completed 153 families and 114 subfamilies of the kingdom plantae. Its collection is now used for international scientific cooperation and botanical specimen exchange with other botanic garden worldwide.

The plant collection is also arranged according to taxonomic orders which allow for more efficient field lectures on taxonomy & systematics.

The plant collection serves as a gene bank for future plant reintroduction to the wild. Since Philippines is known as a typhoon prone area devastation strikes almost every year. The garden therefore uses its resources to check plant recovery and may release some of its collection to the wild if needed.

- **Plant expedition & Botanical Researches**

To increase the plant collection, the NUEBG is conducting plant expedition within the Northern region of Luzon. Its aim is to recover the wild species which are now in the verge of extinction.



Because of the increasing population of the province, more land is converted into residential areas. Remote areas are being developed and even agricultural fertile lands are being sacrificed and use for industrialization. These fertile lands which were once a source of agriculture crops are now rare, as a result a low food supply. Another problem is the indiscriminate burning of hills and mountains for upland farming. The NUEBG, makes it a point to visits these areas for plant retrieval. It collects all known plants in the affected areas and brings it into the Botanic Garden as ex – situ collections.

Pristine environments are also visited and inspected for pest and diseases in the wild. This is to monitor in terms of their survivability. Herbarium samples are collected for future botanical study.

- **Plant propagation and mass production of native plants**

This garden caters plan propagation, mainstreaming native plants which are highly threatened by both climatic condition and human activity.

They are used for forest restoration and ex- situ collection in the garden.

- **Organic Farming**

Conventional farming has been a practice in the province since the early 1900s. Extensive cultivation and use of hybrid cultivars let to a high profit for farmers. On the unset of the 70's to the 90's, the farm lands were turning to low productive soils. Farmers noticed that it was no longer as productive as before despite providing the same amount of fertilizers and cultivars. It was discovered that soil structure was damaged due to over tillage. Not to mention it becoming acidic, in the process losing organic matter and low soil microorganisms that are beneficial to the soil structure. They even burned plant residues after harvesting which became a bad agricultural practice. Today, the NUEBG revolutionized conventional farming and encourages organic farming, free from pesticides and synthetic fertilizers. The garden uses farm organic and cultivated with proper hygiene to minimize infestations.

Farmers are also taught on practical agricultural techniques such as how sloped farming becomes beneficial to both environment and the inter – cropping activities.

- **Butterfly Conservation**

As a means of restoring biodiversity and ecological balance in the project, we are now propagating several endemic butterflies/months which are beneficial in pollination. All native species are interdependent with each others for their survivability. Thus any decline on the population of one species on the food chain means an imbalance.

- **Network of medicinal gardens in schools**

The NUEBG having a minima budget to operate its extension programs. We have formed collaborations with schools in the province that desire their own medicinal gardens. The NUEBG Extension program helps these schools establish their own medicinal gardens. Students bring available known medicinal plants in their locality and plant them in their own school's medicinal gardens. They are told to submit to the Ecosystem Management and Development Officer Ethno botany of these plants found in their locality. Upon competing the medicinal plant collections, each school may exchange collection with other schools to broader their collection. These collections are further studied and utilized to cure illnesses.

Other environmental corporate Social responsibility programs of the University include:

- a. **Dipterocarp Conservation Project**

LamminPiddig, Ilocos Norte, Philippines



A forest restoration project using dipterocarp species which suit the climatic requirements of the place

b. Lotus Conservation Project

DariwidiwBatac, Ilocos Norte Philippines

A conservation project for aquatic plants which include lentibularia, nyhaeas, hydrocharitaceae and graminae. The community fishermen are encouraged to incorporate the planning of lotus and other aquatic in their area to help balance the underwater ecosystem. A conservation seminar was held regularly to protect the biodiversity in the area, with the hope that there will be more fish thrive, augmenting the food requirement of the community.

c. BannaZipline and Eco – adventure Park (Environmental Development Project)

A collaborative project with the local government of Banna, Ilocos Norte with NUEBG was entered into, to established their Ecopark, as an income generating project for the local community. The NUEBG oversees the environmental impact of the project while giving guidance in implementing its operation. The Ecosystem Management and Development Officer monitor the waste management policy and the construction of park features which should comply with the conservation program of the NUEBG. It campaigns the importance of native plants in the area and how both human and animals benefits from it.

In exchange for the existence of the international agenda of the NUEBG, the Local government has allowed the garden to conduct botanical researches and field lectures.

In addition to the assistance provided by the NUEBG, the University Extension Center also extended their programs in literacy, financial management, health care business and entrepreneurship to the community.

8. Conclusion

In the light of the findings of this study, the following conclusions were drawn:

1. That employees of Northwestern University gives importance to corporate social responsibility and that they wanted to work to an institution that has a strong reputation on Corporate Social responsibility.
2. That students of Northwestern University want to study in a school where corporate social responsibility is strong.
3. That Northwestern University is moderately responsible to its students and to its employees.
4. That Northwestern University is highly responsible to its suppliers and the community.
5. That Northwestern University is prioritizing environmental corporate social responsibility as evidenced by its focus on the development of their NU Botanical and Ecotourism Park.

9. Recommendations

In view of the aforementioned conclusions derived from the study, the following recommendations are hereby advanced:

1. The Institutional Planning and Organizational Development Department should continue organizing the front-liners seminar especially focusing on the staff at the Registrar and Finance departments. In order to solve the perennial problem of low attendance of the staff at the Finance, it can be scheduled on a Saturday or Sunday. The following topics can be included in the front-liners seminar:
 - a. Stress Management



- b. Anger Management
- c. Conflict Management
- d. Emotional Quotient
- e. Office Management
2. Reorientation of the faculty and staff of the Code of Ethics of the University. The reorientation should be done before the start of the classes in the first semester and second semester. It should include the topic on Values Formation and CHAMPS Culture Manual.
3. Continuous updating of the of the library books especially those that are less volume in the collection. The University should allot at least 10% of the total budget for book acquisition of the different colleges.
4. Guidance services should be strengthened. New program on peer counseling should be developed and understood by the students. Buddy system should also be initialized where a third year student is assigned a first year student to be his/her buddy in terms of helping that first year student adopt to the new environment at School.
5. Policy on overtime should be strengthened and be well informed to the end users to avoid confusion and dissatisfaction of the employees.
6. Early retirement plan should be provided by the University to its employees who had served a minimum of 10 years in the University.
7. More consultations and dialogues between the top level management and the employees should be done. It is recommended that at least one dialogue per semester should be organized.
8. More sustainable community extension programs should be organized by the different colleges to really feel the presence of Northwestern University in the community.
9. Protection of the NU Ecotourism and Botanical Garden.

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