



# Serving Effectively Through Service-Learning: Enhancing Service-Learning Programs that Promote Innovations for Inclusive Development

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# Introduction

- A lot of the literature on service-learning tends to focus on its impact on students.
- Not as much literature on impact on service-learning clients.



# Why Impact on Community is Important

- Service-learning entails accountability to client, involves ethical questions.
- Students' satisfaction is directly correlated to usage of output.



# Research Problem

- Assess the impact of service-learning projects that promote innovations for inclusive development.
- Identify the factors that account for the success or failure of these projects in terms of impact on clients.



# Method

- 5 case studies of service-learning projects that promote innovations for inclusive development.
  - Innovations: New products, services, business models, or processes
  - Newness is relative to the experience of the client
- Interviews, surveys, and focus group discussions with various stakeholders (clients, faculty, students, intermediaries)



# Case #1

## School of Management

- Design of a fuel rebate system which can be used by public transportation drivers to purchase fuel, basic goods, spare parts, and even health insurance (Yu, 2013)
- Outcome: client got distracted and did not pursue the project



## Case #2

# Health Sciences Program

Pottier, 2013

- a. Design of an SMS-based drug intake monitoring system
- b. Modification of a monitoring system for medicine delivery to different health centers using RFID labels and RFID scanners
- c. Community-level education on dengue prevention
- d. Medicine discount system for pharmacies

Outcome: None of these were sustained



## Case #3

# Ateneo Innovations Center

- Deployment of water quality sensors, aerial maps, LED solar-powered lights, and aerators among others in an aquaculture community. (Libatique and Yonaha, 2013)
  - LED, maps were helpful
  - Aerators not propagated





# Case #4

## Economics Department

Students established/ assisted various livelihood projects (Tuano, 2013)

- Fishnet project
  - Success
- Sewing project
  - Short-lived success
- Water buffalo milk project
  - Flawed design
- Conversion of waste into bricks.
  - Flawed design



## Case#5

# Social Innovations Classes

- Dela Cruz, 2013
- Course Titles: Social Innovations;  
Innovations at the Bottom of the Pyramid
- Both focused only on design
- None of the designs were used



# Overview of cases

- All involved innovations
- Most of the cases had limited impact



# Reasons for limited impact

1. Design Flaws
2. No follow-through



# #1 Flawed design

- Limited time to learn local conditions
  - o Differences in outlook between students and clients
- Suggestions
  - o Long term engagement with communities, knowledge management across time
  - o Work closely with internal and external intermediaries
  - o Only work with students with above average abilities



## #2 Lack of Follow-through

- Some well-received output but no follow-through
- Need for a committed and competent change agent



# Limitations of universities

- One term or one year: need to tie projects from one initiative to another.
  - Goes against the traditional way of identifying SL projects
  - Absence of this creates pressure on classes
- Need for dedicated extension office.



# Working with External Change Agents

- Committed change agent
- Competent change agent
  - Skills of clients to sustain intervention
  - Skills of clients in terms of social change management





# Challenges of working with change agents

- Expectations setting and ethics
- Need to really work with partners



# Conclusions and Recommendations

- Think twice about proposing innovations, seek to improve existing initiatives to solve social problems.
  - More successful SL initiatives did not introduce innovations.

**SL Possibilities**

**Design: Solutions**  
Review of Existing solutions  
Analysis of the situation

**Change process**  
Social change management;  
Finance, marketing, operations, human resources/ organization;  
social dynamics, leadership

Monitoring  
Evaluation

Operationalization  
Scaling-up  
Knowledge -building/  
knowledge management

Existing resources  
Human, capital,  
financial, natural,  
physical

Existing practices

New resources

Changemaker

New practices

**Social Innovation**

Social Need/ Problem



# SL and Innovations for Inclusive Development

Not to figure out the solutions for ourselves but to help others with existing initiatives.

- Analysis of the problem and existing solutions
- Feasibility studies, stakeholders analysis
- Social change management
- Project operations
- Monitoring and Evaluation
- Systematization and scaling-up



# Conclusions and Recommendations

- Engage in long-term partnerships with committed and competent external change agents who have a strategic vision to address a social problem.



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