



Fayoum University
Faculty of Social Work

**Using Of Empowerment Strategy To
Contribute To Achieve Total Quality
Management At The Arabian
Association For Human Development
And Society Service**

By

Marwa Gomaa AbdelGhani Bassiouni

Assistant lecturer in Department of Social Work Methods

Supervised by

Prof. Dr.

Awny Mahmoud Tawfik

Professor in community organization
Social Work Methods Department
Faculty of Social Work
Fayoum University

Dr.

Laila Abdel Wareth Abdel Al Wahab

Associate Professor of
Community Organization
Social Work Methods Department
Faculty of Social Work
Fayoum University

2019

The study Summary in English

First. The Study Problem and its Importance

Today, civil associations (CAs) in Egypt have been receiving attention from both the official and popular sectors in light of Egypt 2030 vision for its role in serving the community. These CAs are key partners with the government in ending the suffering of the poor and low-income populations. These organizations aim to the improvement, development, and excellence in all the domains to achieve the desired goals, which needs coordinating the efforts of their employees with effective participation in the process of performing the activities with efficiently and effectively through working in teamwork, which affects the performance of the organization as a whole. These require updating and activating the methods and procedures used in the preparation and delivery of these services and activities, but these CAs are facing a number of challenges related to efficiency, effectiveness, and quality. The quality means how to use all the resources of the organization to achieve its objectives and this is in need of prepare a good vision to accomplish its activities. These require a new approach to manage these associations to become more effective in providing high-quality services to beneficiaries.

Total quality management (TQM) has received considerable attention over the last two decades. Many researchers have emphasized the effectiveness of TQM in addressing the challenges that face these CAs. The TQM is a new approach to improve working systems and procedures in scientific ways within these organizations to achieve better outputs. Other institutions such as universities and hospitals have taken care to apply quality standards to get the satisfaction of the beneficiaries. Therefore, CAS are in need to realize (achieve) the requirements of TQM in their performance because these associations are linked to a large group

of the needy and the poor to help, who are the most in need of attention and care to improving their social and economic conditions.

Achieving the requirements of TQM demands to combine all efforts, work in an integrated manner, as well as the employees empowerment to participate in all the association activities. In addition, it is necessary to forming employees awareness with the importance of achieving these requirements. Therefore, all of these and other issues requires holding many lectures, conferences, workshops, and training to clarify the importance of TQM and how to build the strategy of work in this contemporary trend. See the successful experiences of some organizations in applying quality. In addition, employees should benefit from the successful experiences of some organizations in applying quality.

Second: Concepts of the study:

The study includes some concepts as follows:

1. The empowerment strategy concept.
2. The TQM concept.

Third: Objectives of the study:

The main objectives of the study are:

1. Investigating the effect of empowerment strategy in contributing to the achievement of the TQM factors (the focus on the beneficiary, leadership, teamwork, capacity informatics, continuous improvement, processes management, Human capacity, and Planning Strategic) at the Arabian Association for Human Development and society Service”
2. To investigate the impact of the professional intervention program on the level of satisfaction of the beneficiaries about the services provided.

3. To develop a guide to help these CAs to use the empowerment strategy on achieving the TQM factors from the perspective of the professional practice of the community organization.

Fourth. Hypotheses of the study:

The current study has three main hypotheses:

1) There are no significant statistical differences between pre- and post-test of the TQM measure scores applied on the Arabian Association for Human Development and society Service.

This main hypothesis consists of the following secondary hypotheses as:

1. There are no significant statistical differences between pre vs. post tests of the focus on beneficiary factor scores of the TQM measure.
2. There are no significant statistical differences between pre vs. post tests of the leadership effective factor scores of the TQM measure.
3. There are no significant statistical differences between pre vs. post tests of the teamwork factor scores of the TQM measure.
4. There are no significant statistical difference between pre vs. post tests of the capacity informatics factor scores of the TQM measure.
5. There are no significant statistical differences between pre vs. post tests of the continuous improvement factor scores of the TQM measure.

6. There are no significant statistical differences between pre vs. post tests of the processes management factor scores of the TQM measure.
7. There are no significant statistical differences between pre vs. post tests of the Human capacity factor scores of the TQM measure.
8. There are no significant statistical differences between pre vs. post tests of the Planning Strategic factor scores of the TQM measure.

There are no significant statistical differences between postvs. follow-up tests of the TQM measure scores applied on the Arabian Association for Human Development and society Service.

This main hypothesis consists of following secondary hypotheses as:

1. There are no significant statistical differences between **postvs. follow-up tests** of the focus on beneficiary factor scores of the TQM measure.
2. There are no significant statistical differences between **postvs. follow-up tests** of the leadership effective factor scores of the TQM measure.
3. There are no significant statistical differences between **postvs. follow-up tests** of the teamwork factor scores of the TQM measure.
4. There are no significant statistical differences between **postvs. follow-up tests** of the capacity informatics factor scores of the TQM measure.

5. There are no significant statistical differences between **postvs. follow-up tests** of the continuous improvement factor scores of the TQM measure.
 6. There are no significant statistical differences between **postvs. follow-up tests** of the processes magnament factor scores of the TQM measure.
 7. There are no significant statistical differences between **postvs. follow-up tests** of the Human capacity factor scores of the TQM measure.
 8. There are no significant statistical differences between **postvs. follow-up tests** of the Planning Strategic factor scores of the TQM measure.
- 2) There are no significant statistical differences between the actual level of satisfaction of the beneficiaries within the services provided by the association and the level of satisfaction supposed after the implementation of the professional intervention program.**

Fifth- Methodological Procedures of the study:

1) The study type:

The present study is one of the studies that examines professional interference feedback, which depends on the experimental design. This study is concerned with measuring the effect of the independent variable (the empowerment strategy) on the dependent variable “contributing to the achievement of TQM in the Arab Society for Human Development and Community Service”. This can be achieved using researcher's role, as well as the academic and field experts with the study participants (board staff of the of directors and the committee members of the Arab Society applied to the program of professional intervention).

2) The study method:

The present study was based on the case study methodology and was conducted using the experimental approach where it is based on single group. The proposed professional intervention program was then implemented in this experimental group. Many measurements were conducted (pre, post, follow-up) and compared statistically.

3) Tools of the study:

The current study used the following tools:

- i. A questionnaire to assess the current statute of the Arab Society for Human Development and Community Service.
- ii. TQM measure to assess the feedback of professional intervention to the community organization method, which was prepared by the researcher to assess the impact of the proposed professional intervention program.
- iii. A form administered to the beneficiaries of the services provided by the Arab Society for Human Development and Community Service.

4) The study spheres:

- ***Sphere of locality:*** The Arab Society for Human Development and Community Service.
- ***Human Sphere:***
 1. The human field is represented in the members of the board of directors of the association and the officials of the different committees in the association, where they numbered (25) individuals.
 2. A total of 51 of beneficiaries of the services of the Association applied to them a form of satisfaction with services.
- ***Temporal sphere:*** The study took place at the period of procedures and application of the professional interference program which was 6 Months; from 15/07/2018 to 16/1/2019.

Sixth: The main results of the study:

1. There are significant statistical difference between pre vs. post tests of the focus on beneficiary factor of the TQM measure at $\alpha < .05$ and the size of effect was to be larger than 0.5.
2. There are significant statistical difference between pre vs. post tests of the leadership effective factor of the TQM measure at $\alpha < .05$ and the size of effect was to be larger than 0.5.
3. There are significant statistical difference between pre vs. post tests of the teamwork factor of the TQM measure at $\alpha < .05$ and the size of effect was to be larger than 0.5.
4. There are significant statistical difference between the pre vs. post tests of the capacity informatics factor of the TQM measure at $\alpha < .05$ and the size of effect was to be larger than 0.5.
5. There are significant statistical difference between pre vs. post tests of the continuous improvement of the TQM measure at $\alpha < .05$ and the size of effect was to be larger than 0.5.
6. There are significant statistical difference between pre vs. post tests of the processes management factor of the TQM measure at $\alpha < .05$ and the size of effect was to be larger than 0.5.
7. There are significant statistical difference between pre vs. post tests of the human capacity factor of the TQM measure at $\alpha < .05$ and the size of effect was to be larger than 0.5.
8. There are significant statistical difference between pre vs. post tests of the planning strategic factor of the TQM measure at $\alpha < .05$ and the size of effect was to be larger than 0.5.

9. There are no significant statistical difference between postvs. follow-up tests of the focus on beneficiary factor of the TQM measure at $\alpha < .05$.
10. There are no significant statistical difference between postvs. follow-up tests of the leadership effective factor of the TQM measure at $\alpha < .05$.
11. There are no significant statistical difference between postvs. follow-up tests of the teamwork factor of the TQM measure at $\alpha < .05$.
12. There are no significant statistical difference between postvs. follow-up tests of the capacity informatics factor of the TQM measure at $\alpha < .05$.
13. There are no significant statistical difference between postvs. follow-up tests of the continuous improvement of the TQM measure at $\alpha < .05$.
14. There are no significant statistical difference between postvs. follow-up tests of the processes magnament factor of the TQM measure at $\alpha < .05$.
15. There are no significant statistical difference between postvs. follow-up tests of the Human capacity factor of the TQM measure at $\alpha < .05$.
16. There are no significant statistical difference between postvs. follow-up tests of the Planning Strategic factor of the TQM measure at $\alpha < .05$.
17. There are no significant statistical difference between the level of satisfaction of the beneficiaries within the services provided by the association and the level of supposed satisfaction (75%) after the application of the professional intervention program at $\alpha < .05$.

18. Professional intervention using the empowerment strategy from the perspective of community organization contributes to the achievement of the dimensions of TQM.
19. Guide was developed to achieve the requirements of the TQM in CAs.