

Awareness, Acceptance and Perception of SDSSU San Miguel Stakeholders towards the Revised Vision, Mission, Goals and Objectives of BSA, BSF and BAT Programs

Dr. Alan S. Compe

Surigao Del Sur State University-San Miguel San Miguel, Surigao Del Sur, Philippines
E-mail: Compealan1@gmail.com

ABSTRACT

This study uses a descriptive type of research using survey approach, with a stakeholder survey questionnaire to gather data needed. It determines the awareness of the stakeholders on the vision, mission, goals and objectives (VMGO) and how these are disseminated; evaluates the stakeholders' understanding and acceptance of the VMGO; and assesses the perceptions of the stakeholders with regards to VMGO's clarity and consistency, congruency to activities, practices, projects and operations, and attainability. This revealed that stakeholders were highly aware, understand and accept the revised VMGO. They perceive that VMGO are clearly stated, consistent with each other, congruent to educational practices or activities, and attainable. In addition, internal stakeholders, like Administrator, Faculty and Staff and student were highly aware, understand and accept the VMGO than the external stakeholders. It further shows that respondents from Bachelor of Science in Agriculture, Bachelor of Science in Forestry and Bachelor of Agricultural were highly aware, understand and accept the revised VMGO of Surigao del Sur State University San Miguel Campus.

Keywords: vision, mission, goals and objectives (VMGO), awareness, acceptance and

perception, clarity and consistency, congruency, attainability.

1.0 Introduction

The vision and mission are statements on the long-term view of the institution of itself and of the world within which it operates, including the fundamental purpose of its existence, its long-term role and stature, and what it does to achieve this purpose and how it would like to play its role. The program educational objectives are broad statements that describe the career and professional accomplishments that the program is preparing graduates to achieve within three to five years of graduation (CMO No. 37, 2012).

In the recent years, several studies regarding the VMGO have been conducted. According to the study of Fernandez (2015) which revealed that the participants' awareness, understanding and acceptance of the VMGOs as well as relevance of the VMGOs to the needs and development of the community indicate a very great extent. Furthermore, the educational practices and activities on the campus are to a great extent congruent to the University's mission, goals and objectives. In addition, Dungan et Al. (2016) emphasized that the stakeholders are highly aware and have a high level of acceptance on the vision, mission, goals, and objectives of the college. Likewise, they

perceive the VMGOs are very highly congruent and are fully implemented as far as instruction, research, extension and production. Proper dissemination, students, faculty, staff and other stakeholders are informed of the VMGO of the university with high level of acceptance (Pelicano and Lacaba, 2016).

The above cited studies revealed that the effectiveness of the VMGO lies in its stakeholders' awareness, acceptance, disseminations and perceptions. The results of the study will be the basis for improvement of VMGO awareness, acceptance and perception of SDSSU San Miguel Stakeholders towards the revised Vision, Mission, Goals and Objectives of BSA, BSF and BAT Programs.

The aim of this study is to investigate the Awareness, Acceptance and Perception of SDSSU San Miguel Stakeholders towards the revised Vision, Mission, Goals and Objectives of BSA, BSF and BAT Programs. Specifically, it sought to: determine the awareness of the stakeholders regarding the revised vision and mission of SDSSU San Miguel, the goals of College of Agriculture and Forestry, and the objectives of the program where they belong, that is, either Bachelor of Science in Agriculture (BSA), Bachelor of Science in Forestry (BSF) and Bachelor of Agricultural Technology (BAT); determine the awareness of stakeholders regarding the dissemination of VMGO; analyse the stakeholders' understanding and acceptance of the vision and mission of SDSSU San Miguel, the goals of College of Agriculture and Forestry, and the objectives of the program where they belong and the responsibilities of realizing such objectives in their own capacities; assess the

perceptions of the stakeholders with regards to VMGO's clarity and consistency; its congruency to activities, practices, projects and operations; and its attainability.

2.0 Theoretical and Conceptual Framework

This study is anchored mainly on the theory of Bush(2007) which stated that leadership can be understood as a process of influence based on clear values and beliefs and leading to a 'vision' for the higher education institutions. The vision is articulated by leaders who seek commitment of staff and stakeholders to the ideal of a better future for the University, its learners and stakeholders.

Another theory that supports the study is the theory of Sapre (2002) which explained that there will be series of actions and task relevant to highly well-organized and effectual application of resources within the organization to attain organizational objectives.

According to the study of Monga (2010) which emphasized that success of a certain application of leadership style, principles and methods are properly and fully applied to school management. Quality educational leadership tradition offers great opportunity to further refine educational leadership and management.

As revealed in the study of Segismundo(2017) which explained that stakeholders are of a very strong consensus of clearly defined VMGO and that the conditions were very clear, in a very correct order and met to a very great extent. Stakeholders' awareness and

acceptance of the VMGO is extremely impressive, albeit some provisions or conditions for implementation may still have room for improvement.

3.0 Research Design and Methods

This study is a descriptive type of research using survey approach. A stakeholder survey questionnaire was used to gather the needed data. The items regarding the awareness, acceptance and perceptions on VMGO included in the survey instrument were based on the 2014AACCUP revised Instruments. The respondents of the survey are 187 stakeholders broken down as follows: 16 administrators or faculty members, 10 non-teaching staff, 8 students, 10 parents or guardians, 10 alumni, and 10 from industries, linkages or cooperating agencies. The 123 respondent students were coming

from the three programs: BSF, BSA, and BAT. A non-random convenience sampling was used; that is, respondents are chosen as to who were readily available.

The data collected were tabulated and analysed. Appropriate statistical tool were employed in the data analysis. **Mean** was used to determine the awareness on VMGO, analyze the understanding and acceptance of the VMGO, and assess the perceptions of the stakeholders on VMGO.

4.0 Results and Discussions

Table 1 shows the number of respondents per category. The researcher believed that the 187 respondents truly represents the population. It was targeted that at least 16% of the respondents are external stakeholders, 18% of internal stakeholders and 66% in each programs.

Table 1
Number of respondents per category

Category	Frequency	Percent
Internal Stakeholders (Administrator / Faculty, Non-teaching Staff, Student)	34	18
External Stakeholders (Parent / Guardian, Alumni, Industry / Linkage / Cooperating Agency)	30	16
BSA, BSF AND BAT	123	66
Total	187	100

As shown in table 1 the stakeholders in each program has the highest number of research respondents of 123. This means that the most number of population was coming

from this three programs. However, limited number of respondents was taken from internal stakeholder with 34 research respondents. This is due to the least number

of employed faculty and staff and student in Senior High School. The number of external stakeholder was only 30 because the

researcher chose only those stakeholders who are available.

Table 2 presents the awareness on VMGO to stakeholders.

Table 2
Awareness on the VMGO to stakeholders

Stakeholders	Weighted Mean	Verbal Interpretation
Internal	3.516	Highly Aware
External	3.233	Aware
Each Program	3.512	Highly Aware
Total	3.420	Aware

Legend: 1.00-1.49-not aware, 1.50-2.49-least aware, 2.50-3.49-aware, 3.50-4.00-highly aware

Table 2 shown that the highest weighted mean rating of 3.516 or highly aware were obtained by internal stakeholders (Administrator, Faculty and Staff and student) since they were included in the formulation of the VMGO of the university. In addition, in each program (BSA, BSF and BAT) with the weighted mean rating of 3.512 highly aware means that their involvement in the formulation of VMGO in enough to be highly aware. In contrary with, external stakeholders (Parent, Guardian, Alumni, Industry and Linkage / Cooperating Agency) with the weighted mean rating of 3.233 or aware means that some of an external stakeholders were not

involved in the formulation of VMGO. The total weighted mean of 3.420 or aware revealed that the University should implement yearly program of VMGO awareness aside from every beginning of the semester. This finding confirmed with the study of Gallinero and Otig (2017) which explained that moderate level of the extent of dissemination and awareness of the revised LDCU vision and mission and CAS objectives to both faculty and student-respondents. The information was disseminated properly and clearly through brochures, bulletin boards, leaflets, manuals, posters, and meetings.

Table 3 shows the awareness on VMGO dissemination to stakeholders.

Table 3
Awareness on VMGO Dissemination to Stakeholders

Stakeholders	Weighted Mean	Verbal Interpretation
Internal	3.512	Highly Aware
External	3.325	Aware
Each Program	3.510	Highly Aware
Total	3.449	Aware

Legend: 1.00-1.49-not aware, 1.50-2.49-least aware, 2.50-3.49-aware, 3.50-4.00-highly aware

As reflected in table 3 the weighted mean rating of 3.512 or highly aware revealed that internal stakeholders ((Administrator, Faculty and Staff and student) were fully aware of the VMGO disseminations, this is because they were part of the disseminations. Likewise, in each program (BSA, BSF and BAT) with the weighted mean of 3.510 or highly aware means that they are fully aware on awareness on VMGO dissemination.

However, external stakeholders (Parent, Guardian, Alumni, Industry and Linkage / Cooperating Agency) with weighted mean of 3.325 or aware revealed that they were not fully aware since their involvement in the formulation of VMGO is just once a year. The total weighted mean of 3.449 or aware means stakeholders were not fully aware of the revised Vision, Mission,

Goals and Objectives of SDSSU San Miguel Campus. This findings confirmed by the study of Catillo (2014) which stated that manuals and other materials; broadcast in media and/or internet or website; and widely disseminated to the different agencies, institutions, industry sector and the community as a whole. They are more aware that the VMGO are displayed in bulletin boards than of other forms of VMGO dissemination and less aware that the VMGO are widely disseminated to the community. The external stakeholders are aware that the VMGO are displayed in bulletin boards; printed in catalogs, manuals and other materials; broadcast in media and/or internet or website; and widely disseminated to the different agencies, institutions, industry sector and the community as a whole.

Table 4 reflects the understanding and acceptance of the VMGO to stakeholders.

Table 4
Understanding and Acceptance of the VMGO to Stakeholders

Stakeholders	Weighted Mean	Verbal Interpretation
Internal	3.510	Greatly Accept
External	3.411	Accept
Each Program	3.509	Greatly Accept
Total	3.476	Accept

Legend: 1.00-1.49-not accept, 1.50-2.49-slightly accept, 2.50-3.49-accept, 3.50-4.00-greatly accept

As shown in table 4 the weighted mean of 3.510 or greatly accept revealed that internal stakeholders ((Administrator, Faculty and Staff and student) were greatly accept and understand of the VMGO, this is because they were part of the disseminations. In addition, in each program (BSA, BSF and BAT) with the weighted mean of 3.509 or greatly accept means that

they were greatly understand and accept on VMGO dissemination.

Likewise, external stakeholders (Parent, Guardian, Alumni, Industry and Linkage / Cooperating Agency) with weighted mean of 3.411 or accept revealed that they were not fully accept and understand the VMGO dissemination since their involvement in the formulation of

VMGO is just limited. The total weighted mean of 3.476 or accept means stakeholders were not fully accept and understand the revised Vision, Mission, Goals and Objectives of SDSSU San Miguel Campus. This is supported by the study of Castro et al. (2016) which revealed that on the

understanding and acceptance of ESSU GUIUAN'S vision and mission, it was extremely accepted by the stakeholders, together with their responsibility in the realization of such objectives of the programs.

Table 5 shows the perceptions of stakeholders regarding VMGO clarity and consistency.

Table 5
Perceptions of Stakeholders regarding VMGO Clarity and Consistency

Stakeholders	Weighted Mean	Verbal Interpretation
Internal	3.5	Strongly Agree
External	3.32	Agree
Each Program	3.502	Strongly Agree
Total	3.440	Agree

Legend: 1.00-1.49-strongly disagree, 1.50-2.49-disagree, 2.50-3.49-agree, 3.50-4.00-strongly agree

Table 5 shown the weighted mean of 3.5 or strongly agree revealed that internal stakeholders ((Administrator, Faculty and Staff and student) were strongly agree with the perceptions of stakeholders regarding VMGO clarity and consistency, this is because they were part of the disseminations. In addition, in each program (BSA, BSF and BAT) with the weighted mean of 3.502 or strongly agree means that they were strongly agree the perceptions of stakeholders regarding VMGO clarity and consistency, this is because they were part of

the disseminations. However, external stakeholders (Parent, Guardian, Alumni, Industry and Linkage / Cooperating Agency) with weighted mean of 3.32 or agree revealed that they were not fully agree perceptions of stakeholders regarding VMGO clarity and consistency, since their involvement in the formulation of VMGO is limited. The total weighted mean of 3.440 or agree means stakeholders were not fully agree the revised Vision, Mission, Goals and Objectives of SDSSU San Miguel Campus.

Table 6 presents the perceptions of stakeholder regarding VMGO's congruency with activities, practices, projects and operations.

Table 6

Perceptions of Stakeholder regarding VMGO's Congruency with Activities, Practices, Projects and Operations.

Stakeholders	Weighted Mean	Verbal Interpretation
Internal	3.586	Strongly Agree
External	3.253	Agree
Each Program	3.520	Strongly Agree
Total	3.453	Agree

Legend: 1.00-1.49-strongly disagree, 1.50-2.49-disagree, 2.50-3.49-agree, 3.50-4.00-strongly agree

As gleaned in table 6 the weighted mean of 3.586 or strongly agree revealed that internal stakeholders ((Administrator, Faculty and Staff and student) were strongly agree with the perceptions of stakeholders regarding VMGO's congruency with activities, practices, projects and operations, this is because they were part of the disseminations. Likewise, in each program (BSA, BSF and BAT) with the weighted mean of 3.520 or strongly agree means that they were strongly agree the perceptions of stakeholders regarding VMGO's congruency with activities, practices, projects and operations, this is because they were part of the disseminations.

However, external stakeholders (Parent, Guardian, Alumni, Industry and Linkage / Cooperating Agency) with weighted mean of 3.253 or agree revealed

that they were not fully agree the perceptions of stakeholders regarding VMGO's congruency with activities, practices, projects and operations since their involvement in the formulation of VMGO is limited. The total weighted mean of 3.453 or agree means stakeholders were not fully agree the perceptions of stakeholders regarding VMGO's congruency with activities, practices, projects and operations. According to Fernandez (2015) in her study revealed that the University is on the right track since the participants find the educational practices and activities on campus very much congruent to the mission of the university and the goals and objectives of the teacher education program.

Table 7 reflects perceptions of stakeholders regarding VMGO; s attainability.

Table 7
Perceptions of Stakeholders Regarding VMGO; s Attainability

Stakeholders	Weighted Mean	Verbal Interpretation
Internal	3.576	Strongly Agree
External	3.355	Agree
Each Program	3.525	Strongly Agree
Total	3.485	Agree

Legend: 1.00-1.49-strongly disagree, 1.50-2.49-disagree, 2.50-3.49-agree, 3.50-4.00-strongly agree

As reflected in table 7 the weighted mean of 3.576 or strongly agree revealed that internal stakeholders ((Administrator, Faculty and Staff and student) were strongly agree with the perceptions of stakeholders regarding VMGO's attainability, this is because they were part of the disseminations. Likewise, in each program (BSA, BSF and BAT) with the weighted mean of 3.525 or strongly agree means that they were strongly agree the perceptions of stakeholders regarding VMGO's attainability, this is because they were part of the disseminations.

Likewise, external stakeholders (Parent, Guardian, Alumni, Industry and Linkage / Cooperating Agency) with weighted mean of 3.355 or agree revealed that they were not fully agree the perceptions of stakeholders regarding VMGO's attainability since their involvement in the formulation of VMGO is limited. The total weighted mean of 3.485 or agree means stakeholders were not fully agree the perceptions of stakeholders regarding VMGO's attainability. This confirmed the study of Compelio et al. (2015) which explained that the methods of the students in contributing to the attainment of the VMGO cover: complying with the rules and policies of the university, striving for academic excellence, participating actively in school activities, role modelling, passing the board exams, and conducting research.

5.0 Conclusions

The stakeholders were highly aware, understand and accept the revised VMGO.

They perceive that VMGO are clearly stated, consistent with each other, congruent to educational practices or activities, and attainable. In addition, internal stakeholders, like Administrator, Faculty and Staff and student were highly aware, understand and accept the VMGO than the external stakeholders. It further shows that respondents from Bachelor of Science in Agriculture, Bachelor of Science in Forestry and Bachelor of Agricultural were highly aware, understand and accept the revised VMGO of Surigao del Sur State University San Miguel Campus.

6.0 Recommendations

The University may broadcast in the media and/or internet / website updates its program. May provide wide dissemination to the different agencies, institutions, industry sector and the community as a whole. More available printed catalogues, manuals and other materials to external stakeholders.

References Cited

- AACCUP Revised Instrument (2014).
- Bush T (2007) Educational Leadership and Management: Theory, Policy and Practice. South African Journal of Education. Volume 27 (3) 391-406.
- Castillo (2014). Awareness, Acceptance and Perception of Batangas State University Stakeholders towards its Vision, Mission, Goals and Objectives.

CHED Memorandum Order (CMO) No. 37,
Series of 2012.

GRADUATE PROGRAMS'
VISION, MISSION, GOALS, AND
OBJECTIVES, SY

2017-2018.

Jocelyn Sabas-Castro, Dr. Conrado A
Lombrio, Dr. Veronica N. Egargo (2016)

AWARENESS
AND ACCEPTANCE OF ESSU
GUIUAN'S VISION, MISSION, GOALS,
AND
OBJECTIVES ACROSS THE
STAKEHOLDERS.

The Accrediting Agency of Chartered
Colleges and Universities in the Philippines,
Inc.,
2010.

Fernandez (2015) Awareness, acceptability,
relevance and congruence of the PNU-
Negros Occidental vision, mission,
and goals and objectives of the teacher
Education program.

WINSTON B. GALLINERO and VERGIE
S. OTIG (2017) Extent of Dissemination,
Awareness, and Acceptability of the
Revised LDCU Vision, Mission, and CAS
Objectives among Students and
Faculty. Liceo Journal of Higher Education
Research doi:
<http://dx.doi.org/10.7828/ljher.v12i1.968>

Dungan et Al. (2016) Awareness,
Acceptability, congruency and the extent of
Implementation of DMMMSU's
VMGO, International Journal of Scientific
&
Engineering Research, Volume 7,
Issue 11 172 ISSN 2229-5518.

Monga O P (2010) Leadership theories and
educational Management: An Insight.

Pelicano and Lacaba, (2016) Awareness and
Acceptability of the Vision, Mission, Goals
and Objectives of Eastern Samar
State University, International
Journal of Innovation and Research
in Educational Sciences Volume 3,
Issue 6, ISSN
(Online): 2349-5219

Segismundo (2017) STAKEHOLDERS'
AWARENESS AND ACCEPTANCE OF