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RESEARCH ARTICLE

STAKEHOLDERS' AWARENESS AND ACCEPTANCE OF GRADUATE PROGRAMS' VISION, MISSION, GOALS, AND OBJECTIVES, SY 2017-2018.

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Abstract

The study assessed the acceptance by and awareness of stakeholders – consisting of 19 administrators, 33 faculty, 40 non-teaching personnel (NTP), and 789 students – of the vision, mission, goals and objectives (VMGO) of La Consolacion University Philippines and select Graduate Programs namely: Master of Arts in Education, Master of Business Administration, and Master of Arts in Behavioral Sciences. The paper employed a descriptive research design and subjected the gathered data to one-way Analysis of Variance. Results reveal that overall, 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. The results obtained show statistically significant results between and within groups. There is therefore enough evidence to reject the null hypothesis and conclude that the results cannot be attributed to mere chance alone.

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Introduction:-

Vision, Mission, Goals, and Objectives (VMGO) serve as the foundation of any institution – business or otherwise, for profit or not. The VMGO set direction, and identify strategic actions that lead to said direction. An organization's VMGO are its lifeline to sustainable development – that is, being able to “meet the needs of the present without compromising the well-being of the future” (Pladson, 2011; Dungan, et al., 2016).

The VMGO establish an organization's purpose of being today, and its aspiration of tomorrow. They outline collaborative efforts and make parallel the whole organization towards the attainment of programs and activities. A clearly-defined mission offers an institution a realistic lens through which every day decision-making is mirrored. A clearly established vision outlines the organizations' motivation for the future - what they aspire to be. On the one hand, Mission and vision offer distinct perspectives, but they're interrelated in a sense that they both “drive an organization to express a singular purpose” (Pladson, 2011), while 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 and these are based on the needs of the program's constituencies” (CHED CMO 37, 2012).

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The VMGO need to be shared in order to be effective and to be attained. And to be shared, it needs to be developed in a collaborative manner. The success of a university depends upon bringing its stakeholders together, both physically and philosophically. The stakeholders need to reconcile differing perspectives, find common ground and a shared VMGO.

For an educational institution like La Consolacion University Philippines, VMGO are essential bases for its academic, management and system operations. Robbins, Coulter, and Stuart-Kotze (2003) account that the VMGO statements are the fundamental guides for the future of the institution and its academic programs. All academic units of a University must have goals that are consistent with the University's vision and mission; and all programs under an academic unit must have objectives that are consistent with the goals of the academic unit. Every single transaction is justified only up to the extent that it realizes its VMGO (Castillo, 2014). The best justification that the VMGO were translated or realized in concrete terms is the employability and productivity of its graduates.

It was in 1991 that the then *Regina Carmeli College* opened its Graduate School Department. This is in furtherance of its goal of developing a more competent human resource. For its initial offering, the College accepted graduate students in the fields of behavioral science, business management and education.

The MBA, MAED, and MABS programs had their Preliminary Visits in November of 1999 and were granted Level I accreditation status in August 9, 2001. Thereafter, in the University's advocacy for continuous improvement, management submitted the programs to a Level 2 formal survey, a first and second re-accreditation in September 2003, November 2006, and April 2012, respectively. The Level III re-accreditation visit of the three programs was held on March 6 and 7, 2015. After two more years, and after reviewing the reports for each respective areas and/or criteria, LCUP decided to take a bigger leap towards excellence. Hence, the application for a Level III First Re-accreditation visit on September 21 to 23, 2017.

This study was conducted to assess the stakeholders' awareness and acceptance of LCUP's VMGO and that of the MBA, MAED, and MABS programs and to determine whether there are significant differences with obtained results in as much as this area is the most basic of the areas to be surveyed.

An institution is judged not in comparison with other good schools, which may legitimately be different in many respects, but by the degree to which its VMGO are carried out in practice as seen in the verifiable results.

Methodology:-

The study made use of a descriptive research design which utilized an 11-item survey questionnaire patterned after the Philippine Association of Colleges and Universities Commission on Accreditation (PACUCOA) Area 1 Graduate School checklist on Purposes and Objectives (PACUCOA, 2012).

Respondents of the study comprised of 19 administrators, 33 faculty, 40 non-teaching personnel (NTP), and 789 students. Student-respondents included only those enrolled in the three aforementioned programs for the 3rd trimester of AY 2016-2017, but did not include those enrolled in Thesis Writing or comprehensive examination.

Mean results were computed and data gathered were subjected to Analysis of Variance (ANOVA) test to determine statistically significant differences between and within the four different groups.

The following 5-point Likert scale was used to assess the stakeholders' acceptance of the Vision, Mission and Goals of the La Consolacion University Philippines and of the Master of Arts in Behavioral Science Program:

Range	Rating	Description	Interpretation
4.51 – 5.00	5	Strongly Agree/Very Great Extent	There was a very strong consensus that the VMGO were very clearly defined and that the provisions and conditions were very clear; in a very correct order and were met to a very great extent.
3.51 – 4.50	4	Agree/Great Extent	There was a strong consensus that the VMGO were clearly defined and that the provisions and conditions were clear; in the correct order

			and were met to a great extent..
2.51 – 3.50	3	Neither Agree nor Disagree/Moderate Extent	There was a consensus that the VMGO were clearly defined and that the provisions and conditions were clear; in the correct order and were met to a moderate extent.
1.51 – 2.50	2	Disagree/Minimal Extent	There was a weak consensus that the VMGO were clearly defined and that the provisions and conditions were clear; in the correct order and were met to a minimal extent.
1.00 – 1.50	1	Strongly Disagree/Not Met	There was no consensus that the VMGO were clearly defined and that the provisions and conditions were clear; in an incorrect order and were not met .

Results and Discussions:-

The results herein after presented show the data gathered on the stakeholders' assessment of the vision, mission and goals of the University and of the three programs: Master of Business Administration (MBA), Master of Arts in Education (MAED) and Master of Arts in Behavioral Science (MABS) programs.

Overall, it could be gleaned from Table 1 that the stakeholders *Strongly Agree* with the VMGO assessment statements and that they have a *very strong consensus that the VMGO were clearly defined and that the conditions were very clear, in a very correct order and were met to a very great extent* as evidenced by the grand weighted mean of 4.59. It is quite noteworthy to say that the overall grand weighted mean is very close to the lowest score in the Likert range which is 4.50. This could indicate that the awareness and acceptance of some provisions or conditions of the VMGO statements may be extremely impressive, but still has room for improvement.

Administrators' acceptance of the VMGO. Apparently, administrators generally *Strongly Agree* with the VMGO assessment statements and that they have a *very strong consensus that the VMGO were clearly defined and that the conditions were very clear, in a very correct order and were met to a very great extent* with a computed mean of 4.60.

Individual results however, showed that administrators *Agree* with items 8 and 10: *The philosophy/vision-mission statement of the institution as well as the specific objectives of the program of study are printed in a catalogue or prospectus readily available for prospective students and other persons concerned* ($\bar{x} = 4.47$), and *The graduate school orients new members of the faculty to the institutional philosophy / vision – mission and program objectives upon appointment* ($\bar{x} = 4.42$) respectively. It could be likewise inferred that the administrators are of a consensus that they are aware of the VMGO of the University and of the program and that they accept that the VMGO statements *were met to a great extent*.

Nine (9) out of eleven (11) items obtained a *Strongly Agree* response from the administrators. These items with their corresponding means in the order of rank are as follows: *The philosophy/mission – vision statement of the institution is clear* ($\bar{x} = 4.74$), *The objectives of the graduate school philosophy – mission – vision statement are clear and categorically stated*. ($\bar{x} = 4.68$), *The objectives are in harmony with the goals that the institution has enunciated in the philosophy – mission – vision statement*. ($\bar{x} = 4.63$), *The objectives reflect national development goals* ($\bar{x} = 4.47$), *The objectives reflect desirable Filipino cultural values*. ($\bar{x} = 4.63$), *The specific objectives of the program of study seek to hone the leadership and research skills of students*. ($\bar{x} = 4.84$), *The specific objectives of the program of study are attainable*. ($\bar{x} = 4.63$), *There is demonstrated evidence that the faculty members understand and subscribed to the institutional philosophy / vision – mission of the graduate school*. ($\bar{x} = 4.53$), *The graduate school orients new students to the institutional philosophy and to the objectives of the graduate program* ($\bar{x} = 4.58$).

Table 1:- Stakeholders' Acceptance and Awareness of the VMGO of LCUP and the Programs

	Admin		Faculty		Students		NTP		Overall	
1. The philosophy/mission - vision statement of the institution is clear.	4.74	SA	4.99	SA	4.47	A	4.70	SA	4.72	SA
2. The objectives of the graduate school philosophy - mission - vision statement are clear and categorically stated.	4.68	SA	4.68	SA	4.41	A	4.65	SA	4.60	SA
3. The objectives are in harmony with the goals that the institution has enunciated in the philosophy - mission - vision statement.	4.63	SA	4.70	SA	4.36	A	4.68	SA	4.59	SA
4. The objectives reflect national development goals.	4.47		4.29	A	4.38	A	4.73	SA	4.47	A
5. The objectives reflect desirable Filipino cultural values.	4.63	SA	4.73	SA	4.41	A	4.63	SA	4.60	SA
6. The specific objectives of the program of study seek to hone the leadership and research skills of students.	4.84	SA	4.68	SA	4.42	A	4.78	SA	4.68	SA
7. The specific objectives of the program of study are attainable.	4.63	SA	4.71	SA	4.28	A	4.83	SA	4.61	SA
8. The philosophy/vision-mission statement of the institution as well as the specific objectives of the program of study are printed in a catalogue or prospectus readily available for prospective students and other persons concerned.	4.47	A	4.58	SA	4.38	A	4.35		4.45	A
9. There is demonstrated evidence that the faculty members understand and subscribed to the institutional philosophy / vision - mission of the graduate school.	4.53	SA	4.79	SA	4.39	A	4.23		4.48	A
10. The graduate school orients new members of the faculty to the institutional philosophy / vision - mission and program objectives upon appointment.	4.42	A	4.68	SA	4.38	A	4.75	SA	4.56	SA
11. The graduate school orients new students to the institutional philosophy and to the objectives of the graduate program.	4.58	SA	4.62	SA	4.36	A	4.75	SA	4.58	SA
Grand Mean	4.60	SA	4.68	SA	4.39	A	4.64	SA	4.58	SA

Faculty members' acceptance of the VMGO. On the whole, faculty members *Strongly Agree* with all the VMGO assessment statements as evidenced by the equivalent mean of 4.75. It could be culled that they have a *very strong consensus that the VMGO were clearly defined and that the conditions were very clear, in a very correct order and were met to a very great extent.*

Individual items are presented together with their corresponding obtained means in the order of rank as follows:

It is worth-noting that three (3) items obtained a perfect score of ($\bar{x} = 5.00$) which means that for faculty members these VMGO provisions/conditions are very clearly outlined, defined and fully accepted by them: *The philosophy/mission – vision statement of the institution is clear, The specific objectives of the program of study are attainable, and There is demonstrated evidence that the faculty members understand and subscribed to the institutional philosophy / vision – mission of the graduate school.*

Other items which equally obtained a *Strongly Agree* rating in the order of rank are as follows: *The objectives of the graduate school philosophy – mission – vision statement are clear and categorically stated* ($\bar{x} = 4.67$), *The objectives are in harmony with the goals that the institution has enunciated in the philosophy – mission – vision statement* ($\bar{x} = 4.67$), *The objectives reflect desirable Filipino cultural values* ($\bar{x} = 4.67$), *The specific objectives of the program of study seek to hone the leadership and research skills of students* ($\bar{x} = 4.67$), *The graduate school orients new members of the faculty to the institutional philosophy / vision – mission and program objectives upon appointment* ($\bar{x} = 4.67$), *The graduate school orients new students to the institutional philosophy and to the*

objectives of the graduate program ($\bar{x} = 4.67$), The philosophy/vision-mission statement of the institution as well as the specific objectives of the program of study are printed in a catalogue or prospectus readily available for prospective students and other persons concerned ($\bar{x} = 4.33$), and The objectives reflect national development goals ($\bar{x} = 4.00$).

Non-teaching personnel's assessment of the VMGO. Overall, the NTP Strongly Agree or are of a very strong consensus that the VMGO were very clearly defined and that the provisions and conditions were very clear; in a very correct order and were met to a very great extent, as proven by the resulting weighted mean of 4.64. Of the eleven items, the NTP have Agreed to two items namely: *The philosophy/vision-mission statement of the institution as well as the specific objectives of the program of study are printed in a catalogue or prospectus readily available for prospective students and other persons concerned* ($\bar{x} = 4.35$), and *There is demonstrated evidence that the faculty members understand and subscribed to the institutional philosophy / vision – mission of the graduate school* ($\bar{x} = 4.23$).

The non-teaching personnel have rated the rest of the items Strongly Agree. The obtained ratings in the order of rank are: *The specific objectives of the program of study are attainable* ($\bar{x} = 4.83$), *The specific objectives of the program of study seek to hone the leadership and research skills of students* ($\bar{x} = 4.78$), *The graduate school orients new members of the faculty to the institutional philosophy / vision – mission and program objectives upon appointment* ($\bar{x} = 4.75$), *The graduate school orients new students to the institutional philosophy and to the objectives of the graduate program* ($\bar{x} = 4.75$), *The objectives reflect national development goals* ($\bar{x} = 4.73$), *The philosophy/mission – vision statement of the institution is clear* ($\bar{x} = 4.70$), *The objectives are in harmony with the goals that the institution has enunciated in the philosophy – mission – vision statement* ($\bar{x} = 4.68$), *The objectives of the graduate school philosophy – mission – vision statement are clear and categorically stated* ($\bar{x} = 4.65$), and *The objectives reflect desirable Filipino cultural values* ($\bar{x} = 4.63$).

Students' assessment of the VMGO. Worth-mentioning is the only item with a Strongly Agree rating - *The philosophy/mission – vision statement of the institution is clear* ($\bar{x} = 4.53$). It could be inferred that MABS students are of a very strong consensus that the VMGO item was very clearly defined and that the provisions and conditions of the said item were very clear; in a very correct order and were met to a very great extent.

Overall, the students rated their awareness and acceptance of the VMGO as being *clearly defined and that the conditions were clear, in a correct order and were met to a great extent* with a computed overall mean of 4.45.

Individual results showed the following obtained mean results of each statement in the order of rank: *The philosophy/mission – vision statement of the institution is clear* ($\bar{x} = 4.53$), *The specific objectives of the program of study seek to hone the leadership and research skills of students* ($\bar{x} = 4.50$), *The graduate school orients new members of the faculty to the institutional philosophy / vision – mission and program objectives upon appointment* ($\bar{x} = 4.47$), *There is demonstrated evidence that the faculty members understand and subscribed to the institutional philosophy / vision – mission of the graduate school* ($\bar{x} = 4.47$), *The graduate school orients new students to the institutional philosophy and to the objectives of the graduate program* ($\bar{x} = 4.47$), *The objectives of the graduate school philosophy – mission – vision statement are clear and categorically stated* ($\bar{x} = 4.46$), *The philosophy/vision-mission statement of the institution as well as the specific objectives of the program of study are printed in a catalogue or prospectus readily available for prospective students and other persons concerned* ($\bar{x} = 4.46$), *The objectives reflect national development goals* ($\bar{x} = 4.44$), *The objectives reflect desirable Filipino cultural values* ($\bar{x} = 4.43$), *The objectives are in harmony with the goals that the institution has enunciated in the philosophy – mission – vision statement* ($\bar{x} = 4.43$), and *The specific objectives of the program of study are attainable* ($\bar{x} = 4.32$).

It could be inferred from the foregoing results that the students' awareness and acceptance of provisions or conditions of the VMGO statements may be impressive, but still has room for improvement.

ANOVA results. It could be culled from the ANOVA results that there are statistically significant differences obtained from the data under study, Based from the foregoing results, the null hypothesis that *There is no significant difference between and among the respondents' acceptance and awareness of the VMGO of LCUP and the MABS Program* was rejected.

Table 2:- One –way ANOVA Results

Issues	Source	Sum of Squares	df	Mean Square	F	P value	Decision
Awareness and Acceptance	Between	.295	3	.098	2.736	.046	Reject H_0
	Within	1.401	39	.036			Significant
	Total	1.696	42				

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