

LEVEL OF AWARENESS AND ACCEPTANCE OF THE GSC VISION AND MISSION AND THE GOALS AND PROGRAM OBJECTIVES (VMGO) OF THE SCHOOL OF EDUCATION AMONG THE STAKEHOLDERS

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ABSTRACT

This study was conducted to determine the level of awareness and acceptance of the GSC Vision and Mission and the Goals and Program Objectives of the School of Education among stakeholders. The study utilized the descriptive research methodology. The respondents of the study were the Barangay and municipal officials of Buenavista, Guimaras and the faculty and staff of Guimaras State College. Results showed that the majority of the stakeholders were young adults, married and College graduates. The majority were "Very much aware" and they "Highly Accepted" the VMGO when taken as a whole and when they were categorized according to the variables age, sex, civil status, educational attainment and position. Their main source of information of the VMGO was flyers. Result further revealed that there was a significant relationship between the level of awareness and acceptance of the VMGO, that means that a person who is aware of an existing VMGO is more likely open to accepting it.

KEYWORDS: Awareness and acceptance, VMGO, GSC, School of Education

INTRODUCTION

Background of the study

An institution of higher learning like Guimaras State College had set its vision, mission, goal and objectives that serve as guiding lights in its journey to excellence. All of these - mission, goals and objectives were based on the philosophy which states the commitment of the college for the development of the students' potentials through quality instruction, research, extension and production.

Guimaras State College had utilized different forms of media such as print and broadcast not only in the dissemination of the VMGO but also in its acceptance among the stakeholders. Furthermore, the college had involved the faculty, non-teaching staff, students, linkages, and the people in the community in the formulation, review and revision of the VMGO.

With those practices mentioned above, the researchers believe that the stakeholders were aware, and they do accept the GSC VMGO. However, it was knowing the stakeholders' level of awareness and acceptance of the VMGO that motivates the researchers to conduct the study after having known the results of their study conducted last January 2009 with the education students as their respondents.

Statement of the problem

This study aimed to determine the level of awareness and acceptance of the Guimaras State College Vision, Mission and Goals of the School of Education and the Program Objectives of the Bachelor of Secondary Education (BSEd) and Bachelor in Elementary Education (BEED) among stakeholders of the college.

Specifically, this study sought answers to the following questions:

1. What is the profile of the respondents as to:
a. Age b. Sex c. Civil Status d. Highest Educational Attainment e. Position
2. What is the level of awareness of the VMGO of GSC as a whole and according to variables of age, sex, civil status, highest educational attainment and position?
3. What is the level of acceptance of the VMGO of GSC as a whole and according to variables of age, sex, civil status, highest educational attainment and position?
4. What are the sources of information of the GSC Vision, Mission, Goals of the School of Education and the Program Objectives of BSEd and BEEd?
5. Is there a significant relationship between the level of awareness and acceptance of the VMGO of the Guimaras State College?

Theoretical framework

This study was anchored on Information Processing Theory approach to the study of cognitive development that evolved out of the American experimental tradition in psychology. Developmental psychologists who adopt the information processing perspective account for mental development in terms of maturational changes in a person's mind. This theory was based on the idea that humans process the information they receive, rather than merely responding to the stimuli. This perspective equates the mind to a computer that was responsible for analyzing information from the environment. According to the standard information processing model, the mind's machinery includes attention mechanisms for bringing information in, working memory for actively manipulating information, and long-term memory for passively holding information so that it can be used in the future.

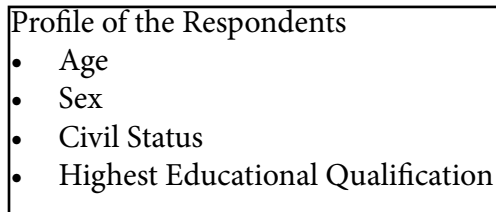
Similarly, people's awareness of the existence of Vision, Mission of Guimaras State College and the Goals and Program Objectives of the Guimaras State College School of Education was very imperative since what a person was aware of, he/she more or less hold in his/her memory to analyze and use in the future. Should this happen, acceptance of its existence then follows?

Conceptual framework

This study was conducted to determine the level of awareness and acceptance of the Guimaras State College Vision, Mission, Goals of the School of Education and Program Objectives of the Bachelor of Secondary Education (BSEd) and Bachelor of Elementary Education (BEEd) among the stakeholders of the college on the idea that an institution was expected to disseminate and work for the acceptance of the VMGO by the stakeholders. The study also looked into different dissemination strategies and devices that facilitated the stakeholders' awareness and acceptance of the VMGO.

Research paradigm

Independent variables



Dependent variables

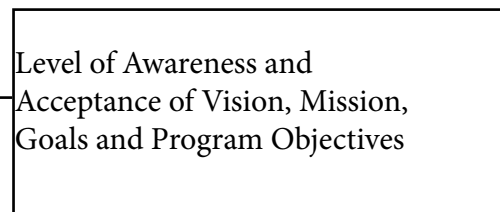


Figure 1: The Schematic Diagram showing the relationship between the profile of the Barangay and Municipal Officials of Buenavista, Guimaras and their level of awareness and acceptance of VMGO

METHODOLOGY

This study utilized the descriptive research methodology. The total number of respondents is 104 composed of the Barangay and municipal officials of Buenavista, Guimaras and the faculty and staff of Guimaras State College. A researcher-made questionnaire consisting of two parts was utilized in order to gather the needed data. Part I- the Personal Profile of the Respondents and Part II- the questionnaire proper which consists of (a) Level of Awareness; (b) Level of Acceptance; and (c) Source of Information. The respondents were asked to respond to each item in the questionnaire by indicating a check (/) mark on the space corresponding to their choices of any of the following responses: "very much aware"; "very aware"; "aware"; "slightly aware"; and "not aware" for the Level of Awareness. On the other hand, respondents were made to answer: "very highly accepted"; "highly accepted"; "accepted"; "slightly accepted"; and "not accepted" for the Level of Acceptance. Each response was given a weight of 5,4,3,2,1 respectively.

The researchers personally distributed and gathered the questionnaires from the respondents. The statistical tools used in the study were frequency count, percentage, mean, and Pearson r.

RESULTS AND DISCUSSION

Profile of the respondents

Data in the Table 1 show the age of the respondents who were considered stakeholders. Results revealed that out of 104 respondents, 48 or 46.2% were at the age of 42-56, 39, or 37.5% were at the age of 27-41 and 17 or 16.3% were at the age of 57-73. The result means that majority of the respondents were young adults, and only few were senior citizens.

In addition, data in Table 1 also show the sex of the respondents. It was revealed that out of 104 respondents, 54 or 51.9% were female, and 50, or 48.1% were male. This indicates that there were more female stakeholders than male stakeholders who responded to this study.

Table 1. Profile of the respondents as to age and sex

Age	f	%
27-41	39	37.5
42-56	48	46.2
57-73	17	16.3
Total	104	100.0
Sex		
Male	50	48.1
Female	54	51.9
Total	104	100.0

Data in Table 2 presents the profile of the respondents as to civil status. It revealed that out of 104 respondents, 79 or 76.0% were married, 23 or 22.1% were single, 1 or 1.0% was separated and 1 or 1.0% was widowed.

Table 2. Profile of the respondents as to civil status

Civil Status	f	%
Single	23	22.1
Married	79	76.0
Separated	1	1.0
Widow	1	1.0
Total	104	100.0

Data in Table 3 present the profile of the respondents as to educational attainment. Result revealed that out of 104 respondents, 44 or 42.3% were College Graduate, 31 or 29.8% were post Graduate, 15 or 14.4% were College Level, 10 or 9.6% were High School Graduate, 3 or 2.9% were High School Level, and 1 or 1% was Elementary Graduate.

Table 3. Profile of the respondents as to educational attainment

Educational Attainment	f	%
Elementary Graduate	1	1.0
High School Level	3	2.9
High School Graduate	10	9.6
College Level	15	14.4
College Graduate	44	42.3
Post Graduate	31	29.8
Total	104	100.0

Data in Table 4 present the position of the respondents. Results revealed that out of 104 respondents, 30 or 28.8% were Barangay Kagawad, 30 or 28.8% were Faculty, 30 or 28.8% were Staff, 8 or 7.7% were Councilors, 4 or 3.8% were Barangay Captains, 1 or 1% was a Municipal Vice Mayor and 1 or 1.0% was Board Member.

Table 4. Profile of the respondents as to position

Position	f	%
Barangay Kagawad	30	28.8
Barangay Captain	4	3.8
Councilor	8	7.7
Vice Mayor	1	1.0
Board Member	1	1.0
Faculty	30	28.8
Staff	30	28.8
Total	104	100.0

Data in table 5 present the stakeholders' Level of Awareness of the MGO when taken as a whole. Result revealed that the respondents were very much aware in categories such as Vision, Mission, Goals and Objectives.

Table 5. Level of awareness of the VMGO when taken as a whole

Categories	Mean	Sd	Interpretation
Vision of the GSC	4.44	.666	Very Much Aware
Mission of the GSC	4.44	.666	Very Much Aware
Goals of the School of Education	4.29	.706	Very Much Aware
Program Objectives of BSEd & BEED	4.23	.714	Very Much Aware
Total	4.35	.625	Very Much Aware

Scale: 1.00-1.79 Not aware (NA), 1.80-2.59 Slightly aware (SA), 2.60-3.39 Aware (A), 3.40-4.19 Very aware (VA), 4.20-5.0 Very much aware (VMA).

Data in table 6 show the level of awareness of the respondents when classified as to age. It was found out that the respondents across age levels are Very Much Aware of the VMGO.

Table 6. Level of awareness of the VMGO when classified as to age

Age	Mean	N	Sd	Interpretation
27 - 41 years old	4.34	39	.687	Very Much Aware
42 - 56 years old	4.35	48	.579	Very Much Aware
57-73 years old	4.37	17	.756	Very Much Aware
Total	4.35	104	.645	Very Much Aware

Scale: 1.00-1.79 Not aware (NA), 1.80-2.59 Slightly aware (SA), 2.60-3.39 Aware (A), 3.40-4.19 Very aware (VA), 4.20-5.0 Very much aware (VMA).

Data in Table 7 revealed the Level of Awareness of the respondents in terms of civil status. It was found out that majority of the respondents were married and were very much aware of the VMGO.

Data in Table 8 presented the respondents' level of awareness of the VMGO when they were classified according to sex. Result showed that when the respondents, when classified as to sex, were very much aware of the VMGO.

Table 7. Level of awareness of the VMGO when classified as to civil status

Civil Status	Mean	N	Sd	Interpretation
Single	4.39	23	.797	Very Much Aware
Married	4.34	79	.606	Very Much Aware
Separated	4.50	1	.000	Very Much Aware
Widow	4.00	1	.000	Very Aware
Total	4.35	104	.645	Very Much Aware

Scale: 1.00-1.79 Not aware (NA), 1.80-2.59 Slightly aware (SA), 2.60-3.39 Aware (A), 3.40-4.19 Very aware (VA), 4.20-5.0 Very much aware (VMA).

Table 8. Level of awareness of the VMGO when classified as to sex

Sex	Mean	N	Sd	Interpretation
Male	4.21	50	0.736	Very Much Aware
Female	4.48	54	0.52	Very Much Aware
Total	4.35	104	0.645	Very Much Aware

Scale: 1.00-1.79 Not aware (NA), 1.80-2.59 Slightly aware (SA), 2.60-3.39 Aware (A), 3.40-4.19 Very aware (VA), 4.20-5.0 Very much aware (VMA).

Data in Table 9 show the respondents' level of awareness of the when they were classified according to educational attainment. Result revealed that College Graduate and Post Graduate respondents are very much aware of the VMGO while respondents who were classified as High School Graduates, Elementary Graduates and College Level were only Very Aware. On the other hand, High School Level respondents were found out to be Aware of the VMGO. This indicates that College Graduate and Post Graduate respondents were the ones who are Very Much Aware of the VMGO.

Data in Table 10 presents the respondents' level of awareness of the VMGO when they are classified as to position. Result revealed that the Board Member, the Vice Mayor, the Councilors and the Faculty and Staff were Very Much Aware of the VMGO while the Barangay Captains and the Barangay Kagawads were Very Aware of the VMGO. This result means that those stakeholders who have higher government positions, along with the faculty and staff were Very Much Aware of the VMGO while those stakeholders who have lower government official positions were only Very Aware of the VMGO.

Table 9. Level of awareness of the VMGO when classified as to educational attainment

Educational Attainment	Mean	N	Sd	Interpretation
Elementary Graduate	4.13	10	.358	Very Aware
High School Level	4	1	0	Very Aware
High School Graduate	4.17	15	.617	Very Aware
College Level	2.67	3	1.16	Aware
College Graduate	4.35	44	.553	Very Much Aware
Post Graduate	4.69	31	.496	Very Much Aware
Total	4.35	104	.645	Very Aware

Scale: 1.00-1.79 Not aware (NA), 1.80-2.59 Slightly aware (SA), 2.60-3.39 Aware (A), 3.40-4.19 Very aware (VA), 4.20-5.0 Very much aware (VMA).

Table 10. Level of awareness of the VMGO when classified as to position

Position	Mean	N	Sd	Interpretation
Barangay Kagawad	4.04	30	.692	Very Aware
Captain	4.13	4	.250	Very Aware
Councilor	4.28	8	.773	Very Much Aware
Vice Mayor	4.00	1	.000	Very Much Aware
Board Member	5.00	1	.000	Very Much Aware
Faculty	4.75	30	.425	Very Much Aware
Staff	4.3	30	.610	Very Much Aware
Total	4.35	104	.645	Very Much Aware

Scale: 1.00-1.79 Not aware (NA), 1.80-2.59 Slightly aware (SA), 2.60-3.39 Aware (A), 3.40-4.19 Very aware (VA), 4.20-5.0 Very much aware (VMA).

Level of acceptance when taken as a whole and when categorized according to profile

Data in table 11 showed the respondents' Level of Acceptance of the VMGO when they were taken as a whole. Result revealed that the respondents have Very Highly Accepted the VMGO of Guimaras State College.

Table 11. Level of acceptance of the VMGO when taken as a whole

Categories	Mean	Sd	Interpretation
Vision of the GSC	4.57	.635	Very Highly Accepted
Mission of the GSC	4.53	.653	Very Highly Accepted
Goals of the School of Education	4.40	.718	Very Highly Accepted
Program Objectives of BSED & BEED	4.39	.674	Very Highly Accepted
Total	4.47	.619	Very Highly Accepted

Scale: 1.00-1.79 Not aware (NA), 1.80-2.59 Slightly aware (SA), 2.60-3.39 Aware (A), 3.40-4.19 Very aware (VA), 4.20-5.0 Very much aware (VMA).

Data in table 12 showed the level of acceptance of the respondents when classified as to age. It was found out that respondents have Very Highly Accepted the VMGO of Guimaras State College.

Table 12. Level of Acceptance of the VMGO when classified as to age

Age	Mean	N	Sd	Interpretation
27 - 41 years old	4.52	39	.621	Very Highly Accepted
42 - 56 years old	4.45	48	.562	Very Highly Accepted
57-73 years old	4.43	17	.784	Very Highly Accepted
Total	4.47	104	.619	Very Highly Accepted

Scale: 1.00-1.79 Not aware (NA), 1.80-2.59 Slightly aware (SA), 2.60-3.39 Aware (A), 3.40-4.19 Very aware (VA), 4.20-5.0 Very much aware (VMA).

Data in table 13 present the respondent's level of acceptance of the VMGO when they are classified as to Civil Status. Result revealed that all Civil Status classifications, except for the Widow who have only stated Very Accepted, have Very Highly Accepted GSC's VMGO.

Data in table 14 present the respondents' level of acceptance of the VMGO when they were classified as to sex. Result revealed that both male and female respondents have Very Highly Accepted the VMGO.

Table 13. Level of acceptance of the VIMGO when classified as to civil status

Civil Status	Mean	N	Sd	Interpretation
Single	4.50	23	.707	Very Highly Accepted
Married	4.47	79	.601	Very Highly Accepted
Separated	4.75	1	.000	Very Highly Accepted
Widow	4.00	1	.000	Very Accepted
Total	4.47	104	.619	Very Highly Accepted

Scale: 1.00-1.79 Not accepted (NA), 1.80-2.59 Slightly accepted (SA), 2.60-3.39 Accepted (A), 3.40-4.19 Very accepted (VA), 4.20-5.0 Very highly accepted (VHA).

Table 14. Level of acceptance of the VMGO when classified as to Sex

Sex	Mean	N	Sd	Interpretation
Male	4.32	50	.720	Very Highly Accepted
Female	4.62	54	.473	Very Highly Accepted
Total	4.47	104	.619	Very Highly Accepted

Scale: 1.00-1.79 Not accepted (NA), 1.80-2.59 Slightly accepted (SA), 2.60-3.39 Accepted (A), 3.40-4.19 Very accepted (VA), 4.20-5.0 Very highly accepted (VHA).

Data in table 15 showed the respondents' level of acceptance of the VMGO when these respondents were classified according to educational attainment. Result indicated that the College Graduates, Post Graduates and High School Graduates have Very Highly Accepted the VMGO, the Elementary Graduate and the College Level have indicated that they saw the VMGO to be Very Accepted while the High School Level have only Accepted the VMGO.

Data in table 16 showed the respondents' Level of Acceptance of the VMGO when they were classified as to Position held. Result revealed that respondents have Very Highly Accepted the VMGO

Table 15. Level of acceptance of the VMGO when classified as to educational attainment

Educational Attainment	Mean	N	Sd	Interpretation
Elementary Graduate	4.60	10	.568	Very Highly Accepted
High School Level	4.00	1	.000	Very Accepted
High School Graduate	4.17	15	.532	Very Accepted
College Level	2.67	3	1.16	Accepted
College Graduate	4.49	44	.510	Very Highly Accepted
Post Graduate	4.74	31	.406	Very Highly Accepted
Total	4.47	104	.619	Very Highly Accepted

Scale: 1.00-1.79 Not accepted (NA), 1.80-2.59 Slightly accepted (SA), 2.60-3.39 Accepted (A), 3.40-4.19 Very accepted (VA), 4.20-5.0 Very highly accepted (VHA).

Table 16. Level of acceptance of the VMGO when classified as to position

Position	Mean	N	Sd	Interpretation
Barangay Kagawad	4.27	30	.793	Very Highly Accepted
Captain	4.38	4	.479	Very Highly Accepted
Councilor	4.34	8	.667	Very Highly Accepted
Vice Mayor	4.50	1	.000	Very Highly Accepted
Board Member	5.00	1	.000	Very Highly Accepted
Faculty	4.75	30	.410	Very Highly Accepted
Staff	4.43	30	.541	Very Highly Accepted
Total	4.47	104	.619	Very Highly Accepted

Scale: 1.00-1.79 Not aware (NA), 1.80-2.59 Slightly aware (SA), 2.60-3.39 Aware (A), 3.40-4.19 Very aware (VA), 4.20-5.0 Very much aware (VMA).

Data in Table 17 present the sources of information of the GSC Vision and Mission as well as the GSC Goals and Program Objectives. The flyers ranked first (83.3%), followed by the Bulletin Boards (76.5%) Billboards/Tarpaulins (75.5%), Student Publication (62.7%), PTA Meetings (52.9%), Brochure (33.3%), Forum (31.4%), Posters (28.4%), Newsletters (24.5%), Radio (10.8%) and Internet (3.9%). This indicated that flyers ranked first in terms of information sourcing of the VMGO.

Table 17. Sources of information of the GSC vision, mission, goals of the School of Education and the program objectives of the BSEd and BEEd

Sources of Information	f	%	Rank
Bulletin Board	78	76.5	2
Flyers	85	83.3	1
Billboards/Tarpaulin	77	75.5	3
Newsletters	25	24.5	9
Brochure	34	33.3	6
Student publication	64	62.7	4
PTA Meetings	54	52.9	5
Posters	29	28.4	8
Forum	32	31.4	7
Radio	11	10.8	10
Internet	4	3.9	11
Total	104	100	

*Multiple Responses

Relationship between the level of awareness and acceptance of VMGO

Below is the computation of the relationship between the Level of Awareness and Acceptance of the VMGO. Result indicated that there was a significant relationship between awareness and acceptance of VMGO at alpha .001 level of significance.

Table 18. Relationship between the level of awareness and acceptance of VMGO

Acceptance	Awareness	
	r	Sig.
	.735**	.000

**p<.001 level of significance

CONCLUSIONS

Based on the findings of the study, the following conclusions:

1. Most of the stakeholders are young adults and only a few of them belonged to the senior citizen category. Majority of the respondents are also married; most of the stakeholders are also college graduates and most of the respondents were Barangay kagawad, faculty and staff.
2. Most of the stakeholders were very much aware of the GSC VMGO when taken as a whole and when classified as to age, civil status, educational attainment, and position.
3. Most of the stakeholders have Very Much Accepted the VMGO when taken as a whole and when classified as to age, civil status, educational attainment, and position.
4. The sources of information of the vision, mission of GSC, goals of the School of Education and the program objectives of BSED and BEED are the flyers which rank first, followed by bulletin board, PTA meetings, billboards/tarpaulin, student publication, brochure, forum, newsletters, and posters.
5. The relationship between the level of awareness and acceptance of GSC VMGO was significant since it has a high correlation. This implies that a person who is aware of an existing VMGO is more likely open to accepting it.

RECOMMENDATIONS

Based on the results of the study, the researchers made the following recommendations:

1. There should be an increase in the circulation of flyers, brochures, and newsletters in order to reach as many clienteles as possible especially the alumni and the representatives of cooperating agencies.
2. More number of stakeholders such as the cooperating agencies, linkages, and alumni should be involved in the review and revision of the VMGO.
3. Increase the number of billboards to be placed in the strategic process.
4. Launch fundraising project or request for donation to support financially dissemination strategies like broadcasting and printing of VMGO in local newspapers.
5. Students' participation in the dissemination of VMGO should be encouraged or intensified.

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