

STAKEHOLDERS' LEVEL OF AWARENESS AND ACCEPTANCE OF THE VISION, MISSION, GOALS, AND OBJECTIVES OF GUIMARAS STATE COLLEGE OF BUSINESS MANAGEMENT

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ABSTRACT

The Vision, Mission, Goals, and Objectives (VMGO) statements define collective efforts and align the whole organization towards the achievement of programs of the institution. This study was conducted to determine the level of awareness and acceptance of the stakeholders of the vision and mission of Guimaras State College (GSC) and the goals of the College of Business Management (CBM) and Objectives of the Bachelor of Science in Business Administration (BSBA) and the Bachelor of Science in Hotel and Restaurant Management (BSHRM). A duly validated researcher-made questionnaire was used. The respondents were students, faculty, staff, parents, and members of the community known as stakeholders. They were highly aware and highly accepted the vision and mission of Guimaras State College and the goals of the College of Business Management and objectives of the Bachelor of Science in Business Administration (BSBA) and Bachelor of Science in Hotel and Restaurant Management (BSHRM). The VMGO was known to the stakeholders through an announcement in the bulletin board. A significant difference existed in the level of awareness and acceptance of the stakeholders when grouped according to sex, educational attainment, employment status and type of employment. A positive significant relationship existed between the level of awareness and level of acceptance of the VMGO of the GSC- College of Business Management.

Keywords: VMGO, Stakeholders, College of Business Management

INTRODUCTION

Background of the study

One of the most vital considerations that an educational institution will do before it can make plans, design good programs and formulate strategies is to have a clear view of where it is going, what it wants to do when it should be done and who will do it. All these can be done through the formulation and establishment of the vision, mission, goals, and objectives. The vision encompasses the institution's dreams: the mission statement reflects the general and overall directions where the institution is trying to achieve: objectives and policies, in turn, reflect the manifold interests that have to be satisfied for the mission to be accomplished. The vision, mission, goals, and objectives should be understood, accepted and assimilated by all concerned stakeholders. Guimaras State College is committed to serving the people of the island Province of Guimaras and the neighboring places. Its operation is guided by its vision, mission, goals, and objectives. In education, the term stakeholder typically refers to anyone who is invested in the welfare and success of a school and its students, including administrators, teachers, staff members, students, parents, families, community members, local business leaders, and elected officials such as school board members, city councilors, and state representatives. Stakeholders may also be collective entities, such as local businesses, organizations, initiatives, committees, media outlets, and cultural institutions. In a word, stakeholders have a —stake in the school and students, meaning that they have a personal, professional, civic, or financial interest or concern (The Glossary of Education Reform, 2014).

This study was anchored on the theory of accreditation which states that an educational institution like Guimaras State College should base its operations from the Vision, Mission, Goals, and Objectives (VMGO), hence all activities of the school are evaluated in accordance with the attainment of its VMGO.

Moreover, for an organizational vision to become really effective, it must be assimilated into the organization's culture. Leaders have the responsibility of communicating the vision regularly, creating narratives and illustrating the vision, and acting as role models by embodying the vision and creating the short-term objec-

tives compatible with the vision.

Ideally, students, parents, faculty, staff, and members of the community must be aware of the institution's vision, mission, goals and program objectives. Moreover, they need to understand and accept these in order to guide them to perform as expected and eventually reach their goals and the expectations of the College. However, it is observed that the majority of the population is not aware of the vision, mission, goals, and objectives of the college, or if they are, they have not come to realize the importance of living up to the institution's ideals. Due to these reasons, the researcher was motivated to conduct the study. This study will be the basis of formulating programs to further disseminate and allow the internalization of the VMGO to the stakeholders.

Statement of the Problem

The study aimed to determine the stakeholders' awareness and acceptance of the vision, mission, goals, and objectives of Guimaras State College, College of Business Management for the First Semester, Academic Year 2016-2017. Specifically, this study sought answers to the following questions: (1) what is the profile of the students as categorized according to age, sex, civil status, year level for students, (2) what is the profile of the members of the community, parents, faculty and staff when categorized according to age, sex, civil status, educational attainment, employment status, type of employment, and monthly income, (3) what is the level of awareness of the VMGO of GSC as a whole and when categorized according to the profile of respondents, (4) what is the level of acceptance of the VMGO of GSC as a whole when categorized according to the profile of respondents, (5) What are the actual and preferred sources of information on the GSC vision, mission, goals of the College of Business Management and Objectives of the BSBA and BSHRM Programs, (6) Is there a significant difference between the level of awareness and acceptance of VMGO when categorized according to respondents' profile, and (7) Is there a significant relationship between the level of awareness and acceptance of the VMGO of the Guimaras State College- College of Business Management?

RESEARCH METHODOLOGY

The respondents of the study were the 188 BSBA, BSHRM and HRST students from first year to fourth year enrolled during the first semester A.Y. 2016 - 2017, and 120 selected members of the community, parents, faculty, and staff of Guimaras State College. Student respondents were identified through sampling using the Slovin's formula. On the other hand, the researcher randomly selected 30 respondents each from the members of the community, parents, faculty, and staff of Guimaras State College.

The questionnaire was subjected to reliability testing to determine the internal consistency of the items. The Cronbach alpha method was employed. This method is regarded by many as the best method for measuring reliability because all data could be denoted. The obtained coefficient (α) is 0.87 which denotes that the instrument is reliable. This meant that the questionnaire is reliable because according to Cronbach the questionnaire is considered reliable if the resulted coefficient is 0.70 and above.

The researcher personally distributed and gathered the questionnaires to the respondents to measure the awareness and acceptance of the respondents. The data were collected, sorted, and tabulated based on the requirement of the study. The following statistical tools which were used in analyzing and evaluating the data gathered from the questionnaire using IBM SPSS Version 20 program: frequency count, mean, percent, chi-square, t-test, ANOVA and Pearson's r.

RESULTS AND DISCUSSIONS

Profile of the respondents

The personal characteristics of students as one of the respondents of this study were determined in terms of their age, sex, year level, and civil status. Since the respondents were students, majority of them belongs to age ranging from 17 to 23 years old. Most of the young students were on the first year level, dominated by their female counterparts and were single.

Table 1. Profile of the students as to variables

Categories	f	%
Age		
Young (17-23 yrs old)	179	95.2
Adult (24-36 years old)	9	4.8
Total	188	100.0
Sex		
male	31	16.5
female	157	83.5
Total	188	100.0
Civil Status		
Single	186	98.9
Married	2	1.1
Total	188	100.0
Year level		
First year	75	39.9
Second year	58	30.9
Third year	32	17.0
Fourth year	23	12.2
Total	188	100.0

Another set of respondents were stakeholders (members of the community, parents, faculty, and staff) of the Guimaras State College. In order to determine the profile of the respondents, the data were categorized in terms of age, sex, and civil status, educational attainment, employment status, type of employment and monthly income. Results showed that majority of the respondents were adult (46 or 38.3%), followed by young (42 or 35%), next were those who were categorized as middle aged (26 or 21.7%) and lastly were those who were old (6 or 5%). In terms of sex, 74 or 61.7% were female, and 46 or 38.3% were male. In terms of civil status, 70 (58.3%) were married, 38 (31.7%) were single, and only 3 (2.5%) were widowed. Nine (7.5%) of them did not indicate their response. In terms of educational attainment, most of them were college graduate (52 or 43.3%). Next were high school graduates (22 or 18.3%) and college level (10 or 8.3%). Only 2 (1.7%) of them were Doctor's degree holder. As to the employment status, the majority of them were employed (84 or 70%) and work on a contractual basis (48 or 40%). Only 2 (1.7%) were regular employees. In terms of monthly income, the majority were earning 5,000 and below (32 or 26.7%), followed by those who were earning 5,001- 10,000 a month (26 or 21.7%) and above 20,000 (14 or 11.7%). Forty-one (34.2%) of the respondents did not indicate their monthly income. Data were presented in Table 2.

Table 2. Profile of the stakeholders as to variables

Categories	f	%
Age		
Young (18-31 yrs old)	42	35.0
Adult (31 - 43 years old)	46	38.3
Middle (44 - 58 years old)	26	21.7
Old (59 years old and above)	6	5.0
Total	120	100.0
Sex		
Male	46	38.3
Female	74	61.7
Total	120	100.0
Civil Status		
Single	38	31.7
Married	70	58.3
Widow/widower	3	2.5
No response	9	7.5
Total	120	100.0
Educational attainment		
Elementary level	3	2.5
Elementary graduate	4	3.3
High school level	7	5.8
High school graduate	22	18.3
College level	10	8.3
College graduate	52	43.3
Master's Degree	9	7.5
Doctoral Degree	2	1.7
No response	11	9.2
Total	120	100.0
Employment status		
Employed	84	70
Not employed	27	22.5
No response	9	7.5
Total	120	100.0
Type of Employment		
Permanent/regular	20	16.7
Part-timer	8	6.7
Casual/contractual	48	40
No response	44	36.7
Total	120	100.0
Monthly income		
5,000 and below	32	26.7
5,001 - 10,000	26	21.7
10,001 - 15,000	2	1.7
15,001 - 20,000	14	11.7
above 20,000	5	4.2
No Response	41	34.2
Total	120	100.0

Respondents' Level of Awareness of the Vision, Mission, Goals and Objectives of the College of Business Management when taken as a Whole

Data in Table 3 presents the level of awareness of the respondents when taken as a whole. The result showed that the students were —highly aware|| of the Vision, Mission and the Goals and Objectives of the College of Business Management ($M=4.59$). On the other hand, the stakeholders were —aware|| of the VMGO ($M=4.14$). This implies that students were more aware of the VMGO compared to the stakeholders of the school.

Table 3. Level of awareness of the VMGO of respondents when taken as a whole

Categories	Mean	SD	Interpretation
Students	4.59	.700	Highly aware
Stakeholders (Members of the community, parents Faculty and Staff)	4.14	.853	Aware

Scale: 1.00–1.79 Unaware (UA), 1.80–2.59 Slightly Aware (SA), 2.60–3.39 Moderately Aware (MA), 3.40–4.19 Aware (A), 4.20–5.00 Highly Aware (HA)

Level of Awareness of the Vision, Mission, Goals and Objectives of the College of Business Management when categorized according to the Respondents' profile

Data in table 4 shows the level of awareness of the students when categorized according to the different variables. In terms of sex, it was found out that both male (M=4.58) and female (M=4.59) were —highly aware|| of the College's VMGO of the CBM. This means that the Business Management students have the same level of awareness of the VMGO regardless of their sex. In terms of age, both young (17-23 yrs old) and old (24-36 yrs old) students were highly aware of the VMGO with the mean of 4.58 and 4.67 respectively. This implies that the level of awareness for different age categories does not vary since students were already oriented with the VMGOs of their school since they enrolled in the first year. As to civil status, results revealed that single (M=4.58) and married students (M=5.0) were —highly aware|| of the VMGO of the CBM. This implies that the level of awareness of the students when categorized into civil status does not vary. As to the level of awareness of the students when categorized according to year level, students from the first year (M=4.52), second year (M=4.74), third year (M=4.44) and fourth year (M=4.61) were —highly aware|| of the College's Vision, Mission as well as the Goals and Objectives of the CBM. This implies that Business Management students from all year levels were aware of the VMGO of the College.

Table 4. Level of awareness of the VMGO of students when categorized as to variables

Categories	Mean	SD	Interpretation
Sex			
Male	4.58	.621	Highly Aware
Female	4.59	.639	Highly Aware
Age			
Young (17-23 yrs old)	4.58	.632	Highly Aware
Old (24-36 yrs old)	4.67	.667	Highly Aware
Civil status			
Single	4.58	.636	Highly Aware
Married	4.59	0	Highly Aware
Year level			
First year	4.52	.661	Highly Aware
Second year	4.74	.276	Highly Aware
Third year	4.44	.747	Highly Aware
Fourth year	4.61	.577	Highly Aware

Scale: 1.00–1.79 Unaware (UA), 1.80–2.59 Slightly Aware (SA), 2.60–3.39 Moderately Aware (MA), 3.40–4.19 Aware (A), 4.20–5.00 Highly Aware (HA)

Data in Table 5 shows the level of awareness of the stakeholders when categorized according to age, sex, and civil status, educational attainment, employment status, type of employment and monthly income. In terms of age, result showed that those who were categorized as young were —highly aware|| of the VMGO (M=4.52). The rests were —aware|| (adult (M=4.14), middle age (M=3.73) and old (M=3.67)). This means that young respondents were highly aware of the VMGO of the CBM compared to those adult, middle aged, and old respondents. In terms of sex, the result showed that males were —highly aware|| of the VMGO of the CBM (M=4.52) while females were —aware|| (M=3.92). This means that male respondents were more oriented with the College's mission, vision and the goals and objectives of the CBM than females. When the respondents were grouped according to civil status, those who were —highly aware|| were single (M=4.47), and widow/widower (M=4.33). This implies that married respondents were not yet fully aware of the VMGO since their attention is focused on different things, especially on their family. Unlike those who were single, wherein they can have focused on a particular thing.

In terms of education, result revealed that those who were Doctorate ($M=5.0$), Master's degree holders ($M=4.67$) and college graduates ($M=4.60$) were —highly aware|| of the VMGO of the CBM. Those who were college level ($M=4.0$) were —aware|| and the rests were —moderately aware|| (elementary level ($M= 2.0$), elementary graduate ($M=3.25$), high school level ($M=3.29$) and high school graduate ($M=3.55$)). This implies that those who have higher educational attainment have also a higher awareness of the VMGO since their level of understanding is higher when compared to those who have low educational attainment. In terms of employment status, it was found out that employed respondents were —highly aware|| ($M=4.46$), and those who were unemployed were —aware|| ($M=3.48$). This means that employed respondents were more aware of the VMGO compared to those who were unemployed.

As to the type of employment, data showed that permanent and contractual employees were —highly aware|| of the VMGO of the CBM while part-timers ($M=3.50$) were —aware||. This means that regular and contractual employees have a higher awareness of the VMGO when compared to part-time employees. When categorized according to monthly income. Results revealed that those having an income of 5,001 - 10,000 ($M=4.54$) and above 20,000 ($M=4.43$) were —highly aware|| of the college's VMGO. On the other hand, those who were earning 5,000 and below ($M=3.9$), 10,001 - 15,000 ($M=4.0$) and 15,001 to 20,000 ($M=4.0$) were —aware||. This means that the level of awareness of the respondents varies with their monthly income.

According to the study conducted by Parra, et.al (2015) entitled —Awareness, Understanding, and Acceptance of Guimaras State College Stakeholders towards its Vision, Mission, Goals and Objectives||, it was found that students, parents, faculty and staff were very much aware of Vision, Mission, Goals and Objectives with overall mean of 4.47.

Table 5. Level of awareness of the VMGO of the stakeholders when categorized as to variables

Categories	mean	SD	Interpretation
Age			
Young (18-31 yrs. old)	4.52	.723	Highly aware
Adult (31-43 yrs old)	4.14	1.22	Aware
Middle age (44-58 yrs old)	3.73	1.13	Aware
Old (59 yrs and above)	3.67	1.37	Aware
Sex			
Male	.878	4.52	Highly aware
Female	1.15	3.92	Aware
Civil status			
Single	4.47	.850	Highly aware
Married	3.87	1.24	Aware
Widow/widower	4.33	.943	Highly aware
No response	4.67	.667	Highly aware
Educational attainment			
Elementary level	2.0	.816	Slightly aware
Elementary graduate	3.25	1.48	Moderately aware
High school level	3.29	.881	Moderately aware
High school graduate	3.55	1.56	Moderately aware
College level	4.0	1.1	Aware
College graduate	4.6	.687	Highly aware
Master's degree	4.67	.667	Highly aware
Doctoral	5.0	0	Highly aware
No response	4.27	1.05	Highly aware
Status of Employment			
Employed	4.46	.906	Highly aware
Not Employed	3.48	1.07	Aware
No response	3.22	1.31	Moderately aware
Type of Employment			
Permanent/regular	4.30	1.05	Highly aware
Part-timer	3.5	1.22	Aware
Casual/contractual	4.69	0.62	Highly aware
No response	3.61	1.17	Aware
Monthly Income			
5,000 and below	3.91	1.21	Aware
5,001 - 10,000	4.54	1.01	Highly aware
10,001 - 15,000/	4.0	0	Aware
15,001 to 20,000	4.0	.894	Aware
above 20,000	4.43	.728	Highly aware
No response	4.02	1.12	Aware

Scale: 1.00–1.79 Unaware (UA), 1.80–2.59 Slightly Aware (SA), 2.60–3.39 Moderately Aware (MA), 3.40–4.19 Aware (A), 4.20–5.00 Highly Aware (HA)

Respondents' level of acceptance of the Vision, Mission, Goals, and Objectives of the College of Business Management when taken as a whole

Data in Table 6 shows the level of acceptance of the respondents when taken as a whole group. It was found out that students ($M=4.47$), as well as the members of the community, parents, faculty, and staff ($M=4.21$), described as to highly accepted the VMGO. This simply means that the respondents highly accepted the Vision and Mission of GSC and Goal & Objectives of the College of Business Management.

Table 6. Level of acceptance of the VMGO when taken as a whole

Categories	mean	SD	Interpretation
Students	4.47	.638	Highly accepted
Stakeholders (Members of the community, Faculty, & Staff)	4.21	.895	Highly accepted

Scale: 1.00–1.79 Not Accepted (NA), 1.80–2.59 Slightly Accepted (SA), 2.60–3.39 Moderately Accepted (MA), 3.40–4.19 Accepted (A), 4.20–5.00 Highly Accepted (HA)

Level of Acceptance of the Vision, Mission, Goals and Objectives of the College of Business Management when categorized according to Profile

Data in Table 7 shows the level of acceptance of the students in terms of sex, age, civil status and year level. Data showed that both male ($M = 4.53$) and female ($M = 4.45$) students highly accepted the Vision and Mission of GSC and the Goals & Objectives of the College of Business Management. As to age, result revealed that both young ($M=4.53$) and old ($M=4.45$) students highly accepted the VMGO. In terms of civil status, the result showed that both single ($M=4.46$) and married ($M=4.67$) students highly accepted the VMGO. Likewise, when they were grouped according to year level, they highly accepted the VMGO. This implies that students' level of acceptance of the VMGO did not vary when they were grouped according to their sex, age, civil status, and year level.

Table 7. Level of acceptance of the VMGO of students when categorized as to variables

Categories	mean	SD	Interpretation
Sex			
Male	4.53	.414	Highly accepted
Female	4.45	.553	Highly accepted
Age			
Young (17-23 yrs old)	4.53	.534	Highly accepted
Old (24 to 36 Years Old)	4.45	.516	Highly accepted
Civil Status			
Single	4.46	5.33	Highly accepted
Married	4.67	4.71	Highly accepted
Year level			
First year	4.39	.531	Highly accepted
Second year	4.53	.462	Highly accepted
Third year	4.42	.636	Highly accepted
Fourth year	4.58	.540	Highly accepted

Scale: 1.00–1.79 Not Accepted (NA), 1.80–2.59 Slightly Accepted (SA), 2.60–3.39 Moderately Accepted (MA), 3.40–4.19 Accepted (A), 4.20–5.00 Highly Accepted (HA)

Table 8 presents the level of acceptance of the stakeholders when categorized according to age, sex, and civil status. In terms of age, result revealed that those who were categorized as young ($M=4.53$) and adult ($M=4.45$), highly accepted the VMGO while those who were categorized as middle aged ($M=3.82$) and old ($M=4.19$) accepted the VMGO. This means that their level of acceptance varies with their age.

In terms of sex, it was found out that only males highly accepted the VMGO ($M=4.40$) while females accepted the VMGO with the mean of 4.09. This implies that since males were highly aware of the VMGO, they also highly accept it. As to civil status, it was found out that only those who were married, accepted the College's VMGO ($M=4.08$). The rests, single ($M=4.34$), widow ($M=4.41$) and those who did not indicate their response ($M=4.57$), highly accepted the VMGO. This means that since married respondents were aware of the VMGO, they also accept it.

As to the level of acceptance when categorized according to education, only those who were college level ($M=4.46$), college graduate ($M=4.52$) and master's degree holder ($M=4.74$), highly accepted the VMGO. Elementary graduates ($M=3.58$), high school level ($M=4.06$), high school graduates ($M=3.54$) and Doctoral degree holder ($M=4.00$) accepted the VMGO while elementary level respondents, moderately accepted it (2.78). This implies that their level of acceptance of the VMGO varies when they were categorized according to their educational attainment.

As to employment status, it showed that only those who were employed respondents ($M=4.45$) highly accepted the school's VMGO. Those who were unemployed ($M=3.73$) and those who did not indicate their response ($M=3.43$) accepted it. This implies that since those who were employed respondents were highly aware and highly accepted the VMGO.

As to the type of employment, permanent/regular ($M=4.58$), part-timer ($M=4.36$) and casual/contractual employees ($M=4.45$), highly accepted the VMGO. Those who did not respond accepted the VMGO. This implies that their level of acceptance of the VMGO when categorized according to their type of employment does not vary.

As to monthly income, it was found out that those having a monthly income of 5,000 and below ($M=4.07$) and 5,001 - 10,000 ($M=4.02$) accepted the VMGO. On the other hand those who were earning 10,001 - 15,000 ($M=4.41$), 15,001 to 20,000 ($M=4.22$) and above 20,000 ($M=4.67$) highly accepted the VMGO. As shown in the table, those who have low monthly income have a lower level of acceptance of the VMGO when compared to those who have a high monthly income.

According to the study conducted by Parra, et.al (2015), it was found that students, parents, faculty and staff were very highly aware of Vision, Mission, Goals and Objectives with overall mean of 4.58.

8. Level of acceptance of the VMGO of Stakeholders when categorized as to variables

Categories	Mean	SD	Interpretation
Age			
Young (18-31 yrs old)	4.53	.557	Highly accepted
Adult (24 to 36 Years Old)	4.45	.807	Highly accepted
Middle (44 - 58 years old)	3.82	.945	Accepted
Old (59 years old and above)	4.19	.208	Accepted
Sex			
Male	4.40	.739	Highly accepted
Female	4.09	.826	Accepted
Civil status			
Single	4.34	.599	Highly accepted
Married	4.08	.895	Accepted
Widow/Widower	4.41	1.03	Highly accepted
No response	4.57	.651	Highly accepted
Education			
Elementary Level	2.78	.694	Moderately Accepted
Elementary Graduate	3.58	.687	Accepted
High School Level	4.06	.945	Accepted
High School Graduate	3.54	.838	Accepted
College Level	4.46	.591	Highly accepted
College Graduate	4.52	.567	Highly accepted
Master's Degree	4.74	.373	Highly accepted
Doctoral Degree	4.00	1.41	Accepted
No Response	4.19	.783	Accepted
Status of employment			
Employed	4.45	.614	Highly accepted
Not employed	3.73	.903	Accepted
No Response	3.43	1.02	Accepted
Type of employment			
Permanent/Regular	4.58	.616	Highly accepted
Part-timer	4.36	.503	Highly accepted
Casual/Contractual	4.45	.539	Highly accepted
No Response	3.75	.959	Accepted
Monthly Income			
5,000 and below	4.07	.903	Accepted
5,001 - 10,000	4.02	.930	Accepted
10,001 - 15,000	4.41	.530	Highly accepted
15,001 to 20,000	4.22	.314	Highly accepted
above 20,000	4.67	.208	Highly accepted
No response	4.49	.643	Highly accepted

Scale: 1.00–1.79 Not Accepted (NA), 1.80–2.59 Slightly Accepted (SA), 2.60–3.39 Moderately Accepted (MA), 3.40–4.19 Accepted (A), 4.20–5.00 Highly Accepted (HA)

Actual and preferred source of information of the VMGO

Table 9 shows the distribution of the actual and preferred source of information of VMGO. The top 5 actual sources of information of the VMGO as cited by the respondents were as follows: bulletin boards (75.6%); classroom (64.9%); student handbook (64%); and flyers (44.8%). This implies that the bulletin board is the common source of the school's information on the VMGO.

Table 9. Distribution of the actual and preferred source of information of VMGO

Source of information	F	%	Rank
Bulletin Board	233	75.6	1
Flyers	138	44.8	4
Signage	41	13.3	9
Newsletters	100	32.5	7
Brochure	64	20.8	8
Student Handbook	197	64.0	3
Course Syllabus	133	43.2	6
Poster	131	42.5	5
Classroom	200	64.9	2
Radio	37	12.0	10

Difference in the Level of Awareness and Acceptance of the Vision, Mission, Goals and Objectives

Data in Table 10 discusses the difference in the level of awareness and acceptance among students as respondents when grouped according to sex, and age. Results revealed that there was no significant difference in the level of awareness and acceptance of the VMGO when they were categorized according to sex and age. This means that the level of acceptance and awareness for male and female; young and adult were the same.

Table 10. Difference of Level of Awareness and Acceptance among students when categorized according to sex and age

Particular		t	df	Sig. (2-tailed)	Interpretation
Sex					
Awareness	Equal variances assumed	-.308	186	.758	Not Significant
	Equal variances not assumed	-.321	44.467	.749	Not Significant
Acceptance	Equal variances assumed	.747	186	.456	Not Significant
	Equal variances not assumed	.904	53.487	.370	Not Significant
Age					
Awareness	Equal variances assumed	-.381	186	.704	Not Significant
	Equal variances not assumed	-.428	9.077	.678	Not Significant
Acceptance	Equal variances assumed	-.165	186	.869	Not Significant
	Equal variances not assumed	-.171	8.886	.868	Not Significant

*p>0.05 level of significance

Data in Table 11 discusses the difference in the level of awareness and acceptance among students as respondents when grouped according to civil status and year level. Results revealed that there is no significant difference on the level of awareness and acceptance of VMGO. This means that the level of acceptance and awareness does not differ in terms of civil status and year level.

Table 11. Difference of Level of Awareness and Acceptance among students when categorized according to civil status and year level

Civil Status		Sum of Squares	Df	Mean Squares	F	Sig.	Interpretation
Awareness	Between Groups	.549	1	.549	1.700	.194	Not Significant
	Within Groups	60.106	186	.323			
	Total	60.656	187				
Acceptance	Between Groups	.082	1	.082	.289	.289	Not Significant
	Within Groups	52.862	186	.284			
	Total	52.944	187				
Year Level Awareness	Between Groups	1.755	3	.585	1.828	.144	Not Significant
	Within Groups	58.900	184	.320			
	Total	60.656	187				
Acceptance	Between Groups	1.015	3	.338	1.199	.312	Not Significant
	Within Groups	51.929	184	.282			
	Total	52.944	187				

*p>0,05 level of significance

Table 12 presents the difference on the level of awareness and acceptance of the stakeholders when categorized according to sex. T-test results revealed that there is a significant difference between the male and female respondents when it comes to the level of awareness and acceptance. This simply means that the male respondents were highly aware and highly accepted the VMGO compared to female respondents.

Table 12. Difference in the Level of Awareness and Acceptance among stakeholders when categorized according to sex

Sex		T	df	Sig. (2-tailed)	Interpretation
Awareness	Equal variances assumed	3.347	118	.001*	Significant
	Equal variances not assumed	3.546	112.02	.001	Significant
Acceptance	Equal variances assumed	2.122	118	.036*	Significant
	Equal variances not assumed	2.178	103.52	.032	Significant

*p>0.05 level of significance

In terms of civil status, ANOVA results revealed that there is no significant difference on the level of awareness and acceptance among single and married respondents. In terms of age, there is no significant difference on the level of awareness of VMGO. On the other hand, a significant difference on the level of acceptance of VMGO when categorized into age exists. Analyzing further using post hoc, only those who were young differ from middle age. This simply implies that the younger ones highly accepted the VMGO compared to middle-aged.

In terms of educational attainment and status of employment, ANOVA results revealed that there was a significant difference on the level of awareness and acceptance among respondents when grouped according to their educational attainment and status of employment. This means that the level of awareness and acceptance of the respondents vary when they were categorized as to their educational attainment and status of employment.

In terms of the type of employment, ANOVA results revealed that there was a significant difference on the level of awareness and acceptance among respondents. This implies that the respondents' level of awareness and acceptance of the vision, mission and the goals and objective of the College of Business Management varies. On the other hand, there is no significant difference in the level of awareness and acceptance when grouped according to monthly income. This means that regardless of the monthly income, the level of awareness and acceptance of respondents does not vary. Data were shown in table 13.

Table 13. Difference in the level of awareness and acceptance of the VMGO among stakeholders when categorized according to age, civil status, educational attainment, employment status

Particulars		Df	Mean Square	F	Sig.	Interpretation
Age Awareness	Between Groups	3	1.544	1.825	.146	Not Significant
	Within Groups	116	.846			
	Total	119				
Acceptance	Between Groups	3	1.885	3.056	.031*	Significant
	Within Groups	116	.617			
	Total	119				
Civil Status Awareness	Between Groups	3	1.974	2.365	.075	Not Significant
	Within Groups	116	.835			
	Total	119				
Acceptance	Between Groups	3	1.033	1.617	.189	Not Significant
	Within Groups	116	.639			
	Total	119				
Educational Attainment Awareness	Between Groups	8	4.647	7.868	.000	Significant
	Within Groups	111	.591			
	Total	119				
Acceptance	Between Groups	8	3.244	7.027	.000	Significant
	Within Groups	111	.462			
	Total	119				
Status of Employment Awareness	Between Groups	2	12.219	18.259	.000	Significant
	Within Groups	117	.669			
	Total	119				
Acceptance	Between Groups	2	8.189	15.752	.000	Significant
	Within Groups	117	.520			
	Total	119				

Type of Em- ployment Awareness	Between Groups Within Groups Total	3 116 119	7.109 .702	10.131	.000	Significant
Acceptance	Between Groups Within Groups Total	3 116 119	4.990 .536	9.302	.000	Significant
Monthly Income Awareness	Between Groups Within Groups Total	5 114 119	1.082 .854	1.267	.283	Not Signifi- cant
Acceptance	Between Groups Within Groups Total	5 114 119	1.020 .632	1.613	.162	Not Signifi- cant

*p>0.05 level of significance

Relationship between the level of awareness and acceptance of the Vision, Mission, Goals, and Objectives

A significant relationship existed between the level of acceptance and awareness of the VMGO of the GSC-College of Business Management. This implies that the level of awareness of a respondent tends to compliment with his/her level of acceptance of the VMGO which means that the more he/she is aware of the VMGO, the more he/she would likely to accept it. Data shows in table 14.

Table 14. Relationship between the level awareness and acceptance of the VMGO

Level of Awareness*Level of Acceptance	r	sig.	Interpretation
Effect = 0.59 or 59% (Large Effect)	0.882	.000	Significant

CONCLUSIONS

Students were more aware of Vision, Mission, Goals and Objectives of College of Business Management compared to parents, faculty and staff. However, they highly accepted it. There was no significant different found in the level of awareness and acceptance of the VMGO among students when categorized as to their profile. On the other hand, significant differences exist on the level of awareness and acceptance among the stakeholders. Moreover, a significant relationship found between the level of awareness and acceptance. This implies that when respondents have high level of awareness, they more likely to accept the College's VMGO.

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