

STAKEHOLDERS' AWARENESS AND ACCEPTANCE OF THE VISION, MISSION, GOALS AND PROGRAM OBJECTIVES OF GUIMARAS STATE COLLEGE – BACHELOR OF INDUSTRIAL TECHNOLOGY

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ABSTRACT This study was conducted to determine the stakeholders' awareness and acceptance of Guimaras State College Vision and Mission and BIT Goals and Program Objectives. There were 299 respondents in the study composed of stakeholders (students, parents, faculty and staff, and alumni) who were chosen through random sampling using the Slovin formula. The descriptive research design was used, while the instrument used in gathering data was a researcher-made questionnaire. The statistical tools used were the frequency count, percentage, mean, t-test, F-test, ANOVA, and Pearson r. Results revealed that most respondents belong to the age bracket of 16-25 years old, male, single, and Elementary graduate. Most of the stakeholders were students, alumni, and staff. The information about the VMGO was mostly from bulletin boards, and only a few were from newsletters and others. In the level of awareness and level of acceptance of respondents, there were no significant differences when the stakeholders were categorized according to their profiles. A significant relationship was found between the level of awareness and level of acceptance of the VMGO since it had a high correlation.

Keywords: awareness, acceptance, BIT, stakeholders, VMGO

INTRODUCTION

The vision, mission, goals, and objectives (VMGO) serve as the cornerstone of an educational institution. It is the first and the primary area that is examined in times of accreditation (Compelio, Caranto, & David, 2015; Pelicano & Lacaba, 2015). A vision is a statement about what the organization wants to become and therefore resonates with all the institution's members and helps them have a sense of ownership and become part of the entire organization. It provides the impression, character, and direction of its operations. Agency for Chartered Colleges and Universities in the Philippines (AACCUP) is the accrediting body that evaluates and possesses certain standards of quality and excellence based on the institution's educational operations concerning its VMGO. The effectiveness of the VMGO lies in its structure and dissemination. The educational institution's constituents must be aware of its VMGOs and fully understand the implications for the institution to attain (Pelicano, 2015). Guimaras State College is known for providing quality and excellent education for each student. In acquiring the quality of education and excellence, the college developed its organization's purpose and primary objectives as well as focused on its goals and aspirations through its vision, mission, goals, and objectives. This VMGO should be understood, accepted, and assimilated by all concerned stakeholders, such as students, parents, faculty and staff, members of the community, and many more. And in order to realize the GSC's commitment to serving the people of the island Province of Guimaras and the neighboring places (Junco, 2015).

There were numerous studies regarding the VMGO have been conducted in recent years. A study has shown that the students of a university are aware of its vision, mission, goals, and objectives and that these students understand and accept these statements, along with the responsibility of realizing such objectives in their capacities (Castillo, 2014). Another study has similarly concluded that the constituents of a university are aware and keen on knowing the importance of the core principles contained in their VMGOs (Salom & Florendo, 2013).

Thus, this study aimed to determine the stakeholders' level of awareness and acceptance of the vision, mission, goals, and program objectives of GSC, Bachelor of Industrial Technology (BIT). Specifically, it aimed to determine: the profile of the respondents when grouped according to age, sex, civil status, highest educational attainment, and position in the organization; the level of awareness and acceptance of the stakeholders of GSC as a whole and when grouped according to the respondents' profile; the sources of data or information on the GSC vision, mission, college goals and the program objectives of the School of BIT; the significant difference on the level of awareness and acceptance of the stakeholders of GSC when grouped according to age, sex, course, year level, high school origin and family monthly income; and significant difference relationship between the level of awareness and the level of acceptance of the VMGO of GSC by the respondents.

METHODOLOGY

The descriptive research design was used in this study. The respondents consisted of students, alumni, parents/ selected members of the community, and faculty and staff of the Guimaras State College. Purposive sampling was utilized. This study was conducted during the 1st semester of the academic year 2019-2020 in the 5 Municipalities of Guimaras, Philippines. The researcher-made questionnaire was utilized in this study. It had three parts: Part I focused on the Personal Profile of the respondents and Part II focused on the (a) level of awareness, (b) level of acceptance, and Part III focused on the sources 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, the 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, and 1, respectively.

When the data was already gathered, the researchers determined the mean for each area. A measuring instrument devised by the researchers was used to interpret the mean to a descriptive rating. In establishing the validity of the research instrument, five (5) members of the jury were consulted for refinement. Once the instrument was found valid, it was pre-tested to a sample of thirty students from the College of Teacher Education who hold the same position in the institution as the respondents in the actual testing to determine the internal consistency of its items. Cronbach's Alpha was used to determine the reliability of the questionnaire, which obtained 0.93. This means that the instrument used in the study was reliable. The researchers personally administered and gathered the questionnaires to the stakeholders. Upon retrieval of the accomplished questionnaires, the data were tallied, computed, analyzed, and interpreted. The appropriate statistical tools were employed in data analyses, such as frequency count, percentage, mean, t-test, F-test, ANOVA, and Pearson r.

RESULTS AND DISCUSSION

Profile of the Respondents

Table 1 presents the profile of the respondents when grouped according to age, sex, civil status, educational attainment, and position in the organization. Results revealed that the majority belonged to ages ranging from 16-25 years old, more than half were males, single, attained elementary level, and students.

Table 1. Profile of the respondents as to Age, Sex and Civil Status

Category	f	%				
Age			Post Graduate	58	19.39	
			College Graduate	41	13.71	
	16-25 years old	128	42.81	High School Level	13	4.37
	26-35 years old	72	24.08	High School Graduate	12	4.01
	36 -45years old	66	22.07	Elementary Level	10	3.34
	46 years old and above	33	11.03	Total	299	100.0
Total	299	100	Position in the organization			
Sex			Students	67	22.41	
	Male	157	52.51	Alumni	65	21.74
	Female	142	47.49	Staff	55	18.39
	Total	299	100	Faculty	49	16.38
			Parents	41	13.71	
Civil Status			Barangay Official	22	7.35	
	Single	185	61.87	Total	299	100.0
	Married	104	34.78			
	Widow	7	2.34			
	Separated	3	1.00			
	Total	299	100			
Educational Attainment						
Elementary Graduate	95	31.77				
College Level	70	23.41				

Level of Awareness of Stakeholders on the VMGO of the Institution

Table 2 presents the level of awareness of the Industrial Technology stakeholders. An overall mean of 4.62 was interpreted as very much aware. Looking into the individual items, the stakeholders rated very much awareness of GSC's Vision, Mission, Goals, and Programs Objectives. This implies that almost all Bachelor of Industrial Technology stakeholders were very much aware of the GSC-BIT VMGO. The result shows a positive indicator that the stakeholders are very much aware of what the college is trying to instill in its graduates as reflected in the four major functions of the college, namely instruction, research, extension, and production and other aspects of endeavor of the college to improve its operational system in order to create positive outcomes or impact to their target clientele.

Category	Mean	Description
a. Vision of Guimaras State College	4.62	Very Much Aware
b. Mission of Guimaras State College	4.58	Very Much Aware
c. Goals of Industrial of Technology	4.28	Very Much Aware
d. Program Objectives of BIT	4.29	Very Much Aware
Total	4.44	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

Level of Acceptance of Stakeholders on the VMGO of the Institution

Table 3 assesses the level of acceptance of the industrial technology stakeholders'. It was rated with an overall mean of 4.35, interpreted as very highly acceptable. Looking into the individual items, the stakeholders rated the acceptance of GSC Vision, Mission, Goals, and Program Objectives all were interpreted as very highly acceptable. This implies that most of the stakeholders of the Bachelor of Industrial Technology were very highly accepted by the GSC-BIT VMGO. These results can be attributed to stakeholders who were involved in the formulation and revision of the VMGO. Faculty integrated the VMGO during their orientation classes at the start of the semester, incorporated the VMGO in their syllabi, and pasted VMGO in their respective classrooms and offices. This is indicative that the target of producing graduates with the desired outcomes set by the Bachelor of Industrial Technology program is a holistic concern of the college, which is producing globally competitive, innovative, God-fearing, morally upright, and productive industrial technology professionals. Students were trained to be competitive graduates, skilled in their field of specialization, trained researchers and extension catalysts, and possess the college's core values, which is a service-effective and service-efficient professional with global standards and practices.

Differences on the Level of Awareness of Stakeholders on the VMGO

Table 4 presents the differences between the level of awareness and the profile of the stakeholders. Results revealed that age, sex, and civil status were not significant in the level of awareness of BIT stakeholders. This means that the stakeholders' awareness level is independent of their profile.

Table 4. Differences on the Level of Awareness of Stakeholders on the VMGO

Variables	test-value	p-value	Interpretation
Age (F-test)	0.482	0.730	Not significant
Sex (T-test)	1148.5	0.873	Not significant
Civil Status (F-test)	2.431	0.413	Not significant
Educational Attainment (F-test)	1.924	0.541	Not significant
Position (F-test)	0.884	0.672	Not significant

Differences on the Level of Acceptability of VMGO of the Stakeholders

Table 5 illustrates in terms of the differences between the level of acceptance and the profile of the stakeholders. Result revealed that age ($f=1.361$, $p=0.455$), sex ($t=974.00$, $p=0.771$), civil status ($f=0.973$, $p=0.761$), educational attainment ($f=2.781$, $p=0.371$) and position ($f=1.485$, $p=0.383$) were not significant in the program. This means that their level of acceptance does not depend on their profile of the respondents.

Table 5. Differences on the Level of Acceptability of VMGO of the Stakeholders

Variables	test-value	p-value	Interpretation
Age (F-test)	1.361	0.455	Not significant
Sex (T-test)	974.00	0.771	Not significant
Civil Status (F-test)	0.973	0.761	Not significant
Educational Attainment (F-test)	2.781	0.371	Not significant
Position (F-test)	1.485	0.383	Not significant

Relationship between Awareness and Acceptance of VMGO in terms of School Program and taken as a Whole

Table 6 shows that the relationship between the level of awareness and level of acceptance of Guimaras State College-BIT Vision, Mission, Goals, and Program Objectives ($r=.874$) was significant since it had a high correlation. This implies that there is a positive and strong relationship between the stakeholders. Thus, their acceptance of the stakeholders is significantly related to their awareness of the statements; likewise, when the respondents are aware of an existing VMGO, they are more likely open to accept it.

Table 6. Relationship between Awareness and Acceptance of VMGO in terms of school program and taken as a whole

Variables	r- value	p-value	Interpretation
Awareness and Acceptance	0.874	0.000	Significant
Total	0.874	0.000	significant

The Source of Information

Table 7 accentuates the sources of information of Guimaras State College Vision, Mission, BIT- Goals, and Program Objectives were bulletin boards (f=248 or 22.32%) which rank first, followed by PTA meetings (163 or 16.47%), billboards/tarpaulins (163 or 15.12%), student publications (135 or 12.15%), Flyers (108 or 9.72%), posters and brochures (72 or 6.48%), forum (68 or 6.12%), newsletters (61 or 5.39%), and others (9 or 0.81%).

Table 7. The Source of Information

Source of Information	f	%	Rank
Bulletin Board	248	22.32	1
PTA Meetings	183	16.47	2
Billboards/Tarpaulin	163	15.12	3
Student Publication	135	12.15	4
Flyers	108	9.72	5
Posters	72	6.48	6.5
Brochure	72	6.48	6.5
Forum	68	6.12	8
Newsletters	61	5.39	9
Others	9	0.81	10

CONCLUSIONS

Most respondents belong to the age bracket of 16-25 years old, male, single, and nearly half of them are Elementary graduates. Most of the stakeholders were students, alumni, and staff. Most stakeholders were very much aware of and highly accepted the GSC-BIT Vision, Mission, Goals, and Objectives. The information for the GSC- BIT's Vision, Mission, Goals, and Objectives were mostly found in the bulletin boards and tarpaulins; only a few were from newsletters and other platforms. The difference in the level of awareness and level of acceptance, there was no significant difference when it was categorized according to profile. This implies that the age, sex, civil status, educational attainment, and position in the organization of the respondents did not influence the level of awareness and acceptability. The relationship between the level of awareness and level of acceptance of Guimaras State College- Vision, Mission, BIT-Goals and Program Objectives was significant since it had a high correlation. Once the respondents are aware of an existing VMGO are more likely open to accept it. VMGO orientation should be designed to increase and deepen awareness and acceptance.

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