

Stakeholders' Awareness and Acceptability of the Leyte Normal University's Vision, Mission, Goal and Objectives

Mark Lester P. Laurente
Philippines

Abstract

This study determines the awareness of the stakeholders on the vision, mission, goals and objectives (VMGO) and how these are disseminated; evaluates the stakeholders' understanding and acceptance of the VMGO. It uses a descriptive type of research using survey approach, with a stakeholder survey questionnaire to gather data. Results show that the stakeholders are generally aware, understand and accept the VMGO. The study also reveals that the stakeholders generally perceive that the VMGO are clearly stated, consistent with each other, congruent to educational practices or activities, and attainable. It also shows that the internal stakeholders, especially the administrators and faculty members, are much aware, understand and accept the VMGO than the external stakeholders. The Vision, Mission, Goal and program objectives offered in the College of Arts and Sciences were highly acceptable to the various stakeholders of the University.

Keywords: *Vision, Mission, Goals, Objectives (VMGO); stakeholders; descriptive; internal stakeholders; external stakeholders; understanding and acceptance; College of Arts and Sciences*

I. Introduction

The state university's vision, mission, goals and objectives (VMGO) should be the basis of its operations. The VMGO is the most fundamental component of a university's existence. Its day to day operations including transactions rely with the basic concepts of its VMGO. During accreditation, the VMGO is one of essential areas that needs to be surveyed and evaluated. Everything in the university is justified only to the extent that it realizes its VMGO (The Accrediting Agency of Chartered Colleges and Universities in the Philippines, 2010).

The **Vision** of a particular school of learning leads all the people working in that educational entity what they foresee their university to become in the future. It can be compared to a bible of that edifice of learning, in which all the administrators, members of the faculty, staff, students, parents and stakeholders (community members and officials) are expected to know it.

The **Mission** on the other hand shows the way how the vision is to be met. It tells what the school would like to produce on their mentee in the future. It also shows how to go about the fulfillment of such a vision.

The **Goal/s** of an Academic Unit, envisioned what they want their graduates to become. It states the purpose of the existence of the said academic unit.

The **Objectives** is taken from every specialization/major in that academic unit. This has to be known to the students who are enrolled for them to be guided what will become of them when they graduate; what are expected of them as graduate in that particular field of endeavor and the polishing of their character as graduate of this university.

According to (CHED, Series of 2012) the mission and vision are statements on the long-term self-view of the institution and the environment in which it operates. It includes the reason of its existence, its lasting role and importance, and what it does to achieve this. Program objectives are statements that helps to prepare graduates to become successful in their chosen careers and profession and achieve such within three to five years of graduation and are aligned to the needs of the industry and workforce for graduates in these programs.

All academic units of a University must have goals that are consistent with the University's vision and mission and it includes that all programs under an academic unit must have objectives that are consistent with the goals of the academic unit. The College of Arts and Sciences of the Leyte Normal University is one it's three colleges and offers a handful of programs that are top performing and also is a provider as a service college to the two other Colleges of the university. All of its programs aim to produce graduates that can demonstrate competencies in their fields of specialization or chosen careers, and with critical and creative thinking skills, ethical leadership and proper values.

Being at the forefront of outcomes-based education (OBE) in the country as shown in its numerous university-wide training and workshop activities, LNU's vision and mission statements are outcomes-based, to wit (Leyte Normal Univeristy, n.d.) :

Vision: A leading university of education and diverse disciplines attuned to local and global development needs.

Mission: To produce top performing professionals equipped to engage on knowledge and technology production so necessary to develop a sustainable society.

With these vision and mission, Leyte Normal University is currently shifting into an outcomes-based higher education. Seminar-workshops on outcomes-based approach and consultative meetings as regards various programs' objectives were already conducted and participated by the members of the university's academic community. According to Castillo (2014) the paradigm shift should be discussed and presented not only to the university's faculty and personnel but also to its internal and external stakeholders.

The Leyte Normal University is also looking to improve its SUC levelling status by rigidly undergoing evaluation from the Accrediting Agency for Chartered Colleges and Universities in the Philippines (AACCUP) for its different programs as evident in its continuous practice of submitting the university to this rigorous process. Accreditation is a formal recognition of an educational program as possessing certain standards of quality and excellence based upon an analysis of the merits of its educational operation in relation to its VMGO and to its unique role in the community that it serves. Further, the VMGO needs 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 (Philippines-Canada Local Government Support Program, 2004).

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 create a shared VMGO.

Objectives of the Study

This survey aims to:

1. To know the level of awareness of the LNU VMGO as perceived by the following groups:
 - a. Administrator;
 - b. Faculty;
 - c. Staff;
 - d. Student;
 - e. Alumni;
 - f. Parents and;
 - g. Stakeholders.
2. To know the extent of dissemination of the LNU VMGO to the same group given the various systems used.
3. To know the level of acceptability of the LNU VMGO to the group.

II. Methodology

This study is a descriptive type of research using survey approach. A stakeholder survey questionnaire was used to gather the needed data and the frequency means were computed for the various items in the questionnaire and were interpreted.

The respondents of the survey are the university's stakeholders broken down as follows: administrators, faculty members, administrative staff and personnel, students, parents, alumni, and external stakeholders from industries and linkages. A nonrandom convenience sampling was used; that is, respondents are chosen as to who were readily available.

The gathering of data from the internal stakeholders and some alumni was done by the researcher himself through the help of some colleagues. The distribution and retrieval of survey instruments from the parents or guardians and some alumni was through the students related to them, while those for the industry people was through the on-the-job training (OJT) students and some alumni belonging to a particular company. The data collected were tabulated and analyzed. In particular, mean was used to determine the results.

III. Results and Discussion

The first part of this study deals with the level of awareness of the Vision, Mission of Leyte Normal University. This also includes the level of awareness of the College of Arts and Sciences goals as well as the Bachelor of Science in Information Technology program objectives. Below are the data gathered from the respondents that include the parents, stakeholders, faculty, alumni, administrator, staff and the students. The scale below was used to measure the level of awareness.

Scale:

- 3.25 - 4.00 - Highly Aware
- 2.49 - 3.24 - Moderately Aware
- 1.76 - 2.48 - Barely Aware
- 1.00 - 1.75 - Not Aware

Table 1.1 Level of Awareness of the University's Vision and Mission

	Parents	Stakeholders	Faculty	Alumni	Adminis- Trator	Staff	Student	Ave. Mean
A. Vision	3.00	3.50	3.86	3.83	3.62	4.00	3.70	3.64
B. Mission	3.00	4.00	4.00	3.67	4.00	4.00	3.70	3.77

The data show that all the respondents are highly aware of the Vision and Mission of the University with an average mean score between 3.64 and 3.77.

Table 1.2 Level of Awareness of the College of Arts and Sciences Goals

	Parents	Stakeholders	Faculty	Alumni	Adminis- trator	Staff	Student	Ave. Mean
C. Goals	3.14	3.75	3.71	3.50	3.17	4.0	3.40	3.52

Table 1.2 shows that the staff respondents are highly aware of the LNU College of Arts and Sciences goals followed closely by the stakeholders, faculty and alumni, while the parents are the least aware of the goals. Also, the data show that all the respondents are highly aware of the College's goals with an average mean of 3.52.

Table 1.3 Level of Awareness of the Bachelor of Science in Information Technology Program Objectives

	Parents	Stakeholders	Faculty	Alumni	Adminis- trator	Staff	Student	Ave. Mean
D. Objectives	3.00	3.25	4.00	3.33	3.00	4.00	3.30	3.41

The data in Table 1.3 show that the faculty, staff, and students are highly aware of the objectives of the Bachelor of Science in Information Technology program. Likewise, the stakeholders are also highly aware while the parents are the least aware of the program objectives.

This part of the study presents the results on how the different stakeholder respondents viewed the manner of dissemination of the University's Vision and Mission and also the goals of the College of Arts and Sciences. It also highlighted the result of the system dissemination of the program objectives offered in the Bachelor of Science in Information Technology. The scale below was used to measure the extent of dissemination of the VMGO.

Scale:

- 3.25 - 4.00 - Highly Disseminated
- 2.49 - 3.24 - Moderately Disseminated
- 1.76 - 2.48 - Barely Disseminated
- 1.00 - 1.75 - Not Disseminated

Table 2.1 System of Dissemination of the University's Vision and Mission

	Parents	Stakeholders	Faculty	Alumni	Administrator	Staff	Student	Ave. Mean
Radio	2.00	2.25	2.60	1.67	2.33	2.00	2.40	2.18
TV	1.57	2.25	2.57	1.67	2.33	1.00	2.10	1.93
Posters	2.86	2.50	3.57	3.17	3.33	2.75	3.20	3.05
Billboards	2.14	2.50	3.86	2.17	3.17	2.75	2.70	2.76
Leaflets	2.86	3.00	3.71	2.50	3.33	4.00	3.00	3.20
Programs	3.28	2.75	3.86	3.00	3.33	3.50	3.40	3.30
Meetings	2.10	2.75	3.43	3.33	3.50	2.50	3.00	2.94
Trainings	2.71	2.75	3.43	2.83	3.33	2.50	3.30	2.98
FlagCere	3.00	3.00	3.14	3.50	3.17	2.75	3.50	3.15
ClassDis	3.14	3.00	3.43	2.67	3.29	2.75	3.50	3.11
<i>Others</i>								
Website					(1)			

Table 2.1 shows that the University’s Vision and Mission were highly disseminated through the use of programs. It could also be gleaned from the table that leaflets, flag ceremony, class discussion, posters, trainings, meetings and billboards are also venue in knowing the Vision and Mission by the respondents having a rating of moderately disseminated. The radio and television are the least utilized means in disseminating the Vision and Mission.

It was also suggested that a Website could be used as another venue for the dissemination of the University’s Vision and Mission.

Table 2.2 System of Dissemination of the College of Arts and Sciences Goals

	Parents	Stakeholders	Faculty	Alumni	Administrator	Staff	Student	Ave. Mean
Radio	2.43	2.25	2.43	1.67	2.17	2.50	2.50	2.28
TV	2.00	2.25	2.43	1.50	2.00	2.50	2.30	2.14
Posters	2.29	2.75	3.29	2.33	2.67	4.00	3.20	2.93
Billboards	2.29	2.75	3.29	2.00	2.50	4.00	2.70	2.79
Leaflets	2.57	3.00	3.29	2.17	2.67	4.00	3.10	2.97
Programs	3.29	2.75	3.43	2.83	2.83	4.00	3.10	3.16
Meetings	3.43	3.25	3.43	3.00	3.17	2.00	2.90	3.02
Trainings	3.14	3.33	3.29	2.29	2.67	2.50	3.00	2.89

FlagCere	3.00	3.50	3.00	2.67	2.33	2.00	3.00	2.79
ClassDis	3.43	3.50	3.43	2.67	3.00	2.50	3.10	3.09
Others								
Website					(1)			

As to the manner of disseminating the goal of the LNU College of Arts and Sciences, it is moderately disseminated through the use of programs, class discussions, during meetings, leaflets, posters, trainings, flag ceremony and billboards. However, the faculty viewed it as highly disseminated using all venues except for radio, tv and flag ceremony. Again, the use of radio and television are the least used media of disseminating the College of Arts and Sciences goals.

Other means to disseminate the College of Arts and Sciences goals is the use of a website.

Table 2.3 System of Dissemination of the Program Objectives

	Parents	Stakeholders	Faculty	Alumni	Administrator	Staff	Student	Ave. Mean
Radio	2.14	3.00	2.29	1.50	2.00	3.50	2.10	2.36
TV	1.86	3.00	2.29	1.33	2.17	3.50	1.90	2.29
Posters	2.14	3.50	3.43	2.33	2.50	4.00	2.70	2.94
Billboards	2.13	2.75	3.29	2.00	2.50	4.00	2.50	2.74
Leaflets	2.29	3.00	3.57	2.33	2.83	4.00	2.56	2.94
Programs	3.67	3.75	3.57	3.00	2.67	3.29	3.22	3.31
Meetings	3.57	3.50	3.50	3.00	2.33	4.00	3.44	3.33
Trainings	3.29	3.50	3.43	2.67	2.50	4.00	3.10	3.21
Flag Cere	3.14	3.00	3.00	2.17	2.33	4.00	2.90	2.94
Class Dis	3.57	3.25	3.14	2.83	2.50	4.00	3.11	3.20
Others								
Website					(1)			

The above data show that the program objectives in the Bachelor of Science in Information Technology are between highly and moderately disseminated using posters, billboards, leaflets, programs, meetings, trainings, flag ceremony and in class discussions as perceived by all the respondents. On the other hand, the program objectives were only barely disseminated by using television and radio.

The objectives of the different programs could also be disseminated through the use of website as suggested again by an administrator.

This part of the study reflects the level of acceptability of the LNU Vision, Mission, Goals of the College of Arts and Sciences, and also the objectives of the Bachelor of Science in Information Technology program under study. The scale below was used to measure the level of acceptability.

Scale:

- 3.25 - 4.00 - Highly Acceptable
- 2.49 - 3.24 - Moderately Acceptable
- 1.76 - 2.48 - Barely Acceptable
- 1.00 - 1.75 - Not Acceptable

Table 3.1 Level of Acceptability of the University’s Mission and Vission

A. Vision	Parents	Stakeholders	Faculty	Alumni	Administrator	Staff	Student	Ave. Mean
1. The vision clearly reflects what the institution hopes to become in the future	3.28	4.00	3.86	3.83	3.83	3.5	3.80	3.73
2.The vision statement is simple and can easily be understood & memorable	3.71	3.75	3.86	4.00	3.83	3.00	3.60	3.68
3. The words used in the vision statement are specific and not open to many interpretations	3.28	3.50	3.86	3.50	3.83	3.00	3.70	3.52
4. It is ambitious enough to be exciting but not too ambitious for it be unachievable.	3.43	3.50	3.86	3.17	3.83	4.00	3.20	3.57
5. It is aligned to the values that the university wants its people to exhibit as they perform their work	3.28	3.75	4.00	3.67	3.83	3.00	3.40	3.56
B. Mission								
1. The LNU mission clearly reflects the Institution’s legal and educational mandate.	3.57	3.50	4.00	3.83	3.67	4.00	3.80	3.77
2. The LNU mission inspires employee commitment, fosters client engagement, and helps boost the university’s performance -- among other benefits	3.43	3.75	4.00	3.83	3.83	4.00	3.50	3.76
3. The LNU mission defines what the university stands for -- its purpose and the reason for its existence	3.57	3.75	4.00	3.86	3.83	4.00	3.40	3.77
4. The LNU Mission declares the difference it seeks to make in the world	3.57	3.35	3.86	3.50	3.83	3.00	3.50	3.51
5. The LNU mission is aligned with the vision statement and is acceptable	3.14	3.50	4.00	3.67	3.83	3.00	3.70	3.55

Table 3. 1 clearly reflects that both the Vision and Mission of the University is highly acceptable as perceived by the parents, stakeholders, faculty members, alumni, administrators, staff and students. All the respondents have high ratings for both the Vision and Mission acceptability specifically in terms of clarity of the meaning and terms used in the statements, understandability, alignment to the values being promoted by the University.

Table 3.2 Level of Acceptability of the College of Arts and Sciences Goals

	Parent s	Stakeholder s	Facult y	Alumni	Administrato r	Staf f	Studen t	Ave. Mea n
1. The goals are clearly stated, and are consistent with the mission of the Institution	3.57	4.00	4.00	3.67	3.83	4.00	3.80	3.84
2. The goals are focused on the important aspects of implementing the mission	3.14	3.50	4.00	3.67	3.83	4.00	3.70	3.69
3. The goals are a milestone(s) in the process of implementing the mission	3.28	3.00	4.00	3.67	3.83	4.00	3.60	3.62
4. The goals are stated in a way that it can be adapted and changed as needed	3.43	3.25	3.86	3.67	3.83	4.00	3.60	3.66
5. The goals are relevant to the BSIT program	3.28	3.50	3.86	3.67	3.83	3.00	3.40	3.51

The above data reflect that the goals of the College of Arts and Sciences is highly acceptable to the majority of the respondents. The goal statements are highly acceptable specifically the way the statements are stated, its focus in accomplishing the mission, and also in terms of adaptability and relevance.

Table 3.3 Level of Acceptability of the Bachelor of Science in Information Technology Program Objectives

	Parents	Stakeholders	Faculty	Alumni	Administrators	Staff	Students	Ave. Mean
1. The objectives clearly state the expected outcomes in terms of competencies (skills and knowledge), values and other attributes of the graduates	3.28	3.75	4.00	4.00	3.67	4.00	3.50	3.72
2. The objectives are measurable, it reflects what the programs wants to achieve	3.43	3.75	4.00	3.67	3.83	4.00	3.40	3.72
3. It is suitable as a means to measure the achievement of the goals	3.57	3.75	3.86	3.43	3.67	4.00	3.60	3.70
4. The objectives are realistic and feasible	3.57	3.75	3.86	3.50	3.83	4.00	3.20	3.67
5. The objectives are applicable to the BSIT program	3.14	3.25	3.86	3.67	3.83	4.00	3.50	3.61

It can be gleaned in Table 3.3 that the program objectives of Bachelor of Science in Information Technology program is highly acceptable as perceived by all the respondents in terms of clearness of the expected outcomes, suitability to measure in achieving the goals, being realistic and applicable.

IV. Conclusion

1. The different stakeholders of Leyte Normal University to include the administrators, faculty, staff, students, alumni, parents and stakeholders are either highly and/or moderately aware of the Vision, Mission and also with the goal of the College of Arts and Science. There is also a high level of awareness of the objectives of the Bachelor of Science in Information Technology program.
2. The University's Vision and Mission, goal of the College of Arts and Sciences, and also the specific program objectives are highly disseminated and have largely make use of posters, billboards, leaflets as a means to disseminate the VMGO. It likewise utilized meetings, trainings, the daily flag ceremony and class discussions as venues to disseminate the same.
3. The Vision, Mission, Goal and program objectives offered in the College of Arts and Sciences were highly acceptable to the various stakeholders of the University.

V. Recommendation

The level of awareness and acceptability of the Vision, Mission, Goals and Program Objectives could be further enhanced by maximizing the use of other materials and avenue. Based on the result of the study the use of broadcast media should be maximized and also the use of websites which is accessible and available to all the stakeholders of the University. It is also recommended to use social media pages to promote the Vision, Mission, Goals and Program Objectives.

VI. References

- (n.d.). Retrieved from Leyte Normal Univeristy: www.lnu.edu.ph
- Castillo, R. (February 2014). A paradigm shift to outcomes-based higher education: policies, principles and preparations. *International Journal of Sciences: Basic and Applied Research (IJSBAR)*. [Online]. 14(1), pp. 174-186.
- CHED. (Series of 2012). CHED Memorandum Order (CMO) No. 37.
- Philippines-Canada Local Government Support Program. (2004). How to Formulate an Executive and Legislative Agenda for Local Governance and Development: A Manual.
- The Accrediting Agency of Chartered Colleges and Universities in the Philippines, I. (2010). AACUP Revised Instrument.