

Stakeholders' Awareness and Acceptability of Vision, Mission, Goals and Objectives of the College of Fisheries of SLSU-JGE

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Abstract: *This study ascertains the extent and level of awareness, and acceptability of institutional VMGO among the stakeholders of Southern Luzon State University- JGE, College of Fisheries. An adopted and enhanced descriptive survey questionnaire of the revised AACUP, 2014 instrument was utilized and employed to 252 stakeholders. Descriptive statistics was used to analyzed awareness and acceptability. And the result reveals that generally the respondents are extremely aware and extremely accepting the VMGO with the rated mean of 4.66 and 4.63 respectively. Among the stakeholder the parents has the lowest rated score for awareness and acceptability. Hence, the encourage that parents must be directly involve in the review and reformulation of the VMGO to increase their awareness and acceptability of the VMGO of SLSU-JGE. Further with the interpretation of the extent and level of awareness and acceptability VMGO analysis using mean, it recommended to use other statistical test to have an in depth and more scientific evaluation of the stakeholders' responses on acceptability and awareness of the VMGO.*

Keywords: Likert scale, knowledge, means, AACUP Survey Visits

1. Introduction

Lot of literatures is written to elucidate the importance of vision and mission statements as an effective strategic management that fosters a positive relationship with the institutional performances among the faculty, staff and the students that gears towards the satisfaction of the stakeholders and the community where the university is serving (Nemino, 2018). Hence the purpose of the university should be reflected in this statements which are developed by the administrators and approved by its board of regents, that must be visible in all strategic places inside and outside of the campus and along conspicuous places in the nearby vicinity of the town for its wider dissemination (De Guzman et al, 2018).

The magnitude of the vision of an educational institution provides direction towards leadership and collaborative action among its executive committee, the faculty and staff in molding and preparing the youth for a quality life and their future integration in the professional world (Kotelnikov, 2014).

Universities act as the training ground for the future generation to think critically, to have enhanced skills to be effectively contributing in the holistic development of the society and to produce graduates with a heart imbued with a sense of caring, nationalism, patriotism and civic mindedness, thus a clear statement of its mission must reveal and convey concisely the direction of the organization so as to effectively communicate its mandate and the organization intentions in its operation (Fernandez, 2015).

Making VMGO area as a fundamental area to be surveyed in a process of accreditation since it is the governing principle

of the SUCs as it functions in carrying out its mandate as stated in CMO No. 37, 2012. Hence, it is essential as an educational institution to formulate VMGO as basis in designing activities and programs for further educational development.

The Agency for Chartered Colleges and Universities in the Philippines (AACUP) provides a standard of quality and excellence based on the institution's educational operations in relation to its VMGO that evaluates by the degree how the SUCs' VMGOs are attained (AACUP, 2014). Determination of VMGOs' effectiveness is measured in terms of its structure, dissemination and acceptability. That must be evident in institutions' stakeholder full awareness and understanding of the university VMGOs'. Stakeholders' understanding of its implication will solicit support and active participation for the university activities, plans and programs (Castro, et al, 2015).

Objectives of the study

In order to supplement the standard of the AACUP in evaluating the extent of dissemination and implementation of the Southern Luzon State University – Judge Guillermo Eleazar, College of Fisheries and to obtain quality and excellence of its educational operations, this study is design to a) determine the extent of awareness on the content and the manner of dissemination of the vision, mission, goals and objectives among its stakeholders, b) identify the level of acceptance and understanding on the vision, mission, goals and objectives among its stake holders.

2. Materials and Methods

This study adopted the revised survey instrument of the AACUP, 2014. The descriptive survey questionnaire was

employed to a total of 252 participants which is enumerated in table 1.

Table 1: Lists of the total number of participants.

Stakeholders	Itemized number of participants
Students	64
Alumni	55
Parents	38
Faculty and Staff	75
Network	20
Total	252

The collected data were organized and presented in a tabular form. It is analyzed using descriptive statistics such as simple frequency counts, percentages, ratings and means to present the respondents' extent and level of awareness and acceptance on the VMGO of the University. The ordinal scores numbered 1 to 5 serve as indicators to represent the

descriptive data for the characteristics identified in the survey instrument.

Range Interpretation on the of extent and level of and **Awareness Acceptance of the VMGO**

4. 21 - 5.00 extremely aware extremely accepted

3. 41 - 4.20 highly aware highly accepted

2. 61 - 3.40 moderately aware moderately accepted

1.81 - 2.60 slightly aware slightly accepted

1.00 - 1.80 not at all aware not at all accepted

For the reliability test, the enhanced instrument was tested to a sample of 20 respondents. With a reliability test using Cronbach's alpha, all cases resulted to 0.82 where the internal consistency of the questionnaire proved to be good, hence, it is acceptable.

3. Results and Discussions

a) **Table 2:** Extent of awareness

Awareness on	Mean score					Total	Interpretation
	Student	Alumni	Personnel	Parents	Network		
Vision	4.64	4.71	4.56	4.37	4.55	4.566	Extremely Aware
Mission	4.52	4.84	4.91	4.63	4.78	4.736	Extremely Aware
Goals and Objectives of the Program	4.78	4.65	4.86	4.59	4.54	4.684	Extremely Aware
Total	4.65	4.73	4.78	4.53	4.62	4.662	Extremely Aware

As revealed in the study all of the stakeholders are extremely aware of the VMGO with the rating of 4.662. This implies that the VMGO of the SLSU-JGE, College of Fisheries are widely disseminated thru different means like printed material in a form of communication like letter and memorandum that is distributed within and outside of the university, in the used in the faculty syllabus or even with fosters and billboards and are also posted in bulletin boards and are hanging and displayed along the corridors and on the wall of ever offices and classroom for everyone to read and

be familiar of these governing principle of the institution. The personnel are with the highest awareness among the stakeholders that has a rating 4.78 this means that awareness of the VMGO by the personnel will motivate and yield a high productive as public servant being familiar of where and what the university desired and tasked to be part of and contribute for the development of the whole society.

b) Level of Acceptability

Acceptability	Mean score					Total	Interpretation
	student	alumni	personnel	parents	network		
Vision	4.64	4.52	4.55	4.37	4.56	4.52	Extremely Acceptable
Mission	4.71	4.84	4.53	4.63	4.91	4.72	Extremely Acceptable
Goals and Objectives of the Program	4.84	4.58	4.21	4.78	4.86	4.65	Extremely Acceptable
Total	4.71	4.66	4.62	4.58	4.78	4.63	Extremely Acceptable

The result shows that mission of the university was level of acceptability is high among the stakeholders with its peak ratings of 4.78. This reflects that the mission is understood and the community is well informed of how the institution delivered its services. This encourages more active participation and more supports can be solicited from the different sectors of the society. That will help to have an effective implementation of the plans and programs of the institution.

4. Conclusions and Recommendations

It is evident that VMGO is widely disseminated among the stakeholders of the College of Fisheries of SLSU-Jge with its overall rating as extremely aware and acceptable. From among the stakeholders it was the parent who has both the lowest ratings on Awareness and Acceptability. Therefore, it is encourage that there must have a high involvement of the

parents in the different activities of the university. Moreover, the level of awareness and extent of acceptability was based on computed means. Hence, other test and use of statistical tool to measure differences affecting awareness and acceptability is also suggested to have a more scientific basis in revision of the VMGO.

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