Perception, Awareness, Acceptance and understanding of NEUST-sic Community towards its Vision, Mission, Goals and Objectives

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Abstract— This study focused in determining the Perception, Awareness, Acceptance and Understanding of Nueva Ecija University of Science and Technology San Isidro Campus Community towards the its Vision, Mission, Goals and Objectives of programs offered (VMGO). The survey instrument used in this study was a modified survey questionnaire from previous studies conducted by Castillo (2016). The items regarding the perception, awareness, acceptance and understanding on VMGO included in the survey instrument were based on the 2010 AACCUP Revised Instruments. The respondents of the survey were the NEUST-SIC (1325) internal stakeholders and (565) external stakeholders respectively. Findings show that External Stakeholders generally were least aware, least accept and understand the Vision, Mission, Golas and Objectives of NEUST. It is also revealed that the external stakeholders believed that the vision, mission, goals and objectives are not clearly stated and consistent with each other. However, they all agreed that the program objectives are clearly stated in terms of aesthetic and cultural values. Thus, it is recommended that widest dissemination of the VMGO through various forms of communication media, conduct campaigns or other related activities should be done by the NEUST-SIC community to further raise awareness among external stakeholders and thereby strengthen support.

Keywords— Vision, Mission, Goals and Objectives, Perception, Awareness, Acceptance and Understanding.

I. INTRODUCTION

The Heart of an institution consists of its vision, mission, goals and objectives (VMGO). A Vision is inspirational statement about what the organization wants to become and achieve in a long-term future. It describes the overall character and gives direction of its existence. Through the university's and colleges' vision, the staff and the students together with their pillars are inspired and well-motivated on their responsibilities and important roles in the success of their institution and how it will provide great impact to their stakeholders and the whole community. Vision, mission and goals is vital for any organization since it will direct the path of the organization in achieving its long and short term objectives [8].

A Mission statement defines what an organization is, why it exists and its reason for being [4]. Through an institution's mission, its clientele has a clear understanding and knowledge on the quality of services that a university or college offers.The vision and mission are statement on the long-term view of the institution of itself and the world within which it operates its long term role and stature, and what it does to achieve this purpose and how it would like to play its role. the need to articulate the comprehensibility of the Vision, Mission, Goals and Objectives of a university is indispensable as these are the schemes, designs, outlines and frameworks for which action plans are based. Similarly, the comprehensibility of the goals of a college is deemed equally important to investigate in order to determine its strengths and weaknesses which will guide the leaders in implementing such innovations

[12]. The program objectives are broad statement that describe the career and professional accomplishment that the program is preparing graduates to achieve within a prescribe number of years of graduation. These objectives are based on the needs of the program constituencies. With this in mind, collaboration among school leaders or administrators is vital in the achievement of the mission and goals of the institution [6].

Accrediting Agency for Chartered Colleges and Universities in the Philippines (AACCUP) possessed certain standard of quality excellence based on the institutional operations in relations to VMGO. A university is judged by the degree to which its VMGO are attained and not in comparison with others [1].

The effectiveness of the VMGO lies in its structure and dissemination. The students, staff as well as the community must have a full understanding and awareness of the VMGO as a measure of its proper dissemination [5].

Nueva Ecija University of Science and Technology, San Isidro Campus is guided by its new vision, mission, goals and objectives as its continue to achieve academic excellence and produce quality graduates. Its vision is "NEUST is a locally responsive and internationally relevant and recognized University of Science and Technology. Its mission is "to develop new knowledge and technologies and transform human resources into productive citizenry to bring about development impact to local and international communities [3].

Since NEUST's VMGO has become concise and comprehensive, the researchers deemed it wise to conduct a study regarding the awareness, perception and acceptance of the NEUST San Isidro stakeholders.

Specifically, this research sought to:

1. Determine the awareness of the internal stakeholders and external stakeholders with regard to the Vision and Mission of NEUST-SIC, the Goals and Objectives of the curricular programs offered (VMGO).

2. Determine the awareness of the internal stakeholders and external stakeholders with regard to the dissemination of the Vision and Mission of NEUST-SIC, the Goals and Objectives of the curricular programs offered (VMGO).

3. Analyse the understanding and acceptance of internal stakeholders and external stakeholders with regard to the Vision and Mission of NEUST-SIC, the Goals and Objectives of the curricular programs offered (VMGO).

4. Assess the perceptions of the internal stakeholders and external stakeholders with regard to the clarity and consistency of the Vision and Mission of NEUST-SIC, the

Goals and Objectives of the curricular programs offered (VMGO).

5. Assess the perceptions of the internal stakeholders and external stakeholders with regard to the congruency to activities, practices, and operations; and attainability of the Vision and Mission of NEUST-SIC, the Goals and Objectives of the curricular programs offered (VMGO).

II. METHODOLOGY

This study employed the use of quantitative descriptive type of research design. Quantitative methods emphasize objective measurements and statistical, mathematical, or numerical analysis of data collected through polls, questionnaires and surveys, or by manipulating pre-existing statistical data using computational techniques [9]. The survey instrument used in this study was a modified survey questionnaire from previous studies conducted by Castillo (2016). The items regarding the awareness, acceptance and perceptions on VMGO included in the survey instrument were based on the 2010 AACCUP Revised Instruments.

The respondents of the survey were the NEUST-SIC internal stakeholders and external stakeholders were broken down as follows: Administrators or faculty members, non-teaching staff, students for internal stakeholders while the parents/guardians Parents – ambassadors for providing constructive suggestions for the smooth functioning of an institution [11], alumni and industries, linkages or cooperating agencies for external stakeholders.

A non-random convenience sampling was utilized, that is respondents are chosen as to who were readily available.

The Distribution and retrieval of survey instruments from internal and external stakeholders was done by the researchers themselves with an assistance from the students, teachers, alumni and parents related to industries and linkages.

Statistical Mean was used to determine, analyse, and assess the awareness, perception, and acceptance and understanding of the Vision and Mission of NEUST-SIC, the Goals and Objectives of the curricular programs offered.

The following scale and interpretation were used to better understand the quantitative data.

Response	Mean	Awareness
Acceptance/	Perception	
		Understanding

4	3.50 to 4.00	Highly Aware	Greatly Accept	2	1.50 to 2.49	Least Aware	Slightly Disagree
Strongly Agree				Accept			
3	2.50 to 3.49	Aware	Accept	1	1.00 to 1.49	Not Aware	Not Accept
	Agree			Strongly Agree			

III.   RESULTS AND DISCUSSIONS

Table 1. Number of Respondents per Category

Category	Frequency	Percent
INTERNAL STAKEHOLDERS		
*Administrator/Faculty	34	
*Non-teaching Staff	11	
*Student	1280	
Total	1325	70.1
EXTERNAL STAKEHOLDERS		
*Parent/Guardian	341	
*Alumni	118	
*Industry/Linkage/Cooperating Industry	106	
Total		29.9
	565	
Total	1890	100.00

Table 1 shows the number of respondents per category. The researcher believed that the 1,890 respondents truly represent the majority of the population. It was targeted that at least 30% of the respondents are external stakeholders and 70% are internal stakeholders.

Table 2. Awareness on the VMGO of Internal Stakeholders

Statement	Mean			Weighted Mean	Verbal Interpretation
	Faculty/Administrators (n=34)	Non-teaching Staff (n=11)	Student (n=1280)		
I am aware of the Vision of NEUST	3.94	3.82	3.49	3.50	Highly Aware
I am aware of the Mission of NEUST	3.88	3.82	3.49	3.50	Highly Aware
I am aware of the Goals and Objectives of the programs offered.	3.88	3.73	3.46	3.47	Aware
Overall	3.9	3.79	3.48	3.49	Aware

The data shows that the Administrations and Faculty Members as well as the non-teaching staffs are "Highly Aware" while students are "Aware" of the Vision and Mission of NEUST-SIC and to the Goals and Objectives of the curricular programs offered.

In general, the NEUST internal stakeholders are "Aware" with the highest mean on the Vision and Mission of NEUST-SIC, while the lowest mean on the goals and objectives of the program offered. The school vision, mission, and goals are a very important part of curriculum development. It serves as the guiding post around which all

educational efforts, including in the curriculum should be aligned [10]. Therefore, it is understandable that the internal stakeholders such as the administrations and the faculty members must be highly aware if the VMGO of the educational institution.

Table 3. Awareness of External Stakeholders on the VMGO

Statement	Mean			Weighted Mean	Verbal Interpretation
	Parents (n=341)	Alumni (n=118)	Industry/ Linkages (n=106)		
I am aware of the Vision of NEUST	2.35	3.31	1.49	2.38	Least Aware
I am aware of the Mission of NEUST	2.47	3.43	1.42	2.44	Least Aware
I am aware of the Goals and Objectives of the programs offered.	2.48	3.36	1.40	2.41	Least Aware
Overall	2.43	3.37	1.43	2.41	Least Aware

Table 3 shows that the parents or guardians are "Least Aware" while the Industry/Linkages or Cooperating Agencies are "Not Aware" on the VMGO. Since external stakeholders are focused on their own operations and activities, they are more likely not concern with the VMGO of NEUST-SIC.

As a whole, external stakeholders of NEUST-SIC are "Least Aware" of the Vision and Mission of NEUST-SIC

and to the Goals and Objectives of the program offered. It shows that the internal stakeholders, especially the administrators and faculty members, are much aware, understand and accept the VMGO than the external stakeholders [2].

Table 4. Awareness on the VMGO of dissemination of Internal Stakeholders

Statement	Mean			Weighted Mean	Verbal Interpretation
	Faculty/ Administrator (n=34)	Non-teaching Staff (n=11)	Student (n=1280)		
I am aware that the VGMO are displayed in bulletin boards	3.85	3.73	3.33	3.34	Aware
I am aware that the VGMO are printed in catalogs, manuals and other materials.	3.76	3.91	3.27	3.29	Aware
I am aware that the VGMO are broadcasted in media and/or	2.91	3.82	3.13	3.13	Aware

internet/website.					
I am aware that the VGMO are widely disseminated to the different agencies, institutions, industry sectors and the community as a whole.	3.62	3.55	3.12	3.14	Aware
Overall	3.54	3.75	3.21	3.22	Aware

Table 4 shows that the Internal Stakeholders are generally "Aware" that the VMGO of NEUST-SIC are displayed in bulletin boards, printed in catalogs, manuals and other materials; broadcasted in media and/or internet or website; and widely disseminated to the different agencies,

institutions, industry sectors and the community as a whole.

The highest weighted mean is on the awareness that the VMGO are displayed in bulletin boards and the lowest is in the awareness that the VGMO are broadcasted in media and/or internet/website.

Table 5. Awareness of External Stakeholders on the Dissemination of VMGO.

Statement	Mean			Weighted Mean	Verbal Interpretation
	Parents (n=341)	Alumni (n=118)	Industry/ Linkages (n=106)		
I am aware that the VGMO are displayed in bulletin boards	2.50	3.36	1.51	2.21	Least Aware
I am aware that the VGMO are printed in catalogs, manuals and other materials.	2.50	3.26	1.59	2.19	Least Aware
I am aware that the VGMO are broadcasted in media and/or internet/website.	2.56	3.09	1.51	2.19	Least Aware
I am aware that the VGMO are widely disseminated to the different agencies, institutions, industry sectors and the community as a whole.	2.54	3.15	1.53	2.19	Least Aware
Overall	2.53	3.22	1.54	2.20	Least Aware

Table 5 shows that the External Stakeholders are generally "Least Aware" that the VMGO are displayed in bulletin boards; printed in catalogs, manuals and other materials; broadcasted in media and/or internet or website; and widely disseminated to the different agencies, institutions, industry sectors and the community as a whole.

The highest weighted mean is also on the awareness that the VGMO are displayed in bulletin boards but the lowest

mean are from the awareness that VMGO are printed in catalogs, manuals and other materials; broadcasted in media and/or internet/website; and widely disseminated to the different to the different agencies, institutions, industry sectors and the community as a whole.

Table 6 Acceptance and Understanding of Internal Stakeholders to the VMGO

Statement	Mean			Weighted Mean	Verbal Interpretation
	Parents (n=341)	Alumni (n=118)	Industry/ Linkages (n=106)		
I accept and understand the Vision and Mission of NEUST	3.76	3.82	3.54	3.55	Greatly Accept and Understand
I accept and understand the Goals of NEUST	3.65	3.82	3.49	3.50	Greatly Accept and Understand
I accept and understand the Objectives of the program where I belong and the responsibility of realizing such objectives in my own capacity.	3.76	3.73	3.31	3.32	Accept and Understand
Overall	3.72	3.79	3.44	3.45	Accept and Understand

Table 6 shows that the internal stakeholders in general "Accept and Understand" the VMGO with the responsibility of realizing such objectives in their own capacities. The faculty/administrator and the non-teaching staff "Greatly Accept and Understand" while the students "Accept and Understand" the VMGO.

The three groups have the highest means on the acceptance of the Vision and Mission and the lowest mean on the acceptance of the program objectives. 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 [7].

Table 7 Acceptance and Understanding of the VMGO by External Stakeholders

Statement	Mean			Weighted Mean	Verbal Interpretation
	Parent (n=341)	Alumni (n=118)	Industry/Linkages (n=106)		
I accept and understand the Vision and Mission of NEUST	2.37	3.32	1.36	2.43	Least Accept and Understand
I accept and understand the Goals of NEUST	2.39	3.21	1.55	2.40	Least Accept and Understand
I accept and understand the Objectives of the program where I belong and the responsibility of realizing such objectives in my own capacity.	2.44	2.97	1.57	2.39	Least Accept and Understand
Overall	2.40	3.17	1.58	2.41	Least Accept and Understand

Table 7 shows that the External Stakeholders generally least accept and understand the Vision, Mission, Goals of the university and its objectives.

The highest weighted mean is on the acceptance of Vision and Mission and the lowest is in the acceptance of the programs objectives. Overall, the acceptance and understanding of external stakeholders to the VMGO is at "Least Accept and Understand".

Table 8 Perceptions of Internal Stakeholders regarding VMGO's clarity and consistency

Statement	Mean			Weighted Mean	Verbal Interpretation
	Faculty/ Administrator (n=34)	Non-teaching Staff (n=11)	Student (n=1280)		
The Vision clearly reflects what NEUST hopes to become in the future	3.79	3.73	3.39	3.40	Agree
The Mission clearly reflects NEUST's legal and educational mandate	3.76	3.73	3.34	3.35	Agree
The Goalsof college program are clearly stated and are consistent with the mission of NEUST	3.71	3.82	3.37	3.38	Agree
The Program Objectives are consistent with the goals of NEUST	3.75	3.73	3.33	3.35	Agree
The Program Objectives clearly state the expected outcomes in terms of competencies or technical skills of students and graduates	3.74	3.73	3.30	3.31	Agree
The Program Objectives clearly state the expected outcomes in terms of research and extension capabilities of students and graduates	3.82	3.64	3.25	3.27	Agree
The Program Objectives clearly state the expected outcomes in terms of students' own ideas, desirable attitudes and personal discipline.	3.79	3.82	3.28	3.30	Agree
The Program Objectives clearly state the expected outcomes in terms of moral character	3.82	3.63	3.27	3.29	Agree
The Program Objectives clearly state the expected outcomes in terms of critical thinking skills	3.79	3.63	3.29	3.31	Agree
The Program Objectives clearly state the expected outcomes in terms of aesthetic and cultural values	3.82	3.64	3.25	3.27	Agree
Overall	3.78	3.71	3.31	3.32	Agree

As shown in Table 8, the Internal Stakeholders generally believe and agree that the Vision, Mission, Goals and Objectives are clearly stated and consistent with each other. The Faculty members and Administrators strongly agree on the clarity and consistency of the VMGO. The Non-teaching staffs also strongly agree on the clarity of the Vision and of the goals and its consistency with the Mission and agree on the clarity of the Mission and of the Program Objectives and its consistency with the goals.

The faculty members and administrators have the highest mean on the perception that the Program Objectives clearly state the expected outcomes in terms of research and extension capabilities of students and graduates; cultural values, moral character, aesthetics and the Non-teaching staffs have the highest means on the perception that the goals of the college program are clearly stated and are consistent with the Vision and Mission, and the Program Objectives clearly state the expected outcomes in terms of students' desirable attitudes and personal discipline. The students have also the highest mean on the perception that the Vision clearly reflects what NEUST hopes to become in the future and on the lowest mean is the perception that the Program Objectives clearly state the expected outcomes in terms of moral character.

Table 9. Perceptions of External Stakeholders regarding VMGO's clarity and consistency

Statement	Mean			Weighted Mean	Verbal Interpretation
	Parent (n=341)	Alumni (n=118)	Industry/Linkage(n=44)		
The Vision clearly reflects what NEUST hopes to become in the future	2.43	3.26	1.54	2.44	Disagree
The Mission clearly reflects NEUST's legal and educational mandate	2.53	3.19	1.58	2.49	Disagree
The Goalsof college program are clearly stated and are consistent with the mission of NEUST	2.51	3.23	1.53	2.48	Disagree
The Program Objectives are consistent with the goals of NEUST	2.54	3.28	1.52	2.48	Disagree
The Program Objectives clearly state the expected outcomes in terms of competencies or technical skills of students and graduates	2.49	3.13	1.53	2.44	Disagree
The Program Objectives clearly state the expected outcomes in terms of research and extension capabilities of students and graduates	2.53	3.16	1.57	2.48	Disagree
The Program Objectives clearly state the expected outcomes in terms of students' own ideas, desirable attitudes and personal discipline.	2.46	3.19	1.51	2.43	Disagree
The Program Objectives clearly state the expected outcomes in terms of moral character	2.48	3.18	1.60	2.46	Disagree

The Program Objectives clearly state the expected outcomes in terms of critical thinking skills	2.48	3.28	1.65	2.49	Disagree
The Program Objectives clearly state the expected outcomes in terms of aesthetic and cultural values	2.51	3.31	1.56	2.50	Agree
Overall	2.50	3.21	1.56	2.47	Disagree

Table 9 shows that the External Stakeholders generally disagree that the Vision, Mission, Goals and Objectives are clearly stated and consistent with each other. Both Parents/Guardians and Alumni agree with the clarity and consistency of the Vision, Mission, Goals and Objectives. However, the Industry/Linkage/Cooperating Agency generally disagree on the clarity and consistency of the Vision, Mission, Goals and Objectives.

Table 10. Perception of Internal Stakeholders regarding VMGO's congruency with activities, practices, projects and operations

Statement	Mean			Weighted Mean	Verbal Interpretation
	Faculty/Administrator (n=34)	Non-teaching Staff (n=11)	Student (n=1280)		
There is congruency between actual educational practices and activities and the Mission of NEUST	3.71	3.73	3.24	3.26	Agree
There is congruency between actual educational practices and activities and the Goals of the University	3.71	3.73	3.26	3.28	Agree
There is congruency between actual educational practices and activities and the Objectives of the program where I belong	3.79	3.73	3.32	3.34	Agree
The projects and activities carried out by the faculty and students directly contribute towards the achievement of the program outcomes	3.76	3.73	3.34	3.35	Agree
The VMGO are the bases of all NEUST's operations	3.85	3.82	3.30	3.32	Agree
Overall	3.764	3.75	3.29	3.31	Agree

The Internal Stakeholders, as shown in Table 10, generally "Agree" that there is congruency between actual educational practices or activities and the Mission, Goals and Objectives.

They also believe that the projects and activities carried out by the Faculty directly contribute towards the achievement of program outcomes and the VMGO are the bases of all NEUST's operations.

Table 11. Perception of Internal Stakeholders regarding VMGO's congruency with activities, practices, projects and operations

Statement	Mean			Weighted Mean	Verbal Interpretation
	Parent (n=341)	Alumni (n=118)	Industry /Linkage(n=44)		
There is congruency between actual educational practices and activities and the Mission of NEUST	2.48	3.24	1.54	2.46	Disagree
There is congruency between actual educational practices and activities and the Goals of the University	2.51	3.29	1.57	2.50	Agree
There is congruency between actual educational practices and activities and the Objectives of the program where I belong	2.50	3.00	1.54	3.20	Agree
The projects and activities carried out by the faculty and students directly contribute towards the achievement of the program outcomes	2.73	3.10	1.60	2.59	Agree
The VMGO are the bases of all NEUST's operations	2.71	3.19	1.49	2.59	Agree
Overall	2.80	3.29	1.55	2.67	Agree

As shown in Table 11, the External Stakeholders generally "Agree" that there is congruency between actual educational practices or activities and the Mission, Goals and Objectives. They believe that the projects and activities carried out by the Faculty and Students directly contribute towards the achievement of program outcomes and that the VMGO are the bases of all NEUST's operations.

However, the lowest weighted means is on the congruency between educational practices and activities and the Mission of NEUST.

IV.   CONCLUSION

On the Awareness of the Stakeholders regarding the VMGO, the internal stakeholders are aware of the VMGO. They are highly aware on the VMGO than the objectives of the program where they belong. While the external stakeholders are least aware of the VMGO. The industry are least aware of the Vision, Mission, Goals and Objectives.

On the Awareness of the Stakeholders regarding the VMGO Dissemination, the internal stakeholders are stakeholders are generally least aware of the VMGO are displayed in bulletin board, printed in catalogs, manuals,

and other materials and widely disseminated to the different agencies, institutions, industry sectors and the community as a whole. They are more aware that the VMGO are displayed on bulletin boards and less aware that the VMGO are broadcasted in media and/or internet/website.

On the Understanding and Acceptance of the VMGO by the stakeholders, the internal stakeholders are generally understand and accept the Vision, Mission, Goals and Program Objectives, together with the responsibility of realizing such objectives in their own capacities. The Goals and Objectives of the program where they belong are the least understandable and acceptable to them than the VMGO. While the external stakeholders least understand and accept the vision, mission, goals and objectives. The LGU/ industry has the lowest mean in the acceptance of the VMGO.

On the Perception of stakeholders regarding VMGO's clarity and consistency, the internal stakeholders believe that the vision, mission, goals and objectives are clearly stated and consistent with each other. While the external stakeholders believe that the vision, mission, goals and objectives are not clearly stated and consistent with each other. However, they all agreed that the program objectives

are clearly stated in terms of aesthetic and cultural values.

On the perceptions of Stakeholders regarding VMGO's congruency to activities, practices, projects and operations, the internal stakeholders perceive that there is congruency between actual educational practices and the mission, goals and objectives. They also believe that the projects and activities carried out by the faculty ans students directly contribute towards the achievement of the program outcomes of the university. While the external stakeholders believe that the Vision, Mission, Goals and Objectives are clearly stated and consistent with each other.

V.   RECOMMENDATION

In view of the foregoing results and conclusions, the following recommendations are made:

1. NEUST-SIC should continously work in raising the awareness of its internal and external stakeholders towards its VMGO.

2. The internal stakeholders of the University should undertake activities that will bring realization of the Mission and Vision , goals and program objectives.

3. Widest dissemination of the VMGO through various forms of communication media, conduct campaigns or other related activities should be one of the concerns of the administration of NEUST-SIC to further strengthen support from external stakeholders.

4. Annual Assessment of the awareness and acceptance of the VMGO should be done.

5. The administrators, faculty members, and staff assigned to conduct educational activities should made sure that the students or the community understand that such activities are to be undertaken for the realization or attainment of some goals and objectives [2].

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