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Research Article

Awareness and Acceptability of Camarines Norte State College Vision and Mission, The Graduate School Goal and Objectives of Curricular Programs

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ABSTRACT

This study assessed the respondents' extent of awareness and acceptability of the Camarines Norte State College (CNSC) vision and mission, the Graduate School goal and the objectives of curricular programs. A descriptive research survey was used in the study and employed a structured survey questionnaire in gathering the relevant data from the respondents. The findings revealed that the respondents which also identified as the stakeholders of the CNSC such as the students, parents, faculty members, employees, and alumni are highly aware on the CNSC's vision and mission, the Graduate School goal and the objectives of its different curricular programs. Likewise, the findings revealed that the respondents highly accepted the CNSC mandates, the Graduates School goals and its different curricular objectives. Using One-way Analysis of Variance (ANOVA), results inferred that no significant differences on the extent of awareness of the respondents in terms of CNSC vision, mission, GS Goal and in the objectives of its different curricular programs. The study recommended that there may be an extensive dissemination of the CNSC vision, mission, the Graduate School goal and the objectives of its curricular programs during the beginning of the school term and these must be disseminated sustainably through different fora and to other platform of information like College Webpage, in local TV and radio programs, posted in bulletin boards, flyers and the like.

Keywords: Awareness, Acceptability, Curricular Programs, Goal, Mission, Objectives, Vision

Introduction

The Camarines Norte State College was originated from the Camarines Norte High School established in 1920. It was on the 23rd day of July 1991 when House Bill No. 31647 was introduced during the Fifth Regular

Session and later signed into Law by late President Corazon C. Aquino on April 2, 1992, known as Republic Act No. 7352, "An Act Converting the Camarines Norte National High School in the municipality of Daet into a State College to be known as the Camarines Norte

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State College, integrating for the purpose the Abaño Pilot Elementary School in Daet, Mercedes School of Fisheries in Mercedes, Camarines Norte National Agricultural School in Labo, and the Camarines Norte School of Arts & Trades in Jose Panganiban all in the province of Camarines Norte. The task is primarily to provide higher education and professional instruction and training in the fields of economics, agriculture, health, engineering, education management, finance, accounting, forest research and conservation, business and public administration as well as ladderized courses and shall also respond to research and extension services. The College conceptualized the opening of the Graduate School to cater the needs of government and non-governmental organizations' personnel to acquire post graduate studies relevant to their fields. Thus, the opening of Graduate School was granted recognition by Board Resolution No. 131 dated December 20, 1996.

On June 13, 1998, the CHED granted an authority to CNSC to offer Master in Public Administration effective Academic year 1998-1999 by virtue of Board Resolution No. 271-98. The opening of the Graduate School highlighted the Academic Year 1998-1999. The employees from the public and private institutions patronized the curricular program, thus, marked humble beginning of the much-clamored degree program. The curricular offering was geared towards the development of executives in public administration. The Camarines Norte State College Graduate School had its first batch of graduates on March 2001. Academic Year 2003-2004 made a big step forward with the opening of the Master in Management with major field of specialization in Educational Planning and Management and Human Resource Management by means of its mandated College Charter, RA 7352, to provide a course leading to the degree of Master in Management. The program was geared towards the development of professionals who can effectively manage organizational resources. Moreover, Academic Year 2007-2008 marked the opening of Master in Business Administration Program. This program enables the graduate student to manage challenges including globalization, diversity, social and ethical responsibility and technology

and to anticipate and adapt to the challenges of tomorrow. The degree encompasses the theoretical concepts and practical applications emphasis on the role of management in the formulation and administration of corporate policy and strategic plans providing comprehensive foundation for business decision-making in a rapidly changing business environment.

The CNSC administration paved way to its empowerment as strategic planning focused on participative process led to the formulation of College's vision and mission statement. Hence, there were series of revisions of the CNSC's Vision and Mission statement until finally reached to its simplified version. Thus, the CNSC Vision statement is "*CNSC as a premier higher education institution in the Bicol Region*" while the mission statement stated as "*CNSC shall provide higher and advance studies in the field of education, arts and science, economics, health, engineering, management, finance, accounting, business and public administration, fisheries, agriculture, natural resources development. It shall also respond to research, extension and production services adherent to progressive leadership towards sustainable development*". While the Graduate School goals centered on *developing quality and values laiden graduates with high degree of professionalism and leadership in the chosen area of discipline through specialization, research and extension services*. This goal became the foothold in the formulation of effective objectives of its different curricular programs. Whilst, today the Graduate School continue soaring to expand its program to serve as avenue for relevancy to reach the goals of the institution and become part of the nations' development in the 21st century and beyond.

In the continued pursuit of academic excellence, the CNSC Graduate School subjected its different programs to various accrediting Agency like the AACCUP (Accrediting Agency of Chartered Colleges and Universities of the Philippines) and able to passed through its numerous accreditation levels. It is vital for an educational institution like CNSC-GS to pass in the accreditation level, to meet the required standards of excellence and for budgetary or funding purposes. Most significantly, is to attain the requirement for the conversion of the college to a

university which CNSC is long thriving for. As one of the focuses of accreditation is the Area I or the Assessment of the Vision, Mission, Goal and Objectives (VMGO) of the College. The accrediting agency assess whether the VMGO of the College were properly communicated with its stakeholder as well as the extent of awareness and acceptability of the mandated statement that will help attain the mission of the institution and the goals of the Graduate School.

It is important that the VMGO of the College and the goal of the Graduate School is properly communicated since these statements are unspoken contracts between the organization and various stakeholders. A well-written statement can guide decision-making, resource allocations, policy decisions, and the road map on how the school operates (Allen & Kern, 2018). Through the VMGO the school management is on the right track with the attainment of its greater purpose and in navigating to its competing interests. In a related study conducted by Garcia et al., (2021) it showed that it is necessary that the stakeholders are aware of the university's vision statement and mission and are also on the goals and objectives of the teacher education programs. Henceforth, VMGO should not be dismissed as empty words, but given careful consideration. This significant mandate guide management's thinking on strategic issues especially during times of significant change, help define performance standards, inspire employees to work more productively by providing focus and common goals, guide employee decision making and help establish a framework for ethical behavior (Bain & Company, 2018). This only proves that the VMGO statement of many academic institutions serves as public pronouncements of the institution's purpose, ambition, and values.

In the past decades, the CNSC finds its way to disseminate the institutions' VMGO statements. It was disseminated in the academic community especially in the function of instruction in which it was being tackled to the students during the orientation process usually conducted in the first week of every academic semester. Faculty members are obliged to

include the CNSC Vision and Mission in the preparation of course syllabi. Even in faculty and employees orientation and re-orientation activities, the Vision and Mission of CNSC and the Goals of the Graduate School as well as the objectives of each curricular programs were given emphasized. However, the extent of awareness and acceptability of CNSC's vision and mission, the Graduate school goal and the objectives of respective curricular programs among the graduate students and other clientele/stakeholders were not subjected for evaluation on their awareness and acceptability, no measures has been done for years to measure such, hence this study.

The conduct of this study is important since these mandates of the CNSC need to be disseminated to all clientele to make them aware of the direction of the institution. The clientele and stakeholders must accept the ideas embodied in the vision, mission, as well as the goal of the Graduate School and the objectives of its various curricular programs to make them cooperative in all the development initiatives of the Camarines Norte State College. The Graduate School goals and the objectives of different curricular programs will serve as the drivers for change and development as well as in establishing a process for achieving the holistic improvement of the College. Moreover, the result of this study will help fulfill the needed requirements of AACCUP accreditation. Thus, in response to the institution pursuit for continuing academic development this research study was initiated in order to determine the extent of awareness and acceptability of CNSC's vision and mission, the Graduate school goal and the objectives of curricular programs among its clientele and stakeholders. Specifically, the study sought answers to the following research objectives 1.) determine the extent of awareness of the respondents in terms of CNSC Vision, GS Goal, and objectives of curricular programs; 2.) assess the extent of acceptability of the respondents in CNSC Vision, GS Goal, and objectives of curricular programs; and 3.) determine the significant differences on the respondent's extent of awareness in terms of CNSC Vision, GS Goal, and objectives of curricular programs.

Methods

This portion consists of the research design, population of the study and sampling technique, research instrument and data collection, the tools for data analysis and the ethical consideration of the study.

Research Design

The descriptive quantitative research design was used in the study. Descriptive research design aims to obtain information to systematically describe a phenomenon, situation, or population (Siedlecki, 2020). The research described the extent of awareness and acceptability of the respondents about the CNSC vision, mission, the Graduate school goal and the objectives of different curricular programs.

Population and Sampling Technique

The population or respondents of the study consists of the graduate students, parents, graduate school faculty members, employees, industry sector/ representatives and public sector representatives. In determining the graduate students' respondents, total enumeration was applied for determining the number of students and faculty members as participants in the study. While for the parents, employees, and alumni purposive sampling was used in selecting the respondents. Therefore, there were 96 respondents for the study.

Table 1 shows the distribution of the participants or respondents for the study which comprises of the following:

Table 1. Distribution of Respondents of the Study

Category	Frequency
Students	56
Faculty members	10
Parents	10
Employees	10
Alumni	10
Total	96

Data Collection

A questionnaire was constructed based on specific objectives of the study. Primary data that needed for the study were collected from the different stakeholders of CNSC most

particularly the Graduate School community with the used of survey questionnaire. The survey questionnaire was evaluated by the research team of the College and also a dry run was conducted to ensure the reliability and validity of the content of the research instrument. It has two parts; the first part required the respondents to assess the extent of awareness of the respondents in terms of CNSC Vision, GS Goal, and objectives of curricular programs. The second part measures the extent of acceptability of the respondents in terms of CNSC Vision, GS Goal, and Objectives of curricular programs. The researchers conducted in-depth personal interview to the respondents in order to ensure the accuracy of the respondents' response to the questions.

Data Analysis

After the retrieval of the survey questionnaires, the researchers reviewed the responses and developed a summary of the inputs and collated the data. Afterwards, the data were tabulated, and analyzed and presented in tabular forms. In assessing the extent of awareness, the Likert scale was used with the following rating scale 3.50 - 4.00 Highly Aware (HA); 2.50 - 3.49 Aware (A); 1.50 - 2.49 Less Aware (LA) and 1.00 - 1.49 Not aware (NA) and on the level of acceptability 3.50 - 4.00 Highly Acceptable (HA); 2.50 - 3.49 Acceptable (A); 1.50 - 2.49 Less Acceptable (LA) and 1.00 - 1.49 Not Acceptable (NA). The computation of Arithmetic Mean was employed in calculating the Likert scale while to test the significant differences, the SPSS One-way ANOVA was employed.

Ethical consideration of the study

In line with the research best practices and ethical consideration, the researchers see to it that every participant was provided free prior and informed consent form accomplished by the respondents before the actual conduct of survey interview. Further, the researchers personally appeared to inform and coordinate with them in the conduct of the research study. Information gathered from the respondents were treated with utmost confidentiality and in accordance with Data Privacy Act of 2012.

Results and Discussion

This part includes the results and discussion of the findings based on the gathered data to answer the extent of awareness and acceptance on the concept and ideas that make up the CNSC's vision, mission, Graduate School goal and the different curricular programs objectives. The description of the findings, the result which was presented in the tabular form and the implication and explanation pertaining to the study's findings were highlighted in this section.

Extent of Awareness of the Respondents on the CNSC Vision, Mission, GS Goal, and Objectives of Curricular Programs

Tables 2 to 7 presents the respondents' extent of awareness on the CNSC Vision, GS Goal, and objectives of different curricular programs.

Respondents' extent of awareness of CNSC Vision. Table 2 revealed the

respondents' extent of awareness of the CNSC vision. Students, faculty members, employees and alumni are highly aware on the vision reflecting an average weighted mean of 3.63, 3.66, 3.58, and 3.57 respectively. While the parents got the lowest or average awareness about the CNSC Vision with is only a weighted mean of 3.39. In terms of the source of information, the respondents' major source of information about the college vision is from reading it on the flyers that the Graduate School staff was disseminating from time to time while the least source of communicating the vision is through other informant like those who are part of the formulation of the vision statement of the College.

The extent of awareness of the respondents of CNSC vision is shown in Table 2 in the following page.

Table 2. Extent of Awareness of the Respondents in CNSC Vision

Source of Information	WM Students	Adjec-tival Rating	WM Par-ents	Adjec-tival Rating	WM Fac-ulty	Adjec-tival Rating	WM Employ-ees	Adjec-tival Rating	WM Alum-ni	Adjec-tival Rating	AWM	Inter-pretation
1. Shared by peers	3.70	HA	3.00	HA	3.80	HA	3.90	HA	3.64	HA	3.61	HA
2. Read from flyers	3.60	HA	3.56	HA	3.80	HA	3.92	HA	3.48	A	3.67	HA
3. Viewed from posters / bulletin boards	3.60	HA	3.60	HA	3.6	HA	3.86	HA	3.62	HA	3.66	HA
4. Heard Over the Radio / Viewed in the Television	3.66	HA	3.60	HA	3.60	HA	3.14	A	3.56	HA	3.49	A
5. Others (Part of the Group Who Studied and Analyzed the Vision)	3.60	HA	3.20	A	3.52	HA	3.10	A	3.56	A	3.40	A
AWM	3.63	HA	3.39	A	3.66	HA	3.58	A	3.57	HA	3.56	HA

Legend:

3.50 - 4.00 Highly Aware (HA)
2.50 - 3.49 Aware (A)

1.50 - 2.49 Less Aware (LA)
1.00 - 1.49 Not aware (NA)

The result implies that the different stakeholders of the institution are highly aware on the CNSC vision. The vision of the CNSC must be inculcated to its stakeholder particularly to the students, faculty and employees for it gives transparency and clarity of direction of the institutions. It will serve as the roadmap in achieving the mission and goals of the institution in its continuing pursuit of academic excellence and in thriving for globalization. The vision of the CNSC will facilitate its different stakeholders' ideas in achieving a clear and comprehensive priorities and development gearing towards the 21st century. The result of the present study was in accordance with the article written by Allen and Klien (2018b) emphasizing that school vision and mission should not be dismissed as an empty word. These are unspoken contracts between the organization and various stakeholders, it gives direction on how people in the organization have to function, the often reliable representations of what schools stand for and keeping the central values, thereby making their dreams into action and realities. Furthermore, Dico, et al (2019) study cited that a clear vision exists when people in an organization share an explicit agreement on the values, beliefs, purposes and goals

that should guide their behavior (Conley, 1992). Therefore, the result of this study further implies that CNSC's development is accomplished when there is a clearly understood vision that exists.

Respondents' extent of awareness of CNSC Mission. The data in Table3 shows the extent of awareness of respondents in CNSC Mission. The result revealed that faculty members have the highest extent of awareness of the CNSC Mission having the average weighted mean of 3.60, while parents got the lowest awareness on the mission statement with an average weighted mean of 3.34. One notable result is on the part of the employees where majority of the participants are only aware of the CNSC mission with a weighted mean of 3.44. The source of information why majority of the respondents are aware on the mission of the institution is through reading the mission posted in the bulletin board of Graduate School and also viewed from the electronic posters of the CNSC.

The extent of awareness of the respondents of CNSC mission is shown in Table 3 in the following page.

Table 3. Extent of Awareness of the Respondents in CNSC Mission

Source of Information	WM Students	Adjec-tival Rating	WM Parents	Adjec-tival Rating	WM Faculty	Adjec-tival Rating	WM Em-ployees	Adjec-tival Rating	WM Alumni	Adjec-tival Rating	AWM	Inter-pretation
1. Shared by peers	3.60	HA	3.00	HA	3.60	HA	3.70	HA	3.64	HA	3.51	HA
2. Read from flyers	3.60	HA	3.50	HA	3.60	HA	3.60	HA	3.48	A	3.57	HA
3. Viewed from posters / bulletin boards	3.60	HA	3.60	HA	3.60	HA	3.60	HA	3.62	HA	3.60	HA
4. Heard Over the Radio / Viewed in the Television	3.50	HA	3.60	HA	3.60	HA	3.20	A	3.56	HA	3.49	A
5. Others (Part of the Group Who Studied and Analyzed the Mission)	3.60	HA	3.00	A	3.50	HA	3.10	A	3.56	A	3.40	A
AWM	3.58	HA	3.34	A	3.60	HA	3.44	A	3.57	HA	3.56	HA

Legend:

3.50 - 4.00 Highly Aware (HA)
2.50 - 3.49 Aware (A)

1.50 – 2.49 Less Aware (LA)
1.00 – 1.49 Not aware (NA)

This implies that the different stakeholders more particularly among the faculty of the college are highly aware on the CNSC mission as they are informed by viewing from posters / bulletin boards, as read from flyers, shared by peers, heard over the radio / viewed from television, and being part of the group who studied and analyzed the mission.

The mission is a beacon that provides strategic direction for the institution. It is also the blueprint which provides the basic conceptual framework for the entire organization. A mission which provides appropriate direction and linkages served as the base for subsequent measures of institutional effectiveness (Garcia, 2019). The content of the mission can be utilized to maximize effectiveness of the institution. Correspondingly, faculty members play an important role in the circulation of the mission statement of the institution to the students. Since faculty performed roles to carry out the academic landscape of the four-fold function of instruction, research, extension and production, they can generate and disseminate knowledge and information to their peers, students, and other stakeholders. The opportunity of inculcating the significant values contained in the mission of the CNSC can be integrated in the daily meetings of the faculty among the students. Sharing the mission to the academic communities would help the institutions and organizations develop a plan of action that will guide them towards enhancing their image as being competent, professional and provide a deep understanding of its essence to the people involved, including outside stakeholders as

well as to understand what they will accomplish and how things will be accomplished.

However, it is sad to note that on the part of the non-teaching employees of CNSC, the extent of awareness is not that high, they are simply showing consciousness about the mission of the institution. As part of the academic community, the employees must step up in educating themselves to be aware in the mission of the institution for they are also playing an important role in the propagation of it among other stakeholders. The mission should manifest in their work as it is a mechanism of values development and the continuing progress of the institution.

Respondents' extent of awareness of CNSC Graduate School Goal. In table 4, it was revealed the high awareness of the respondents to the CNSC GS goal. Faculty, alumni and students are highly aware of the Graduate school goals having a weighted mean of 3.60, 3.57 and 3.56 respectively. While parents and employees are only aware on the goals with a weighted mean of 3.44 and 3.32. The respondents source of information for the goals of the graduate school was also read in the bulletin board and poster while other got the information through the disseminated flyers as well as through sharing of their fellow graduate students. To sum up, the extent of awareness of the respondents to the GS goal met the ceiling rate of highly aware with an average weighted of 3.50.

The extent of awareness of the respondents of CNSC vision is shown in Table 4 in the following page.

Table 4. Extent of Awareness of the Respondents in the GS Goal

Source of Information	WM Stu- dents	Adjec- tival Rating	WM Par- tival Rating	WM Fac- ulty	Adjec- tival Rating	WM Em- ployees	Adjec- tival Rating	WM Alu- mni	Adjec- tival Rating	AWM	Inter- preta- tion	
1. Shared by peers	3.60	HA	3.00	HA	3.60	HA	3.70	HA	3.64	HA	3.51	HA
2. Read from flyers	3.60	HA	3.50	HA	3.60	HA	3.60	HA	3.48	A	3.57	HA

Source of Information	WM Students	Adjec-tival Rating	WM Parents	Adjec-tival Rating	WM Faculty	Adjec-tival Rating	WM Employees	Adjec-tival Rating	WM Alumni	Adjec-tival Rating	AWM	Inter-pretation
3. Viewed from posters / bulletin boards	3.60	HA	3.60	HA	3.60	HA	3.60	HA	3.62	HA	3.60	HA
4. Heard Over the Radio / Viewed in the Television	3.50	HA	3.50	HA	3.60	HA	3.20	A	3.56	HA	3.47	A
5. Others (Part of the Group Who Studied and Analyzed the GS goal)	3.50	HA	3.00	A	3.50	HA	3.10	A	3.56	A	3.33	A
AWM	3.56	HA	3.32	A	3.60	HA	3.44	A	3.57	HA	.50	HA

Legend:

3.50 - 4.00 Highly Aware (HA)

1.50 - 2.49 Less Aware (LA)

2.50 - 3.49 Aware (A)

1.00 - 1.49 Not aware (NA)

The result implies that different stakeholders of the college are highly aware on the GS goal as they are informed by viewing from posters / bulletin boards, as read from flyers, shared by peers, heard over the radio / viewed from television, and being part of the group who studied and analyzed the GS goal.

The result of the study is in conformity with the study of Castillo (2010), which reveals how vision, mission, goals and objectives (VMGO) are being disseminated, evaluates the stakeholders' understanding and acceptance of the VMGO; and assesses the perceptions of the stakeholders with regard to VMGO's clarity and consistency, congruency to activities, practices, projects and operations, and attainability. Results of both study further show that the stakeholders are generally aware, understand and accept the VMGO, generally perceive that the VMGO are clearly stated, consistent with each other, congruent to educational practices or activities, and attainable. The study further inferred that faculty, alumni and students are much aware, understand and accept the VMGO than the external stakeholders.

Congruent to the study of Dico et al. (2019) on the Level of Awareness, Acceptability and Timeliness of Vision and Mission of Leyte Normal University, Goals of the College of Arts and

Sciences Objectives of the Social Work Department, the result of the present study also shows that bulletin board and posters are the common type of systems adopted by the College in disseminating the Vision and Mission, the Goals of the programs and the curricular objectives that the respondents are aware of and way to accept it. Through these systems, the respondents were able to accept and be aware of the VMGO. On the other hand, radio/television programs are underutilized as a system.

Respondents' extent of awareness on Master of Public Administration (MPA) objectives. In table 5, it was revealed that majority of respondents in terms of MPA Objectives are highly aware with an average weighted mean of 3.51. The source of their knowledge was through reading from the flyers and on the information posted in the bulletin boards and posters having both a mean of 3.60. While the least of the respondents like parents and employees are only aware on the MPA program objectives with a mean of 3.44 and 3.32 respectively and their source of information is through hearing over the radio and shared by peers. In general, the extent of awareness of re-

spondents on the MPA Objectives can be considered as highly aware as shown of the general AWM of 3.51.

The extent of awareness of the respondents of MPA curricular program objectives is shown in Table 5 in the following page.

Table 5. Extent of Awareness of the Respondents in MPA Objectives

Source of Information	WM Students	Adjec-tival Rating	WM Parents	Adjec-tival Rating	WM Faculty	Adjec-tival Rating	WM Employ-ees	Adjec-tival Rating	WM Alumni	Adjec-tival Rating	AWM	Inter-pretation
1. Shared by peers	3.70	HA	3.00	HA	3.70	HA	3.70	HA	3.64	HA	3.55	HA
2. Read from flyers	3.70	HA	3.50	HA	3.70	HA	3.60	HA	3.48	A	3.60	HA
3. Viewed from posters / bulletin boards	3.60	HA	3.60	HA	3.60	HA	3.60	HA	3.62	HA	3.60	HA
4. Heard Over the Radio / Viewed in the Television	3.50	HA	3.50	HA	3.60	HA	3.20	A	3.56	HA	3.47	A
5. Others (Part of the Group Who Studied and Analyzed the MPA Objectives)	3.50	HA	3.00	A	3.50	HA	3.10	A	3.56	A	3.33	A
AWM	3.60	HA	3.32	A	3.62	HA	3.44	A	3.57	HA	3.51	HA

Legend:

3.50 - 4.00 Highly Aware (HA)

1.50 – 2.49 Less Aware (LA)

2.50 - 3.49 Aware (A)

1.00 – 1.49 Not aware (NA)

The findings of the study implies that stakeholders of the college were highly aware on the Master in Public Administration program objectives which comprises with the following aims such as the development of effective and efficient leaders and administrators of government organizations, enhance students' capability in decision making, facilitate the conduct of research and improve students' professional skills in public administration and governance. These embodied purposes served as the basis in the formulation of an effective and suitable curricula that concurred on the current trends in the public administration. The high level of awareness of the respondents on the MPA objectives would help the CNSC Graduate School to hone a quality professionals empowered

with critical thinking proficiency, problem solver and decision maker on issues concerning public service.

The result of the present study is in conformance with the study of Wijngaards-de Meij & Merx (2018) which stated that curriculum objectives are tool for a collaborative and cooperative approach towards curriculum review and improvement, giving chance for all internal and external stakeholders to be heard during its deliberations, not only on the exercise of the dominant logic outcome-based education but a tool to precisely incorporating the institution core values. Hence, in this study, it showed that the content of MPA program objectives possessed a thorough review and clear concepts,

the reason why majority of its stakeholders are highly aware on it.

In addition, the results of the study of Fernandez (2015) entitled "Awareness, Acceptability, Relevance and Congruence of the PNU-Negros Occidental Vision, Mission, and goals and objectives of the Teacher Education Program" is similar to the result of the current study as both findings emphasized that the participants' awareness, understanding and acceptance of the program objectives are relevance to the needs and development of the academic community. The study further showed that the objectives of curricular programs and educational practices on the campus are to a great extent harmonious to the University's vision and mission and to the Graduates School goal.

Respondents' extent of awareness on the Master of Business Administration (MBA)

Objectives. The result stated in table 6 shows the extent of awareness of the respondents in terms of MBA objectives where in students and faculty members are highly aware with a weighted mean of 3.62 and 3.64 respectively and their source of information came from reading/seeing it from posters and bulletin boards as well heard over the radio and viewed from the local television. On the other hand, parents are only aware on it and the information is only acquired from the sharing of their peers. However, in general the results showed that majority of the respondents are highly aware on the MBA program objectives with an average weighted mean of 3.51.

The extent of awareness of the respondents of MBA curricular program objectives is shown in Table 6 in the following page.

Table 6. Extent of Awareness of the Respondents in MBA Objectives

Source of Information	WM Students	Adjec-tival Rating	WM Parents	Adjec-tival Rating	WM Faculty	Adjec-tival Rating	WM Em-ployees	Adjec-tival Rating	WM Alu-mni	Adjec-tival Rating	AWM	Inter-pretation
1. Shared by peers	3.7	HA	3.0	HA	3.7	HA	3.7	HA	3.64	HA	3.55	HA
2. Read from flyers	3.7	HA	3.5	HA	3.7	HA	3.6	HA	3.48	A	3.60	HA
3. Viewed from posters / bulletin boards	3.6	HA	3.6	HA	3.6	HA	3.6	HA	3.62	HA	3.60	HA
4. Heard Over the Radio / Viewed in the Television	3.6	HA	3.5	HA	3.6	HA	3.2	A	3.56	HA	3.47	A
5. Others (Part of the Group Who Studied and Analyzed the MBA Objectives)	3.5	HA	3.0	A	3.6	HA	3.1	A	3.56	A	3.35	A
AWM	3.62	HA	3.32	A	3.64	HA	3.44	A	3.57	HA	3.51	HA

Legend:

3.50 – 4.00 Highly Aware (HA)
2.50 – 3.49 Aware (A)

1.50 – 2.49 Less Aware (LA)
1.00 – 1.49 Not aware (NA)

This implies that the respondents are highly aware and shown greatly acceptance on the MBA objectives in terms of different curricular programs objectives. This means that a notion of having a clear and unambiguous statement of objectives is a prelude to the process of curriculum-making that in this study clearly showed that the content of objectives from the different programs possessed a thorough review and clear concepts, thus, most stakeholders rated it accepted.

The findings of Clemente et al., (2021) analysis supported the result of the previous study that 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; and assesses the perceptions of the stakeholders with regard to VMGO's clarity and consistency, congruency to activities, practices, projects and operations, and attainability. 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.

Fernandez (2015) also supported the study as revealed on her research findings titled, Awareness, Acceptability, Relevance and Congruence of the PNU-Negros Occidental Vision, Mission, and goals and objectives of the Teacher Education Program that participants' awareness, understanding and acceptance of the VMGOs as well as relevance of the VMGOs to the needs and development of the community indicate a very great extent. Furthermore, the study showed that the educational practices and activities on the campus are to a great extent congruent to the University's mission, goals and objectives.

Respondents extent of awareness in Master in Management (MM) Objectives.

Data in table 7 shows that the extent of awareness of the respondents in terms of MM Objectives as source of information which shows that respondents are Highly Aware on reading from flyers, and on viewing from posters / bulletin boards with an average weighted mean of 3.60 respectively. Similarly, Highly Aware as shared by peers with an average weighted mean of 3.53. While other stakeholders are Aware on MM objectives through hearing over the radio / viewed from television with an average weighted mean of 3.47; and as part of the group who studied and analyzed the MM objectives with an average weighted mean of 3.35. In general, the respondents are Highly Aware on the MM Objectives with a general AWM of 3.51.

Table 7. Extent of Awareness of the Respondents in terms of Master in Management Objectives

Source of Information	WM Students	Adjec-tival Rating	WM Parents	Adjec-tival Rating	WM Faculty	Adjec-tival Rating	WM Employ-ees	Adjec-tival Rating	WM Alumni	Adjec-tival Rating	AWM	Inter-pretation
1. Shared by peers	3.6	HA	3.1	HA	3.6	HA	3.7	HA	3.64	HA	3.53	HA
2. Read from flyers	3.7	HA	3.5	HA	3.6	HA	3.6	HA	3.48	A	3.60	HA
3. Viewed from posters / bulletin boards	3.6	HA	3.6	HA	3.6	HA	3.6	HA	3.62	HA	3.60	HA
4. Heard Over the Radio / Viewed in the Television	3.6	HA	3.5	HA	3.6	HA	3.2	A	3.56	HA	3.47	A

Source of Information	WM Students	Adjec-tival Rating	WM Parents	Adjec-tival Rating	WM Faculty	Adjec-tival Rating	WM Employ-ees	Adjec-tival Rating	WM Alumni	Adjec-tival Rating	AWM	Inter-pretation
5. Others (Part of the Group Who Studied and Analyzed the Vision)	3.5	HA	3.0	A	3.6	HA	3.1	A	3.56	A	3.35	A
AWM	3.62	HA	3.32	A	3.6	HA	3.44	A	3.57	HA	3.51	HA

Legend:

3.50 – 4.00 Highly Aware (HA)

2.50 – 3.49 Aware (A)

1.50 – 2.49 Less Aware (LA)

1.00 – 1.49 Not aware (NA)

The result shown in table 7 implies that the respondents are highly aware on the MM objectives. It is manifested on how the respondents accepted and understand the curricular programs objectives of their program proving that most stakeholders greatly shown an acceptance of it. Hence, in the study, it showed that the content of objectives from the different programs possessed a thorough review and clear concepts, thus, most stakeholders rated it accepted. The findings of the study is significant to the institution, emphasizing the importance of collaboration between the academic and community in propelling the institutions vision of premier higher education institution.

The findings of the study are in conformity with the study of Aquino and Rivano (2022) stating that the HEIs wanted to transform the lives of the people and the community. It should provide quality education towards nation building revolving with the four significant functions such as instructions, research, extension, and production services. Both of the study reveals that VMGO is statements guide for all academic institutions to implement all the ac-

tivities. VMGO serves as the constant reminders in the academic community from where it is now to where it should be going, henceforth, the need for it to be posted on bulletin boards and in catalogs and manuals of the university and in other printed materials is necessary for the stakeholders to have an access on it.

Respondents' Extent of Acceptability in Terms of CNSC Vision, Mission, GS Goal, and Objectives of Curricular Programs

Tables 8 to 13 presents the respondents' extent of acceptability of the respondents in terms of CNSC Vision, GS Goal, and objectives of curricular programs.

Acceptability in terms of CNSC Vision. Table 8 shows the extent of acceptability of the respondents in terms of CNSC vision. It was revealed that CNSC vision is Highly Acceptable to the stakeholders as indicated with 85 or 89 percent responses. While 9 or 9 percent responded as Acceptable, and 2 or 2 percent responded as Less Acceptable.

Table 8. Extent of Acceptability of the Respondents in Terms of CNSC Vision

Indicator	Students F	%	Parents F	%	Faculty F	%	Employees F	%	Alumni F	%	Total Frequency	%
1.Highly Acceptable	49	88	8	80	10	100	10	100	8	80	85	89
2. Acceptable	5	8	2	20	0	0	0	0	2	20	9	9
3.Less Acceptable	2	4	0	0	0	0	0	0	0	0	2	2
4. Not Acceptable	0	0	0	0	0	0	0	0	0	0	0	0
Total	56	100	10	100	10	100	10	100	10	100	96	100

This implies that the CNSC Vision is highly acceptable to the stakeholders of the college. As the sole government educational institution in the province, this denotes that many of the local residents put trust and confidence that through the institution's VMGO, the College will hone the minds of the young people to become a future leader the hope of the country. In the study of Salom et al (2013) study titled, Awareness, Acceptability, and Relevance of the Vision, Mission, Goals, and Objectives of the BSEMT Program revealed that vision, mission, goals, and objectives (VMGOs) are the touchstone for everything that an educational institution must have. VMGO statements are concrete guides for the future of the institution; that the importance of the VMGOs responded too well to the needs and interests of the concerned constituents and stakeholders.

On the other hand, results of the study also showed that there are number of students

which are not amenable to the institution's vision. According to the respondents, the vision of the institution should not regionally focus rather it must be aligned to the continuing global needs of the higher education. The finding of the study is similar to the result of Dumanig and Symaco (2022) study stating that universities must be give importance in producing global and competent graduates, in order to obtain international recognition and promoting world-class education.

Acceptability in terms of CNSC Mission.

Table 9 shows the extent of acceptability of the respondents in terms of CNSC mission. It was revealed that CNSC vision is Highly Acceptable to the stakeholders as indicated with 84 or 88 percent responses. While 12 or 12 percent responded as Acceptable.

Table 9. Extent of Acceptability of the Respondents in Terms of CNSC Mission

Indicator	Students F	%	Parents F	%	Faculty F	%	Employees F	%	Alumni F	%	Total Frequency	%
1. Highly Acceptable	48	86	8	80	10	100	10	100	8	80	84	88
2. Acceptable	8	14	2	20	0	0	0	0	2	20	12	12
3. Less Acceptable	0	0	0	0	0	0	0	0	0	0	0	0
4. Not Acceptable	0	0	0	0	0	0	0	0	0	0	0	0
Total	56	100	10	100	10	100	10	100	10	100	96	100

The result implies that the CNSC Mission is highly acceptable to the college's stakeholders. This mean that the mission of the institution is not a florid word but somewhat an unspoken deal between the institutions and its various stakeholder. As a well written statement, the mission can be a guide in decision-making, resource allocations, policy decisions, and how the school operates. By making their purpose clear, the college can put their goals and objectives into action. Mission statements are often reliable representations of what schools stand for. According to Olusola et al., (2022) the mission provides appropriate strategic management in giving direction and in helping keep the

values of the organizations on how it is being operated and serve the best for its clientele. This also serve as the base for subsequent measures of institutional effectiveness. The content of the mission can be utilized to maximize effectiveness of the institution.

Acceptability in terms of GS Goal. Table 10 shows the extent of acceptability of the respondents in terms of Graduate School Goal. It was revealed that GS goal is Highly Acceptable to the stakeholders as indicated with 84 or 88 percent responses. While 12 or 12 percent responded as Acceptable.

Table 10. Extent of Acceptability of the Respondents in Terms of GS Goal

Indicator	Students F	%	Parents F	%	Faculty F	%	Employees F	%	Alumni F	%	Total Frequency	%
1. Highly Acceptable	48	86	8	80	10	100	8	80	10	80	84	88
2. Acceptable	8	14	2	20	0	0	2	20	0	20	12	12
3. Less Acceptable	0	0	0	0	0	0	0	0	0	0	0	0
4. Not Acceptable	0	0	0	0	0	0	0	0	0	0	0	0
Total	56	100	10	100	10	100	10	100	10	100	96	100

The result implies that CNSC Graduate School Goal is highly acceptable by the college stakeholders, particularly with the students. This denotes that students from the Graduate School accepted the goal of the College of providing graduates students a curriculum that are relevant to their field of specialization, that the GS cater a continuing professional development to the students and harnessing full potential. Educational practices and activities in the university must further be strengthened to fully realize the goals of the Graduate School program (Llobrera-Diamse et al., 2022)

The study was supported by Fernandez (2015) findings where the author's recommended that the university must continue the present endeavor, intensifies effort in disseminating the VMGOs and explaining the same to the stakeholders especially the students and the members of the community. Educational

practices and activities in the university must further be strengthened to fully realize the mission, goals and objectives of the teacher education program. In addition, the study of Salom et al (2013) revealed that the goals of the higher education institutions are the touchstone and a concrete guide for the future of the institution; that the importance of the VMGOs responded too well to the needs and interests of the concerned constituents and stakeholders.

Acceptability in terms of MPA Objectives. Table 11 presents the extent of acceptability of the respondents in terms of Master in Public Administration objectives. It was revealed that MPA objectives is Highly Acceptable to the stakeholders as indicated with 83 or 86 percent responses. While 13 or 14 percent responded as only Acceptable.

Table 11. Extent of Acceptability of the Respondents in Terms of MPA Objectives

Indicator	Students F	%	Parents F	%	Faculty F	%	Employees F	%	Alumni F	%	Total Frequency	%
1. Highly Acceptable	48	86	9	90	8	80	9	90	9	90	83	86
2. Acceptable	8	14	1	10	2	20	1	10	1	10	13	14
3. Less Acceptable	0	0	0	0	0	0	0	0	0	0	0	0
4. Not Acceptable	0	0	0	0	0	0	0	0	0	0	0	0
Total	56	100	10	100	10	100	10	100	10	100	96	100

The findings of the study revealed that respondents highly accepted the objectives of MPA denoting that it was properly communicated at a high-level, it tells what the GS are doing for its clientele particularly for those students under the Public Administration program. A clear objective allows the school administrators to monitor the progress of the program and to correct plan of actions if necessary. Through the organizational objectives appropriate intervention will be described in addressing the needs of the program (Suldo, 2021).

Dico et al. (2019) pointed out in their study that the respondents are aware of and way to accept the goals of the academic institutions. Through these systems, the respondents were able to accept and be aware of the goals of their college and utilized it as a road map in accomplishing their mandates. Further, in a similar

study of Layco (2022), it reveals a high acceptability of the stakeholders on the organizational objectives through a crafted strategic management plan. This acceptability link to the respondents' perception of the university high performance and a significant factor to encourage support from stakeholders in attaining the college goals.

Acceptability in terms of MBA Objectives. Table 12 presents the extent of acceptability of the respondents in terms of Master in Business Administration objectives. It was revealed that MBA objectives is Highly Acceptable to the stakeholders as indicated with 87 or 91 percent responses. While 9 or 9 percent responded as Acceptable.

The extent of acceptability of the respondents of MBA curricular program objectives is shown in Table 12 in the following page.

Table 12. Extent of Acceptability of the Respondents in Terms of MBA Objectives

Indicator	Students F	%	Parents F	%	Faculty F	%	Employees F	%	Alumni F	%	Total Frequency	%
1. Highly Acceptable	47	84	10	100	10	100	10	100	10	100	87	91
2. Acceptable	9	16	0	0	0	0	0	0	0	0	9	9
3. Less Acceptable	0	0	0	0	0	0	0	0	0	0	0	0
4. Not Acceptable	0	0	0	0	0	0	0	0	0	0	0	0
Total	56	100	10	100	10	100	10	100	10	100	96	100

The result implies that MBA objectives is highly acceptable by the college stakeholders. Similar to MPA Objectives, this finding was supported by Segismundo, (2018) as revealed that overall, stakeholders are of a very strong consensus of clearly defined objectives and that the conditions were very clear, in a very correct order and met to a very great extent. Stakeholders' acceptance of the College objectives is extremely impressive, but still then some provisions or conditions are needed improvement before its implementation. As the MBA programs cater the students' development in business education, the need for the Graduate School to align its objectives to the current

need of the industry. According to the study of Thompson et al., (2021) it emphasized that for educational institutions to stay relevant, program objectives must cater to the development of students interpersonal alongside the students' ability to become part of achieving organizational objectives.

Acceptability in terms of MM Objectives. Table 13 presents the extent of acceptability of the respondents in terms of MM objectives. It was revealed that MM Objectives is Highly Acceptable to the stakeholders as indicated with 79 or 82 percent responses. While 17 or 18 percent responded as Acceptable.

Table 13. Extent of Acceptability of the Respondents in Terms of MM Objectives

Indicator	Students F	%	Parents F	%	Faculty F	%	Employees F	%	Alumni F	%	Total Frequency	%
1. Highly Acceptable	47	84	8	80	8	80	8	80	8	80	79	82
2. Acceptable	9	16	2	20	2	20	2	20	2	20	17	18
3. Less Acceptable	0	0	0	0	0	0	0	0	0	0	0	0
4. Not Acceptable	0	0	0	0	0	0	0	0	0	0	0	0
Total	56	100	10	100	10	100	10	100	10	100	96	100

The result implies that MM objectives is highly acceptable by the college stakeholders. This infers that stakeholders accede that the Graduate school formulated an objective that is suitable for the learners intended learning. This further describes that the objective of the GS exhibits an appropriate methodology of instruction and a clear vision of how to achieve it. The institutions' objectives directly relate to the kind of leadership engagement and practices they have as it manifest to student success. The study of Hong et al., (2021) highlighted that cascading the institution's objectives to its stakeholders will earn positive outcomes to the achievement of students in strengthening involvement and societal reputation.

In addition, Castillo (2014) justified in his study that 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 College objectives.

Significant Difference on the Respondents' Extent of Awareness on the CNSC Vision, Mission, GS Goal and Objectives of Curricular Programs

Table 14 presents the significant difference on the respondents' extent of awareness in terms of CNSC Vision, Mission, the GS Goal and Objectives of curricular programs. The SPSS One-way Anova was employed to test the significant difference on the respondents' extent of awareness. The table shows that there is no significant difference in the respondents' awareness in terms of CNSC Vision, Mission, GS Goals and Objectives of curricular programs. It goes to show that the extent of awareness of the respondents composed of students, parents, faculty, employees and alumni do not differ significantly. That, the high level of awareness is evident to all the respondents/stakeholders of the CNSC and the Graduate School goals specifically.

Table 14. Significant Difference on the Respondents' Extent of Awareness on the CNSC Vision, Mission, GS Goal and Objectives of Curricular Programs

Information	Test Statistic	Computed Values	Interpretation
CNSC Vision	F-test	0.9984	No significant Difference
	p-value	0.4315	
	F-crit	2.8661	
CNSC Mission	F-test	1.6472	No significant Difference
	p-value	0.2017	
	F-crit	2.8661	
GS Goal	F-test	1.8880	No significant Difference
	p-value	0.1520	

	F-crit	2.8661	
MPA Objectives	F-test	2.2470	No significant Difference
	p-value	0.10023	
	F-crit	2.8661	
MBA Objectives	F-test	2.6410	No significant Difference
	p-value	0.0641	
	F-crit	2.8661	
MM Objectives	F-test	2.1722	No significant Difference
	p-value	0.1092	
	F-crit	2.8661	

The data implies that the extent of awareness of the respondents / stakeholders composed of students, parents, faculty, employees and alumni on the CNSC vision, mission, the GS goal and objectives of the curricular programs do not differ significantly. That, the high level of awareness is evident to all the respondents / stakeholders due to dissemination of VMGO through the different sources of information such as shared by peers, read from flyers, viewed from posters / bulletin boards, heard over the radio / viewed in the television, and others like part of the group who studied and analyzed the VMGO.

In similar study, Sabanal et al., (2021) revealed a high level of awareness and acceptance of VMGO among its stakeholders. Faculty, student, staff and other stakeholders have higher level of awareness and acceptability than external stakeholders. The majority of the respondents perceived the VMGO as inclusive and significantly essential for it to encompass all its stakeholders' welfare, especially the students. Further the authors elucidate the need to keep stakeholders informed and updated on the mandate of the College and utilized it as strategic measures in achieving its day to day activities.

Moreover Gallinero, et al., (2017) explained on their study that if the information was disseminated properly and clearly through brochures, bulletin boards, leaflets, manuals, posters, and the like the more they become aware by accepting the VMGOs. Respondents may come to accept the VMGO regardless of their profile. It can be deduced that if the information was disseminated clearly through different sources such as posters, bulletin boards, and the like the more students or respondents

become aware by accepting the institution's vision and mission, college's goal and its different curricular objectives.

Conclusion

The findings of the study resulted to the following conclusions:

1. The different stakeholders of the college such as the students, parents, faculty, employees, and alumni are highly aware on the CNSC's vision and mission, the Graduate school goal and objectives of curricular programs.
2. The CNSC's vision and mission, the Graduate School goal and objectives of curricular programs are highly acceptable by the students, parents, faculty, employees, and alumni as stakeholders of the college.
3. There is no significant difference on the extent of awareness of the respondents in terms of CNSC vision, mission, GS Goal and objectives of curricular programs.

Recommendations

The study recommended that an extensive dissemination of the CNSC vision, mission, Graduate School goal and objectives of curricular programs during orientation programs at the beginning of the term and thus properly explained to stakeholders to provide a deep understanding of its essence including outside stakeholders as well as to understand what they will accomplish and how it will be accomplished.

Likewise, information about the CNSC vision, mission, GS goal and objectives of curricular programs may be disseminated sustainably through different sources such as shared by peers, read from flyers, viewed from posters /

bulletin boards, heard over the radio / viewed in the television and the like the more they become aware by accepting the institution's vision and mission, college's goal and objectives. Furthermore, to keep stakeholders informed, updated and understand the institution VMGO, it is recommended that the mode of dissemination of the VMGO be translated into a mothers' tongue or local dialect of Bicolanos, in that way, it can spread better to the local communities.

Future research is also recommended to evaluate the effectiveness of the CNSC Mission, Vision, the Graduate school objectives and different curricular programs in persuading or encouraging students to take their post graduate studies at the CNSC Graduate School program.

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