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Research Article

Stakeholders' Awareness and Acceptability of PRMSU's Revised Vision Statement and Mission and the Goals and Objectives of the Communication and Information Technology Programs

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ABSTRACT

Vision, mission, goals, and objectives (VMGOs) function as the foundation of an educational institution. The Accrediting Agency for Chartered Colleges and Universities in the Philippines (AACCUP) underscored that an educational institution is assessed according to the degree how its VMGOs are achieved, but not in comparison with others. This descriptive cross-sectional survey research was used to gauge the level of awareness and acceptability of the stakeholders on the PRMSU vision statement and mission and the goals and objectives (VMGO) of the Communication and Information Technology Programs of PRMSU Sta Cruz Campus. The stakeholders are "very much aware" of the university's new vision statement, mission, goals, and objectives of the teacher education program, they have full participation in the revision of the vision statement. The VMGO is clear, understandable, and acceptable as perceived by the stakeholders. Massive information dissemination of the new vision statement in all media types is recommended. Furthermore, stakeholders must be encouraged to share their part in realizing the university's VMGO.

Keywords: *Awareness, Acceptability, Stakeholders, Vision, Mission, Goals, Objectives, Communication, Information Technology*

Introduction

The vision and mission of any institution serve as its founding pillars in realizing its thrusts, mandates, and aspirations. President Ramon Magsaysay Technological University, a

lone state university in Zambales, is an instrumental institution of higher learning that provides instruction, research, production, and extension. Its vision was reformulated and ap-

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proved by the Board of Regents (BOR) last October 2015 to respond to the internationalization of HEIs specifically in the ASEAN Region and to adapt to the changing educational landscape in a 21st century society.

The mission of PRMSU echoes its four-fold function as a university – to create new knowledge, package this new knowledge, extend it for community consumption, and serve as the basis for an enhanced instruction stated in Section 2 of Republic Act No. 11015 “An Act Renaming the Ramon Magsaysay Technological University (RMTU) as the President Ramon Magsaysay State University (PRMSU) approved on April 20, 2018. The stakeholders’ awareness and acceptability of the VMGO of the university and specific programs are essential as they are equally significant in contributing to its realization. The awareness and acceptability of faculty, staff, alumni, students, and administrators on the revised PRMSU vision, mission, and the goals and objectives of the teacher education programs of PRMSU Sta. Cruz Campus will serve as baseline data to improve the VMGO’s statement, mode of dissemination, and means of internalization.

Methods

This descriptive cross-sectional survey research gauged the level of awareness and acceptability involving 105 stakeholders of the university including 17 administrators, 5 faculty members, 12 staff, 7 alumni, and 64 students determined using the Sloven Formula (99 percent confidence level and 13 percent margin of error) and who were selected using the random sampling technique answered the researcher-made instrument using Google Forms.

The data were tabulated, and analyzed according to the following statistical tools using the software Statistical Package for Social Sciences (SPSS) and Microsoft Excel 2019. In addition to this, data were summarized primarily using mean and standard deviation.

The data were transferred to SPSS for data analysis. Frequency count and percent were utilized to gauge the respondents’ distribution as to sex and category as stakeholders. Mean was used to determine their average awareness scores and acceptability of the VMGOs. The mean scores were described according to the guidelines. Standard deviations were also computed to gauge how consistent their responses were regarding their awareness and the acceptability of the VMGOs. Pearson correlation was used to explore the relationship between the awareness and acceptability scores.

The researcher-made questionnaire using the extension application of Google Forms was utilized to measure the extent of awareness and acceptability of the stakeholders. Part I of the instrument is the respondent’s demographic profile, Part 2 contains items on the awareness of the new RMTU vision, mission, and the goals and objectives of the College of Communication and Information Technology, Part 3 contains the participation in the revision of the PRMSU vision statement and Part 4 contains the understanding and acceptability of the VMGO.

Results and Discussion

Socio-Demographic Profile of the Respondents. The stakeholders who participated in the study is comprised of administrators, faculty, staff, alumni, and students. Table 1 shows the demographic profile of the respondents.

Table 1. Socio-Demographic Profile of the Respondents

Profile	Frequency	Percentage
Age		
15-24	86	81.90
25-34	18	17.14
35-44	1	0.95
45-54	0	0.00
54-64	0	0.00
TOTAL	105	100.00

Gender		
Male	50	47.62
Female	55	52.38
TOTAL	105	100.00
Civil Status		
Married	3	2.86
Single	102	97.14
Widow/er	0	0.00
Separated	0	0.00
TOTAL	105	100.00
Role as PRMSU's stakeholder		
Administrator	17	16.19
Faculty	5	4.76
Staff	12	11.43
Student	64	60.95
Alumni	7	6.67
TOTAL	105	100.00

Awareness of the PRMSU Vision, Mission & Goals, and Objectives of the College of Communication and Information Technology. The formulation of the PRMSU vision is in response with the ASEAN Integration and internationalization of HEIs in various part of the world. The PRMSU vision statement is "The President Ramon Magsaysay State University shall be a progressive learner-centered research university recognized in the ASEAN Region in 2020." The

mission statement which is culled from Section 2 of Republic Act No. 11015 "An Act Renaming the Ramon Magsaysay Technological University (RMTU) as the President Ramon Magsaysay State University (PRMSU) approved on April 20, 2018. The goals and objectives of the College Communication and Information Technology serve as a mirror in the realization of the college's aspirations as prospective teachers hurdle the 21st-century society challenges.

Table 2. Level of Awareness of the Stakeholders on PRMSU's VMGO

Awareness of the PRMSU's Vision, Mission & Goals, and Objectives of the College Communication and Information Technology.			
Role as RMTU Stakeholder	Level of Awareness		Verbal Description
	Mean	SD	
Administrator	2.07	0.39	Aware
Faculty	2.38	0.38	Very much aware
Staff	3.00	0.00	Very much aware
Student	2.34	0.52	Very much aware
Alumni	3.00	0.00	Very much aware
Weighted Mean	2.56		Very much aware

Table 2 shows that the stakeholders of the university are Very Much Aware of the vision, mission goals, and objectives of the college. The alumni, faculty, students, and staff are Very

Much Aware of the VMGO whole administrators and students are aware of the university's mandates.

Table 3. Level of Participation in the Vision Reformulation.

Participation in the revision of the PRMSU's Vision statement			
Role as PRMSU Stakeholder	Level of Awareness		Verbal Description
	Mean	SD	
Administrator	0.94	0.65	Partial participation
Faculty	1.45	0.46	Full participation
Staff	2.00	0.00	Full participation
Student	1.30	0.68	Full participation
Alumni	2.00	0.00	Full participation
Weighted Mean	1.54		Full participation

Table 3 shows that the stakeholders have Full Participation in the revision of the vision statement. In particular, the alumni, staff, stu-

dents, and faculty fully participated in the vision reformulation while the administrator's members partially participated.

Table 4. Understanding and Acceptability of the VMGO

Understanding and Acceptability of the VMGO (Vision, Mission, Goals, and Objectives (VMGO))			
Role as RMTU Stakeholder	Level of Awareness		Verbal Description
	Mean	SD	
Administrator	2.26	0.61	Very clear
Faculty	2.28	0.63	Very clear
Staff	3.00	0.00	Very clear
Student	2.45	0.63	Very clear
Alumni	3.00	0.00	Very clear
Weighted Mean	2.60		Very clear

Table 4 shows that the stakeholders very clearly understand the VMGO. Furthermore, the VMGO is also acceptable for them. In particular, the VMGO is very clear for the administrators, alumni, faculty, staff, and students.

Conclusions

Based on the findings, the stakeholders are Very Much aware of the university's new vision statement, mission and goals, and objectives of the communication and information technology program, they have full participation in the revision of the vision statement. The VMGO is clear, understandable, and acceptable as perceived by the stakeholders.

Recommendations

1. A massive information dissemination campaign through various media types must be conducted to inform the stakeholders of the vision statement.

2. Stakeholders must be encouraged to take part in realizing the college and university's VMGO.

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