

A STUDY ON AWARENESS, UNDERSTANDING, AND ACCEPTANCE OF COLLEGE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY (CICT) GOALS, PROGRAM OBJECTIVES, AND ITS CLARITY WITH THE VISION AND MISSION OF THE BULACAN STATE UNIVERSITY

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Abstract

This study determines the awareness of the stakeholders on the vision, mission, goals, and objectives (VMGO) and how these are disseminated; evaluates the stakeholders' understanding and acceptance of the VMGO. It uses a descriptive type of research using a stakeholder survey questionnaire in the google form to gather data. Results show that the stakeholders are very aware of the vision and mission of the Bulacan State University (BulSU), goals of the College of Information and Communications Technology (CICT), and program objectives of the Bachelor of Science in Information and Communications Technology (BSIT). The study also reveals that the majority of the stakeholders perceive that the goals of CICT are clearly stated and are consistent with the Bulacan State University vision and mission as evident with each congruency to educational practices, research, and extension activities. It also shows that the stakeholders, especially the parents, faculty members, administrators/staff are very aware, understand, and accept the VMGO with very high mean ratings. Thus, the massive information dissemination campaign through various social media types of the revised goals of the CICT and the BSIT objectives can be undertaken to further enhance the stakeholders' awareness, understanding, and acceptance of the vision and mission of BulSU particularly to students, alumni, and industry partners.

Keywords: *Vision, Mission, Goals, Objectives (VMGO); stakeholders; descriptive; awareness, understanding, acceptance*

INTRODUCTION

The state university's vision, mission, goals, and objectives (VMGO) should be the basis of its operations. The VMGO is the most fundamental component of a university's existence. The operations including the everyday transactions rely on the basic concepts of its VMGO. During accreditation, the VMGO is one of the essential areas that need to be surveyed and evaluated. Everything in the university is justified only to the extent that it realizes its VMGO (The Accrediting Agency of Chartered Colleges and Universities in the Philippines, 2010). The vision of a particular school of learning leads all the people working in that educational entity to what they foresee their university to become in the future. It can be compared to a bible of that edifice of learning, in which all the administrators, members of the faculty, staff, students, parents, and stakeholders (community members and officials) are expected to know it. The **mission** on the other hand shows the way how the vision is to be met. It tells what the school would like to produce on their mentee in the future. It also shows how to go about the fulfillment of such a vision. The **goal/s** of the college envisioned what they want their graduates to become. It states the purpose of the existence of the said college. The objectives are taken from every

specialization/major in that particular college.

This has to be known to the students who are enrolled for them to be guided what will become of them when they graduate; what are expected of them as a graduate in that particular field of endeavor and the polishing of their character as a graduate of this university. According to (CHED, Series of 2012) the mission and vision are statements on the long-term self-view of the institution and the environment in which it operates. It includes the reason for its existence, its lasting role and importance, and what it does to achieve this. Program objectives are statements that help to prepare graduates to become successful in their chosen careers and profession and achieve such within three to five years of graduation and are aligned to the needs of the industry and workforce for graduates in these programs.

Several studies in the Philippines for accreditation, monitoring and evaluation purposes have been done to assess the stakeholders' level of awareness and acceptability on VMGO (Bueno, 2019; Cascolan & Venture, 2019; Castillo, 2014; Constantino et al., 2020; Nozaleda, 2019; Oboza, 2017; Pelicano & Lacaba, 2016; Poliden & Bela-o, 2018; Segismundo, 2017; Villanca et al., 2020), the relevance and congruence of VMGOs (Bentor et al., 2017; Reusia et al., 2020; Tan & Borres, 2020), and at the same time the extent of dissemination (Gallinero & Otig, 2017; Laurente, 2019). The said studies have also concentrated on different degree programs such as business administration (De Guzman et al., 2018), economics (Estrada, 2018), electromechanical technology (Salom & Florendo, 2013), midwifery (Dela Rosa & Pantaleon, 2018), nursing (Belo-Delariarte et al., 2017; Compelio et al., 2015; Rañeses, 2018), public administration (Siniguian, 2018), and teacher education (Fernandez, 2015; Rogayan, 2019).

All Colleges of Bulacan State University must have goals that are consistent with the University's vision and mission and all the programs must have objectives that are consistent with the goals of the college. The College of Information and Communications Technology (CICT) of the Bulacan State University offers two programs and one of which is top-performing towards Level four accreditation and also considered as a provider/service college to the other colleges of the university. All of its programs aim to produce graduates that can demonstrate critical thinking, competencies, communications, and collaboration in their fields of specialization or chosen careers, with ethical leadership and proper values.

Because of the above, this study aims to assess the level of awareness, understanding, and acceptance of the stakeholders on the university's revised BulSU vision and mission, CICT goals, and objectives of the BSIT programs. Specifically, this study sought answers to the following research questions:

1. What is the level of awareness of the VMGO as perceived by the stakeholders?
2. What is the degree of understanding and acceptance of the stakeholders in the revised VMGO?
3. How may the CICT goals and BSIT program objectives be described based on the clarity and consistency with the BulSU vision and mission as perceived by the stakeholders?
4. Are there significant differences in the stakeholders' responses on the level of their awareness, understanding, and acceptance, and clarity and consistency of the goals and objectives with the vision and mission of the University?

METHODOLOGY

The study used descriptive cross-sectional survey research to describe the stakeholders' level of awareness, understanding, and acceptability of the vision, mission, goals, and objectives. There were 374 stakeholders included in the study. The majority of the respondents were students (76.2%) followed by faculty members (8.3%), administrators/staff (4.3%), and parents (8.6%), and alumni/industry partners (2.7%). The high number of student-respondents implies that the major stakeholders of the services offered by the university are the students. The researchers adopted the questionnaire that was based on the 2010 AACUP Revised Instruments. A non-random convenience sampling was used; that is, respondents are chosen as to who were readily available. The gathering of data was done by the researchers through the use of a survey questionnaire in the google form. The data collected were tabulated and analyzed using SPSS. Frequency, percentage distribution, mean, and analysis of variance were employed.

RESULTS AND DISCUSSION

The first part of this study deals with the level of awareness of the vision, mission of Bulacan State University. This also includes the level of awareness of the College of Information and Communications Technology goals and at the same time the Bachelor of Science in Information Technology program objectives. The data was gathered from the respondents namely: students, faculty, administration and staff, parents, and alumni, and industry partners. The scale below was used to measure the level of awareness, acceptability, clarity, and consistency.

4.5 – 5.0	Very Aware	Very Acceptable	Strongly Agree
3.5 – 4.49	Aware	Acceptable	Agree
2.5 – 3.49	Moderately Aware	Moderately Acceptable	Moderately Agree
1.5 – 2.49	Slightly Aware	Slightly Acceptable	Disagree
1.0 – 1.49	Not Aware	Not Acceptable	Strongly Disagree

LEVEL OF AWARENESS OF THE UNIVERSITY'S VISION AND MISSION AND CICT GOALS AND BSIT PROGRAM OBJECTIVES

Table 1 shows the level of awareness of stakeholders on the VMGOs. The data reveal that all the respondents are very aware of the Vision and Mission of the Bulacan State University with an average mean score of 4.78.

Table 1. Level of Awareness of the University's Vision and Mission and CICT Goals and BSIT Program Objectives

Item	Students	Faculty	Admin/Staff	Parents	Alumni/ Industry Partners	Average Mean
I am aware of the Vision and Mission of Bulacan State University.	4.5	4.94	4.80	4.84	4.81	4.78
I am aware of the Goals of CICT.	4.37	4.90	4.70	4.69	4.69	4.67
I am aware of the Objectives of the Program offered by the CICT	4.41	4.90	4.60	4.56	4.75	4.64
I am aware that the VMGO are displayed on bulletin boards	4.43	4.90	4.70	4.66	4.75	4.69
I am aware that the VMGO are printed in catalogs, manuals, and other materials	4.43	4.90	4.80	4.69	4.63	4.69
I am aware that the VMGO are broadcast in media and/or internet/website	4.35	4.84	4.60	4.75	4.75	4.66

I am aware that the VMGO are integrated into course syllabi	4.33	4.94	4.70	5.0	4.75	4.74
I am aware that the VMGO are disseminated during general orientation of students, faculty of the university	4.42	4.94	4.70	5.0	4.69	4.75
I am aware that the VMGO are widely disseminated to the different agencies, institutions, industry sector, and the community as a whole	4.21	4.81	4.50	4.87	4.69	4.62
Overall Weighted Mean	4.38	4.90	4.68	4.78	4.72	4.70

The faculty respondents are very aware of the College of Information and communications Technology goals followed by stakeholders such as administrators/staff, parents, alumni, and industry partners while the students are the least aware of the goals. The average mean of 4.67 which is interpreted as very aware was exhibited from the table above. Furthermore, the data show that all the stakeholders are very aware of the objectives of the Bachelor of Science in Information Technology program. Likewise, the stakeholders are also very aware except the students who believed and were aware of the program objectives.

DEGREE OF UNDERSTANDING AND ACCEPTABILITY OF THE VMGO

Table 2 and 3 showed stakeholders' understanding and acceptability of the VMGO. It can be gleaned from the table that all stakeholders understand with very acceptable (OWM = 4.82) VMGO of the university. Among the respondents, students had the lowest level (OWM = 4.51) of understanding and level of acceptability of the institutions' VMGO. It is noteworthy of attention

Table 2 Degree of Understanding and Acceptability of the VMGO

Item	Students	Faculty	Admin/Staff	Parents	Alumni/ Industry Partners
I understand and accept the Vision and Mission of Bulacan State University	4.52	4.90	4.80	5.00	4.88
I understand and accept the Goals of CICT	4.51	4.94	4.80	5.00	4.88
I understand and accept the Objectives of the Program where I belong and the responsibility of realizing such objectives in my capacity.	4.50	4.94	4.70	5.00	4.88
OWN	4.56	4.92	4.77	5.00	4.88

Table 3. Summary of the Degree of Understanding and Acceptability of the VMGO

Stakeholder	Vision and Mission	CICT Goals	Program Objectives	OWM
Students	4.52	4.51	4.50	4.51
Faculty	4.90	4.94	4.94	4.93
Admin/Staff	4.80	4.80	4.70	4.77
Parents	5.00	5.00	5.00	5.00
Alumni/Industry Partners	4.88	4.88	4.88	4.88
Weighted Mean	4.82	4.83	4.80	4.82

that the parents and faculty/staff had the highest mean average of 5.00 and 4.93, respectively than the administrator/staff (OWM = 4.77) and alumni/industry partners (OWM=4.88). This implies that the relationship between parents and teachers has instilled in their minds the institution's VMGO as they are the performers of frontline services to the students.

UNDERSTANDING AND ACCEPTABILITY OF VMGO AMONG STAKEHOLDERS

Table 4 reveals respondents' perceptions toward VMGOs clarity and consistency.

Table 4. Level of Clarity and Consistency of the CICT Goals and BSIT Program Objectives with the BulSU Vision and Mission

Item	Students	Faculty	Admin/Staff	Parents	Alumni/ Industry Partners	General Average
The Vision clearly shows what Bulacan State University plans to become in the future.	4.55	4.97	4.80	5.00	4.94	4.85
The mission reflects the legal and educational mandate of Bulacan State University	4.46	4.90	4.80	5.00	4.88	4.81
The Goals of CICT are clearly stated and are consistent with the Mission of Bulacan State University.	4.48	4.94	4.80	5.00	4.94	4.83
The Program Objectives are consistent with the Goals of CICT	4.48	4.94	4.90	5.00	4.94	4.84
The Program Objectives clearly state the expected outcomes in terms of competencies or technical skills of students and graduates.	4.48	4.94	4.80	5.00	4.88	4.82
The Program Objectives clearly state the expected outcomes in terms of research and extension capabilities of students and graduates	4.50	4.94	4.80	5.00	4.94	4.84
The Program Objectives clearly state the expected outcomes in terms of students' ideas, desirable attitudes, and personal discipline	4.49	4.94	4.80	5.0	4.88	4.82
The Program Objectives clearly state the expected outcomes in terms of moral character.	4.46	4.94	4.80	5.0	4.94	4.83
The Program Objectives clearly state the expected outcomes in terms of critical thinking skills.	4.52	4.94	4.70	5.00	4.94	4.82
The Program Objectives clearly state the expected outcomes in terms of aesthetic and cultural values	4.50	4.94	4.70	5.00	4.48	4.72
OWM	4.50	4.94	4.79	5.00	4.91	4.83

Mostly, the respondents strongly agree that the vision clearly shows what Bulacan State University plans to become in the future and the mission reflects the legal and educational

mandate of Bulacan State University with an overall weighted mean of 4.85 and 4.81, respectively. Hence, the respondents have high mean ratings for both the vision and mission clarity and consistency specifically in terms of meaning and terms used in the statements, understandability, alignment to the values being promoted by the University. The table also reflects that the goals of the College of Information and Communications Technology are very acceptable to the majority of the stakeholders. The goal statements are very acceptable specifically the way the statements are stated, their focus on accomplishing the mission, and also in terms of adaptability and relevance. Similarly, in the study of Oboza ,2017 all stakeholders accept and understand the VMGOs. They also agree that the VMGOs are clear and are reflective of the mandate of the University.

Table 5 ANOVA on the differences in the responses of the stakeholders According to Awareness, Understanding, and acceptability, and clarity and consistency of the CICT goals to University Vision and Mission

As indicated from the table, there is a significant difference among the responses of the stakeholders regarding their perceptions on the understanding and acceptability, clarity, and consistency of the VMGO with F-value of 5.962, 6.562, and 7.509 and a significant value of .000.

		Sum of Squares	df	Mean Square	F	Sig.
ATG	Between Groups	11.379	4	2.845	5.962	.000
	Within Groups	176.078	369	.477		
	Total	187.457	373			
UAG	Between Groups	11.847	4	2.962	6.562	.000
	Within Groups	166.094	368	.451		
	Total	177.941	372			
CCG	Between Groups	12.332	4	3.083	7.509	.000
	Within Groups	151.510	369	.411		
	Total	163.842	373			

Legend: ATG = Awareness, UAG= Understanding, CCG= Clarity and Consistency

This implies that a significant difference exists among the students, faculty members, administrator/staff, parents, and alumni/industry partners. However, in Batangas State University, Castillo (2014) found out that there is no significant difference among the responses of the stakeholders when they are grouped according to the program where they belong regarding the awareness on the vision, mission, goals and objectives.

CONCLUSION AND RECOMMENDATIONS

The study assessed the awareness, understanding, and acceptance level of university stakeholders on the university's vision and mission and the goals of the CICT, and objectives of the BSIT. Stakeholders are very aware of the revised vision statement, mission, and goals, and objectives. All stakeholders have full participation in the revision of the vision/mission statement. For the stakeholders, the VMGO is very clear, understandable, and acceptable. The study recommends that a massive information dissemination campaign through various social media types can be conducted on the revised vision statement, the institution's mission, and the goals and objectives of the CICT-BSIT. Such media types include the use of social media, infographics, radio, cartoons, the posting of tarpaulins in the university and community's strategic locations,

and the use of video clips. Stakeholders are also encouraged to take part in the realization of the university's target outcomes and mandates.

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