

# Awareness and Acceptability of the Pangasinan State University Vision, Mission, Campus Goals and the Program Objectives

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**Abstract** – The vision, mission, goals and objectives serve as the guiding principle of an educational institution. The success of an institution depends upon unity in people’s thoughts and interests, both physically and philosophically. The view of the world is influenced by the values the people hold in the institution. They need to reconcile differing perspectives, find common ground, and create a shared vision and mission. This study was conducted to determine the level of awareness and acceptability among employee, students, alumni and community on the vision, mission, campus goals and objectives of Pangasinan State University, Asingan Campus. The level of awareness and acceptability of the respondents were based on the responses of the respondents on the Awareness and Acceptance of the Pangasinan State University vision, mission, campus goals and objectives questionnaire. Data from the respondents were gathered through simple random sampling. Descriptive Statistics was used in the analysis of the data. Result showed that majority of the respondents were very highly aware of the University vision, mission, campus goals and objectives. They also had very high acceptance of the University vision, mission, and campus goals. In terms of the program objectives, the respondents were very highly aware of their specific programs and they have a very high acceptance on their specific program objectives. Based on the foregoing, it is recommended that PSU Asingan should continuously work for the awareness and acceptance of the PSU VMGO. Similar research should be conducted using other statistical tool such as t-test and one-way ANOVA to test the difference between means.

**Keywords** – acceptability, awareness, goal, mission, program objective, vision

## INTRODUCTION

The Pangasinan State University was created by virtue of P.D. No. 1497 promulgated on June 11, 1978 and took effect on July 1, 1979. As provided for under this law, PSU exists as a university system by having integrated the colleges in the province of Pangasinan. These colleges now constitute the nine campuses of the University namely: Alaminos Campus, Asingan Campus, Bayambang Campus, Binmaley Campus, Infanta Campus, Lingayen Campus, San Carlos Campus, Sta Maria Campus, and Urdueta Campus [1].

PSU Campus has been producing graduates of the Bachelor in Industrial Technology (BIT), Bachelor of Science in Industrial Education (BSIE), and Associate in Industrial Technology (AIT). In later years, it has expanded its curricular offerings which include among others Bachelor of Elementary Education (BEEd), Bachelor in Secondary Education (BSEd), Bachelor of Science in Information and Communication Technology (BSICT), and Bachelor of Science in Nutrition and Dietetics (BSND). During the school year 2007-2008 BSND was abolished, leaving the Campus with five

program offerings. In 2010, Bachelor of Science in Business Administration (BSBA) was included in the course offerings [2].

The vision, mission, goals and objectives serve as the guiding principle of an educational institution. VMGO statements are the fundamental guides for the future of the institution and its academic programs [3]. A vision is a statement about what the organization wants to achieve [4]. Vision states the institution hope to become in the future. Mission reflects the mandate/aim of the whole state university or state college. Goals are the aims at the hierarchical structure below the institutional level (the academic college/institute/school); and the Objectives are the aims at the program level [5].

Though the Campus continues to grow and develop in terms of the academic offerings, physical plant, communication facilities, number of teaching personnel, and number of students, in response to its mandated four-fold functions along the areas of instruction, research, extension, and production, an empirical data on the awareness and acceptability of the

Pangasinan State University vision, mission, campus goals and program objectives by the various clientele groups is needed, to improve the operation of programs/services by the Campus, hence this study was conducted.

This study aimed to generate necessary and useful data for the policy makers of the College and University. The research aimed to measure the clientele's level of awareness and acceptability of the VMGOs of the college.

Result of this study will be used as the basis in the formulation of Vision, Mission, Campus Goals and Program Objectives of the college to meet the needs of the industry, public service and civil society. It will also be used to strengthen the involvement in the dissemination of its vision, mission, campus goals and program objectives/outcomes among its clientele.

### OBJECTIVES OF THE STUDY

This study aimed to evaluate the level of awareness and acceptability of the employees, students, alumni, and community on the Pangasinan State University Vision, Mission, Campus Goals, and the Program Objectives.

Specifically, it sought answer to the following questions:

1. What is the level of awareness and acceptability of employee on the University vision, mission, campus goals and objectives of the Institution?
2. What is the level of awareness and acceptability of students on the University vision, mission, campus goals and objectives of the Institution?
3. What is the level of awareness and acceptability of alumni on the University vision, mission, campus goals and objectives of the Institution?
4. What is the level of awareness and acceptability of community on the University vision, mission, campus goals and objectives of the Institution?

### MATERIALS AND METHODS

Descriptive method of research was used in this study. The respondents were randomly chosen among employees, students, alumni and community. This study was conducted in the school year 2015-2016 with a total of 294 respondents which includes 31 employees (faculty and non-teaching), 81 students(17 BEE, 29 BSE,

22 BSIT and 13 BSBA), 98 alumni (24 BEE, 30 BSE, 28 BSIT, and 16 BSBA) and 84 community.

### Data Gathering Instruments

Level of awareness and acceptability were based on the Awareness and Acceptance of the Pangasinan State University Vision, Mission, Goals and Objectives Questionnaire [2]. Rating scale on awareness and acceptability of the University vision, mission, campus goals and objectives were constructed on the basis of the five-point Likert-Scale.

**Table 1: Likert-Scale on the Awareness towards VMGO**

Scale	Range	Interpretation
5	4.21-5.00	Very Highly Aware
4	3.41 – 4.20	Highly Aware
3	2.61 – 3.40	Fairly Aware
2	1.81 – 2.60	Slightly Aware
1	1.00 – 1.80	Very Slightly Aware

**Table 2: Likert-Scale on the Acceptability towards VMGO**

Scale	Range	Interpretation
5	4.21-5.00	Very Highly Accepted
4	3.41 – 4.20	Highly Accepted
3	2.61 – 3.40	Fairly Accepted
2	1.81 – 2.60	Slightly Accepted
1	1.00 – 1.80	Very Slightly Accepted

### Data Analysis

Descriptive statistics was used to determine the level of awareness and acceptability of the Pangasinan State University vision, mission, campus goals and objectives.

### RESULTS AND DISCUSSION

#### *Awareness and Acceptability of Employee on the VMGO of the Institution*

**Table 3: Awareness of the PSU Employee on the VMGO**

Awareness of PSU Employee	Mean Rating	Descriptive Rating
Vision	4.80	VHA

Mission	4.60	VHA
Campus Goal	4.40	VHA
BEE Objectives	4.47	VHA
BSE Objectives	4.40	VHA
BSIT Objectives	4.35	VHA
BSBA Objectives	4.73	VHA

Legend: VHA = Very Highly Aware

It can be shown from table 3 that the PSU employees are very much aware of the vision, mission, campus goals and program objectives of the Institution with a descriptive rating of very highly aware. Findings indicate that the respondents knew very well the context of the VMGO statements. They participated in the VMGO dissemination through their curricular, syllabus, projects, consultations, programs and seminars.

**Table 4: Acceptability of PSU Employee on the VMGO**

Acceptance of PSU Employee	Mean Rating	Descriptive Rating
Vision	4.60	VHA
Mission	4.60	VHA
Campus Goals	4.76	VHA
BEE Objectives	4.36	VHA
BSE Objectives	4.49	VHA
BSIT Objectives	4.28	VHA
BSBA Objectives	4.41	VHA

Legend: VHA = Very Highly Accepted

Table 4 revealed the acceptance of the PSU employees on the VMGO of the Institution. It can be seen from the table that the VMGO were very highly accepted by the PSU employees.

**Awareness and Acceptability of Students on the VMGO of the Institution**

**Table 5: Awareness of the Students on the VMGO**

VMGO	Awareness of Students				Mean Rating	Descriptive Rating
	BEE	BSE	BSIT	BSBA		
Vision	4.41	4.71	4.58	4.50	4.55	VHA
Mission	4.59	4.57	4.50	4.67	4.58	VHA
Campus Goals	4.59	5.00	4.67	4.06	4.58	VHA
Objectives	4.55	4.75	4.52	3.86	4.42	VHA

Legend: VHA = Very Highly Aware

Table 5 shows the level of awareness among college students on the vision, mission, campus goals and program objectives of the institution. It can be seen from the table that the BSE has the highest mean rating in terms of vision, campus goals, and objectives. In terms of the mission, the BSBA returned the highest. In terms of the means rating of the students, it can be implied from the table that students are properly informed of the Vision, Mission, Goals and Objective (VMGO) of the university with a mean rating of 4.55, 4.58, 4.58, and 4.42 respectively with a descriptive rating of Very Highly Aware in all the areas. This can be attributed to the practice of integrating the VMGO in the syllabi of the faculty and it is discussed as the first lesson in every subject. Likewise, the posting of VMGO in classrooms and offices makes it accessible for students to read the content of the VMGO.

**Table 6: Acceptability of Students on the VMGO**

VMGO	Acceptance of Students				Mean Rating	Descriptive Rating
	BEE	BSE	BSIT	BSBA		
Vision	4.35	4.71	4.33	4.13	4.38	VHA
Mission	4.65	4.57	4.42	4.13	4.44	VHA
Campus Goals	4.60	4.64	4.50	3.92	4.41	VHA
Objectives	4.78	4.82	4.48	4.66	4.68	VHA

Legend: VHA = Very Highly Accepted

It can be noted from table 6 that the VMGO of the Institution is very highly accepted by the students as indicated in the mean ratings shown above. The students' aspiration is in line with the university's thrusts.

**Awareness and Acceptability of Alumni on the VMGO of the Institution**

BSBA Objectives	4.50	VHA
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Legend: VHA = Very Highly Aware

**Table 7: Awareness of Alumni on the VMGO**

VMGO	Awareness of Alumni				Mean Rating	Descriptive Rating
	BEE	BSE	BSIT	BSBA		
Vision	4.50	4.71	4.75	4.31	4.57	VHA
Mission	5.00	4.57	4.68	4.31	4.64	VHA
Campus Goals	4.47	4.42	4.46	3.86	4.30	VHA
Objectives	4.64	4.82	4.48	4.60	4.63	VHA

Legend: VHA = Very Highly Aware

It can be seen from table 7 that the alumni were very highly aware of the VMGO of the Institution. In terms of vision and mission, the BSIT alumni has the highest mean score. In terms of campus goals the highest mean rating was the BEE and in terms of objectives the highest mean rating was the BSE.

**Table 8: Acceptability of Alumni on the VMGO**

VMGO	Acceptance of Alumni				Mean Rating	Descriptive Rating
	BEE	BSE	BSIT	BSBA		
Vision	4.25	4.71	4.71	4.71	4.60	VHA
Mission	4.50	4.86	4.64	4.71	4.68	VHA
Campus Goals	4.44	4.79	4.56	4.54	4.58	VHA
Objectives	4.78	4.82	4.55	4.66	4.70	VHA

Legend: VHA = Very Highly Accepted

Table 8 revealed the acceptability of Alumni on the VMGO, it can be seen from the table that the alumni rated the VMGO as very highly accepted.

**Table 9: Awareness of the Community on the VMGO**

Awareness of Community	Mean Rating	Descriptive Rating
Vision	4.31	VHA
Mission	4.31	VHA
Campus Goals	4.48	VHA
BEE Objectives	4.51	VHA
BSE Objectives	4.53	VHA
BSIT Objectives	4.63	VHA

Table 9 revealed the awareness of the community on the VMGO of the Institution. Findings revealed that the community are very highly aware of the VMGO of the University. It is a positive indicator that the community are aware of what the University is trying to deliver to the students.

**Table 10: Acceptability of the Community on the VMGO**

Acceptance of Community	Mean Rating	Description
Vision	4.62	VHA
Mission	4.54	VHA
Campus Goals	4.75	VHA
BEE Objectives	4.73	VHA
BSE Objectives	4.88	VHA
BSIT Objectives	4.91	VHA
BSBA Objectives	4.40	VHA

Legend: VHA = Very Highly Accepted

It is interesting to note that the community very highly accepted the VMGO of the University as revealed in Table 10. Having linkage with the community facilitates the operation of the University especially in Research and Extension.

**CONCLUSION AND RECOMMENDATION**

The overall result showed that the respondents are very highly aware of the University vision, mission, campus goals and objectives. They also had very high acceptance of the University vision, mission, campus goals and objectives.

Based on the result of the study, it is recommended that PSU Asingan should continuously work for the awareness and acceptability of the PSU VMGO. It is also recommended that similar research should be conducted using other statistical tool such as t-test and one-way ANOVA to test the difference between means.

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