



## **Awareness, Acceptance, and Understanding of University Vision, Mission, College Goals, and BSIT Objectives of Laguna State Polytechnic University Stakeholders towards its VMGO**

John Michael Del Rosario Aquino\* & Enrico Rivano

*Laguna State Polytechnic University Sta. Cruz, Laguna, 4000 Philippines*

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### **Abstract**

The center of all universities' operations must be the vision, mission, goals, and objectives (VMGO). These statements have a vital role in the process of the institutions, and it applies to all types of organizations, both public and private. This research was conducted to determine the stakeholders' level of awareness, acceptance and understanding of the VMGO of Laguna State Polytechnic University, College of Industrial - Sta. Cruz, Campus and its relationship. This study employed a quantitative descriptive method, using a questionnaire with a total of 158 respondents among stakeholders. The respondent's rating in the survey ranged from highest to lowest of the magnitude, to identify the respondents' level of awareness and was analyzed as shown in the results and discussions section. The level of awareness, acceptance, and understanding in the University's VMGO are extremely accepted by the respondents among all stakeholders. There is a significant relationship between the awareness and acceptance and understanding which was pegged at 0.841 correlation coefficient and having p value of .036. It is recommended that LSPU continue to promote the awareness, acceptability, and understanding of the LSPU VMGO for the continuous development of the university.

### **Introduction**

All universities' operations are centered on their vision, mission, goals, and objectives (VMGO). The vision and mission statements must show the purpose of Laguna State Polytechnic University (LSPU) (De Guzman, Estira, Arquillano, & Ventayen, 2018) as agreed by Nozaleda (2019) that all operations of the university must be based on the VMGO. Every university has its own VMGO which will lead the entire system's form of action in all of its development direction, projects, and engagements, as well as all of its procedures (Tan &

Borres, 2020). In addition, the different colleges or state universities that are seeking accreditation, the VMGO is the primary and essential area among the ten (10) areas measured in AACUP accreditation. Therefore, the institution needs to formulate the vision and mission, which should be the basis of all activities and development of the institution (AACUP revised Instrument, 2014).

It was reflected on in the CMO No. 37, 2012 that the statements of vision and the mission are the long-term view of the academe and the environment where it

\* Corresponding Author  
e-mail: [johnmichael.aquino@lspu.edu.ph](mailto:johnmichael.aquino@lspu.edu.ph)

operates. It also includes the primary purpose of its existence, the long-term role and stature, and the process of achieving its goal. The process of the university in formulating and/ or revising the statements of vision and mission was started from the series of meeting with top management and administrative council. Consultation with other stakeholders was also considered. In revisiting the vision and mission, strategic development planning and workshops were conducted by the university and followed by consultation of the final draft. Finally, it was presented to the Board of Regents (BOR) for their approval.

All academic units, specifically the academic institution colleges, must provide reliable and anchored goals with the vision and mission of the University (Cascolan & Venture, 2019). All courses under an academic department need to give objectives parallel to the college's existing plans. Further, the College of Industrial Technology (CIT) was the pioneer and most prominent among all Laguna State Polytechnic University (LSPU) colleges since 1972. CIT has given its part to fulfill the mission of LSPU by producing industrial technicians and technologists who have experience and are promoted to function as the advisory or managerial roles in the industry.

The AACUP revised instrument (2014) for accreditation is focused on the outcomes-based assessment on the extent that the LSPU's statement of vision and mission are outcomes-based, to wit:

*VISION: The Laguna State Polytechnic University is the center of sustainable development initiatives transforming lives and communities.*

*MISSION: LSPU provides quality education through responsive instruction, distinctive research, and sustainable extension and production services for improved quality of life.*

The vision and mission of LSPU- CIT is enhancing the curriculum by conducting seminar workshops for the outcomes-based approach and participated by the stakeholders as well as organizing seminars for the faculty professional development that can be used for the teaching-learning process between the teachers and the students. As it transpires the curriculum will move the institution ahead, the school will grow globally, highlighting the value of education and professional endeavor (Castillo, 2014).

The AACCUP or the Accrediting Agency for Chartered Colleges and Universities in the Philippines provides standards in terms of quality and excellence

established upon the analysis of merits of its educational operation relatively to the VMGO of the university and gives service in its unique role in the society. The effectiveness and efficiency of the VMGO are presented in its structure, dissemination, and acceptability. To attain this, the university's stakeholders must fully understand the implication of VMGO.

Moreover, all stakeholders' awareness, acceptance, and understanding of the institution's VMGO will encourage individuals to actively participate and support the university's different activities, plans, and programs. The VMGO must be well-disseminated and accepted. In addition, the results of this study will help the administrators formulate policy and its implementation (Salom & Florendo, 2013) and the basis of college's initiatives for accomplishment, as well as potential improvements for increased distribution and guarantee of achievement (Rañeses, 2018).

## Objectives

The study was conducted to determine the stakeholders' awareness and acceptance of the VMGO of Laguna State Polytechnic University, College of Industrial - Sta. Cruz, Campus.

1. Identify the level of awareness on the content and how to spread vision, mission, goals, and objectives to LSPU Stakeholders.

1.1 Students

1.2 Faculty

1.3 Administrative Personnel

1.4 Parents

1.5 Alumni

1.6 Cooperating Agency, Industry, and other linkages

2. Determine the acceptance and understanding level of the vision, mission, goals, and objectives of LSPU Stakeholders.

2.1 Students

2.2 Faculty

2.3 Administrative Personnel

2.4 Parents

2.5 Alumni

2.6 Cooperating Agency, Industry, and other linkages

3. To study relationship between the level of awareness on the content and the manner of spreading VMGO and acceptance and understanding level regarding the VMGO of LSPU Stakeholders.

## Conceptual Framework



Figure 1 Conceptual Framework

The conceptual framework shows the interrelationship of the variables. The LSPU Vision and Mission statements together with the CIT goals and objectives are studied to determine the awareness, acceptance of understanding among stakeholders of the university, particularly in CIT. The Institution must continuously make a concerted effort to disseminate the VMGOs using numerous methods (Estrada, 2018) and alignment of planned activities (Queriones et al., 2019; Arado et al., 2019) for long-term viability enabling progress and expansion (Ramos, 2021; Dico et al., 2019) for the awareness, acceptance and understanding of the VMGO.

## Research methodology

The study used the quantitative research design utilizing descriptive method to gather information about the stakeholders' awareness and acceptance of the LSPU's Vision, Mission, College Goals and Objectives. The descriptive method was employed to collect data on the prevailing conditions for description

Table 1 Respondents' Profile

| Demographics             | Sex Assigned at Birth |        | Stakeholders |         |                          |         |        |                      |  |
|--------------------------|-----------------------|--------|--------------|---------|--------------------------|---------|--------|----------------------|--|
|                          | Male                  | Female | Students     | Faculty | Administrative Personnel | Parents | Alumni | Cooperating Industry |  |
| Frequency of Respondents | 111                   | 47     | 70           | 39      | 10                       | 13      | 9      | 16                   |  |
| Percentage               | 70%                   | 30%    | 45%          | 25%     | 6%                       | 8%      | 6%     | 10%                  |  |
| <b>Total</b>             | <b>100%</b>           |        | <b>100%</b>  |         |                          |         |        |                      |  |

and interpretation (Salaria, 2012). The researchers utilized non-random sampling among stakeholders of the university focusing on the College of Industrial Technology.

The sample population consisted of 158 respondents from LSPU Stakeholders, particularly in the College of Industrial Technology. The survey was distributed through google forms and respondents consisted as follows: students (70), faculty (39), administrative personnel (10), parent (13), alumni (9), and cooperating agency, industry and other linkages (16).

The research instrument employed was a self-made survey-type questionnaire. The researcher also used pilot testing for the validity and reliability of the instrument. The Cronbach alpha was applied to determine the consistency of the entire research instrument. The pilot testing revealed a 0.78 Cronbach alpha meaning the questionnaire is acceptable. In terms of The Index of Item-Objective Congruence (IOC), it showed that each item was qualified which pegged at equal to or greater to 0.50. The distribution of the questionnaires to the respondents was conducted in the year 2020 using online web provider. Each respondent was instructed to tick the number that best reflected their understanding in each statement. The link was sent to the students and faculty in their institutional emails. The parents that went to the school were asked to answer the link about their awareness and understanding the university VMGO. For the administrators, the human resource office of LSPU helped the researchers to send the link through emails and a follow up in their group chat. The alumni office provided the contact details of LSPU-CIT graduates that served as basis of sending emails. The researchers also sought the help of the college dean for the dissemination of the link to the cooperating agency, industry and other linkages. After administering the questionnaire, all data were collected, evaluated, and interpreted in utmost confidence

The data set was standardized by using a 5-point Likert scale: 4.21-5.00: Extremely Aware/Accept (EA); 3.41-4.20: Highly Aware/Accept (HA); 2.61-3.40: Aware/Accept (A); 1.81-2.60: Moderately Not Aware/Accept (MNA); 1.00-1.80: Not Aware/Accept (NA). The rating was based on stakeholders' awareness, acceptance, and understanding of the University's Vision and Mission, College Goals, and BSIT Objectives.

Nonetheless, frequency and percentage distribution were used for the informative presentation of respondents' profiles. Weighted mean and standard

deviation were used in presenting the summary values for vivid explanation in the results and discussions section to identify the respondents' level of awareness, acceptance, and understanding. In addition, Spearman RHO was used to determine if there was a significant relationship among the variables of the study. The researchers of this study strictly adhered to ethical research protocol regarding the procedure and data management of the study. The current study involved no ethical and safety risks to the respondents and researchers. Confidentiality was observed in handling the data used in the study.

## Results

The respondents were the stakeholders of the university, particularly in CIT. The stakeholders consisted of students of CIT with their parents, the college instructors and alumni, university' administrative personnel and the partner's industry of the college. The results of the study explained by the researchers to the respondents that this will be the basis of the process of disseminating VMGO in the university and other platforms. This also will be the indication of their awareness, acceptance and understanding on the VMGO statements.

### Students' Level of Awareness

The student's level of awareness in the content of LSPU VMGO showed extremely aware. It testifies that the students are extremely aware of the vision and mission (4.94), goals of the College of Industrial Technology (4.93), program's objective (4.89). The students were also marked as extremely aware that VMGO is promoted and disseminated in media or internet, widely distributed to different agencies, institutions, industry sector, and in the community (4.81), visible in bulletin boards (4.79), present in all printed catalogs, manuals and other materials or publications of the University (4.79). This is a good indicator that students were also willing to participate and achieve the VMGO of the university. Students must take part in various activities conducted by the university as well as by the college (Compelio et al., 2015).

### Faculty's Level of Awareness

In the faculty's level of awareness, four statements stood out at the extremely aware level which were pegged at 4.97: (1) Aware of the college's goals where they belong; (2) Aware of the Program's objectives of CIT; (3) VMGO are printed in catalogs, manuals and other publications of the University; and (4) Aware that the VMGO are broadcasted in media or internet/website. In

**Table 2** Awareness of University Vision and Mission, College Goals and BSIT Objectives of Stakeholders (students, faculty, administrative personnel, parent, alumni, and cooperating agency, industry and other linkages)

| Statement  | Students |      | Faculty |      | Administrative Personnel |      | Parents |      | Alumni |      | Cooperating Agency, industry and other linkages |      |
|--|----------|------|---------|------|--------------------------|------|---------|------|--------|------|---|------|
|  | Mean     | SD   | Mean    | SD   | Mean                     | SD   | Mean    | SD   | Mean   | SD   | Mean  | SD   |
| I am aware of LSPU's Vision and Mission.   | 4.94     | 0.22 | 4.92    | 0.28 | 4.80                     | 0.57 | 4.69    | 0.92 | 4.67   | 0.87 | 4.69  | 0.44 |
| I am familiar with the college's goals, as I am a member.  | 4.93     | 0.32 | 4.97    | 0.22 | 4.80                     | 0.47 | 4.85    | 0.67 | 4.78   | 0.78 | 4.38  | 1.18 |
| I am aware of the program's objectives to which I have been a member.  | 4.89     | 0.41 | 4.97    | 0.20 | 4.70                     | 0.44 | 4.85    | 0.52 | 4.56   | 1.14 | 4.50  | 1.02 |
| I am aware the VMGO is visible on bulletin boards.   | 4.79     | 0.91 | 4.92    | 0.34 | 4.90                     | 0.28 | 4.92    | 0.32 | 4.56   | 0.77 | 4.19  | 1.14 |
| I am aware, the VMGO is seen and printed in various materials like catalogs, manuals, and other publications.                      | 4.79     | 0.50 | 4.97    | 0.20 | 4.90                     | 0.32 | 4.92    | 0.37 | 4.44   | 1.02 | 4.63  | 1.04 |
| I know that the VMGO is broadcasted in the media and on the internet.  | 4.81     | 0.50 | 4.97    | 0.18 | 4.80                     | 0.41 | 4.92    | 0.32 | 4.56   | 0.96 | 4.81  | 0.51 |
| I know that the VMGO has been promoted and disseminated throughout many agencies, organizations, industry sectors, and the public. | 4.81     | 0.28 | 4.95    | 0.37 | 4.60                     | 0.94 | 4.92    | 0.51 | 4.56   | 1.14 | 4.63  | 1.02 |

addition, the faculty's awareness in terms of wide dissemination of VMGO to the different agencies, institutions, industry sector, and the community got the mean of 4.95 which means the faculty helps disseminate and promote VMGO to all partners agencies. Meanwhile, the respondents were less aware of vision and mission, and VMGO displays on bulletin boards resulting in the mean of 4.92. The faculty, as part of the institution, results showed that they participate well in the sharing and promoting the VMGO of LSPU in all stakeholders, particularly to their students and partners industry.

#### **Administrative Personnel's Level of Awareness**

The results showed that the administrative personnel were also extremely aware of the VMGO of the university. The respondents received the mean of 4.90 in the awareness that VMGO is printed in various materials like catalogs, manuals, and other publications and displayed on bulletin boards around the University. Moreover, the awareness in broadcasting the VMGO in media or on the internet and the vision, mission, and goals acquired the mean of 4.80. Meanwhile, the respondents rated 4.70 in the program's objectives and 4.60 in the dissemination of VMGO in the different agencies, institutions, industry sector, and the community. Personnel had more access to the bulletin boards and printed materials they saw around the university rather than dissemination in partner's industry, as shown in the results.

#### **Parents' Level of Awareness**

The parent's level of awareness had a composite mean of 4.87, which shows that the parents are extremely aware of the VMGO of the LSPU. They were extremely aware that VMGO was displayed on bulletin boards around the LSPU, printed in catalogs, manuals, and other publications, VMGO broadcast in media or internet/website, and widely disseminated to the different agencies, institutions, industry sector, and the community with the mean of 4.92. While the goals and objectives of the College of Industrial Technology where their children studied received 4.85. The parents' perspective with the lowest mean rating of 4.69 was the awareness of vision and mission of LSPU.

#### **Alumni Level of Awareness**

The level of awareness of alumni reveals that they are extremely aware in all statements. The awareness of the goals of the college stood out with the mean of 4.78

and 4.67 in the awareness of the vision and mission of LSPU. Further, four statements received the rating of 4.56: (1) awareness in the program's objectives of CIT; (2) VMGO displayed on bulletin boards around the University; (3) VMGO broadcasted in media and on the internet; and (4) VMGO widely disseminated to the different agencies, institutions, industry sector and the community. The lowest mean rating of 4.44 was regarding the printed catalogs, manuals, and other publications.

#### **Cooperating agency, Industry and Other Linkages Level of Awareness**

The results showed that the cooperating agency are extremely aware in the following statements: aware that the VMGO are broadcasted in media or internet/website (4.81); aware of LSPU's Vision and Mission (4.69); aware that the VMGO is seen and printed in various catalogs, manuals, and other publications (4.63), aware that VMGO has been promoted and disseminated throughout many agencies, organizations, industry sectors, and the public (4.63), aware of the objectives of the program (4.50); and goals of the College of Industrial Technology (4.38). On the other hand, displays on the bulletin received the mean of 4.19, which was rated as highly aware.

In the awareness of the University among stakeholders, the respondents extremely accepted the University's VMGO. It is reasonable that internal stakeholders such as administrators, teachers and staff must be well-versed in the academic institution's VMGO (Constantino et al., 2020). Likewise, the cooperating agency, parents, and alumni are very much aware as well in the VMGO of the university (Manapsal et al., 2019). The university and CIT undertake greater initiatives to disseminate the VMGO, particularly among non-teaching personnel. Actions must be much more concentrated in order for them to believe that the university's actions are aimed toward the fulfillment of the VMGO (Arado et al., 2019). Among the statements, the awareness of VMGO broadcasted in media or on the internet which was agreed by the respondents. Next was the awareness of LSPU's vision and mission and the college goals. At the same time, the awareness in printed materials, manuals, and catalogs. The objectives of the college and the dissemination of VMGO in the partner's industry or community was highly accepted by the respondent (Taiwo & Lawal, 2016). Meanwhile, the lowest mean rating among all the statements was the display on

bulletin boards about the VMGO. In addition, it was concluded that the Laguna State Polytechnic University shared and distributed the Vision, Mission, Goals, and Objectives of the respected college among stakeholders. These practices serve as a basis for the good governance of the university.

**Table 3** Acceptance and understanding of University Vision and Mission, College Goals and BSIT Objectives of Stakeholders (students, faculty, administrative personnel, parent, alumni, and cooperating agency, industry and other linkages)

| Statement  | Students |      | Faculty |      | Administrative Personnel |      | Parents |      | Alumni |      | Cooperating Agency, industry and other linkages |      |
|--|----------|------|---------|------|--------------------------|------|---------|------|--------|------|---|------|
|  | Mean     | SD   | Mean    | SD   | Mean                     | SD   | Mean    | SD   | Mean   | SD   | Mean  | SD   |
| I am familiar with and support LSPU's Vision and Mission.                                      | 4.91     | 0.22 | 4.95    | 0.24 | 4.80                     | 0.50 | 4.92    | 0.47 | 4.56   | 0.91 | 4.56  | 1.02 |
| I am aware of the aims of the college to which I have been accepted and agree with them.       | 4.94     | 0.47 | 4.97    | 0.18 | 4.80                     | 0.40 | 4.92    | 0.41 | 4.67   | 0.67 | 4.75  | 0.32 |
| I understand and accept the Program's Objectives and my responsibility for accomplishing them. | 4.93     | 0.34 | 4.95    | 0.24 | 4.90                     | 0.20 | 4.64    | 0.87 | 4.78   | 0.91 | 4.75  | 0.47 |

### Students' level of acceptance and understanding of VMGO

It shows that the students mark the level of acceptance and understanding of the university's VMGO as extremely accepted, which had a composite mean of 4.93; the LSPU's vision and mission (4.91), goals of the college (4.94), and the program's objectives (4.93).

### Faculty's level of acceptance and understanding of VMGO

For faculty's level of acceptance and understanding of University Vision (4.95) and Mission, College of Industrial Technology Goals (4.97), and BSIT Objectives (4.95), the respondents rated as extremely accepted or having a composite mean of 4.96.

### Administrative Personnel's level of acceptance and understanding of VMGO

Moreover, the administrative personnel extremely accepted the institution's vision and mission (4.80) as well their responsibility in realizing the goals of the college (4.80) and objectives of the program (4.90), as reflected in their responses.

### Parents' level of acceptance and understanding of VMGO

As gleaned in Table 2, the parent's responses on their level of acceptance and understanding of the

institution's vision and mission (4.92), goals of CIT (4.92), and objectives of the BSIT Program (4.64). It is clear that parents extremely accepted and understood the LSPU VMGO as reflected in their ratings

### Alumni level of acceptance and understanding of VMGO

Among the statements, the Program's objectives of where they belong and the responsibility of realizing such objectives in their capacity stood out, pegged at 4.78. While goals of the college of where they belong has the mean of 4.67 and the vision and mission of LSPU has 4.56. It means that the alumni were extremely accepting and understood the LSPU VMGO.

### Cooperating agency, Industry and Other Linkages level of acceptance and understanding of VMGO

Consequently, Table 3 reveals that the cooperating agency and industry of the institution extremely accepted and clearly understood the university's vision and mission (4.56), goals of College of Industrial Technology, and objectives of Bachelor of Science in Industrial Technology (4.75), likewise extremely accepted their responsibility as stakeholders of the university in the realization of such objectives.

Table 2 reveals that the understanding and acceptance of the VMGO of respondents among stakeholders are extremely accepted. And it is highly encouraged that CIT and university maintain their practice of disseminating VMGO for the stakeholders to understand and accept its responsibility (Belo-Delariarte et al., 2017). Respondents understood and accepted the

goals of the college where they belong, understood, and accepted the objectives of the program where they belong, and the responsibility of realizing such objectives in their capacity, and they truly understood and accepted the vision and mission of Laguna State Polytechnic University. The university must make special measures in dissemination of VMGO in all stakeholders especially to the partners industry in order to acquire a better awareness, acceptance and understanding (Diola et al., 2019).

**Table 4** Correlation analysis of Awareness of University Vision and Mission, College Goals and BSIT Objectives and acceptance and understanding on the VMGO of LSPU Stakeholders

| Variables                              | Correlation Coefficient | Degree of Correlation    | p value | significance at .05 |
|--|-------------------------|--------------------------|---------|---------------------|
| Awareness Acceptance and Understanding | 0.84                    | Low positive correlation | .036    | significant         |

The results showed that the level of awareness in the acceptance and understanding level on University Vision and Mission, College Goals and BSIT Objectives of Stakeholders was having significant relationship which was pegged at 0.84 correlation coefficient and having p value of .036. This is a low positive correlation.

Moreover, the stakeholders revealed that they are very aware of the VMGO of the university which means that it helps them to understand and accept the statements together with the programs and plans approved by the school officials. These statements are seen in the premises of the university and also in the social media and partner's industry. This helps everyone to be guided and to remember the targets of the university (Castro et al., 2017).

## Discussion

The respondents' feedback on the survey showed that stakeholders are very much aware of the vision and mission of the Laguna State Polytechnic University, goals of the program, and objectives of the College of Industrial Technology. As the vision statement says, the university wanted to transform the lives of the people and the community. In addition, LSPU provides quality education towards nation building with four particulars: research, instruction, extension, and production services. The results reveal that these statements guide the institutions to implement all the activities. VMGO are posted on bulletin boards and in catalogs and manuals of the university, and other printed materials. The

university also has a website to show all the information and announcements, especially the vision and mission. They also are engaged in various community services where they disseminated the VMGO to all different agencies, institutions, industry sectors, and the community. With this, the stakeholders understood and accepted the vision, mission, goals of the college, and objectives of the program to continue the university's legacy by uplifting the community.

## Suggestions

It is suggested that LSPU must continue to promote the awareness, acceptability, and understanding of the LSPU VMGO, and that similar research be undertaken using additional statistical tools such as the t-test, one-way ANOVA, and Chi-square to examine the difference between means. In addition, the future researcher may also conduct the research in the same context utilizing qualitative research design.

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