

# Awareness and Acceptability of the Vision, Mission, Goals and Objectives; and the Quality Policy of the University of Antique

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**Abstract** – The statement of purpose and the quality policy serve as the bases in the day to day operation of an educational institution. The level of awareness and acceptability among the stakeholders on the vision, mission, goals and objectives (VMGO); and the quality policy of the University of Antique were determined in this study conducted at Tario-Lim Memorial Campus, Tibiao, Antique. This made use of the descriptive survey method of research, and involved the stakeholders selected through convenience sampling. Data were collected using a researcher-made questionnaire which was designed based on the statements of purpose and the quality policy of University of Antique. Data were analyzed using the mean to determine their level of awareness, and the acceptability of the VMGO, and the quality policy. Results of the study revealed that the faculty and staff, alumni, parents, and the community are “very much aware” of the VMGO and quality policy, and their dissemination; while the students are “much aware” of these statements of purpose and the quality policy, and their dissemination. The different sectors of stakeholders find the VMGO, and the quality policy “very much acceptable.” These findings show that with proper dissemination, faculty and staff, parents, the community, and the students, are well-informed of the University’s statements of purpose, and the quality policy; and that said sectors consider them with a very high level of acceptance.

**Keywords** – Awareness, Acceptability, Dissemination, Vision, Mission, Goals, Objectives, Quality Policy.

## I. INTRODUCTION

Quality in education, specifically on the “fitness of purpose,” is achieved through the alignment and consistency of the learning environment with the institution’s vision, mission, and goals demonstrated by exceptional learning and service outcomes and the development of a culture of quality. One of the perspectives highlighted by this definition is quality as “fitness of purpose” that requires the translation of the institution’s vision, mission, and goals into educational outcomes, programs, and systems (CHED Memorandum Order 46, s. 2012).

The vision, mission, goals and objectives (VMGO) answer questions who we are, what do we value, and where we are going. Almost all organizations have their vision and mission which serve as guide of their actions, and how much more with the schools wherein it serves as the cornerstone of the educational system (Pelicano and Lacaba, 2016). It is important, therefore, for a state university to formulate the vision, mission, goals, and objectives.

In addition, AACCUP states that Area I - Vision, Mission, Goals and Objectives, is the most fundamental of all ten (10) areas to be surveyed. If institution realizes its vision and mission, then it is justified since the Institution is judged by the degree to which these are attained, not in comparison with others (AACCUP, 2010). The effectiveness of the VMGO lies in its structure and dissemination.

Aligned with an organization’s purpose, mission and strategic direction is the quality policy that provides a f-

-framework for setting quality objectives and includes a commitment to satisfy applicable requirements, as well as to continually improve the quality management system. Specifically, it ensures that the institution provides quality services; and is compliant to all ISO, customer, statutory, and regulatory requirements (The 9000 Store, 2022).

With this premise, stakeholders must be aware of its VMGO and quality policy, and understand the implication of each.

*Framework*

Empirical evidences reveal that stakeholders, both internal and external, are aware of the VMGO of the institution where they belong. The stakeholders differ only on their level of awareness or acceptability of the VMGO (Castro, Lombrio, & Egargo, 2017; Oboza, 2017; Castillo, 2014). There is no specific study, however, that deals with the level of awareness of the stakeholders on the quality policy of a higher education institution.

Thus, this study would like to find out if the same findings apply to the different sectors of stakeholders at University of Antique, specifically at Tario-Lim Memorial Campus.

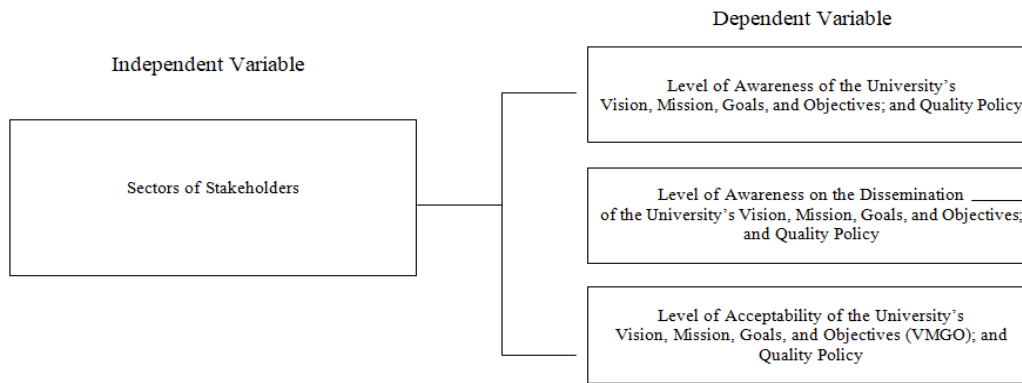


Fig. 1. Awareness, and Acceptance of the Vision, Mission, Goals and Objectives; and Quality Policy.

*Objectives of the Study*

This study aimed to determine the awareness and the acceptability of the UA’s Vision, Mission, Goals, and Objectives; and Quality Policy among the stakeholders of University of Antique, Tario-Lim Memorial Campus, for the AY 2018-2019.

Specifically, this study sought to determine:

1. The level of awareness of the University of Antique’s Vision, Mission, Goals, and Objectives; and Quality Policy when the stakeholders are considered as an entire group, and when categorized as to the following sectors:
  - a. Students,
  - b. Faculty and Staff,
  - c. Alumni,
  - d. Parents, and
  - e. Community.

2. The level of awareness on the dissemination of the University of Antique’s Vision, Mission, Goals and Objectives; and Quality Policy when the stakeholders are considered as an entire group, and when categorized as to the following sectors:
  - a. Students,
  - b. Faculty and Staff,
  - c. Alumni,
  - d. Parents, and
  - e. Community.
3. The level of acceptability of the University of Antique’s Vision, Mission, Goals, and Objectives; and Quality Policy when the stakeholders are considered as an entire group, and when categorized as to the following sectors:
  - a. Students,
  - b. Faculty and Staff,
  - c. Alumni,
  - d. Parents, and
  - e. Community.

## II. REVIEW OF RELATED LITERATURE

Vision, mission, goals, and objectives serve as bases in the day to day operation of a higher education institution; while the quality policy provides a framework for the setting and review of quality objectives.

Vision and mission statement determine an institution’s attributes and quality outcomes. A vision states what the institution wants to become in the future; mission describes its purpose and how to carry out its vision; goals are broad targets or statements of intent or direction; and objectives are the most specific terms denoting purpose. On the other hand, quality policy is a brief statement that aligns the organization’s purpose and strategic direction, provides a framework for quality objectives, and includes a commitment to meet applicable requirements, as well as to continually improve. Often, the quality policy incorporates an organization’s vision or mission statement, and core values (The 9000 Store, 2022).

With the importance of each, there is a need for stakeholders to be aware of these statements of purpose, and quality policy.

Studies reveal that the internal (faculty, administrators, non-teaching staff, and students) and the external (parents or guardians, alumni, non-teaching staff, linkage or cooperating agency) stakeholders’ awareness of the vision, mission, goals, and objectives (VMGO) ranges from high to very high level (Cahapin, et. al, 2022; Castro, Lombrio, and Egargo, 2017; Pelicano and Lacaba, 2016). There is a study, however, that reveals that parents are less aware of the VMGO of a university (Oboza, 2017).

The stakeholders’ high level of awareness of the VMGO could also be attributed to their posting in conspicu-

-ous or strategic places; their printing in the students’ magazine, bulletin of information, posters, billboards, catalogs, handbooks, manuals, annual report, letters, and copies of programs; and their dissemination through broadcast media, program website, and online publications (Cahapin, et. al, 2022; Estrada, 2018; Castro, Lombrio, and Egargo, 2017; Oboza, 2017; Pelicano and Lacaba, 2016).

Aside from the aforementioned manner of dissemination, the high level of awareness of the college students could also be explained by the integration of the VMGO in the syllabi for every course; and their discussion during the orientation program (Castro, Lombrio, and Egargo, 2017; Pelicano and Lacaba, 2016).

The faculty members of universities are very much aware of the vision, mission, and goals of their respective institutions. The high level of awareness could be attributed to repetitive discussion of the VMGO in classes handled by the faculty members (Castro, Lombrio, and Egargo, 2017; Pelicano and Lacaba, 2016). Moreover, said level of awareness could be ascribed to the inclusion of concerns on the attainment of these statements of purpose in meetings, be it in instruction, research, extension, production, and the other aspects of the operation of the university; and to the active involvement of the faculty members in the formulation and revision of the VMGO (Pelicano and Lacaba, 2016).

Studies also reveal that internal and external stakeholders consider the VMGO as highly to very highly acceptable (Cahapin, et. al, 2022; Estrada, 2018; Castro, Lombrio, and Egargo, 2017).

## II. METHODOLOGY

### *The Method*

This study employed the descriptive method using a survey questionnaire as the instrument in data collection. This method was utilized since the main objective of the study is to determine the level of awareness, and acceptability of the vision, mission, goals, and objectives; and the quality policy of the University of Antique.

### *The Respondents*

The respondents of this study included the 557 stakeholders of University of Antique, Tario-Lim Memorial Campus. The convenience sampling was used in order to reach as many respondents as possible within a short period of time. Table 1 presents the distribution of the stakeholders into the different sectors.

Table 1. Distribution of Stakeholders.

Category	n	%
A. Entire Group	%	100.00%
B. Sectors of Stakeholders		
1. Students	135	24.24%
2. Faculty and Staff	110	19.75%
3. Alumni	100	17.95%
4. Parents	170	30.52%
5. Community	42	7.54%

### *The Data-Gathering Instrument*

The researcher-made questionnaire was submitted to a panel of jurors for face and content validation. The jurors were selected on the basis of their expertise on test construction, research, and statistics.

### *Statistical Tool*

The mean is the only statistical tool employed in the analysis of the obtained data. This was used to determine the level of awareness, and acceptability of the respondents of the Vision, Mission, Goals and Objectives; and Quality Policy of University of Antique.

## **III. RESULTS AND DISCUSSIONS**

The succeeding paragraphs present the results of this study.

### *Level of Awareness of the Vision, Mission, Goals and Objectives; and Quality Policy of the University of Antique*

The result of the survey presented in Table 2 reveals that when taken as an entire group, the stakeholders are “very much aware” (Mean = 4.52) of the VMGO and the Quality Policy. When they are categorized as to the different sectors, the faculty and staff (M = 4.78), alumni (M = 4.80), parents (M = 4.50), and the community (M = 4.44), are “very much aware;” while the students (M = 4.09) are “much aware” of the VMGO and the Quality Policy of the University.

Based from the results of the study, it can be gleaned that the faculty and staff, the alumni, the parents, and the community know very well; and that the students also know, to a lesser extent compared to the other stakeholders, the statements of purpose and the quality policy of University of Antique.

Table 2. Level of Awareness of the Vision, Mission, Goals, and objectives; and Quality Policy of the University of Antique.

Category	Mean	Description
A. Entire Group	4.52	Very Much Aware
B. Sectors of Stakeholders		
1. Students	4.09	Much Aware
2. Faculty and Staff	4.78	Very Much Aware
3. Alumni	4.80	Very Much Aware
4. Parents	4.50	Very Much Aware
5. Community	4.44	Very Much Aware
<b>Mean</b>		<b>Interpretation</b>
4.21 – 5.00		Very Much Aware
3.41 – 4.20		Much Aware
2.61 – 3.40		Aware
1.81 – 2.60		Unaware
1.01 – 1.80		Much Unaware

### *Level of Awareness on the Dissemination of the Vision, Mission, Goals, and Objectives; and Quality*

*Policy of the University of Antique*

The result presented in Table 3 reveals that when taken as an entire group, the stakeholders are “very much aware” (Mean = 4.48) on the dissemination of the VMGO and the Quality Policy. When they are categorized as to the different sectors, the faculty and staff (M = 4.80), alumni (M = 4.77), parents (M = 4.48), and the community (M = 4.41), are “very much aware;” while the students (M = 3.94) are “much aware” of the VMGO and the Quality Policy of the University.

On the dissemination of the VMGO and quality policy, the result shows that the stakeholders are aware because the instructors or professors, school officials, and members of the staff orient them, during orientation programs, meetings, and other school-related activities. Even the officials of the student government, and the parents, employees and faculty association, inform the stakeholders of the VMGO and quality policy through their meetings and activities. The stakeholders are also aware how said statements of purpose and quality policy are translated into tangible results through classroom instruction, school-related activities, and/or operation of offices. Moreover, the printed materials like brochures, flyers, souvenir programs, and bulletin board displays inform the stakeholders about the VMGO and quality policy of the University.

Table 3. Level of Awareness on the Dissemination of the VMGO and Quality Policy of the University of Antique.

Category	Mean	Description
A. Entire Group	4.48	Very Much Aware
B. Sectors of Stakeholders		
1. Students	3.94	Much Aware
2. Faculty and Staff	4.80	Very Much Aware
3. Alumni	4.77	Very Much Aware
4. Parents	4.48	Very Much Aware
5. Community	4.41	Very Much Aware
<b>Mean</b>		<b>Interpretation</b>
4.21 – 5.00		Very Much Aware
3.41 – 4.20		Much Aware
2.61 – 3.40		Aware
1.81 – 2.60		Unaware
1.01 – 1.80		Much Unaware

*Acceptability Level of the Vision, Mission, Goals, and Objectives; and Quality Policy of the University of Antique*

Table 4 discloses that when taken as an entire group, the stakeholders consider the VMGO and the Quality Policy of the University to be “very much acceptable” (Mean = 4.64). When they are categorized as to the different sectors, the students (M = 4.54), the faculty and staff (M = 4.91), alumni (M = 4.85), parents (M = 4.54), and the community (M = 4.35), consider the VMGO and the Quality Policy of the University to be “very much acceptable,” as to its clarity, congruence, responsiveness, and also on stakeholders’ involvement in their f-

-ormulation.

The stakeholders consider the VMGO and quality policy as very much acceptable because they are clearly stated; they reflect or support the national, regional, and local goals; they are relevant to the needs and are responsive in addressing the total development of the students and the community; and they are formulated by the students and the stakeholders.

Table 4. Acceptability Level of the Vision, Mission, Goals, and Objectives; and Quality Policy of the University of Antique.

Category	Mean	Description
A. Entire Group	4.64	Very Much Aware
B. Sectors of Stakeholders		
1. Students	4.54	Very Much Acceptable
2. Faculty and Staff	4.91	Very Much Acceptable
3. Alumni	4.85	Very Much Acceptable
4. Parents	4.54	Very Much Acceptable
5. Community	4.35	Very Much Acceptable
<b>Mean</b>		<b>Interpretation</b>
4.21 – 5.00		Very Much Acceptable
3.41 – 4.20		Much Acceptable
2.61 – 3.40		Acceptable
1.81 – 2.60		Unacceptable
1.01 – 1.80		Much Unacceptable

#### IV. CONCLUSIONS

Given the findings, the following conclusions were drawn:

1. The stakeholders are very well-informed about the vision, mission, goals, and objectives (VMGO); and the quality policy, with the faculty and staff, alumni, parents and the community who are better informed than the students.
2. The stakeholders are very much knowledgeable on the means of dissemination of the VMGO and the quality policy, with the faculty and staff, alumni, parents and the community who are more knowledgeable than the students.
3. All the stakeholders manifest a very high level of acceptance as to the clarity, congruence, responsiveness, and also on stakeholders' involvement on the formulation of the VMGO and quality policy.

#### V. RECOMMENDATIONS

In the light of the findings and conclusions, the following recommendations are offered:

1. The University should continuously work to promote awareness and acceptability of the VMGO and the quality policy.

2. The University should work towards improving the awareness of the students of the VMGO and the quality policy.

Other researchers may conduct a similar study to ensure the awareness and acceptability of the University's statements of purpose and its quality policy. They may also use more variables to make the study more comprehensive; or to consider other research designs.

### **AUTHOR'S PROFILE**



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