

AWARENESS AND ACCEPTABILITY OF THE VISION AND MISSION OF CARAGA STATE UNIVERSITY BY THE CSUCC LABORATORY HIGH SCHOOL AND SENIOR HIGH SCHOOL STUDENTS & STAKEHOLDERS

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ABSTRACT: *This study aims to determine the awareness, acceptability, consistency and clarity of the vision, mission, goals and objectives (VMGO) of Caraga State University (CSU). This study utilized the quantitative research design that employed a descriptive type of research using survey approach. Quantitative method was employed in assessing the extent of dissemination, relevance and acceptability of the Vision and Mission of Caraga State University Cabadbaran Campus (CSUCC) by CSUCC Laboratory High school and Senior High School students and stakeholders. The study included 353 respondents composed of 286 students including the 67 stakeholders of CSUCC. Stakeholders composed of faculty, alumni, administrators, parents, heads of agencies, SUCs and partner institutions and organizations. Results revealed that the stakeholders strongly agree that CSU's Vision, Mission, Goal, and Objectives (VMGO) are clear, consistent and widely disseminated. Which implies that they are knowledgeable on the goal and direction that CSUCC is striving for. The results also show that the new vision and mission is highly accepted by the respondents. These further implies that CSUCC is on the right way in achieving its goal for excellence since the level of awareness and acceptance gives a great sense of update of the current status of CSUCC.*

Keywords: *Vision, Mission, Acceptability, Awareness*

1. INTRODUCTION

A successful organization, company, or business has its own mission and vision. Vision statement focuses on tomorrow and what an organization wants to ultimately become. It gives the company direction. It is the future of the organization, which then provides the purpose. A mission statement focuses on today and what an organization does to achieve it in other words it drives the organization or a company. It is what you do/the core of the business, and from it come the objectives and finally, what it takes to reach those objectives. Both mission and vision are vital in directing goals. The same goes when vision and mission statements are applied in a university setting. Every university has its own vision that would identify the goals and achievements that the institution would try to achieve in the future and mission statements that would separate the university from other universities that existed as well as show values that the university has [1].

Universities and colleges in Higher Education Institutions (HEI) have their vision and mission that would determine their institutional goals or outcomes and example to that the kind of graduates of an HEI produces and the impact it has on society. Therefore, before an HEI can meaningfully discuss its program outcomes, the universities vision and mission should always take into consideration because all the outcomes statements in programs and courses should be aligned to vision and mission [2].

To assess, improve, and ensure the quality of education offered by a university, one must undergo a program accreditation lead by Accrediting Agency of Chartered Colleges and Universities in the Philippines, Inc. (AACUP). For every accreditation, there are areas to be evaluated and these are the following: Area I (VMGO), Area II (Faculty), Area III (Curriculum and Instruction), Area IV (Support to Students), Area V (Research), Area VI (Extension and Community Involvement), Area VII (Library), Area VIII (Physical Facilities), Area IX (Laboratories) and Area X (Administration) [3]. Among the areas, area 1, which is

VMGO is considered as most important area that cut across all programs or discipline. Education practices and activities of the university and all outcomes are anchored on this area of accreditation of the university as a prime mover.

Caraga State University Cabadbaran City (CSUCC) is one of the universities of the Caraga Region in the Philippines. This is a satellite campus of the main campus of Caraga State University, Butuan City. CSUCC was created through Republic Act No. 9854 last July 27, 2009. From its humble beginning, this institution was started as Agusan Trade School, the old name of Northern Mindanao College of Arts, Science and Technology (NMCASST) was established in Cabadbaran, Agusan del Norte (now Cabadbaran City) under Republic Act No. 948 offering technical and vocational courses including the high school. Currently, CSUCC composed of different colleges such as the College of Engineering and Information Technology, College of Tourism and Hospitality Management, College of Industrial and Technical Teacher Education, College of Business and Accountancy and Laboratory High School. Laboratory High School composed the Junior High School together with the Senior High School which started last August 2016 as governed by the K to 12 Curriculum of the Philippines [4,5].

Knowing the relevance of the Vision and Mission in an institution, it is just fitting to find out how well is the Vision and Mission functioning and affecting its constituents, especially so in an educational institution like Caraga State University Cabadbaran Campus. Other educational institutions would value the graduates they have as the product of a sound Vision and Mission they are observing [6,7,8].

Based on the Tracer Study Report conducted by the CSUCC SHS Principal and selected faculty member, results showed that most of the LHS/SHS graduates continued and obtained their college degree in the same university, CSU main campus and CSUCC. This university focused on its vision: "A globally-engaged University excelling in science, engineering

and the arts,” and its mission: Caraga State University endeavors to produce globally-competitive and socially responsible human capital towards the sustainable and inclusive development of Caraga Region and beyond. The researchers felt the need to investigate the students and stakeholders’ awareness, acceptability of the VMGO of the university to find out if this would be one of their reasons why most LHS/SHS graduates continued their college education in this same university. Aware of the existence of different educational institutions in Cabadbaran City, Caraga State University, Cabadbaran Campus should also be gauged as to the functionality of its Vision and Mission. It deems necessary to assess the dissemination, awareness, relevance and acceptability of the vision, mission, goals and objectives of Caraga State University, Cabadbaran Campus (CSUCC) as perceived by the CSUCC Laboratory High School and Senior High School of CITTE (College of Industrial Technology and Teacher Education). Thus, this study was conducted to survey specifically on the dissemination, relevance, acceptability of the Vision and Mission of Caraga State University Cabadbaran Campus, identify the perception of the stakeholders on the clarity and consistency of the VMGO, and compare the responses of the stakeholders on the parameters in this study.

2. MATERIALS AND METHODS

This study utilized the survey research design which data were analyzed quantitatively answer the research problems. Descriptive statistical analysis was used for analyzing the quantitative data. It used quantitative method in assessing the extent of dissemination, relevance and acceptability of the Vision and Mission of Caraga State University Cabadbaran Campus by CSUCC Laboratory High school and Senior High School.

The study included 353 respondents composed of 286 students including the 67 stakeholders of the Caraga State University Cabadbaran Campus (CSUCC). Stakeholders composed of faculty, alumni, administrators, parents, heads of agencies, SUCs and partner institutions and organizations.

The researchers used 4-point rating scale questionnaire format as the main data gathering tool for this study. The questionnaire was used for the survey in order to gather the data and assess the extent of awareness and acceptability of the students and stakeholders on the mission and vision of the university. The instrument composed of the items regarding awareness, acceptance, and relevance of CSU’s VMGO which were adopted from the revised instrument developed by the Accrediting Agency of Chartered Colleges and Universities in the Philippines, Inc. (AACCUP) in 2010.

The preliminary data collected were tabulated and analyzed using appropriate statistical tool using statistical software. Descriptive statistics like mean, standard deviation, frequency and percentage were used to answer the questions on the descriptive levels. The t-test for difference of mean was used to determine if there is a significant difference in the mean responses of the stakeholders in the different parameters under investigation.

The following rating scale was used to better understand the quantitative data:

Response	Mean	Awareness	Acceptance
4	3.5 – 4.0	Highly Aware	Greatly Accept
3	2.5 – 3.49	Aware	Accept
2	1.5 – 2.49	Least Aware	Slightly Accept
1	1.0 – 1.49	Not Aware	Did Not Accept

3. RESULTS AND DISCUSSIONS

This section presents the results and discussions of the findings of the study which based on its objectives. Table 1 presents the respondents of this investigation. Initially, there were 353 respondents with 286 (81%) students, 42 (12%) parents, 9 (3%) faculty members and 15 (4%) staff.

Table 1. Distribution of Respondents from each cluster

Cluster	Number of respondents	Percentage
LHS students	286	81%
Parents	42	12%
Faculty	9	3%
Staff	15	4%
Total	353	100%

Table 2 reveals the common reasons of the stakeholder’s respondents of studying in CSUCC. The top 3 main reasons for students are “Influence of parents or relatives”, “Status of prestige of the University” and “Availability of course offerings”. This indicates that CSUCC is well-known as an excellent university in Cabadbaran City that is why many of the parents influenced their students to study here. Also for the reason that the desired track or course of the students is being offered in CSUCC specifically for senior high STEM students. While for parents, their primary reason as to why they entrusted their students study in CSUCC is the “Status of prestige of the University”, since CSUCC is considered as the leading university in Cabadbaran City. Reason such as “Availability of course offering” and “Inspired by a role model” followed the top list. As compared to the result of the students, it was observed that the parents and students have similar reasons as to why they choose CSUCC. This implies that the students and parents undoubtedly preferred CSUCC. Moreover, table shows the top reasons why the employee’s respondents choose to work in CSUCC. Among all the items, ranked from top 1 to 3 are the items, “Availability of job offerings”, “Status of prestige of the University” and “Convenience of transportation” respectively. To put it in context, the top reasons are sensible enough since when working, most of the job seekers choose for a job that are

Table 2. Participants’ Reasons for Studying and Working at CSUCC

Indicator	Students		Parents		Employees	
	Score	Rank	Score	Rank	Score	Rank
a. Availability of course/ job offerings	145	3	25	2	20	1
b. Influence of parents or relatives	231	1	15	6	8	6
c. Status of prestige of the University	206	2	29	1	16	2
d. Advice of a friend	68	5	14	7	7	7
e. Convenience of transportation	56	7	17	5	14	3
f. Financial reasons	35	9	18	4	11	4
g. Scholarship Aid/ Grants	41	8	15	6	5	8
h. Inspired by a role model	67	6	19	3	8	6
i. A Cabadbaranon	76	4	17	5	10	5

Table 3. The Distribution of the Awareness of the respondents of the New Vision, and Mission of the university

What is the legal basis of the existence of Caraga State University?	Student Score		Parent Score		Employee Score	
	Score	%	Score	%	Score	%
a. RA 9854	199	79.6	29	85.29	20	83.33
b. RA 7722	23	9.2	1	2.94	4	16.67
c. RA 8292	18	7.2	3	8.82	0	0
d. RA 943	10	4	1	2.94	0	0
Total	250	100	34	100	24	100

Table 3. The fitting for their skills; a job in a leading organization or an outstanding university; and is more convenient for their typical lifestyle.

Table 3 reveals the awareness of the respondents of the New VMGO of the university based on their awareness to the legal basis of the existence of Caraga State University. The data states that majority of the respondents are fully aware of the legal basis of existence in CSU since they answered RA 9854, the act establishing Caraga State University in Caraga Region. Knowing the legal basis of existence of CSU for the students, parents and the staffs is a great starting point in understanding the university’s VMGO.

Shown in table 4 is the awareness of the respondents about the kind of graduates that CSU is intended to have. Caraga State University strives and works on producing competent, equipped and socially responsible individuals to address the needs of Caraga Region and beyond. 89.92% of the students, 67.5% of the parents and 87.5% of the employees are knowledgeable of the kind of graduates that CSU is bound to have. This question is closely stated in the mission and vision of CSU which means that having the knowledge on this matter gives a great sense of awareness for the faculty and staff to have an objective and direction in teaching the students.

As cited in the CSU’s Vision, CSU aims to produce a globally competitive means to have a vast knowledge in technological

advancement in CSU.

In order to achieve the goals of CSU in producing prepared graduates, CSU should be selective in choosing the students that are allowed to enrol in the university. It is already provided that CSU as a university, also have an entrance examination for all the aspiring university students. And as shown in the table 6 about the awareness of the respondents about what kind of students are admitted in CSU, most of the students and employees know that the university allows only those who are deserving students that are determined, willing to learn, willing to participate and who had pass the entrance exam.

Based on the table 7, the level of awareness of the students on the new mission and vision has received a grand mean of 4.37 with a verbal interpretation of highly aware. The item ‘The University helps in the improvements of the quality of life by producing highly qualified... teachers/ trainers, entrepreneurs, technologist and engineers.’ has received the highest mean rating of 4.50. This implies that the students are satisfied with performance and teaching strategies in CSU that they have learned and are trained to be competent enough to handle the pressure of work outside the university. Furthermore, the other items also garnered a verbal interpretation of highly aware with a low standard deviation which indicates that the students’ response towards the items is more likely similar.

Table 4. Distribution of Awareness of the Respondents' in Terms of the Kind of Graduates CSU Destined to Have

What kind of graduate is the Caraga State University destined to have?	Student Score	%	Parent Score	%	Employee Score	%
a. Graduates who are equipped with the technical knowledge and skills.	14	4.91	7	17.5	3	12.5
b. Graduates whose training are relevant to the needs at the industries in the region.	8	2.81	1	2.5	0	0
c. Competent technicians, engineers, entrepreneurs and teachers.	7	2.46	5	12.5	0	0
d. All of the above.	256	89.82	27	67.5	21	87.5

Table 5. Distribution of Awareness of the Respondents in Terms of the Direction of the University to its Graduates

Graduates of the Universities are directed towards what kind of technology?	Student Score	%	Parent Score	%	Employee Score	%
a. Appropriate to the improvement of industrial sector	66	23.66	6	15.0	10	41.67
b. Applicable to small industry sectors to make them more competitive	40	14.34	4	10.0	0	0
c. Suited to the development of small industry sectors	10	3.58	1	2.5	0	0
d. Higher technological professional instruction	163	58.42	29	72.5	14	58.33
Total	279	100	40	100	24	100

Table 6. Distribution of the Respondents' Awareness on the Kind of Students the University is Admitting

What kind of students are admitted in the University?	Student Score	%	Parent Score	%	Employee Score	%
a. Less privilege but deserving students	1	0.35	1	2.5	3	12.5
b. Deserving students who are willing to participate in developing the socio-economic	5	1.76	1	2.5	4	16.67
c. Deserving students who are willing to learn and who are determined to finish their course in the University	65	22.89	26	65.0	4	16.67
d. All of the above	213	75	12	30.0	13	54.16
Total	284	100	40	100	24	100

The level of awareness of the parents on the new mission and vision obtained an overall mean of about 4.46 and has a verbal interpretation of highly aware in all the listed items in table 7. This indicates that the parent respondents are fully aware of the change or improvement of the mission and vision of the university. This can be supported by the low standard deviation since it indicates the parents' response does not vary that much. Furthermore, the level awareness of the employees about the mission of CSU. As referred, the level of awareness of the employees acquired a grand mean of 4.51 with an interpretation of highly aware. This result is reasonable since

the employees are the one that works on the fulfilment of the university's mission and vision for the reason that the vision and mission of an organization serves as a guide and gives a sense of direction to the whole institution.

Table 8 displays the level of acceptance of the students on the new vision and mission of CSU. As shown, the overall level of acceptance of the students has a grand mean of 4.21 with a verbal interpretation of highly accepted. This implies that the students are satisfied with the new vision and mission of the CSU which can be felt through the teaching strategies and the demonstration of service of the different offices in CSU.

Table 7. Level of Participants’ Awareness on the New Vision and Mission

Indicator	Students			Parents			Employees		
	SD	Mean	Verbal Interpretation	SD	Mean	Verbal Interpretation	SD	Mean	Verbal Interpretation
The University is responsible in the dissemination and extension of the frontiers of knowledge through the training of its clientele.	0.65	4.26	<i>Highly Aware</i>	0.78	4.4	<i>Highly Aware</i>	0.65	4.58	<i>Highly Aware</i>
The University helps in the improvements of the quality of life by producing highly qualified, competent, dedicated, responsible teachers/trainers, entrepreneurs, technologist and engineers.	0.59	4.50	<i>Highly Aware</i>	0.50	4.54	<i>Highly Aware</i>	0.59	4.5	<i>Highly Aware</i>
The University leads in training students as lifelong learners who will graduate with the ability and drive to upgrade and to update themselves through their own efforts.	0.63	4.42	<i>Highly Aware</i>	0.64	4.41	<i>Highly Aware</i>	0.59	4.46	<i>Highly Aware</i>
The University heightens its academic role through research, extension and production activities that address and resolve institutional and community problems.	0.70	4.29	<i>Highly Aware</i>	0.55	4.5	<i>Highly Aware</i>	0.78	4.5	<i>Highly Aware</i>
Grand Mean	0.11	4.37	<i>Highly Aware</i>	0.07	4.46	<i>Highly Aware</i>	0.05	4.51	<i>Highly Aware</i>

Most of the indicators attained a verbal interpretation of highly accepted except for the indicators such as ‘*The University is asked to supply the manpower needs of the industries in this part of the country.*’; ‘*The University recognizes the potential disadvantage but deserving youth are determined...*’ which obtained an interpretation of accepted, However, the standard deviation especially in the indicator ‘*The administration and member of the faculty / staff and students should work for the attainment...*’ is quite high which means that the student respondents have varying response to this item. All in all, this implies that CSU demonstrated fair and enough service to meet the needs of the students when it comes to implementing the new vision and mission of CSU.

The level of acceptance of the employees to the new mission and vision of CSU obtained a grand mean of 4.53 and a verbal interpretation of highly accepted. In addition, all the 10 indicators acquired a verbal interpretation of highly acceptable and was supported by the low standard deviation which means that the evaluation are closely the same to the employees. This indicates that the employees are very satisfied with the new goals and set of direction that the new VMGO has been providing. Also, this can imply that the employees take on the responsibility of implementing the new VMGO in the best means that they can.

Table 8. Level of Acceptance of the Participants on the New Vision and Mission

Indicator	Students			Parents			Employees		
	SD	Mean	Verbal Interpretation	SD	Mean	Verbal Interpretation	SD	Mean	Verbal Interpretation
1. The Caraga State University plays an important role in the industrial program of Northern Mindanao.	0.66	4.32	<i>Highly Accepted</i>	0.71	4.49	<i>Highly Accepted</i>	0.59	4.54	<i>Highly Accepted</i>
2. The goals, objectives and mission of the University support the National	0.63	4.38	<i>Highly</i>	0.55	4.54	<i>Highly Accepted</i>	0.59	4.54	<i>Highly Accepted</i>

development goals.

3. The University is asked to supply the manpower needs of the industries in this part of the country.

4. The Caraga State University supports the development of Region XIII.

5. The University produces graduates who are qualified to work in the different industries in the locally and globally.

6. The graduates of the University are competent in their field of specialization.

7. The University accepts students who qualify the admission requirements.

8. The University recognizes the potential of the disadvantage but deserving youth who are determined to participate in and benefit from the socio-economic progress of Mindanao in pursuance of social justice and equity.

9. The administration and member of the faculty / staff and students should work for the attainment of the vision and mission of the University.

10. Every employee of the University has a moral duty to be committed to the attainment of the goals of the University

			<i>Accepted</i>						<i>Highly Accepted</i>
	0.67	3.98	<i>Accepted</i>	0.81	4.12	<i>Accepted</i>	0.74	4.25	<i>Highly Accepted</i>
	0.71	4.31	<i>Highly Accepted</i>	0.55	4.51	<i>Highly Accepted</i>	0.78	4.46	<i>Highly Accepted</i>
	0.64	4.47	<i>Highly Accepted</i>	0.46	4.72	<i>Highly Accepted</i>	0.51	4.54	<i>Highly Accepted</i>
	0.74	4.29	<i>Highly Accepted</i>	0.63	4.56	<i>Highly Accepted</i>	0.49	4.37	<i>Highly Accepted</i>
	0.65	4.41	<i>Highly Accepted</i>	0.49	4.63	<i>Highly Accepted</i>	0.50	4.58	<i>Highly Accepted</i>
	0.74	4.12	<i>Accepted</i>	0.50	4.44	<i>Highly Accepted</i>	0.50	4.58	<i>Highly Accepted</i>
	1.19	3.41	<i>Accepted</i>	1.53	3.15	<i>Accepted</i>	0.41	4.79	<i>Highly Accepted</i>
	0.62	4.45	<i>Highly Accepted</i>	0.68	4.49	<i>Highly Accepted</i>	0.48	4.67	<i>Highly Accepted</i>
Grand Mean	0.32	4.21	<i>Highly Accepted</i>	0.45	4.36	<i>Highly Accepted</i>	0.15	4.53	<i>Highly Accepted</i>

Table 9. Differences on the Level of Awareness and Acceptance of the New Vision and Mission of the University According to the Type of Respondents

Indicator	Students		Parents		Employees	
	<i>SD</i>	<i>Mean</i>	<i>SD</i>	<i>Mean</i>	<i>SD</i>	<i>Mean</i>
Level of Awareness of the New Vision and Mission of the University	0.11	4.37	0.07	4.46	0.05	4.51
Level of Acceptance of the New Vision and Mission	0.32	4.21	0.45	4.36	0.15	4.53

Shown in Table 9 is the difference on the level of awareness and acceptance of the new vision and mission of the university according to the different respondents. As revealed, the employees obtained the highest level of acceptance and awareness. This implies that the employees know their role and purpose in implementing and embodying the new vision and mission of the university. Furthermore, this can be supported by the low standard deviation which indicates that the level of awareness of all the employees that was surveyed are closely similar. On the other hand, the parents and students also obtained a high mean rating and low standard deviation which further implies that they are highly aware and they highly accepted the new vision and mission of CSUCC. These results are highly satisfying for CSUCC for this can give a good sense of direction to the path that CSUCC wants to take on because students and parents occupy a great part in achieving CSUCC’s aim for excellence.

4. CONCLUSIONS AND RECOMMENDATIONS

As referred from the findings of the study, the researchers formulate the conclusions that the student, parents and employees of CSUCC are highly aware of the new vision and mission of the university. Which implies that they are knowledgeable on the goal and direction that CSUCC is striving for. The results also show that the new vision and

mission is highly accepted by the respondents. These further implies that CSUCC is on the right way in achieving its goal for excellence since the level of awareness and acceptance gives a great sense of update of the current status of CSUCC.

Recommendations

Based from the findings and conclusions in this study, the following are hereby recommended:

Though results show that the respondents are highly aware and they highly accepted the new vision and mission, it still remains a challenge for the institution to implement and make the effort towards these goals visible to the students and employees. Hence, the researchers recommend conducting a research comparing the vision and mission of CSUCC and the quality of service of the university.

Extent of dissemination and Level of understanding on the new vision and mission of the university are recommended to be included in the next phase of the survey.

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