

Original Research Article

AWARENESS AND ACCEPTABILITY OF THE VISION, MISSION, GOALS, AND OBJECTIVES OF CARLOS HILADO MEMORIAL STATE COLLEGE

ABSTRACT

Vision, mission, goals, and objectives function as the foundation of an educational institution. The Accrediting Agency for Chartered Colleges and Universities in the Philippines (AACCUP) underscored that an educational institution is assessed according to the degree its VMGOs are achieved, but not in comparison with others. This descriptive research utilized the survey method to determine the levels of awareness and acceptability of the Vision, Mission, Goals and Objectives of Carlos Hilado Memorial State College in the Academic Year 2021-2022. 385 students, administrators, faculty, staff, parents, and alumni, who were selected using the random sampling technique answered the researcher-made instrument. For analysis, data were summarized primarily using mean and standard deviation. As for the awareness of the Mission and Vision of the institution, of the Goals of the College of Arts and Sciences, and of the program objectives of the Bachelor of Arts in English Language, Bachelor of Arts in Social Science, and Bachelor of Science in Psychology, the results show the following: (a) The alumni, faculty, staff, and Bachelor of Arts in Social Science students exhibited a “High” level of awareness of the Vision of the institution, while the Bachelor of Arts in English Language and Bachelor of Science in Psychology students, and the administrators demonstrated a “Very High” level of awareness; (b) All the groups displayed a “High” level of awareness of the Mission of the institution and of the Goal of the College of Arts and Sciences; (c) All stakeholders exhibited a “High” level of awareness of the Bachelor of Arts in Social Science program objectives, a “High” level of awareness of the Bachelor of Arts in English Language program objectives except for students who displayed a “Very High” level of awareness, and a “High” level of awareness of the Bachelor of Science in Psychology program objectives except for the staff who exhibited an “Average” level of awareness. As for the acceptability of the Mission and Vision of the institution, of the Goals of the College of Arts and Sciences, and of program objectives of the three degree programs, the results reveal the following: (a) All stakeholders displayed a “Very High” acceptability of the Vision of the institution except for the alumni and Bachelor of Science students who exhibited a “High” level; (b) All groups manifested a “Very High” level of acceptability of the Mission of the institution and of the Goal of the College of Arts and Sciences except for the alumni and Bachelor of Psychology students who displayed a “High” level of acceptability; and (c) All stakeholders showed a “Very High” level of acceptability of the program objectives of the three degree programs except for the staff who indicated a “High” level of acceptability of the Bachelor of Arts in English Language and Bachelor of Social Science program objectives and for the alumni and staff who displayed a “High” level of acceptability of the Bachelor of Science in Psychology program objectives.

KEYWORDS: vision, mission, goals, objectives(VMGOs)

higher education institution

INTRODUCTION

Rationale

The Accrediting Agency for Chartered Colleges and Universities in the Philippines (AACCU) evaluates the extent to which a university achieves its vision, mission, goals, and objectives, which constitute the foundation of an academic institution (Pelicano&Lacaba, 2016). To all intents and purposes, the Accrediting Agency for Chartered Colleges and Universities peruses the vision, mission, goals, and objectives during an accreditation (Villanca, Binayao, Caterial, &Ablanque, 2020).

Mission and vision are closely associated with a concerted strategy and allow for efficiency and continuance of operations in spite of difficulties (Orhan, Erdoğan, & Durmaz, 2014). Moreover, developing vision and mission plays a pivotal role in strategic management (Papuloya, 2014, as cited in Rahman, Senikand, Nadzri, 2020) since both could manifest the success of strategic planning (Taiwo et al., 2016, as cited in Rahman, Senikand, &Nadzri, 2020).

Strategic management is a process of dealing with people and things that involves small stages of planning, recognition, choice, and achievement of the long-term goals and objectives of an institution (Kose & Kose, 2019). Strategic planning is the process of finding the extent to which an organization's goals and objectives are on a par with the circumstances that different market circles afford (Armstrong et al., 2014, as cited in Hussein, Ahmed, Khu, 2021). Strategic management warrants the likelihood of adjusting to prevailing directions and factors outside an organization that may affect it (Wicks, 2014, as cited in Maleka, 2014). Strategic planning makes it possible for higher education institutions to draw the blueprint of their future (Nataraja & Bright, 2018). All things considered, the importance of the development of mission and vision in strategic management and strategic planning cannot be disregarded.

Goals are targets set by a specific college to guide student learning. Marzano, Pickering, and Pollock, 2001, as cited in Dotson, 2016) held that goal setting refers to creating a purpose for learning. Objectives are established by a particular program. In particular, program educational objectives are defined in the Commission on Higher Education Memorandum Order No. 37, Series of 2012 as "broad statements that describe the career and professional accomplishments that the program is preparing graduates to achieve within 3-5 years of graduation. Program objectives are based on the needs of the program's constituencies" (p. 6).

The mission, vision, goals, and objectives of an academic institution form its foundation (Pelicano&Lacaba, 2016). Hence, the College of Arts and Sciences deemed it important to determine the levels of

awareness and acceptability of the mission, vision, goals, and objectives of Carlos Hilado Memorial State College in Talisay City, Negros Occidental, Philippines among students, faculty members, parents, alumni, and staff members.

Statement of the Problem

Generally, this study intended to determine the feedback of stakeholders on the Vision and Mission of Carlos Hilado Memorial State College, the goal of the College of Arts and Sciences, and the objectives of its three programs, namely: Bachelor of Arts in English Language, Bachelor of Arts in Social Science, and Bachelor of Science in Psychology in the last quarter of the Academic Year 2021-2022

Specifically, it aimed to answer the following questions:

1. What is the level of awareness of the students, faculty, staff, parents, administrators and alumni as to CHMSC's
 - a. Vision;
 - b. Mission;
 - c. Goal of the College of Arts and Sciences; and
 - d. Objectives of the Bachelor of Arts in English Language, Bachelor of Arts in Social Science, and Bachelor of Science in Psychology?
2. What is the level of acceptability of the students, faculty, staff, parents, administrators and alumni as to CHMSC's
 - a. Vision;
 - b. Mission;
 - c. Goal of the College of Arts and Sciences; and
 - d. Objectives of the Bachelor of Arts in English Language, Bachelor of Arts in Social Science, and Bachelor of Science in Psychology?

METHODS

Research Design

This descriptive-survey research, which "provides a quantitative or numeric description of trends, attitudes, or opinions of a population by studying a sample of that population" (Fowler, 2008, as cited in Creswell, 2014, pp. 41-42) was deemed appropriate for this study whose main purpose was to gather information about the prevailing conditions pertaining to the level of awareness and level of acceptability of the vision and mission of Carlos Hilado Memorial State College, of the goals of the College of Arts and Sciences, and of the objectives of

the Bachelor of Arts in English Language, Bachelor of Arts in Social Science, and Bachelor of Science in Psychology among the respondents.

Participants

The study identified 385 participants utilizing the Cochran method. Employing the random sampling technique, the participants were Alumni [Psychology (f = 20), Social Science (f = 40) and English Language (f = 40)], Administrators (f = 17), Faculty (f = 45), Staff (f = 26), Parents (f = 62) and Students [Psychology (f = 35), Social Science (f = 50) and English Language (f = 50)].

Data Gathering Procedure

First, the permission of the respondents was obtained before the survey instrument that was created through a survey administration software was sent to them through a social media platform. To gather data, a researcher-made instrument was developed based on the existing VMGO of the institution.

Investigator sought the consent of the respondents before sending them the self-structured tool developed through a survey administration software through social media platform. Self structured tool was developed based on the existing VMGO of the institution. (Author could this style of presentation)

Representative samples of students, faculty members, staff, parents, and alumni were randomly taken. Second, the respondents' answers were collected using a feature of the survey administration software that was utilized. Third, the responses gathered from the questionnaire were collated for analysis.

Data Analysis

For analysis, data were summarized primarily using mean and standard deviation.

Results and Discussion

This study purposed to ascertain the level of awareness and level of acceptability of the vision and mission of Carlos Hilado Memorial State College, of the goal of the College, and of the objectives of the Bachelor of Arts in English Language, Bachelor of Arts in Social Science, and Bachelor of Science in Psychology among students, faculty, staff, parents, and alumni.

This study was able to generate the following results:

Table 1.

Stakeholder's Level of Awareness of the Vision and Mission of Carlos Hilado Memorial State College, of the Goals of the College of Arts and Sciences, and of the Objectives of the Bachelor of Arts in English Language, Bachelor of Arts in Social Science, and Bachelor of Science in Psychology

Awareness	Alumni			Faculty			Staff		
	Mean	SD	Interp	Mean	SD	Interp	Mean	SD	Interp
Vision: To be a leading GREEN institution of higher learning in the global community by 2030	3.83	1.20	H	4.60	0.63	VH	4.29	0.82	H
Mission: We are a GREEN institution committed to empower the youth and life-long learners who will contribute to ...	3.71	1.23	H	4.21	0.81	H	4.27	0.84	H
Goal of the College: Develop and implement programs in Liberal Arts and Sciences to achieve academic excellence and ...	3.74	1.18	H	3.86	1.02	H	3.96	0.79	H
Program Objectives of Bachelor of Arts in English Language									
1. Enable students to explain how the English language ...	3.98	1.05	H	3.67	1.04	H	3.25	1.08	A
2. Facilitate the students' logical understanding of how the English language ...	3.95	1.06	H	3.74	1.02	H	3.38	1.11	A
3. Equip students with skills to listen, speak, read, write and participate in different ...	3.80	1.14	H	3.67	1.08	H	3.40	1.19	A
4. Provide necessary skills for students to teach reading, writing, listening, speaking, and ...	4.18	.90	H	3.91	1.07	H	3.52	1.24	H
5. Engage students in English language research relevant to the school and workplace settings.	3.93	1.07	H	3.86	1.03	H	3.37	1.19	A
Whole	3.97	1.04		3.65	0.96	H	3.38	1.16	A
Program Objectives of Bachelor of Arts in Social Science									
1. Equip students with knowledge in social science theories and ...	3.63	1.13	H	3.44	1.08	H	3.21	1.14	A
2. Expose students to local and global trends in the different fields of social sciences.	3.63	1.08	H	3.44	1.10	H	3.27	1.07	A
3. Strengthen linkages with government and private agencies/industries to provide ...	3.70	1.04	H	3.63	1.01	H	3.52	1.24	H
4. Develop socially responsible students.	3.75	1.03	H	3.73	1.07	H	3.65	1.34	H
5. Equip students with skills required to conduct and interpret social science researches.	3.75	1.01	H	3.72	1.08	H	3.47	1.16	A
Whole	3.69	1.05	H	3.45	1.01	H	3.42	1.20	A
Program Objectives of Bachelor of Science in Psychology									
1. passed the Licensure Examination for Psychometricians;	3.85	1.31	H	4.22	0.96	H	3.45	1.36	A
2. practiced the professional and ethical conduct of psychology in the Filipino and international contexts	3.95	1.19	H	4.15	0.97	H	3.35	1.13	A
3. applied theoretical and professional knowledge, skills, and CHMSCian values ...	3.85	1.31	H	4.12	0.97	H	3.31	1.09	A
4. communicated the results of psychological assessment and intervention ...	3.80	1.32	H	3.97	1.01	H	3.14	.98	A
5. demonstrated higher level of analytical, critical thinking, and research ...	3.95	1.28	H	4.21	0.90	H	3.24	1.07	A
6. undertaken further training for the continuous development of existing skills and ...	3.70	1.30	H	4.10	1.01	H	3.22	1.10	A
Whole	3.85	1.26	H	4.13	0.75	H	3.20	1.12	A

Note: Mean Scale: 1.00 – 1.49 Very low, 1.50 – 2.49 Low, 2.50 – 3.49 Average, 3.50 – 4.49 High and, 4.50 – 5.00 Very high

Table 1 shows the Stakeholder's Level of Awareness of the Vision and Mission of Carlos Hilado Memorial State College, of the Goals of the College of Arts and Sciences, and of the Objectives of the Bachelor of Arts in English Language, Bachelor of Arts in Social Science, and Bachelor of Science in Psychology

The faculty (M = 4.60, SD = 0.63) has a "Very high" level of awareness of the Vision of CHMSC, whereas the Alumni (M = 3.83, SD = 1.20) and Staff (M = 4.29, SD = 0.82) have a "High" level of awareness of the Vision of the institution. Moreover, the Alumni, Faculty and Staff have a "High" level of awareness of the Mission and Goal of the College.

As regards the Program Objectives of Bachelor of Arts in English, both Alumni (M = 3.97,

SD = 1.04) and Faculty (M = 3.65, SD = 0.96) exhibit a “High” level of awareness. Meanwhile, the Staff manifests an “Average” level of awareness towards the program objectives of Bachelor of Arts in English.

With respect to the Program Objectives of Bachelor of Arts in Social Science, the Faculty (M = 3.45, SD = 1.01) and Alumni (M = 3.69, SD = 1.01) have a “High” level of awareness, while the Staff (M = 3.42, SD = 1.20) has an “Average” level of awareness.

As for the Program Objectives of Bachelor of Science in Psychology, both Alumni (M = 3.85, SD = 1.26) and Faculty (M = 4.13, SD = 0.75) display a “High” level of awareness, while the Staff (M = 3.20, SD = 1.12) has an “Average” level of awareness.

Table 2.

Stakeholder’s Level of Acceptability of the Vision and Mission of Carlos Hilado Memorial State College, of the Goals of the College of Arts and Sciences, and of the Objectives of the Bachelor of Arts in English Language, Bachelor of Arts in Social Science, and Bachelor of Science in Psychology

Acceptability	Alumni			Faculty			Staff		
	Mean	SD	Interp	Mean	SD	Interp	Mean	SD	Interp
Vision: To be a leading GREEN institution of higher learning in the global community by 2030	4.35	0.97	H	4.73	0.66	VH	4.73	0.6	VH
Mission: We are a GREEN institution committed to empower the youth and life-long learners who will contribute to ...	4.37	0.90	H	4.64	0.72	VH	4.71	0.61	VH
Goal of the College: Develop and implement programs in Liberal Arts and Sciences to achieve academic excellence and ...	4.35	0.90	H	4.69	0.57	VH	4.51	0.67	VH
Program Objectives of Bachelor of Arts in English Language									
1. Enable students to explain how the English language system works in the context ...	4.60	0.67	VH	4.62	0.65	VH	4.45	.87	H
2. Facilitate the students’ logical understanding of how the English language changes ...	4.55	0.68	VH	4.63	0.61	VH	4.39	.90	H
3. Equip students with skills to listen, speak, read, write and ...	4.55	0.68	VH	4.60	0.63	VH	4.41	.90	H
4. Provide necessary skills for students to teach reading, writing, listening, speaking, and ...	4.55	0.68	VH	4.67	0.62	VH	4.49	.83	H
5. Engage students in English language research relevant to the school and workplace settings.	4.65	0.62	VH	4.62	0.65	VH	4.39	.90	H
Whole	4.58	0.66	VH	4.59	0.65	VH	4.43	0.87	H
Program Objectives of Bachelor of Arts in Social Science									
1. Equip students with knowledge in social science theories and ...	4.35	0.83	H	4.63	0.61	VH	4.35	0.72	H
2. Expose students to local and global trends in the different fields of social sciences.	4.43	0.78	H	4.60	0.67	VH	4.33	0.79	H
3. Strengthen linkages with government and private agencies/industries to provide ...	4.38	0.81	H	4.62	0.72	VH	4.39	0.72	H
4. Develop socially responsible students.	4.38	0.87	H	4.65	0.60	VH	4.37	0.72	H
5. Equip students with skills required to conduct and interpret social science researches.	4.35	0.83	H	4.68	0.57	VH	4.44	0.77	H
Whole	4.38	0.82	H	4.59	0.69	VH	4.38	0.78	H
Program Objectives of Bachelor of Science in Psychology									
1. passed the Licensure Examination for Psychometricians;	4.25	0.91	H	4.65	0.64	VH	4.45	0.83	H
2. practiced the professional and ethical conduct of psychology in the Filipino and international contexts;	4.30	0.92	H	4.72	0.56	VH	4.43	0.90	H
3. applied theoretical and professional knowledge, skills, and ...	4.25	1.12	H	4.78	0.47	VH	4.43	0.90	H
4. communicated the results of psychological assessment and ...	4.35	0.88	H	4.73	0.53	VH	4.44	0.91	H
5. demonstrated higher level of analytical, critical thinking, and ...	4.40	0.88	H	4.71	0.51	VH	4.35	1.02	H
6. undertaken further training for the continuous development of existing skills and ...	4.65	0.67	H	4.78	0.47	VH	4.43	0.83	H
Whole	4.37	0.90	H	4.79	0.45	VH	4.42	0.89	H

Note: Mean Scale: 1.00 – 1.49 Very low, 1.50 – 2.49 Low, 2.50 – 3.49 Average, 3.50 – 4.49 High and, 4.50 – 5.00 Very high

Table 2 shows the Stakeholders’ level of Acceptability of the Vision and Mission of Carlos Hilado Memorial State College, of the Goals of the College of Arts and Sciences, and of the Objectives of the Bachelor of Arts in English Language, Bachelor of Arts in Social Science, and Bachelor of Science in Psychology

The Faculty and Staff demonstrate a “Very high” level of acceptability of the Vision, Mission, and Objectives of Carlos Hilado Memorial State College, while the Alumni show a “High” level of acceptability on the Vision, Mission, and Objectives of the College.

As for the Program Objectives of Bachelor of Arts in English, the Alumni (M = 4.58, SD = 0.66) and Faculty (M = 4.59, SD = 0.65) exhibit a “Very high” level of acceptability, whereas the Staff has a “High” level of acceptability.

The Alumni (M = 4.38, SD = 0.82) and Staff (M = 4.38, SD = 0.78) show a “High” level of acceptability of the Program Objectives of Bachelor of Arts in Social Science. However, the Faculty (M = 4.59, SD = 0.69) has “Very high” level of acceptability of the Program Objectives of Bachelor of Arts in Social Science.

The Alumni (M = 4.37, SD = 0.90) and Staff (M = 4.42, SD = 0.89) have a “High” level of acceptability of the Program Objectives of Bachelor of Science in Psychology, while the Faculty (M = 4.79, SD = 0.45) shows a “Very high” level of acceptability of the Program Objectives of Bachelor of Science in Psychology.

Table 3.

Bachelor of Arts in English Language Students’ Level of Awareness of the Vision and Mission of Carlos Hilado Memorial State College, of the Goals of the College of Arts and Sciences, and of the Program Objectives of the Bachelor of Arts in English Language

Awareness	Mean	SD	Interpretation
Vision: To be a leading GREEN institution of higher learning in the global community by 2030	4.67	0.64	Very high
Mission: We are a GREEN institution committed to empower the youth and life-long learners who will contribute to nation building and global transformation through quality instruction, inclusive and creative teaching-learning ...	4.44	0.88	High
Goal of the College: Develop and implement programs in Liberal Arts and Sciences to achieve academic excellence and competencies geared towards the total development of the learners in their specialized fields.	4.29	0.83	High
Program Objectives of Bachelor of Arts in English Language			
1. Equip students with knowledge in social science theories and the application of such in real-life situations.	4.39	0.75	High
2. Expose students to local and global trends in the different fields of social sciences.	4.36	0.75	High
3. Strengthen linkages with government and private agencies/industries to provide students with relevant practicum and employment opportunities.	4.54	0.61	Very high
4. Develop socially responsible students.	4.49	0.63	High
5. Equip students with skills required to conduct and interpret social sciences researches.	4.42	0.67	High
Whole	4.44	0.68	High

Note: Mean Scale: 1.00 – 1.49 Very low, 1.50 – 2.49 Low, 2.50 – 3.49 Average, 3.50 – 4.49 High and, 4.50 – 5.00 Very high

Table 3 presents the Bachelor of Arts in English Language students' level of awareness of the Vision and Mission of Carlos Hilado Memorial State College, of the Goals of the College of Arts and Sciences, and of the program objectives of the Bachelor of Arts in English Language.

The students taking up Bachelor of Arts in English Language exhibit a "Very high" level of awareness of the vision (M = 4.67, SD = 0.64), and a "High" level of awareness of mission (M = 4.44, SD = 0.88) of Carlos Hilado Memorial State College, and Goal of the College of Arts and Sciences (M = 4.29, SD = 0.83). As for the Program Objectives of Bachelor of Arts in English Language (M = 4.44, SD = 0.68), the students show a "High" level of awareness.

Table 4.
Bachelor of Arts in English Language Students' Level of Acceptability of the Vision and Mission of Carlos Hilado Memorial State College, of the Goals of the College of Arts and Sciences, and of the Program Objectives of the Bachelor of Arts in English Language

Acceptability	Mean	SD	Interpretation
Vision: To be a leading GREEN institution of higher learning in the global community by 2030	4.80	0.65	Very high
Mission: We are a GREEN institution committed to empower the youth and life-long learners who will contribute to nation building and global transformation through quality instruction, inclusive and creative teaching-learning ...	4.82	0.56	Very high
Goal of the College: Develop and implement programs in Liberal Arts and Sciences to achieve academic excellence and competencies geared towards the total development of the learners in their specialized fields.	4.73	0.72	Very high
Program Objectives of Bachelor of Arts in English Language			
1. Equip students with knowledge in social science theories and the application of such in real-life situations.	4.69	0.60	Very high
2. Expose students to local and global trends in the different fields of social sciences.	4.76	0.49	Very high
3. Strengthen linkages with government and private agencies/industries to provide students with relevant practicum and employment opportunities.	4.78	0.50	Very high
4. Develop socially responsible students.	4.81	0.51	Very high
5. Equip students with skills required to conduct and interpret social sciences researches.	4.83	0.47	Very high
Whole	4.77	0.52	Very high

Note: Mean Scale; 1.00 – 1.49 Very low, 1.50 – 2.49 Low, 2.50 – 3.49 Average, 3.50 – 4.49 High and, 4.50 – 5.00 Very high

Table 4 shows the Bachelor of Arts in English Language students' level of acceptability of the Vision and Mission of Carlos Hilado Memorial State College, of the Goals of the College of Arts and Sciences, and of the program objectives of Bachelor of Arts in English Language.

Results show that the students taking up Bachelor of Arts in English Language demonstrate a "Very high" level of acceptability of the Vision and Mission of Carlos Hilado Memorial State College, of the Goals of the College of Arts and Sciences, and of the Objectives of Bachelor of Arts in English Language.

Table 5.
Bachelor of Arts in Social Science Students' Level of Awareness of the Vision and Mission of Carlos Hilado Memorial State College, of the Goals of the College of Arts and Sciences, and of the Objectives of Bachelor of Arts in Social Science

Awareness	Mean	SD	Interpretation
Vision: To be a leading GREEN institution of higher learning in the global community by 2030	4.09	1.50	High
Mission: We are a GREEN institution committed to empower the youth and life-long learners who will contribute to nation building and global transformation through quality instruction, inclusive and creative teaching-learning ...	3.90	1.51	High
Goal of the College: Develop and implement programs in Liberal Arts and Sciences to achieve academic excellence and competencies geared towards the total development of the learners in their specialized fields.	3.77	1.41	High
Program Objectives of Bachelor of Arts in Social Science			High
1. Equip students with knowledge in social science theories and the application of such in real-life situations.	3.75	1.40	High
2. Expose students to local and global trends in the different fields of social sciences.	3.93	1.07	High
3. Strengthen linkages with government and private agencies/industries to provide students with relevant practicum and employment opportunities.	4.11	1.11	High
4. Develop socially responsible students.	4.20	1.14	High
5. Equip students with skills required to conduct and interpret social sciences researches.	4.09	1.08	High
Whole	4.02	1.17	High

Note: Mean Scale; 1.00 – 1.49 Very low, 1.50 – 2.49 Low, 2.50 – 3.49 Average, 3.50 – 4.49 High and, 4.50 – 5.00 Very high

Table 5 illustrates the Bachelor of Arts in Social Science students' level of Awareness of the Vision and Mission of Carlos Hilado Memorial State College, of the Goals of the College of Arts and Sciences, and of the Objectives of Bachelor of Arts in Social Science.

The results indicate that the students of Bachelor of Arts in Social Science have a "High" level of Awareness of the Vision (M = 4.09, SD = 1.50) and Mission (M = 3.90, SD = 1.51) of Carlos Hilado Memorial State College, of the Goals of the College of Arts and Sciences (M = 3.77, SD = 1.41), and of the Program of Bachelor of Arts in Social Science (M = 4.02, SD = 1.17).

Table 6.

Bachelor of Arts in Social Science Students' Level of Acceptability of the Vision and Mission of Carlos Hilado Memorial State College, of the Goals of the College of Arts and Sciences, and of the Objectives of Bachelor of Arts in Social Science

Acceptability	Mean	SD	Interpretation
Vision: To be a leading GREEN institution of higher learning in the global community by 2030	4.26	1.54	High
Mission: We are a GREEN institution committed to empower the youth and life-long learners who will contribute to nation building and global transformation through quality instruction, inclusive and creative teaching-learning ...	4.92	0.27	Very high
Goal of the College: Develop and implement programs in Liberal Arts and Sciences to achieve academic excellence and competencies geared towards the total development of the learners in their specialized fields.	4.62	0.95	Very high
Program Objectives of Bachelor of Arts in Social Science			
1. Equip students with knowledge in social science theories and the application of such in real-life situations.	4.31	0.90	High
2. Expose students to local and global trends in the different fields of social sciences.	4.54	0.69	Very high
3. Strengthen linkages with government and private agencies/industries to provide students with relevant practicum and employment opportunities.	4.60	0.78	Very high
4. Develop socially responsible students.	4.40	0.91	High
5. Equip students with skills required to conduct and interpret social sciences researches.	4.40	0.91	High
Whole	4.45	0.84	Very high

Note: Mean Scale; 1.00 – 1.49 Very low, 1.50 – 2.49 Low, 2.50 – 3.49 Average, 3.50 – 4.49 High and, 4.50 – 5.00 Very high

Table 6 presents the Bachelor of Arts in Social Science students' level of Acceptability of the Vision and Mission of Carlos Hilado Memorial State College, of the Goals of the College of Arts and Sciences, and of the program objectives of Bachelor of Arts in Social Science.

The results reveal that the students of Bachelor of Arts in Social Science have a "Very high" level of Acceptability of the Mission of Carlos Hilado Memorial College ($M = 4.92$, $SD = 0.27$), of the Goals of the College of Arts and Sciences, and of the Objectives of Bachelor of Arts in Social Science ($M = 4.62$, $SD = 0.95$). With regard to the Vision of the institution, the students display a "High" level of Acceptability ($M = 4.26$, $SD = 1.54$). In addition, the students demonstrate a "Very high" level of Acceptability of the Program Objectives of Bachelor of Arts in Social Science.

Table 7.

Bachelor of Science in Psychology Students' Level of Awareness of the Vision and Mission of Carlos Hilado Memorial State College, of the Goals of the College of Arts and Sciences, and of the Objectives of Bachelor of Science in Psychology

Awareness of the Vision, Mission, Goals and Objectives of Carlos Hilado Memorial State College	Mean	SD	Interpretation
Vision: To be a leading GREEN institution of higher learning in the global community by 2030	4.73	0.57	Very high
Mission: We are a GREEN institution committed to empower the youth and life-long learners who will contribute to nation building and global transformation through quality instruction, inclusive and creative teaching-learning ...	3.99	1.09	High
Goal of the College: Develop and implement programs in Liberal Arts and Sciences to achieve academic excellence and competencies geared towards the total development of the learners in their specialized fields.	3.79	1.16	High
Program Objectives of Bachelor of Science in Psychology			
1. passed the Licensure Examination for Psychometricians;	4.19	0.95	High
2. practiced the professional and ethical conduct of psychology in the Filipino and international contexts;	4.21	0.78	High
3. applied theoretical and professional knowledge, skills, and CHMSCian values in psychological assessment and interventions;	4.24	0.78	High
4. communicated the results of psychological assessment and intervention to both specialist and non-specialist audiences;	4.03	0.86	High
5. demonstrated higher level of analytical, critical thinking, and research skills specific to the discipline of psychology; and	4.28	0.78	High
6. undertaken further training for the continuous development of existing skills and acquired higher level of competencies through formal graduate education and employment.	4.24	0.79	High
Whole	4.20	0.83	High

Note: Mean Scale; 1.00 – 1.49 Very low, 1.50 – 2.49 Low, 2.50 – 3.49 Average, 3.50 – 4.49 High and, 4.50 – 5.00 Very high

Table 7 depicts the Bachelor of Science in Psychology students' level of Awareness of the Vision and Mission of Carlos Hilado Memorial State College, of the Goals of the College of Arts and Sciences, and of the Objectives of Bachelor of Science in Psychology.

The students taking up Bachelor of Science in Psychology have a "Very high" level of Awareness of the Vision ($M = 4.73$, $SD = 0.57$) of Carlos Hilado Memorial State College, while their levels of Awareness of its Mission ($M = 3.99$, $SD = 1.09$), of the Goals of the College of Arts and Sciences ($M = 3.79$, $SD = 1.16$), and of the Program Objectives of

Bachelor of Science in Psychology (M = 4.20, SD = 0.83) are “High”.

the Program Objectives of Bachelor of Science in Psychology (M = 4.70, SD = 0.56).

Table 8.

Bachelor of Science in Psychology Students’ Level of Acceptability of the Vision and Mission of Carlos Hilado Memorial State College, of the Goals of the College of Arts and Sciences, and of the Objectives of Bachelor of Science in Psychology

Acceptability of the Vision, Mission, Goals and Objectives of Carlos Hilado Memorial State College	Mean	SD	Interpretation
Vision: To be a leading GREEN institution of higher learning in the global community by 2030	4.73	0.57	Very high
Mission: We are a GREEN institution committed to empower the youth and life-long learners who will contribute to nation building and global transformation through quality instruction, inclusive and creative teaching-learning ...	3.99	1.09	High
Goal of the College: Develop and implement programs in Liberal Arts and Sciences to achieve academic excellence and competencies geared towards the total development of the learners in their specialized fields.	3.79	1.16	High
Program Objectives of Bachelor of Science in Psychology			
1. passed the Licensure Examination for Psychometricians;	4.58	0.65	Very high
2. practiced the professional and ethical conduct of psychology in the Filipino and international contexts;	4.77	0.49	Very high
3. applied theoretical and professional knowledge, skills, and CHMSCian values in psychological assessment and interventions;	4.75	0.54	Very High
4. communicated the results of psychological assessment and intervention to both specialist and non-specialist audiences;	4.64	0.61	Very high
5. demonstrated higher level of analytical, critical thinking, and research skills specific to the discipline of psychology; and	4.69	0.54	Very high
6. undertaken further training for the continuous development of existing skills and acquired higher level of competencies through formal graduate education and employment.	4.75	0.52	Very high
Whole	4.70	0.56	Very High

Note: Mean Scale: 1.00 – 1.49 Very low, 1.50 – 2.49 Low, 2.50 – 3.49 Average, 3.50 – 4.49 High and, 4.50 – 5.00 Very high

Table 8 shows the Bachelor of Science in Psychology students’ level of Acceptability of the Vision and Mission of Carlos Hilado Memorial State College, of the Goals of the College of Arts and Sciences, and of the program objectives of Bachelor of Science in Psychology.

The students taking up Bachelor of Science in Psychology show a “High” level of Acceptability of the Mission (M = 3.99, SD = 1.09) of the institution and of the Goals of the College of Arts and Sciences (M = 3.79, SD = 1.16). Meanwhile, they exhibit a “Very high” level of acceptability of the Vision of the institution (M = 4.73, SD = 0.57) and of

Table 9.

School Administrators’ Level of Awareness of the Vision and Mission of Carlos Hilado Memorial State College, of the Goals of the College of Arts and Sciences, and of the Objectives of Bachelor of Arts in English Language, Bachelor of Arts in Social Science, and Bachelor of Science in Psychology

Awareness	Mean	SD	Interpretation
Vision: To be a leading GREEN institution of higher learning in the global community by 2030	4.62	0.65	VH
Mission: We are a GREEN institution committed to empower the youth and life-long learners who will contribute to ...	4.12	0.91	H
Goal of the College: Develop and implement programs in Liberal Arts and Sciences to achieve academic excellence and ...	3.85	1.13	H
Program Objectives of Bachelor of Arts in English Language			
1. Enable students to explain how the English language ...	3.71	1.19	H
2. Facilitate the students’ logical understanding of how the English language ...	3.76	1.16	H
3. Equip students with skills to listen, speak, read, write and participate in different ...	3.79	1.15	H
4. Provide necessary skills for students to teach reading, writing, listening, speaking, and ...	3.79	1.23	H
5. Engage students in English language research relevant to the school and workplace settings.	3.91	1.14	H
Whole	3.79	1.16	H
Program Objectives of Bachelor of Arts in Social Science			
1. Equip students with knowledge in social science theories and ...	3.35	1.20	A
2. Expose students to local and global trends in the different fields of social sciences.	3.35	1.20	A
3. Strengthen linkages with government and private agencies/industries to provide ...	3.65	1.01	H
4. Develop socially responsible students.	3.68	1.15	H
5. Equip students with skills required to conduct and interpret social science researches.	3.85	1.16	H
Whole	3.58	1.15	H
Program Objectives of Bachelor of Science in Psychology			
1. passed the Licensure Examination for Psychometricians;	4.03	1.19	H
2. practiced the professional and ethical conduct of psychology in the Filipino and international contexts;	4.00	1.15	H
3. applied theoretical and professional knowledge, skills, and CHMSCian values ...	3.97	1.17	H
4. communicated the results of psychological assessment and intervention ...	3.82	1.09	H
5. demonstrated higher level of analytical, critical thinking, and research ...	3.97	1.09	H
6. undertaken further training for the continuous development of existing skills and ...	4.00	1.13	H
Whole	3.97	1.12	H

Note: Mean Scale: 1.00 – 1.49 Very low, 1.50 – 2.49 Low, 2.50 – 3.49 Average, 3.50 – 4.49 High and, 4.50 – 5.00 Very high

Table 9 illustrates the Administration’s level of Awareness of the Vision and Mission of Carlos Hilado Memorial State College, of the Goals of the

College of Arts and Sciences, and of the Objectives of Bachelor of Arts in English Language, Bachelor of Arts in Social Science, and Bachelor of Science in Psychology.

The results show that the school administrators' exhibit a "High" level of Awareness of the Mission of the institution (M = 4.12, SD = 0.91), of the Goals of the College of Arts and Sciences, and of the Objectives of the three degree programs (M = 3.85, SD = 1.13), and "Very high" level of the Vision (M = 4.62, SD = 0.65) of the institution. Furthermore, the school administrators have a "High" level of Awareness of the Program Objectives of Bachelor of Arts in English Language (M = 3.79, SD = 1.16), Bachelor of Arts in Social Science (M = 3.58, SD = 1.15) and Bachelor of Science in Psychology (M = 3.97, SD = 1.12).

Table 10.

School Administrators' Level of Acceptability of the Vision and Mission of Carlos Hilado Memorial State College, of the Goals of the College of Arts and Sciences, and of the Objectives of Bachelor of Arts in English Language, Bachelor of Arts in Social Science, and Bachelor of Science in Psychology

Acceptability	Mean	SD	Interpretation
Vision: To be a leading GREEN institution of higher learning in the global community by 2030	4.71	0.72	VH
Mission: We are a GREEN institution committed to empower the youth and life-long learners who will contribute to ...	4.59	0.78	VH
Goal of the College: Develop and implement programs in Liberal Arts and Sciences to achieve academic excellence and ...	4.56	0.66	VH
Program Objectives of Bachelor of Arts in English Language			
1. Enable students to explain how the English language ...	4.59	0.70	VH
2. Facilitate the students' logical understanding of how the English language ...	4.62	0.60	VH
3. Equip students with skills to listen, speak, read, write and participate in different ...	4.59	0.66	VH
4. Provide necessary skills for students to teach reading, writing, listening, speaking, and ...	4.68	0.64	VH
5. Engage students in English language research relevant to the school and workplace settings.	4.56	0.70	VH
Whole	4.61	0.66	VH
Program Objectives of Bachelor of Arts in Social Science			
1. Equip students with knowledge in social science theories and ...	4.53	0.66	VH
2. Expose students to local and global trends in the different fields of social sciences.	4.59	0.74	VH
3. Strengthen linkages with government and private agencies/industries to provide ...	4.65	0.65	VH
4. Develop socially responsible students.	4.71	0.52	VH
5. Equip students with skills required to conduct and interpret social science researches.	4.68	0.59	VH
Whole	4.63	0.63	VH
Program Objectives of Bachelor of Science in Psychology			
1. passed the Licensure Examination for Psychometricians;	4.71	0.58	VH
2. practiced the professional and ethical conduct of psychology in the Filipino and international contexts;			
3. applied theoretical and professional knowledge, skills, and CHMSCian values ...	4.71	0.58	VH
4. communicated the results of psychological assessment and intervention ...	4.79	0.48	VH
5. demonstrated higher level of analytical, critical thinking, and research ...	4.76	0.50	VH
6. undertaken further training for the continuous development of existing skills and ...	4.68	0.53	VH
Whole	4.74	0.52	VH

Note: Mean Scale; 1.00 – 1.49 Very low, 1.50 – 2.49 Low, 2.50 – 3.49 Average, 3.50 – 4.49 High and, 4.50 – 5.00 Very high

Table 10 shows the school administrators' level of Acceptability of the Vision and Mission of

Carlos Hilado Memorial State College, of the Goals of the College of Arts and Sciences, and of the Objectives of Bachelor of Arts in English Language, Bachelor of Arts in Social Science, and Bachelor of Science in Psychology.

The results present that the school administrators demonstrate a "Very high" level of acceptability of the Vision (M = 4.71, SD = 0.72) and Mission (M = 4.59, SD = 0.87) of the institution, of the Goals of the College of Arts and Sciences (M = 4.56, SD = 0.66), and of the Objectives of Bachelor of Arts in English Language (M = 4.61, SD = 0.66), Bachelor of Arts in Social Science (M = 4.63, SD = 0.63) and Bachelor of Science in Psychology (M = 4.74, SD = 0.52).

CONCLUSION AND RECOMMENDATIONS

This research study revealed that the students, administrators, faculty, and staff of the College of Arts and Sciences, and the parents of the students and alumni were very much aware of the vision and mission of the institution, of the goals of the college and of the program objectives of Bachelor of Arts in English Language, Bachelor of Arts in Social Science, and Bachelor of Science in Psychology.

The alumni, faculty, staff, and Bachelor of Arts in Social Science students demonstrated a "High" level of awareness of the institution's vision, while the Bachelor of Arts in English Language and Bachelor of Science in Psychology students and administrators exhibited a "Very High" level of awareness. These results imply that the Bachelor of Arts in English Language and Bachelor of Science in Psychology students, and the administrators were more cognizant of the vision of the institution than the alumni, faculty, staff, and Bachelor of Arts in Social Science students.

In addition, all groups displayed a "High" level of awareness of both the Mission of the institution and the Goals of the College of Arts and Sciences. This result indicates that they were fully aware of the mission of the institution and of the goals of the College of Arts and Sciences.

Furthermore, all stakeholders exhibited a "High" level of awareness of the Bachelor of Arts in Social Science program objectives. All groups also exhibited a "High" level of awareness of the Bachelor of Arts in English Language program objectives except for students who displayed a "Very High" level of awareness, and a "High" level of awareness of the Bachelor of Science in Psychology program objectives except for the staff who exhibited an

“Average” level of awareness. These results mean that all groups were aware of the program objectives of the three degree programs notwithstanding the small difference in their levels.

On the acceptability of the Mission and Vision of the institution and of the Goals of the College of Arts and Sciences, all respondent groups displayed a “Very High” acceptability of the Vision of the institution except for the alumni and Bachelor of Social Science students who exhibited a “High” level. All groups also manifested a “very High” level of acceptability of the Mission of the institution and of the Goal of the College of Arts and Sciences except for the alumni and Bachelor of Psychology students who displayed a “High” level of acceptability. On the level of acceptability of the program objectives of the three-degree programs, all stakeholders showed a “Very High” level of acceptability except for the staff who indicated a “High” level of acceptability of the Bachelor of Arts in English Language and Bachelor of Social Science program objectives and for the alumni and staff who displayed a “High” level of acceptability of the Bachelor of Science in Psychology program objectives. All these results strongly suggest that all the students, staff, and administrators of Carlos Hilado Memorial State College, and all the stakeholders completely accepted the mission and vision of the institution, the goals of the College of Arts and Sciences, and the program objectives of Bachelor of Arts in English Language, Bachelor of Arts in Social Science, and Bachelor of Science in Psychology.

Anchored on the findings of this study, the following are recommended:

1. Retain the standard practice of integrating the VMGOs in the syllabi, handbook, bulletin boards, and other forms of issuances.
2. Determine the best and most efficient dissemination strategies by considering other types of platforms such as social media, infographics, radio, tarpaulins in strategic locations, and video clips.
3. Implement a mandatory recitation of the VMGO during school activities.
4. Make the goal of the college and program specific objectives visible in classrooms and certain buildings.
5. Assess the awareness and acceptability of the VMGOs intermittently to find out if there is a need for revision.
6. Conduct future research initiatives to evaluate the effectiveness of the activities executed by the college in

realizing the college’s vision, mission, goals, and objectives.

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