

# **Original Research Article**

## **STAKEHOLDERS' AWARENESS AND ACCEPTABILITY OF THE VISION, MISSION, GOALS, AND OBJECTIVES OF CARLOS HILADO MEMORIAL STATE COLLEGE**

### **ABSTRACT**

Vision, mission, goals, and objectives (VMGOs) function as the foundation of an educational institution. The Accrediting Agency for Chartered Colleges and Universities in the Philippines (AACCCUP) underscored that an educational institution is assessed according to the degree how 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 among the stakeholders. 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. The results show the following: (a) The alumni, faculty, staff, and Bachelor of Arts in Social Science students indicated a "High" level of awareness of the Vision of the institution, while the English Language and students, and the administrators indicated a "Very High" level of awareness; (b) All the groups indicated 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 indicated 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 indicated 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 indicated an "Average" level of awareness. The results also revealed the following: (a) All stakeholders indicated a "Very High" acceptability of the Vision of the institution except for the alumni and Science students who indicated a "High" level. (b) All groups indicated a "Very High" level of acceptance of the Mission of the institution and of the Goal of the College of Arts and Sciences except for the alumni and Psychology students who displayed a "High" level of acceptance. (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 acceptance of the Bachelor of Arts in English Language and Bachelor of Social Science program objectives and for the alumni and staff who indicated a "High" level of acceptance of the Bachelor of Science in Psychology program objectives.

**KEYWORDS:** vision, mission, goals, objectives higher education institution

### **INTRODUCTION**

#### **Rationale**

The Accrediting Agency for Chartered Colleges and Universities in the Philippines (AACCCUP) evaluates the extent to which a university achieves its vision, mission, goals, and objectives (VMGOs), which constitute the foundation of an academic institution (Pelicana & 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 for 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 for 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 students' 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 for a particular program. In particular, program of 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).

### **Statement of the Problem**

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 (CHMSC) in Talisay City, Negros Occidental, Philippines among students, faculty members, parents, alumni, and staff members.

### **Research Objective**

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.

### **Research questions.**

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 by 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?

## **METHODOLOGY**

### **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.

### **Study population**

The study identified 385 participants utilizing the Cochran method. Employing the random sampling technique, the respondents 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)].

### Sampling Procedure

To gather data, a researcher-made instrument was developed based on the existing VMGO of the institution. 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. 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

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, the goals of the Faculty and objectives of the three departments**

	Alumni			Faculty			Staff		
	Mean	SD	Interp	Mean	SD	Interp	Mean	SD	Interp
<b>Awareness</b>									
<b>Vision:</b> To be a leading GREEN institution of higher learning in the global community by 2030	<b>3.83</b>	<b>1.20</b>	<b>H</b>	<b>4.60</b>	<b>0.63</b>	<b>VH</b>	<b>4.29</b>	<b>0.82</b>	<b>H</b>
<b>Mission:</b> We are a GREEN institution committed to empower the youth and life-long learners who will contribute to ...	<b>3.71</b>	<b>1.23</b>	<b>H</b>	<b>4.21</b>	<b>0.81</b>	<b>H</b>	<b>4.27</b>	<b>0.84</b>	<b>H</b>
<b>Goal of the College:</b> Develop and implement programs in Liberal Arts and Sciences to achieve academic excellence and ...	<b>3.74</b>	<b>1.18</b>	<b>H</b>	<b>3.86</b>	<b>1.02</b>	<b>H</b>	<b>3.96</b>	<b>0.79</b>	<b>H</b>
<b>Program Objectives of Bachelor of Arts in English Language</b>									
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
	<b>3.97</b>	<b>1.04</b>		<b>3.65</b>	<b>0.96</b>	<b>H</b>	<b>3.38</b>	<b>1.16</b>	<b>A</b>
<b>Program Objectives of Bachelor of Arts in Social Science</b>									
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
<b>Whole</b>	<b>3.69</b>	<b>1.05</b>	<b>H</b>	<b>3.45</b>	<b>1.01</b>	<b>H</b>	<b>3.42</b>	<b>1.20</b>	<b>A</b>
<b>Program Objectives of Bachelor of Science in Psychology</b>									
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
<b>Whole</b>	<b>3.85</b>	<b>1.26</b>	<b>H</b>	<b>4.13</b>	<b>0.75</b>	<b>H</b>	<b>3.20</b>	<b>1.12</b>	<b>A</b>

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 ( $M = 3.65$ ,  $SD = 0.96$ ) indicated a "High" level of awareness. Meanwhile, the Staff indicated 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 ( $M = 3.69$ ,  $SD = 1.01$ ) had a "High" level of awareness, while the Staff ( $M = 3.42$ ,  $SD = 1.20$ ) had 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 ( $M = 4.13$ ,  $SD = 0.75$ ) indicated 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 three departments.**

Acceptability	Alumni			Faculty			Staff		
	Mean	SD	Interp	Mean	SD	Interp	Mean	SD	Interp
<b>Vision:</b> To be a leading GREEN institution of higher learning in the global community by 2030	<b>4.35</b>	<b>0.97</b>	<b>H</b>	<b>4.73</b>	<b>0.66</b>	<b>VH</b>	<b>4.73</b>	<b>0.6</b>	<b>VH</b>
<b>Mission:</b> We are a GREEN institution committed to empower the youth and life-long learners who will contribute to ...	<b>4.37</b>	<b>0.90</b>	<b>H</b>	<b>4.64</b>	<b>0.72</b>	<b>VH</b>	<b>4.71</b>	<b>0.61</b>	<b>VH</b>
<b>Goal of the College:</b> Develop and implement programs in Liberal Arts and Sciences to achieve academic excellence and ...	<b>4.35</b>	<b>0.90</b>	<b>H</b>	<b>4.69</b>	<b>0.57</b>	<b>VH</b>	<b>4.51</b>	<b>0.67</b>	<b>VH</b>
<b>Program Objectives of Bachelor of Arts in English Language</b>									
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
<b>Whole</b>	<b>4.58</b>	<b>0.66</b>	<b>VH</b>	<b>4.59</b>	<b>0.65</b>	<b>VH</b>	<b>4.43</b>	<b>0.87</b>	<b>H</b>
<b>Program Objectives of Bachelor of Arts in Social Science</b>									
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	VJ	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
<b>Whole</b>	<b>4.38</b>	<b>0.82</b>	<b>H</b>	<b>4.59</b>	<b>0.69</b>	<b>VH</b>	<b>4.38</b>	<b>0.78</b>	<b>H</b>
<b>Program Objectives of Bachelor of Science in Psychology</b>									
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
<b>Whole</b>	<b>4.37</b>	<b>0.90</b>	<b>H</b>	<b>4.79</b>	<b>0.45</b>	<b>VH</b>	<b>4.42</b>	<b>0.89</b>	<b>H</b>

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 indicated a "Very high" level of acceptabance of the Vision, Mission, and Objectives of Carlos Hilado Memorial State College, while the Alumni indicated a "High" level of acceptance on the Vision, Mission, and Objectives of the College.

As for the Program Objectives of Bachelor of Arts in English, the Alumni (M = 4.5) and Faculty (M = 4.59) indicated a "Very high" level of acceptance, whereas the Staff has a "High" level of acceptance.

The Alumni (M = 4.38) and Staff (M = 4.38) indicated a "High" level of acceptance of the Program Objectives of Bachelor of Arts in Social Science. However, the Faculty (M = 4.59) had "Very high" level of acceptance of the Program Objectives of Bachelor of Arts in Social Science.

The Alumni (M = 4.37) and Staff (M = 4.42) indicated a "High" level of acceptance of the Program Objectives of Bachelor of Science in Psychology, while the Faculty (M = 4.79) indicated a "Very high" level of acceptance of the Program Objectives of Bachelor of Science in Psychology.

Table 3. *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
<b>Vision:</b> To be a leading GREEN institution of higher learning in the global community by 2030	4.67	0.64	Very high
<b>Mission:</b> We are a GREEN institution committed to empower the youth and life-long learners who will contribute to nation building and global transformation though quality instruction, inclusive and creative teaching-learning ...	4.44	0.88	High
<b>Goal of the College:</b> 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
<b>Program Objectives of Bachelor of Arts in English Language</b>			
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
<b>Whole</b>	<b>4.44</b>	<b>0.68</b>	<b>High</b>

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 indicated a "Very high" level of awareness of the vision (M = 4.67), and a "High" level of awareness of mission (M = 4.44) of Carlos Hilado Memorial State College, and Goal of the College of Arts and Sciences (M = 4.29). As for the Program Objectives of Bachelor of Arts in English Language the students show a "High" level of awareness (M = 4.44).

Table 4. *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
<b>Vision:</b> To be a leading GREEN institution of higher learning in the global community by 2030	4.80	0.65	Very high
<b>Mission:</b> 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
<b>Goal of the College:</b> 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
<b>Program Objectives of Bachelor of Arts in English Language</b>			
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
<b>Whole</b>	<b>4.77</b>	<b>0.52</b>	<b>Very high</b>

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

Results show that the students taking up Bachelor of Arts in English Language indicated 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 (See Table 4).

Table 5. *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
<b>Vision:</b> To be a leading GREEN institution of higher learning in the global community by 2030	<b>4.09</b>	<b>1.50</b>	<b>High</b>
<b>Mission:</b> 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 ...	<b>3.90</b>	<b>1.51</b>	<b>High</b>
<b>Goal of the College:</b> 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.	<b>3.77</b>	<b>1.41</b>	<b>High</b>
<b>Program Objectives of Bachelor of Arts in Social Science</b>			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
<b>Whole</b>	<b>4.02</b>	<b>1.17</b>	<b>High</b>

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

The results indicate that the students of Bachelor of Arts in Social Science had a “High” level of Awareness of the Vision (M = 4.09) and Mission (M = 3.90) of Carlos Hilado Memorial State College, of the Goals of the College of Arts and Sciences (M = 3.77), and of the Program of Bachelor of Arts in Social Science (M = 4.02). (See Table 5).

Table 6. *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
<b>Vision:</b> To be a leading GREEN institution of higher learning in the global community by 2030	<b>4.26</b>	<b>1.54</b>	<b>High</b>
<b>Mission:</b> 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 ...	<b>4.92</b>	<b>0.27</b>	<b>Very high</b>
<b>Goal of the College:</b> 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.	<b>4.62</b>	<b>0.95</b>	<b>Very high</b>
<b>Program Objectives of Bachelor of Arts in Social Science</b>			
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
<b>Whole</b>	<b>4.45</b>	<b>0.84</b>	<b>Very high</b>

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

The results reveal that the students of Bachelor of Arts in Social Science had a “Very high” level of Acceptance of the Mission of Carlos Hilado Memorial College (M = 4.92), of the Goals of the College of Arts and Sciences, and of the Objectives of Bachelor of Arts in Social Science (M = 4.6). With regard to the Vision of the institution, the students indicated a “High” level of Acceptance (M = 4.26). In addition, the students indicated a “Very high” level of Acceptance of the Program Objectives of Bachelor of Arts in Social Science. (See Table 6).

Table 7. *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*

<b>Awareness of the Vision, Mission, Goals and Objectives of Carlos Hilado Memorial State College</b>	<b>Mean</b>	<b>SD</b>	<b>Interpretation</b>
<b>Vision:</b> To be a leading GREEN institution of higher learning in the global community by 2030	<b>4.73</b>	<b>0.57</b>	<b>Very high</b>
<b>Mission:</b> 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 ...	<b>3.99</b>	<b>1.09</b>	<b>High</b>
<b>Goal of the College:</b> 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.	<b>3.79</b>	<b>1.16</b>	<b>High</b>
<b>Program Objectives of Bachelor of Science in Psychology</b>			
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
<b>Whole</b>	<b>4.20</b>	<b>0.83</b>	<b>High</b>

*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*

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 ( $M = 4.20$ ,  $SD = 0.83$ ) were “High”. (See Table 7).

**Table 8. 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**

<b>Acceptability of the Vision, Mission, Goals and Objectives of Carlos Hilado Memorial State College</b>	<b>Mean</b>	<b>SD</b>	<b>Interpretation</b>
<b>Vision:</b> To be a leading GREEN institution of higher learning in the global community by 2030	<b>4.73</b>	<b>0.57</b>	<b>Very high</b>
<b>Mission:</b> 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 ...	<b>3.99</b>	<b>1.09</b>	<b>High</b>
<b>Goal of the College:</b> 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.	<b>3.79</b>	<b>1.16</b>	<b>High</b>
<b>Program Objectives of Bachelor of Science in Psychology</b>			
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
<b>Whole</b>	<b>4.70</b>	<b>0.56</b>	<b>Very High</b>

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

The students taking up Bachelor of Science in Psychology indicated a “High” level of Acceptance of the Mission (M = 3.99) of the institution and of the Goals of the College of Arts and Sciences (M = 3.79). Meanwhile, they indicated a “Very high” level of acceptance of the Vision of the institution (M = 4.73) and of the Program Objectives of Bachelor of Science in Psychology (M = 4.70). (See Table 8)

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
<b>Vision:</b> To be a leading GREEN institution of higher learning in the global community by 2030	<b>4.62</b>	<b>0.65</b>	<b>VH</b>
<b>Mission:</b> We are a GREEN institution committed to empower the youth and life-long learners who will contribute to ...	<b>4.12</b>	<b>0.91</b>	<b>H</b>
<b>Goal of the College:</b> Develop and implement programs in Liberal Arts and Sciences to achieve academic excellence and ...	<b>3.85</b>	<b>1.13</b>	<b>H</b>
<b>Program Objectives of Bachelor of Arts in English Language</b>			
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
<b>Whole</b>	<b>3.79</b>	<b>1.16</b>	<b>H</b>
<b>Program Objectives of Bachelor of Arts in Social Science</b>			
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
<b>Whole</b>	<b>3.58</b>	<b>1.15</b>	<b>H</b>
<b>Program Objectives of Bachelor of Science in Psychology</b>			
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
<b>Whole</b>	<b>3.97</b>	<b>1.12</b>	<b>H</b>

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

The results show that the school administrators' indicated a "High" level of Awareness of the Mission of the institution (M = 4.12), of the Goals of the College of Arts and Sciences, and of the Objectives of the three degree programs (M = 3.85), and "Very high" level of the Vision (M = 4.62) of the institution. Furthermore, the school administrators had a "High" level of Awareness of the Program Objectives of Bachelor of Arts in English Language (M = 3.79), Bachelor of Arts in Social Science (M = 3.58) and Bachelor of Science in Psychology (M = 3.97). (See Table 9).

Table 10.

*School Administrators' Level of Acceptability of the Vision and Mission of the institution, the Goals of the College of Arts and Sciences, and of the Objectives of departments of English Language, Arts and Psychology*

Acceptability	Mean	SD	Interpretation
<b>Vision:</b> To be a leading GREEN institution of higher learning in the global community by 2030	<b>4.71</b>	<b>0.72</b>	<b>VH</b>
<b>Mission:</b> We are a GREEN institution committed to empower the youth and life-long learners who will contribute to ...	<b>4.59</b>	<b>0.78</b>	<b>VH</b>
<b>Goal of the College:</b> Develop and implement programs in Liberal Arts and Sciences to achieve academic excellence and ...	<b>4.56</b>	<b>0.66</b>	<b>VH</b>
<b>Program Objectives of Bachelor of Arts in English Language</b>			
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
<b>Whole</b>	<b>4.61</b>	<b>0.66</b>	<b>VH</b>
<b>Program Objectives of Bachelor of Arts in Social Science</b>			
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
<b>Whole</b>	<b>4.63</b>	<b>0.63</b>	<b>VH</b>
<b>Program Objectives of Bachelor of Science in Psychology</b>			
1. passed the Licensure Examination for Psychometricians;			
2. practiced the professional and ethical conduct of psychology in the Filipino and international contexts;	4.71	0.58	VH
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
<b>Whole</b>	<b>4.74</b>	<b>0.52</b>	<b>VH</b>

*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*

The results present that the school administrators indicated a “Very high” level of acceptance of the Vision (M = 4.71) and Mission (M = 4.59) of the institution, of the Goals of the College of Arts and Sciences (M = 4.56), 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) and Bachelor of Science in Psychology (M = 4.74). (See Table 10)

## **Discussion.**

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 indicated 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 indicated 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 indicated a “High” level of awareness of the Bachelor of Arts in Social Science program objectives. All groups also indicated a “High” level of awareness of the Bachelor of Arts in English Language program objectives except for students who indicated 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 indicated 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 indicated a “Very High” acceptance of the Vision of the institution except for the alumni and Bachelor of Social Science students who exhibited a “High” level. All groups also indicated 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 acceptance 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 indicated a “High” level of acceptance 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.

## **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.

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. Implement a mandatory recitation of the VMGO during school activities.
3. Make the goal of the college and program specific objectives visible in classrooms and certain buildings.
  4. Assess the awareness and acceptability of the VMGOs intermittently to find out if there is a need for revision.
  5. 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.

## Consent

As per international standard or university standard, Participants' written consent has been collected and preserved by the author(s).

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