

# Stakeholders' Awareness and Acceptability of DMMMSU'S PVMG

Grace A. Llobrera-Diamse<sup>1</sup>, Avelina C. Visaya<sup>2</sup>, Manolito F. Dela Cruz<sup>3</sup>

<sup>1,2,3</sup>Don Mariano Marcos Memorial State University.

## Abstract

This study assessed the stakeholders' comprehension and acceptance of the philosophy, vision, mission, and goals (PVMG) of DMMMSU as well as their level of knowledge of these topics. With a survey methodology and a stakeholder survey questionnaire, it was a descriptive form of research. Results demonstrate that the PVMG is commonly known about, understood, and accepted by the stakeholders. The survey also showed that most of the respondents thought the PVMG was achievable, clearly defined, consistent with other educational practises or activities, and consistent with each other. Additionally, it demonstrated that internal stakeholders—particularly administrators and faculty—were more familiar with, cognizant of, and supportive of the PVMG than were external stakeholders. The College of Graduate Studies' philosophy, vision, mission, goal, and programme objectives were well received by the university's numerous stakeholders.

**Keywords:** External Stakeholders, Internal Stakeholders, Philosophy, Vision, Mission, Goals (PVMG).

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## INTRODUCTION / SITUATION ANALYSIS

Universities have existed for a very long time as academic institutions that carry out scientific research, offer solutions to the issues that any nation faces, educate qualified workers in necessary professions, and play a significant part in the advancement of democratic values and free thought. In this regard, colleges are well suited to serve as institutions that spearhead initiatives for social change. Universities themselves are at the centre of change as they reform society because they must be the change-makers (Calder 2014). As the institution's ideology, vision, mission, and goals are progressively realised, the indicators of its success become more significant. These assertions serve as the fundamental pillars that organisations and their administrators rely on to introduce new programmes and services, conduct applied research, maintain and improve current operations, and create a future capacity for change (Ozdem 2011). A mission statement in higher education reveals the clarity of the institution's main goal; it explains why institutions do what they do, not how they accomplish it. A mission is about getting results for the patrons of the organisation (for example, learners, stakeholders, and the greater community). An effective mission displays a match between opportunity, expertise, and institutional commitment to these clients. Education institutions work to bring about change for the communities they serve as well as the people who use its services (such programmes and courses). The institutional mission's beginning and end points are represented as changing lives and communities (Calder 2014).

A school's or other educational institution's founding purpose and important organisational commitments are stated in a mission statement, sometimes known as the organization's "mission," which explains what the organisation does and why it does it. A school's daily operating goals, educational principles, or public commitments to its students and community may all be described in the mission statement. The high-level objectives that schools or other educational organisations have for the future—what they aim to accomplish if they successfully carry out their organisational purpose or mission—are stated in a vision statement, or simply referred to as a "vision." According to <https://www.edglossary.org/mission-and-vision/>, a vision statement may outline a school's highest aspirations, fundamental organisational values, long-term goals, or what it anticipates its students will know or be able to do upon graduation.

To create a successful programme, it is crucial to develop the school's philosophy, vision, mission, and goals. When done correctly, they provide a school with clarity and focus. Conflicts that persist and problems setting priorities in a school can both be caused by a lack of clarity in the vision or mission of the institution. The organization's philosophy, vision, mission, and goals statements serve as a focal point to bring everyone together and ensure that everyone is working toward the same goal. This improves the organization's production and efficiency. Many businesses, including schools, generate these statements as strategic documents to describe their goals and top priorities. Schools publicly declare what they believe the goal of education should be and

how students should be taught.

Universities like the Don Mariano Marcos Memorial State University always strive for excellence. This quest for excellence cannot be achieved without a lucid, coherent, and meaningful direction stated in its Philosophy, Vision, Mission, and Goals (PVMG). The birth of the university in 1981 saw unanimity of purpose in its vision that spelled out the context in which it operates. The different component campuses and colleges formed their own respective goals and objectives that would actualize this PVMG. The exemplary achievements and accomplishments of the university in the last three decades were all anchored on this vision and mission.

The dynamic and rapid changes in the demands, needs, and opportunities of society have prompted the university to review its PVMG. The latest enhancement and revision were done in 2014, and subsequently, in 2016, the Iloko version was approved by the Board of Regents for use. This PVMG reflects the university's address to present large-scale changes brought about by twin factors of globalization and automation. The increasing number of linkages and stakeholders and the public in general, which are of various interests, offerings, and pursuits, have been included so as to show that the university is proactive and very much involved in society's activities. Just recently, in January 2020, before the pandemic struck not only here in the Philippines but most parts of the world, DMMMSU again revised its PVMG to align it to the strategic initiatives and programs of the University.

The College of Graduate Studies, realizing the importance of the PVMG, cascaded the information to several stakeholders a few days before the community lockdown. It took more than a year to retrieve the instrument for this presentation.

During accreditations, the PVMG is an essential component in the assessment of areas – it may not be assigned with points or ratings however, this area (Area 1) defines the totality of the nine (9) other areas under assessment. Only to the extent that the university realises its VMGO is everything justifiable (AACUP, 2010).

According to (CHED, Series of 2012), the mission and vision are declarations of how the institution sees itself and the context in which it operates over the long term. It explains why it exists, its lasting significance, and the actions it takes to fulfil this. Program objectives are statements that describe how graduates will be prepared to succeed in their chosen vocations and professions and to do so within three to five years after graduation. They also describe how these graduates will be prepared to meet the demands of the industry and the workforce.

The College of Graduate Studies, which is considered the apex of the University, is at the forefront of disseminating the PVMG because it tests the caliber of its instruction, including components of research and extension. The PVMG of the University is:

## PHILOSOPHY

Complete human growth with the necessary skills.

Nadumaduma a kabaelan ken naan-anay a pannakamuli ti tao iti umiso.

## VISION

A globally competitive university.

*Mabigbigbig nga unibersidad iti sangalubungan.*

## MISSION

Offers superior research, education, and extension.

In terms of dekalidad and extense, mangipaay iti maiyanatup ken.

## GOAL

To lead in transforming human resources into productive, self-reliant citizens and responsible leaders.

*Mangidaulo iti pannakatubay dagiti tao a managparnuay, makapagwaywayas ken nanakman a mangidalan.*

DMMMSU's PVMG has become the mantra of the faculty and the administration of the College of Graduate Studies (CGS) in delivering quality instruction, research, and extension to its students and stakeholders as it embraces world-class standards in its activities. Due to its conviction that a university's success depends on bringing its stakeholders together, both physically and philosophically, the College of Graduate Studies took the initiative to assess its awareness of and acceptance of the University's PVMG. The stakeholders must balance their divergent viewpoints, find common ground, and develop an integrated PVMG.

## OBJECTIVES OF THE STUDY

This survey aims to:

1. To know the level of awareness of the DMMMSU PVMG as perceived by the following groups of stakeholders:
  - a. Administrator;
  - b. Faculty.
  - c. Staff.
  - d. Student.
  - e. Alumni.
  - f. External Stakeholders.
2. To know the extent of dissemination of the DMMMSU PVMG to the same group, given the various systems used.
3. To know the level of acceptability of the DMMMSU VMGO to the group.

## METHODOLOGY

This research was descriptive in nature and employed a survey methodology. The required information was gathered using a stakeholder survey questionnaire, and the frequency means were calculated for each of the survey's items and interpreted.

Administrators, faculty members, administrative employees and personnel, students, alumni, and external stakeholders from industries and links are among the university's stakeholders who responded to the survey. Due to the limits put in place by the government as a way to slow the spread of the Covid 19 virus, a non-random convenience sampling was employed with the google form to contact respondents. The study was carried out in the second semester of the 2020–2021 academic year.

The gathered information was tallied and examined. The results were specifically determined using the mean. The classification of the data is shown below.

### Level of Awareness

- 3.25 - 4.00 -Highly Aware
- 2.49 - 3.24 -Moderately Aware
- 1.76 - 2.48 -Barely Aware
- 1.00 - 1.75 -Not Aware

### Level of Dissemination

- 3.25 - 4.00 -Highly Disseminated
- 2.49 - 3.24 -Moderately Disseminated
- 1.76 - 2.48 -Barely Disseminated
- 1.00 - 1.75 -Not Disseminated

### Level of Acceptability

- 3.25 - 4.00 -Highly Acceptable
- 2.49 - 3.24 -Moderately Acceptable
- 1.76 - 2.48 -Barely Acceptable
- 1.00 - 1.75 -Not Acceptable

## SUMMARY OF FINDINGS

The overall goal of the study was to ascertain how well-aware and accepting the various College of Arts and Sciences stakeholder groups were of the PVMG, college goal, and objectives of the four programmes the college provides. With a survey method as the data collection technique and a questionnaire as the data collection instrument, the study used a descriptive research design to achieve the stated purpose.

The stakeholder groups consisted of faculty members, students, parents and/or guardians, cooperating agencies, and service barangays of the College of Arts and Sciences. There were a total of 615 respondents across the four departments of the college: BS Psychology Department, AB Political Science Department, AB English Language Department, and AB Filipino Language Department. From the data gathered, the salient findings of the study are the following:

The CAS faculty members and parents generally have very high level of awareness on the DMMSU Philosophy, Vision, Mission, Goal, College Goal, and Program

Objectives, with overall average awareness ratings of 83.3% and 80.09%, respectively. On the other hand, CAS students, cooperating agencies, and service barangay have high level of awareness with overall average awareness ratings of 73.84%, 73.84%, and 71.67% respectively. Further, stakeholders consistently obtained lower overall awareness ratings on the CAS goal and corresponding program objectives, relative to the other PVMGO statements.

The University Philosophy, Vision, Mission, and Goal, as well as College Goal, and Program Objectives are very highly accepted by CAS faculty members and students as internal stakeholders, with overall median acceptance rating of 5. On the other hand, parents, cooperating agencies, and the service barangay of CAS highly accept the PVMGO statements having overall median acceptance ratings of 4.

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