

Acceptability and Level of Dissemination of CNSC Vision, Mission, CBPA Goal and Objectives of Different Curricular Programs

Jessica F. Gonzales¹, Corazon S. Fajardo^{2*}, Maria Cristina C. Azuelo³

^{1, 2, 3} Camarines Norte State College, Philippines

* csfajardo.sony@gmail.com

ABSTRACT

The study assessed the extent of acceptance and level of dissemination to the clienteles on the concept and ideas that make up the Camarines Norte State College (CNSC) vision, mission, College of Business and Public Administration (CBPA) goal, and the different curricular program objectives. A descriptive-survey-correlational method of research was used in the study. A descriptive survey method was applied using a questionnaire and informal interviews. Cluster sampling was utilized to determine the number of the respondents per category. Findings revealed that the Camarines Norte State College's vision, mission and the College of Business and Public Administration (CBPA) goal and the objectives of different curricular programs are accepted by the stakeholders; The Camarines Norte State College's Vision and Mission, CBPA Goals and Objectives of the different curricular programs are disseminated (D) to the stakeholders; There are significant relationships that exist between the level of dissemination of VMGO and its level of acceptance along with the stakeholders of the college; and the formulated action plan that will enhance the level of acceptance of the CNSC vision and mission, CBPA goal, and objectives of the different programs includes intensified dissemination activities such as posters, bulletin boards, leaflets, manuals, and meetings.

Keywords

Acceptability, Vision, Mission, Goals, and Objectives

Introduction

As a higher Education Institution, CNSC with the stakeholders and through the support of the administration, faculty and non-teaching personnel attained its milestones in 2018 along instruction, research, extension and production. Notable accomplishment was its graduates who were molded to build quality nation for global competitiveness, human development and productivity. Such became possible because of the quality curricular programs being offered that meet national and even international standards. In CNSC, it ensures that mechanisms, procedures and processes are in place for the delivery of desired quality by satisfying the requirements mandated by the Commission on Higher Education (CHED) and set by an accrediting agency like Accrediting Agency of Chartered Colleges and Universities in the Philippines, Inc. (AACCUP). It ascertains the compliance on the requirements to provide excellent service to clienteles. It adheres to the call of translating its vision, mission and goals into desired learning outcomes and establishing proper learning environment that will produce competent graduates. It keeps the curricular programs

responsive to the competencies needed by the students as the CNSC Vice President for Academic Affairs narrated in her message in CNSC Annual Report 2018 [9] and that may sustain active involvement in research and outreach activities.

The CNSC administration from the beginning up to the present administration paved the way to empowerment. Strategic planning focused on participative process that led to the current statement of vision and mission statement. In the College of Business and Public Administration, consultative conference was done in revising the goal and objectives of the different curricular programs.

Republic Act 7352 [2] mandates Camarines Norte State College to provide higher technological professional training in different field of endeavor including Business Administration under Board Resolution number 32 in the year 1998. In this view, the College of Business Administration and Public Administration in CNSC have the following courses offered: Bachelor of Science in Business Administration major in: Business Economics, Marketing, Human Resource

Management, and Financial Management; Bachelor in Public Administration; Bachelor in Food Service Management; Bachelor of Science in Accountancy; Bachelor of Science in Office Administration; and Bachelor of Science in Entrepreneurship.

In the pursuit of academic excellence, the CNSC - College of Business and Public Administration subjected its different programs to various accrediting Agency like the AACUP (Accrediting Agency of Chartered Colleges and Universities of the Philippines) and able to passed through its numerous accreditation levels. These accreditations are vital in aiming for excellence towards meeting-up all the requirements for the conversion of the college into university.

In these contexts, the statements of goal and objectives in the College of Business and Public Administration's curricular programs as well as the CNSC vision and mission statements need to be disseminated to all clienteles for them to become aware of the direction of the college. The clientele must accept the ideas embodied in the vision, mission, goal and objectives of the different curricular programs to make them cooperative in all the development initiatives of the institution since there are still much to do in making a difference in society. But it can be done only if and only if there is proper dissemination of the CNSC vision, mission and of the CBPA goal and objectives of the different curricular programs offered. Thus, this study.

Methods

This portion consists of the research design, sampling techniques, data collection, research instruments, and data analysis.

Research Design

The descriptive research survey was used in the study. It employed structured survey questionnaire in gathering the relevant data from the respondents. The population of the study consists of two hundred fifty (250) respondents comprising fifty (50) students, fifty (50) parents, fifty (50) faculty, fifty (50) employees, and fifty (50) alumni

of the college. Cluster sampling was utilized to determine the number of the respondents per category.

A questionnaire was constructed based on specific objectives of the study. On the first part, it required the respondents to check boxes corresponding to their category as respondents such as students, parents, faculty, employees, and alumni of the college. The second part determined the extent of acceptance and level of dissemination of CNSC vision and mission, CBPA goal and different curricular programs objectives. The extent of acceptance and level of dissemination were analyzed using Weighted Mean and Pearson Product Moment Correlation as statistical tools.

Research Instruments

The study used a prepared survey questionnaire in gathering data quantitatively based from the objectives of the study and for collection of other information needed. To assure the validity of the survey questionnaire, the researchers conducted a dry run to test its reliability.

Results

This part includes the discussion of the results about the extent of acceptance and level of dissemination to the clienteles on the concept and ideas that make up the CNSC vision, mission, CBPA goal and the different curricular programs objectives. It presented the analysis and interpretation of data on the information gathered by the researchers from the respondents through the use of survey questionnaire.

Level of acceptance on CNSC vision and mission, CBPA goal and the different curricular programs objectives

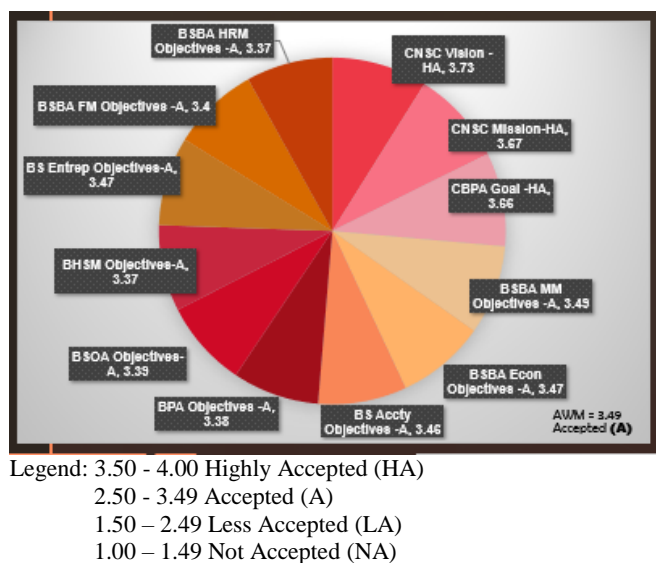


Figure 1. Level of acceptance on CNSC vision and mission, CBPA goal and different curricular programs objectives

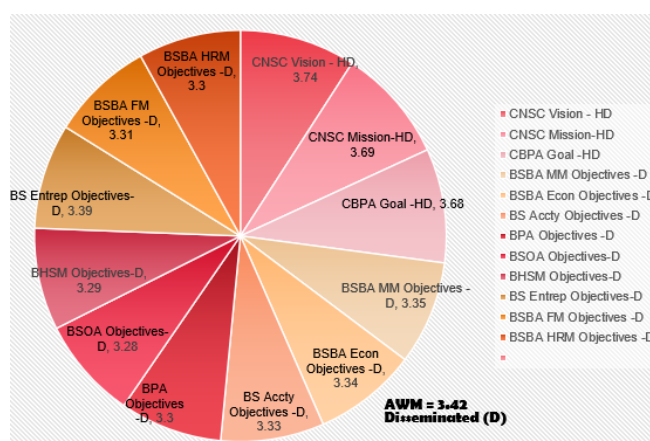
It was revealed that the level of acceptability of the Camarines Norte State College's vision and mission, the College of Business and Public Administration (CBPA) goal and the objectives of different curricular programs is Accepted (A) with an average weighted mean of 3.49. The CNSC Vision, Mission and CBPA Goal showed an Average Weighted Mean (AWM) which interpreted as Highly Accepted (HA) by the stakeholders. Wherein on the level of acceptability in terms of objectives of the following programs: BSBA Marketing Management, BSBA Business Economics, BS Accountancy, BPA, BSOA, BHSM, BS Entrepreneurship, BSBA Financial Management and BSBA HRM revealed an Average Weighted Mean (AWM) which interpreted as Accepted (A) by the different stakeholders of the college.

The result implies that the institutions' vision, mission and the CBPA goal are highly accepted by stakeholders. This would mean that their high acceptance can be attributed to their awareness of the vision, mission of the College and the CBPA Goal. According to Allen and Kern (2018) [3] in their article titled, "School's vision and mission statements should not be dismissed as empty words", it emphasized that vision and mission statements are unspoken contracts between the organization and various stakeholders. A well-

written statement can guide decision-making, resource allocations, policy decisions, and how the school operates. By making their purpose clear, schools can put their goals and objectives into action. Vision and mission statements are often reliable representations of what schools stand for, helping keep the values of the school central to how it operates.

Level of dissemination on CNSC vision and mission, CBPA goal and the different curricular programs objectives

In figure 2, it was revealed that the Camarines Norte State College's Vision and Mission, CBPA Goals and Objectives of the different curricular programs are disseminated (D) as shown on the average weighted mean of 3.42. Whereas the CNSC Vision, Mission and CBPA Goal has an average weighted mean which interpreted as Highly Disseminated (HD) while on the objectives of the different curricular programs namely: BSBA Marketing Management, BSBA Business Economics, BS Accountancy, BPA, BSOA, BHSM, BS Entrepreneurship, BSBA Financial Management and BSBA HRM revealed an average weighted mean interpreted as Disseminated (D).



Legend: 3.50 - 4.00 Highly Disseminated (HD)
2.50 - 3.49 Disseminated (D)
1.50 - 2.49 Less Disseminated (LD)
1.00 - 1.49 Not Disseminated (ND)

Figure 2. Level of dissemination on CNSC vision and mission, CBPA goal and different curricular programs objectives

This implies that the CNSC Vision and Mission and the CBPA Goal are highly disseminated for these are posted in the classrooms, part of the letter head for professional correspondence, brochures, bulletin boards and included in the course syllabi, orientation program and in program invitations. However, the Objectives of the different programs are perceived to be disseminated to the stakeholders such as the students, the parents, the faculty, the employees and the alumni of the college particularly during the presentation of the course syllabi to the students.

According to Gallinero et. al (2017) [6] study on the extent of dissemination of information, awareness, and degree of acceptability of VMGO, the finding suggests that information was disseminated properly and clearly through brochures, bulletin boards, leaflets, manuals, posters, and meetings. Likewise, VMGO are extensively disseminated during orientation programs at the beginning of the term and thus explained clearly to them.

Significance relationship between level of dissemination and level of acceptance of CNSC’s vision and mission, the College of Business and Public Administration (CBPA) goal and the objectives of different curricular programs.

Relationship Between Dissemination and Acceptance of VMGO	Test Statistics	Interpretation
Stakeholders (Alumni, Employee, Faculty, Parents and Students)	Pearson Correlation 0.825* Sig. (2-tailed) <0.005	Strong Correlation
Legend: *Significant at 0.05 0.00 – 0.29 Small Correlation 0.30 – 0.49 Moderate Correlation 0.50 – 1.00 Strong Correlation		

Figure 3. Significant difference between level of acceptance and level of dissemination on CNSC vision and mission, CBPA goal and different curricular programs objectives

The researchers used Pearson Product Moment Correlation Coefficient to determine if significant relationship exist between level of acceptance and level of dissemination of CNSC vision and mission, CBPA goal and different curricular programs objectives.

Based on the figure 3, significant relationships exist between level of dissemination of VMGO and its level of acceptance along CBPA alumni, employee, faculty, parents and students. The data implies and suggests that when level of VMGO dissemination increases its level of acceptance also increases.

The result was supported by Gallinero, et. al (2017) [6] on their study that if the information was disseminated properly and clearly through brochures, bulletin boards, leaflets, manuals, posters, and the like the more they become aware by accepting the VMGOs. Respondents may come to accept the VMGO regardless of their profile. It can be deduced that if the information was disseminated clearly through different sources such as posters, bulletin boards, and the like the more they become aware by accepting the institution’s vision and mission, college’s goal and objectives.

Action plan to enhance the level of acceptance and dissemination of CNSC vision and mission, CBPA goal and the different curricular programs objectives.

The findings of the study suggest for an action plan to enhance the level of acceptance and dissemination of CNSC vision and mission, CBPA goal and the different curricular programs objectives as shown in Figure 4. Based on the data, there is a need to disseminate the CNSC vision and mission, CBPA goal and objectives of the different programs through posters, bulletin boards, leaflets, manuals, and meetings. The dissemination can be through the initiatives of the CBPA workforce during the conduct of different activities of the college. The agency involved are the following: CNSC Main Campus where CBPA is located, other satellite campuses, other private and public institutions, and CNSC partner agencies. The time frame will start this school

year 2020. The expected output is to increase the level of dissemination and acceptability of the CNSC Vision and Mission, the College's Goals and Objectives of the different curricular programs. As revealed on Gallinero, et al. (2017) [6], it was shown that if the information was disseminated properly and clearly through brochures, bulletin boards, leaflets, manuals, posters, and the like the more they become aware in accepting the college's VMGOs.

Objectives	Activities	Agency Involved	Time Frame	Expected Output
To disseminate the CNSC vision and mission, the CBPA goal and objectives of the programs through posters, bulletin boards, leaflets, manuals, and meetings.	Facilitate the dissemination of the CNSC vision and mission, the CBPA goal and objectives of the programs through posters, bulletin boards, leaflets, manuals, and meetings.	*CNSC Main Campus where CBPA is located and other satellite campuses * Other Private and Public Institutions *CNSC Partner Agencies	2020 and onward	Increase the level of the CNSC VMGO dissemination and acceptability

Figure 4. Action plan to enhance the level of acceptance and dissemination of CNSC vision and mission, CBPA goal and the different curricular programs objectives

Conclusion

The findings of the study resulted to the following conclusions: 1. The Camarines Norte State College's vision and mission, the College of Business and Public Administration (CBPA) goal and the objectives of different curricular programs is accepted (A) by the stakeholders; 2. The Camarines Norte State College's Vision and Mission, CBPA Goals and Objectives of the different curricular programs is disseminated (D) to the stakeholders; 3. There is a significant relationships exist between level of dissemination of VMGO and its level of acceptance along the stakeholders of the college; and, 4. The formulated action plan of the study is to disseminate the CNSC vision and mission, CBPA goal and objectives of the different programs through posters, bulletin boards, leaflets, manuals, and meetings to enhance the level of acceptance and dissemination of CNSC vision and mission, CBPA goal and objectives of the different curricular programs.

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