

Awareness and Acceptability of the Vision, Mission and Institutional Goals of Pangasinan State University and AB Economics Program Objectives

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Abstract – This study was conducted to determine the awareness in terms of statement and dissemination and acceptability in account for understanding, clarity and consistency, congruence and attainability of the vision, mission and institutional goals of Pangasinan State University and the program objectives of AB Economics program. It uses a descriptive type of research using a survey questionnaire as the main research instrument. The participants of the study were the internal stakeholders of the University consisting of administrators, faculty members, non-teaching staff and students and external stakeholders including alumni, parents or guardian, industry partners and cooperating agencies. Weighted mean was utilized as the primary tool for statistical treatment of data and SPSS was employed for statistical analysis. Findings disclose that the stakeholders are highly aware and they understand and accept the PSU vision, mission, institutional goals and AB Economics program objectives, in general. The result likewise reveals that the stakeholders generally contemplate the VMGO to be clear and consistent with each other, congruent to educational practices, projects or activities and most likely attainable. It further indicates that the internal stakeholders especially the administrators, faculty members and students, are more aware, and they understand and accept more the VMGO as compared to the external stakeholders. Based on the salient findings, it is recommended that the University should continuously work for more intensive effort in disseminating the VMGOs through the use of various forms of communication media and a planned program of activities. Educational practices and activities in the university must further be reinforced for the realization or attainment of the goals and objectives of the AB Economics program

Keywords – Awareness, acceptability, VMGO, AB Economics Program, institutional goals

INTRODUCTION

Over the past three decades since its establishment as a higher educational institution on 1979, the Pangasinan State University has increasingly offered a wide spectrum of programs that provide students with the necessary tools enabling them to develop their employability skills, to heighten their own awareness of these skills and to improve their ability to articulate them. It realizes its mandate to provide quality education in the arts, sciences and technology geared towards the development of the individuals as an integral instrument of change and takes leadership role in research, extension and production to ensure the development and transformation to a decent way of life for the people and the community it serves. One of the higher education courses that the PSU offers is Bachelor of Arts in Economics. Being one of the pioneer academic programs in the PUS-Lingayen Campus, formerly PSU College of Art, Sciences and Technology, it caters to the needs of the clientele who have the desire to serve the country especially on the

administration of economics planning and development, making them competent and competitive in the fields of government and public affairs, private industry, consultancies, and higher graduate or professional studies. The Bachelor of Art in Economics program features a curriculum that allows students to become analytical, mathematical, and dynamic in diagnosing economic issues and phenomena, which are important characteristics in economic analysis, problem solving and policy-making. Pangasinan State University is on the verge of a new epoch in reaching its 36th year of operation since it's foundation in 1979.

The incidence of the installation of the institution's 6th President, ushers an era of new administrative thrusts and strategic directions to the University with a novel set of challenges and priorities perceived through the acumen of the new administration. The current administration sets new levels of aspirations in the further fortification of quality in the systems of operation and all other potential strides that are requisites to its ultimate grasp

for ASEAN Integration. In relation to the foregoing, the administration crafted and introduced a new PSU vision, mission and institutional goals. According to PSU Strategic plan 2016 – 2020, the PSU's new vision, mission and goals' stateents are as follows:

Vision: To become an ASEAN Premier State University in 2020 Mission: The Pangasinan State University, through instruction, research, extension and production, commits to develop highly principled, morally upright, innovative and globally competent individuals capable of meeting the needs of industry, public service and civil society. Strategic Goals: Excellent student learning and career development; Strong research culture and technology transfer; Good governance; Sustainable social responsibilities; Quality human resource management and development; Efficient management of assets and finances; Responsive to globalization and diversity; Customer-focused

With these new vision and mission, PSU is currently shifting into an outcomes-based higher education. Several seminar-workshops on outcomes-based education and consultative meetings as regards to various programs' objectives were conducted and participated in by its stakeholders, both internal and external. As an effect, the AB Economics program perceived the need of enhancing and aligning its program objectives with the implementation of the Outcomes-Based Education (OBE) resulting to the following new program objectives: (1) Demonstrate expertise on economic concepts and theories necessary to understand the functioning of the economy for economic analysis and policy-making; (2) Develop skills in the formulation of project proposals, undertaking of economic researches, solving mathematical problems and constructing economic models; and (3) Perform with competence and dynamism as a productive and innovative economic player who takes the initiative to lead for good governance, economic growth and economic development.

Every educational institution has its own vision, mission, goals and objectives to provide direction and guidance to the various stakeholders including administrators, faculty members, non-teaching staff and students in the performance of their duties and responsibilities.

According to AACCUP (2010), the vision, mission, goals and objectives (VMGO) should be the bases of a state university's operations. If a college or university is seeking accreditation, the area of VMGO is

the most fundamental of all the areas to be surveyed. Everything in the university is justified only to the extent that it realizes its VMGO.

The Vision is the state the Institution hopes to become in the future. The MGO represents the hierarchy of aims of the Institution. The Mission reflects the mandate/aim of the whole state university or state college. The Goals are the aims at the hierarchical structure below the Institutional level (the academic Unit/Institute/School); and the Objectives are the aims at the program level, i. e., what the program hopes to achieve (AACCUP, 2010).

The AB Economics program, one of the curricular programs of Pangasinan State University has its part of fulfilling the mission of the university by producing graduates who are highly principled, morally upright, innovative and globally competent individuals capable of meeting the needs of industry, public service and civil society. Further, the programs aims to produce professionals that can demonstrate expertise on economic concepts and theories necessary to understand the functioning of the economy for economic analysis and policy-making; develop skills in the formulation of project proposals, undertaking of economic researches, solving mathematical problems and constructing economic models; and perform with competence and dynamism as a productive and innovative economic player who takes the initiative to lead for good governance, economic growth and economic development.

For a more efficient and effective performance of responsibilities, the various stakeholders must be aware and accept the institution's vision, mission, goals and objectives, consider that VMGO are clearly stated and consistent, congruent with actual educational practices or activities and attainable.

To realize this goal, this study about measuring the awareness and acceptability of the vision, mission and goals of Pangasinan State University and objectives of AB Economics program was conducted

OBJECTIVES OF THE STUDY

The main aim of this study was to determine the level of awareness and acceptability of internal and external stakeholders on the vision, mission and Institutional goals of Pangasinan State University and program objectives of AB Economics program. Specifically, this sought to answer the following research queries.

1. What is the level of awareness of stakeholders on the vision, mission and institutional goals of Pangasinan State University and program objectives of AB Economics program in terms of:
 - A. VMGO Statement;
 - B. VMGO Dissemination?
2. What is the level of acceptability of stakeholders on the vision, mission and institutional goals of Pangasinan State University and program objectives of AB Economics program in terms of:
 - A. Understanding;
 - B. Clarity and Consistency;
 - C. Congruency with Activities, Practices and Operations;
 - D. Attainability?

MATERIALS AND METHODS

The descriptive method research was used in the study. The study employed survey method involving the use of survey questionnaire. In the survey method research, respondents answered questions through an interview prepared by the researchers. The questionnaire was used to gather the needed data about the awareness and acceptability of stakeholders on vision, mission and goals of Pangasinan State University and the program objectives of AB Economics program.

Primary data is the major source of data collection method of this study. Simple random sampling and stratified sampling method were used as the sampling method. The respondents are internal and external stakeholders of Pangasinan State University, Lingayen Campus composed of AB Economics students, administrators and faculty, non-teaching staff, alumni, parents/guardian and industry partners or cooperating agencies. The respondents of the survey are 150 stakeholders broken down as follows:

Stakeholders	Sample
Internal	
Faculty/Administrators	35
Non-teaching Staff	15
Students	50
External	
Alumni	20
Parents/Guardian	20
Industry Partners/ Cooperating	10

Agencies	
Total	150

Data from the respondents were collected through the use of a survey questionnaire to determine target the awareness and acceptability of respondents on VMGO of Pangasinan State University and AB Economics program. The research instrument used for the study was adopted from Arquillano (2015). In the questionnaire, the five-point Likert scale is used for statements of the second and third parts ranging from Very Highly Aware and Acceptable, Highly Aware and Acceptable, Moderately Aware and Acceptable, Slightly Aware and Acceptable, Not Aware and Acceptable. The numerical values were given for the purpose of quantification of quantitative variables.

The survey questionnaire consisted of five parts. Part I aimed to gather information about the profile of the stakeholders. Part II aimed know to level of awareness of stakeholders on the statement and dissemination of PSU vision, mission and institutional goals and AB Economics program objectives affecting the unemployment of individuals. Part III aimed to get information about the level of acceptability of stakeholders on the understanding, clarity and consistency, congruency with activities, practices and operations and attainability.

The data obtained from the questionnaires were tallied, categorized, presented in tabulated form and statistically treated for easier interpretation and analysis. Data were summarized using weighted mean as the primary tool for the analysis of data.

The first problem which dealt on the awareness of stakeholders on statement and dissemination of VMGO and the second problem which focused on the level of acceptability of VMGO were statistically measured using weighted mean.

The computed values of weighted mean of the first and second problem were interpreted in a given set of numerical values determined with their corresponding descriptive equivalents using the Likert – Five-point Rating Scale.

RESULTS AND DISCUSSION

Table 1. Level of Awareness of Internal Stakeholders on the Statement of PSU Vision, Mission and Institutional Goals

INDICATOR1	MEAN			WEIGHTED MEAN	Descriptive Equivalent
	FACULTY / ADMIN (n=35)	NON-TEACHING STAFF (n=15)	AB ECONOMICS STUDENTS (n = 50)		
PSU Vision	5.0	4.89	4.98	4.97	Very Highly Aware
PSU Mission	4.88	4.55	4.74	4.76	Very Highly Aware
Institutional goals of PSU	4.68	4.33	4.67	4.63	Very Highly Aware
Overall AWN	4.85	4.80	4.59	4.79	Very Highly Aware

Table 1 shows the level of awareness of internal stakeholders on the statement of vision, mission and goals of the institution. Generally, the administrators and faculty members, non-teaching staff and students are very highly aware on the statement of vision, mission and goals of PSU. All the three groups of respondents have the highest weighted mean on the statement's awareness on vision and lowest mean on institutional goals. The administrator and faculty group obtained the highest mean on vision (5.0), mission (4.88) and institutional goals (4.68) whereas the non-teaching staff got the lowest mean on vision (4.89), mission (4.55) and institutional goals (4.33). It can be implied from the results that internal stakeholders are well-informed of the vision, mission and goals of the institution of PSU which be associated with the academic practice of incorporating the VMGO as part

of the syllabi of the faculty and this is introduced during course orientation in every subject. Moreover, the posting of VMGO in strategic or conspicuous places such as bulletin boards, offices and classrooms makes it accessible for faculty and administrators, non-teaching staff and students to read the content of the VMGO. In addition, printing of VMGO in various documents including bulletin of information, brochures and catalogs, programs and invitations, student's handbook and faculty manual, among others creates awareness on the existence of the VMGO. Moreover, VMGO is presented and discussed during the orientation program of the university which provides opportunity for students and other stakeholders to understand it. Lastly, VMGO is widely disseminated over the internet with the utilization of PSU Facebook page and University website.

Table 2. Level of Awareness of External Stakeholders on the Statement PSU Vision, Mission and Institutional Goals

INDICATORS	MEAN			WEIGHTED MEAN	Descriptive Equivalent
	ALUMNI (n=20)	PARENT (n=20)	INDUSTRY /LINKAGES (n = 10)		
PSU Vision	4.33	3.99	4.25	4.17	Highly Aware
PSU Mission	4.18	3.67	4.04	3.95	Highly Aware
Institutional goals of PSU	4.06	3.33	3.85	3.72	Highly Aware
Overall AWN	4.19	3.66	4.05	4.04	Highly Aware

Table 2 shows the level of awareness of external stakeholders on vision, mission and goals of the institution. Generally, the alumni, parents and industry

partners and cooperating agencies highly aware of the vision, mission and goals of PSU justified by an overall average weighted mean of 4.04. All the three groups of

respondents have the highest weighted mean on the statement's awareness on vision and lowest mean on institutional goals. The alumni obtained the highest mean on vision (4.33), mission (4.18) and institutional goals (4.06) whereas the parents/guardian group acquired the lowest mean on vision (3.99), mission (3.67) and institutional goals (3.33). It can be implied from the results that external stakeholders are cognizant

of the vision, mission and goals of the institution of PSU which can be attributed to the proper and wider dissemination of PSU's VMGO through different sources like regular update of PSU's fan page and University website, invitation of external stakeholders during university and campus activities, publication of PSU VMGO to local tabloids, etc.

Table 3. Level of Awareness of Internal Stakeholders on the Statement of AB Economics Program Objectives

INDICATORS	MEAN			WEIGHTED MEAN	Descriptive Equivalent
	FACULTY / ADMIN (n=35)	NON-TEACHING STAFF (n=15)	AB ECONOMICS STUDENTS (n = 50)		
Demonstrate expertise on economic concepts and theories necessary to understand the functioning of the economy for economic analysis and policy-making.	4.20	3.77	4.45	4.26	Very Highly Aware
Develop skills in the formulation of project proposals, undertaking of economic researches, solving mathematical problems and constructing economic models.	4.12	3.50	4.36	4.15	Highly Aware
Perform with competence and dynamism as a productive and innovative economic player who takes the initiative to lead for good governance, economic growth and economic development.	4.10	3.43	4.28	4.09	Highly Aware
Overall AWN	4.14	3.57	4.36	4.17	Highly Aware

Table 3 depicts the level of awareness of external stakeholders on the statement of AB Economics program objectives. Generally, the administrators and faculty members, non-teaching staff and AB Economics students are very highly aware on the statement of AB Economics program objectives. All the three groups of respondents have the highest weighted mean on the objective, "Demonstrate expertise on economic concepts and theories necessary to understand the functioning of the economy for economic analysis and policy-making" and lowest mean on the objective, "Perform with competence and dynamism as a productive and innovative economic player who takes the initiative to lead for good governance, economic growth and economic

development". The student group obtained the highest mean on the three objectives (4.36) whereas the non-teaching staff garnered the lowest mean (3.57).

The results imply that internal stakeholders are properly informed of the objectives of the AB Economics program particularly the students. This can be attributed to the issuance of program catalog to students, displaying of AB Economics poster on bulletin board and classrooms, printing of VMGO in various document sources and the access on AB Economics program website and E-learning make the students as well as other stakeholders to be likely aware.

Table 4. Level of Awareness of External Stakeholders on the Statement of AB Economics Program Objectives

INTERNAL STAKEHOLDERS (MEAN)		
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INDICATORS	ALUMN I (n=20)	PARENTS/ GUARDIAN (n=20)	INDUSTRY /LINKAGES (n = 10)	WEIGHTED MEAN	Descriptive Equivalent
Demonstrate expertise on economic concepts and theories necessary to understand the functioning of the economy for economic analysis and policy-making.	4.11	3.55	4.05	4.00	Highly Aware
Develop skills in the formulation of project proposals, undertaking of economic researches, solving mathematical problems and constructing economic models.	4.01	3.36	3.98	3.90	Highly Aware
Perform with competence and dynamism as a productive and innovative economic player who takes the initiative to lead for good governance, economic growth and economic development.	4.05	3.42	4.0	3.93	Highly Aware
Overall AWN	4.06	3.44	4.01	3.94	Highly Aware

Table 4 depicts the level of awareness of internal stakeholders on the statement of AB Economics program objectives. Generally, the administrators and faculty members, non-teaching staff and AB Economics students are highly aware on the statement of AB Economics program objectives. All the three groups of respondents have the highest weighted mean on the objective, “Demonstrate expertise on economic concepts and theories necessary to understand the functioning of the economy for economic analysis and policy-making” and lowest mean on the objective, “Develop skills in the formulation of project proposals, undertaking of economic researches, solving

mathematical problems and constructing economic models”. The alumni group obtained the highest mean on the three objectives (4.06) while the parent/guardian group garnered the lowest mean (3.44).

The results imply that external stakeholders are aware of the objectives of the AB Economics program particularly the students which can be attributed to the proper and wider dissemination of AB Economics program by the faculty through different sources like regular update of AB Economics program website and online publication of program catalog, distribution of program brochure and leaflet to external stakeholders, etc.

Table 5. Level of Awareness of Internal Stakeholders on the Dissemination of PSU Vision, Mission and Institutional Goals and AB Economics Program Objectives

INDICATORS	MEAN (INTERNAL STAKEHOLDERS)			WEIGHTED MEAN	Descriptive Equivalent
	FACULTY / ADMIN (n=35)	NON- TEACHING STAFF (n=15)	AB ECONOMICS STUDENTS (n = 50)		
Displayed in bulletin boards.	4.59	4.11	4.58	4.51	Very Highly Aware
Printed in catalogs, manuals and other materials.	4.73	4.31	4.42	4.51	Very Highly Aware
Integrated in school syllabi.	4.88	4.10	4.55	4.60	Very Highly Aware
Disseminated during general orientation of students, faculty and non-teaching staff of the university.	4.46	4.16	4.33	4.35	Very Highly Aware
Broadcasted in media.	3.24	2.78	3.58	3.34	Moderately Aware
Broadcasted in internet like fan page and school/program website.	4.39	4.10	4.35	4.33	Very Highly Aware
Widely disseminated to the different agencies, institutions, industry sector and community as a whole.	4.12	3.12	4.08	3.95	Highly Aware

Overall AWN	4.35	3.82	4.27	4.23	Very Highly Aware
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Table 5 shows the level of awareness of internal stakeholders on the dissemination of PSU vision, mission and institutional goals. Regarding the dissemination, the internal stakeholders are generally very much aware that the VMGO are displayed in bulletin boards, printed in catalogs, manuals and other materials, disseminated during general orientation, broadcasted in media and/or internet or website and widely disseminated to the different agencies, institutions, industry sector and the community as a whole. Based on the finding, the highest weighted mean is on the awareness that the VMGO are integrated in course syllabi (4.60) and the lowest is on the awareness that the VMGO are broadcasted in media (3.34). In terms of the awareness that the VMGO internal stakeholders, administrators/faculty obtained the highest overall weighted mean (4.35) while the non-teaching

staff are the least aware who got the lowest weighted mean (3.82).

The findings imply that among the three internal stakeholders, the administrators/faculty group are the most aware in terms of dissemination of VMGO in which the indicator, "Integrated in school syllabi" is considered to be the highest source. This can be supported by the fact that teachers have established a high level of awareness since access or update on their syllabi and discussion of VMGO to students is done repetitively. It is interesting to note that the three groups have "moderate awareness" on the dissemination of VMGO via media broadcast. This is attributed to the limited utilization of this kind of dissemination platform by the internal stakeholders specially the PSU administration

Table 6. Level of Awareness of External Stakeholders on the Dissemination of PSU Vision, Mission and Institutional Goals and AB Economics Program Objectives

INDICATORS	MEAN (EXTERNAL STAKEHOLDERS)			WEIGHTED MEAN	Descriptive Equivalent
	ALUMNI (n=20)	PARENTS/ GUARDIAN (n=20)	INDUSTRY /LINKAGES (n = 10)		
Displayed in bulletin boards.	4.21	3.44	3.98	3.86	Highly Aware
Printed in catalogs, manuals and other materials.	4.34	3.97	4.15	4.15	Highly Aware
Integrated in school syllabi.	4.43	3.13	4.01	3.82	Highly Aware
Disseminated during general orientation of students, faculty and non-teaching staff of the university.	4.10	3.54	4.12	3.88	Highly Aware
Broadcasted in media.	3.18	2.94	3.01	3.05	Moderately Aware
Broadcasted in internet like fan page and school/program website.	4.14	3.33	3.96	3.78	Highly Aware
Widely disseminated to the different agencies, institutions, industry sector and community as a whole.	3.54	3.22	4.06	3.52	Highly Aware
Overall AWN	3.99	3.37	3.90	3.72	Highly Aware

Table 7. Level of Acceptability of External Stakeholders on the Understanding of PSU Vision, Mission and Institutional Goals and AB Economics Program Objectives

INDICATORS	MEAN (INTERNAL STAKEHOLDERS)			WEIGHTED MEAN	Descriptive Equivalent
	FACULTY / ADMIN (n=35)	NON-TEACHING STAFF (n=15)	AB ECONOMIC STUDENTS (n = 50)		
I understand and accept the Vision of PSU.	4.71	4.56	4.83	4.75	Very Highly

					Acceptable
I understand and accept the Mission of PSU.	4.68	4.37	4.75	4.67	Very Highly Acceptable
I understand and accept the Institutional Goals of PSU.	4.66	4.35	4.83	4.70	Very Highly Acceptable
I understand and accept the AB Economics Program objective, "Demonstrate expertise on economic concepts and theories necessary to understand the functioning of the economy for economic analysis and policy-making".	4.51	4.12	4.50	4.45	Very Highly Acceptable
I understand and accept the AB Economics Program objective, "Develop skills in the formulation of project proposals, undertaking of economic researches, solving mathematical problems and constructing economic models".	4.51	3.94	4.50	4.42	Very Highly Acceptable
I understand and accept the AB Economics Program objective, "Perform with competence and dynamism as a productive and innovative economic player who takes the initiative to lead for good governance, economic growth and economic development".	4.37	4.09	4.45	4.37	Very Highly Acceptable
I understand and accept my responsibility of realizing the vision, mission and goals of the University and objectives of the Program.	4.59	4.50	4.67	4.62	Very Highly Acceptable
I understand and accept the challenge of realizing the vision, mission and goals of the University and objectives of the Program.	4.44	4.25	4.58	4.48	Very Highly Acceptable
Overall AWN	4.56	4.15	4.64	4.54	Very Highly Acceptable

Table 7 shows the level of acceptability of internal stakeholders on their understanding and acceptance of PSU vision, mission and institutional goals and AB Economics program objectives. The finding reveals that the internal stakeholders generally understand and accept the vision, mission and institutional of PSU, program objectives of AB Economics, together with the responsibility of realizing such objectives in their own capacities, which is supported by an overall weighted mean of 4.54, descriptively rated as "Very highly acceptable". All the three groups of respondents have the highest weighted mean on the acceptance of PSU vision (4.75) and lowest mean on the acceptance of the

challenge of realizing the vision, mission and goals of the University and objectives of the Program (4.48). The student group obtained the highest mean on the acceptance of vision (4.83), mission (4.75) institutional goals (4.83), program objectives (4.48) and responsibility and challenge of realizing the vision, mission and goals (4.52). The faculty group very highly accept also the vision, mission, goals and objectives who got the second highest means after student group. Finally, the non-teaching staff got the lowest mean on vision (4.56), mission (4.37) and institutional goals (4.35), program objectives (4.04) and responsibility and challenge of VMGO (4.38).

Table 8

Level of Acceptability of Internal Stakeholders on the Understanding of PSU Vision, Mission and Institutional Goals and AB Economics Program Objectives

INDICATORS	MEAN (EXTERNAL STAKEHOLDERS)			WEIGHTED MEAN	Descriptive Equivalent
	ALUMNI (n=20)	PARENTS/ GUARDIAN (n=20)	INDUSTRY /LINKAGES (n = 10)		
I understand and accept the Vision of PSU.	4.39	4.02	4.12	4.19	Highly

					Aware
I understand and accept the Mission of PSU.	4.24	4.09	4.14	4.16	Highly Aware
I understand and accept the Institutional Goals of PSU.	4.11	4.09	4.01	4.08	Highly Aware
I understand and accept the AB Economics Program objective, "Demonstrate expertise on economic concepts and theories necessary to understand the functioning of the economy for economic analysis and policy-making".	4.23	3.87	3.98	4.04	Highly Aware
I understand and accept the AB Economics Program objective, "Develop skills in the formulation of project proposals, undertaking of economic researches, solving mathematical problems and constructing economic models".	4.15	3.83	4.02	4.0	Highly Aware
I understand and accept the AB Economics Program objective, "Perform with competence and dynamism as a productive and innovative economic player who takes the initiative to lead for good governance, economic growth and economic development".	4.21	3.87	4.14	4.06	Highly Aware
I understand and accept my responsibility of realizing the vision, mission and goals of the University and objectives of the Program.	4.22	3.96	4.06	4.08	Highly Aware
I understand and accept the challenge of realizing the vision, mission and goals of the University and objectives of the Program.	4.19	3.67	4.04	3.95	Highly Aware
Overall AWN	4.22	3.93	4.06	4.07	Highly Aware

Table 8 shows the level of acceptability of external stakeholders on their understanding and acceptance of PSU vision, mission and institutional goals and AB Economics program objectives. The finding reveals that the internal stakeholders generally understand and accept the vision, mission and institutional of PSU, program objectives of AB Economics, together with the responsibility of realizing such objectives in their own capacities, which is supported by an overall weighted mean of 4.07, descriptively rated as "Highly acceptable". All the three groups of respondents have the highest weighted mean on the acceptance of PSU vision (4.19) and lowest

mean on the acceptance of the challenge of realizing the vision, mission and goals of the University and objectives of the Program (3.95). The alumni obtained the highest mean on the acceptance of vision (4.39), mission (4.24) institutional goals (4.11), program objectives (4.20) and responsibility and challenge of realizing the vision, mission and goals (4.21). On the other hand, the parent/guardian group got the lowest mean on the acceptance of vision (4.02), mission (4.09) and institutional goals (4.09), program objectives (3.86) and responsibility and challenge of VMGO (3.82)

Table 10

Level of Acceptability of External Stakeholders on the Clarity and Consistency of PSU Vision, Mission and Institutional Goals and AB Economics Program Objectives

INDICATORS	MEAN (EXTERNAL STAKEHOLDERS)			WEIGHTED MEAN	Descriptive Equivalent
	ALUMNI (n=20)	PARENTS/ GUARDIAN (n=20)	INDUSTRY /LINKAGES (n = 10)		
I accept that the Vision clearly reflects what the University hopes to become in the future.	4.45	4.11	4.37	4.30	Very Highly Acceptable
I accept that the Mission clearly reflects the University's legal and educational mandate.	4.35	4.07	4.34	4.24	Very Highly Acceptable

I accept that the Goals are clearly stated and are consistent with the mission of the University.	4.34	4.02	4.10	4.16	Highly Acceptable
I accept that the Program objectives are consistent with the goals of the University.	4.42	3.95	4.08	4.16	Highly Acceptable
I accept that the Program objectives clearly state the expected outcomes in terms of competencies or technical skills of students and graduates.	4.29	4.10	4.21	4.20	Highly Acceptable
I accept that the Program objectives clearly state the expected outcomes in terms of research and extension capabilities of students and graduates.	4.15	3.53	4.06	3.88	Highly Acceptable
I accept that the Program objectives clearly state the expected outcomes in terms of students' own ideas, desirable attitudes and personal discipline.	4.19	3.96	4.07	4.07	Highly Acceptable
I accept that the Program objectives clearly state the expected outcomes in terms of moral character.	4.07	4.05	4.12	4.07	Highly Acceptable
I accept that the Program objectives clearly state the expected outcomes in terms of critical thinking skills.	4.22	4.03	4.18	4.14	Highly Acceptable
I accept that the Program objectives clearly state the expected outcomes in terms of aesthetics and cultural values.	4.02	3.92	4.12	4.0	Highly Acceptable
Overall AWN	4.25	3.97	4.17	4.12	Highly Acceptable

Table 10 shows the level of acceptability of external stakeholders on clarity and consistency of PSU vision, mission and institutional goals and AB Economics program objectives. The finding reveals that the external stakeholders generally accept that the vision, mission, goals and objectives are clearly stated and consistent with each other. All groups have their highest means on the perception that the vision clearly reflects what PSU hopes to become in the future (4.30) and lowest means on the perception that the program objectives clearly state the expected outcomes in terms of research and extension capabilities of students and

graduates (3.88). The alumni strongly agree that the vision clearly reflects what PSU hopes to become in the future (4.45) and that the mission clearly reflects PSU's legal and educational mandate (4.35). They also agree on the clarity of the institutional goals and its consistency with the mission (4.34) and on the clarity of the program objectives and its consistency with the goals (4.42). The parents or guardians, as well as, the respondents from the industry, linkage or cooperating agency also agree and accept the clarity and consistency of the vision, mission, goals and objectives.

Table 11. Level of Acceptability of Internal Stakeholders on the Congruency with Activities, Practices and Operations of PSU Vision, Mission and Institutional Goals and AB Economics Program Objectives

INDICATORS	MEAN (INTERNAL STAKEHOLDERS)			WEIGHTED MEAN	Descriptive Equivalent
	FACULTY / ADMIN (n=35)	NON-TEACHING STAFF (n=15)	AB ECONOMICS STUDENTS (n = 50)		
I agree/accept that there is congruency between actual educational practices and activities and the Vision of the University.	4.54	4.05	4.36	4.39	Very Highly Acceptable
I agree/accept that there is congruency between actual educational practices and activities and the Mission of the University.	4.46	3.89	4.31	4.30	Very Highly Acceptable

I agree/accept that there is congruency between actual educational practices and activities and the Goals of the University.	4.44	4.02	4.32	4.32	Very Highly Acceptable
I agree/accept that there is congruency between actual educational practices and activities and the objectives of the department I belong.	4.41	3.76	4.43	4.32	Very Highly Acceptable
I agree/accept that projects and activities carried out by the faculty and students directly contribute towards the achievement of the program outcomes.	4.49	3.86	4.47	4.37	Very Highly Acceptable
I accept/agree that VMGO are the bases of all the University's operations.	4.41	4.02	4.25	4.27	Very Highly Acceptable
Overall AWN	4.46	3.93	4.51	4.33	Very Highly Acceptable

Table 11 shows the level of acceptability of internal stakeholders on the congruency with activities, practices and operations of PSU vision, mission and institutional goals and AB Economics Program objectives. All groups have their highest means on the perception that there is congruency between actual educational practices and activities and the Vision of the University (4.39) and lowest means on the perception that VMGO are the bases of all the University's operations (4.27). The administrators and

faculty members got the highest means across indicators where they generally perceive that there is congruency between actual educational practices or activities and the mission, goals and objectives. They also strongly agree that the projects and activities carried out by the faculty and students directly contribute towards the achievement of program outcomes and that the VMGO are the bases of all PSU's operations.

Table 12

Level of Acceptability of External Stakeholders on the Congruency with Activities, Practices and Operations of PSU Vision, Mission and Institutional Goals and AB Economics Program Objectives

INDICATORS	MEAN (EXTERNAL STAKEHOLDERS)			WEIGHTED MEAN	Descriptive Equivalent
	ALUMNI (n=20)	PARENTS / GUARDIAN (n=20)	INDUSTRY / LINKAGES (n = 10)		
I agree/accept that there is congruency between actual educational practices and activities and the Vision of the University.	4.10	3.93	4.11	4.03	Highly Acceptable
I agree/accept that there is congruency between actual educational practices and activities and the Mission of the University.	4.04	3.94	4.01	4.00	Highly Acceptable
I agree/accept that there is congruency between actual educational practices and activities and the Goals of the University.	4.03	3.98	4.05	4.01	Highly Acceptable
I agree/accept that there is congruency between actual educational practices and activities and the objectives of the department I belong.	4.14	4.01	3.93	4.05	Highly Acceptable
I agree/accept that projects and activities carried out by the faculty and students directly contribute towards the	4.21	3.99	4.12	4.10	Highly Acceptable

achievement of the program outcomes.					
I accept/agree that VMGO are the bases of all the University's operations.	4.19	4.03	4.15	4.12	Highly Acceptable
Overall AWN	4.12	3.98	4.06	4.05	Highly Acceptable

Table 12 shows the level of acceptability of external stakeholders on the congruency with activities, practices and operations of PSU vision, mission and institutional goals and AB Economics Program objectives. The internal stakeholders also generally perceive that there is congruency between actual educational practices or activities and the mission, goals and objectives. All groups have their highest means on the perception that VMGO are the bases of all the University's operations (4.12) and lowest means on the perception that there is congruency between actual educational practices and

activities and the Mission of the University (4.0). The alumni group got the highest means in majority of the indicators where they generally perceive that there is congruency between actual educational practices or activities and the mission, goals and objectives. They also strongly that VMGO are the bases of all the University's operations. The industry partners/linkages group, on the other hand, strongly agree/accept that there is congruency between actual educational practices and activities and the Vision of the University.

Table 13. Level of Acceptability of Internal Stakeholders on the Attainability of PSU Vision, Mission and Institutional Goals and AB Economics Program Objectives

INDICATORS	MEAN (INTERNAL STAKEHOLDERS)			WEIGHTED MEAN	Descriptive Equivalent
	FACULTY / ADMIN (n=35)	NON-TEACHING STAFF (n=15)	AB ECONOMICS STUDENTS (n = 50)		
I agree/accept that the Vision of the University is being realized.	4.59	3.87	4.40	4.39	Very Highly Acceptable
I agree/accept that the Mission of the University is being realized.	4.76	4.17	4.67	4.63	Very Highly Acceptable
I agree/accept that the institutional goals of the University are being achieved.	4.83	4.23	4.50	4.58	Very Highly Acceptable
I agree/accept that the objectives of the Program/department where I belong are being attained.	4.43	4.08	4.60	4.46	Very Highly Acceptable
Overall AWN	4.65	4.09	4.54	4.52	Very Highly Acceptable

Table 13 shows the level of acceptability of internal stakeholders on the attainability of PSU vision, mission and institutional goals and AB Economics program objectives. The result discloses that the internal stakeholders generally accept the attainability of the vision, mission and institutional of PSU and program objectives of AB Economics, which is supported by an overall weighted mean of 4.52,

descriptively rated as "Very highly acceptable". All the three groups of respondents have the highest weighted mean on the attainability or realization of PSU mission (4.63) and lowest mean on the acceptance on the attainability of PSU mission (4.39). The administrator/faculty group obtained the highest mean on the acceptability on the attainability of institutional goals (4.83), mission (4.76) and vision (4.11) while the

student group got the highest mean on program objectives (4.60). This implies that faculty and administrators are very optimistic in the attainment of the VMGO as they administration became the forefront in the formulation of vision, mission and institutional goals and faculty members would be instrumental in

achieving the desired goals of the university or be the drivers of VMGO's realization. On the other hand, the non-teaching group got the lowest mean on the attainability of institutional goals (4.23), mission (4.17), vision (3.87), and program objectives (3.87).

Table 14. Level of Acceptability of External Stakeholders on the Attainability of PSU Vision, Mission and Institutional Goals and AB Economics Program Objectives

INDICATORS	MEAN (EXTERNAL STAKEHOLDERS)			WEIGHTED MEAN	Descriptive Equivalent
	ALUMNI (n=20)	PARENTS/ GUARDIAN (n=20)	INDUSTRY /LINKAGES (n = 10)		
I agree/accept that the Vision of the University is being realized.	4.12	4.01	3.99	4.05	Highly Acceptable
I agree/accept that the Mission of the University is being realized.	4.17	4.04	4.03	4.09	Highly Acceptable
I agree/accept that the institutional goals of the University are being achieved.	4.14	4.01	4.05	4.07	Highly Acceptable
I agree/accept that the objectives of the Program/department where I belong are being attained.	4.22	3.94	3.96	4.06	Highly Acceptable
Overall AWN	4.16	4.0	4.01	4.07	Highly Acceptable

Table 14 shows the level of acceptability of external stakeholders on the attainability of PSU vision, mission and institutional goals and AB Economics program objectives. The result discloses that the external stakeholders are positive as they generally accept the attainability of the vision, mission and institutional of PSU and program objectives of AB Economics, which is supported by an overall weighted mean of 4.07, descriptively rated as "Highly acceptable". All the three groups of respondents have the highest weighted mean on the attainability or

realization of PSU mission (4.09) and lowest mean on the acceptance on the attainability of PSU mission (4.05). The alumni group obtained the highest mean on the acceptability on the attainability of program objectives (4.22), mission (4.17), institutional goals (4.14) and vision (4.12). On the other hand, the industry/linkages group got the lowest mean on the attainability of vision (3.99) and mission (4.03), while the parent/guardian group has the lowest mean on institutional goals (4.01) and program objectives (3.94).

CONCLUSION AND RECOMMENDATION:

In account for the level of awareness of the stakeholders on the statement and dissemination of VMGO, the following salient findings are established:

- The internal and external stakeholders are generally very highly aware on the vision, mission and institutional goals of PSU and program objectives of AB Economics.
- The internal stakeholders composed of administrators, faculty, non-teaching staff and studenys are generally more aware of the VMGO than that of external stakeholders

composed of alumni, parents and industry partners and linkages.

- Among the internal stakeholders, administrators and faculty group have the highest awareness on VMGO's statement as compared to students and non-teaching staff. Among the external stakeholders, the alumni group possess the highest level of awareness relative to parent/guardian and industry partners/linkages.
- The stakeholders have the highest level of awareness on the program objective, "Demonstrate expertise on economic concepts and theories necessary to understand the

functioning of the economy for economic analysis and policy-making”.

- The internal stakeholders have higher level of awareness than external stakeholders in terms of dissemination in which VMGO are displayed in bulletin boards, printed in catalogs, manuals and other materials, integrated in school syllabi, disseminated during general orientation of students, faculty and non-teaching staff of the university, broadcasted in media, broadcasted in internet like fan page and school/program website and widely disseminated to the different agencies, institutions, industry sector and community as a whole.
- Integrating VMGO in course syllabi was established to be the top common platform/source of VMGO dissemination according to internal stakeholders while printing VMGO in catalogs, manuals and other materials was considered to the top source among external stakeholders.
- Among the internal stakeholders, administrators and faculty group have the highest awareness on VMGO's dissemination as compared to students and non-teaching staff. Among the external stakeholders, the alumni group have the highest level of awareness relative to parent/guardian and industry partners/linkages.

In account for the level of acceptability of the stakeholders of VMGO, the following salient findings are established:

- The stakeholders strongly understand and accept the vision, mission, institutional goals of PSU and program objectives of AB Economics program, together with the responsibility of realizing such objectives in their own capacities. The vision and mission are more understandable and acceptable to them than the institutional goals and objectives. The external stakeholders understand and accept more the vision, mission, goals and objectives than the internal stakeholders.
- The stakeholders consider that the vision, mission, goals and objectives are clearly stated and consistent with each other. The most favorable response by the stakeholders is on the perception that the vision clearly reflects what PSU hopes to become in the future. The external stakeholders are more optimistic than the internal stakeholders in perceiving that the

vision, mission, goals and objectives are clearly stated and consistent with each other.

- The stakeholders strongly agree that there is congruency between actual educational practices or activities and the mission, goals and objectives. They also consider that the projects and activities carried out by the faculty and students directly contribute towards the achievement of program outcomes and that the VMGO are the bases of all PSU's operations.
- The stakeholders generally agree that the vision and mission of PSU are being realized, the goals are being achieved and program objectives are being attained. The internal stakeholders are more positive than the external stakeholders that the vision, mission, institutional goals and program objectives can be realized and achieved

Based on the foregoing findings and conclusion drawn, the following recommendations are strongly forwarded:

1. In order to enhance or increase the level of awareness of stakeholders on the vision, mission and goals (VMGO) of the PSU, the University, the College and the Department concerned should continuously collaborate and work for more intensive effort through a planned or strategic program of activities like holding VMGO contests, conducting seminar on VMGO, orientation, among others.
2. The concerned PSU University officials and personnel together with faculty members of AB Economics program should constantly work for the broadest dissemination of the VMGO through various forms of communication media and platforms.
3. The Web administrators should maximize the use of the University and Program Website to get the widest dissemination of VMGO. The Official University Facebook of PSU should increase continue to disseminate information about VMGO and AB Economics faculty should create an official Facebook account/site for the program as the latter is an effective tool for information dissemination which might increase awareness on AB Economics program objectives of stakeholders.
4. Since both internal and external stakeholders have moderate awareness on VMGO through broadcast media, the University should invest on this by advertising in a local radio or TV

- station and local newspapers/tabloids to increase the awareness of all the stakeholders.
5. The University or college should set up an incentive and reward system in order to encourage or motivate the stakeholders to strive harder or give their best efforts in enhancing their awareness and acceptance on VMGO.
 6. Educational practices and activities in the university must further be strengthened to fully realize the mission, goals and objectives of the AB Economics program.
 7. Evaluation on the awareness and acceptability of the VMGO by the various stakeholders should be implemented periodically.
 8. To realize the objective of the University and the Program to have a maximum level of awareness among stakeholders, it is recommended that further studies should be done on the problems like factors affecting the level of awareness and acceptance of stakeholders and best practices in VMGO dissemination

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