

# Awareness, Acceptance, And Relevance Of Neust – San Leonardo Administrators, Faculty, Staff, Students And Other Stakeholders Towards Its Vision, Mission, Goals And Objectives

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**Abstract:** The vision, mission, goals, and objectives of Nueva Ecija University of Science and Technology serve as clear directions for the university's development. Moreover, the state has demanded that higher education institutions (HEIs) make a major contribution to an elevated nation. Further to that, educational institutions work hard to deliver the best education available. This study used the descriptive method of research and aimed to identify the level of awareness, factors that influence the awareness, and level of acceptance of the administrators, faculty, staff, students, and other stakeholders of the aforementioned locale. As a result, administrators, faculty, staff, students, and other stakeholders are well-versed in NEUST's vision, purpose, institutional goals, and program objectives. They are more aware of the vision and purpose than of the aims and objectives of the program. The stakeholders believe that the vision, mission, goals, and objectives are all clearly expressed and consistent. Notwithstanding, respondents strongly agreed that NEUST's vision and purpose are being realized, goals are being met, and program objectives are being met. Administrators and professors are more optimistic about realizing and achieving the vision, mission, institutional goals, and program objectives. Notwithstanding, respondents strongly agreed that NEUST's vision and purpose are being realized, goals are being met, and program objectives are being met. Administrators and professors are more optimistic about realizing and achieving the vision, mission, institutional goals, and program objectives. On the other hand, the university and the college or academic units involved should work continuously to raise awareness, acceptance, and relevance of the vision and mission, goals, and program objectives through various programs of activities; they should continue to endeavor to spread the VMGO through multiple avenues of communication; and they should ensure that the students or the community comprehend that such actions are to be conducted for the fulfillment or accomplishment of particular objectives.

**Keywords:** awareness, acceptance, goal statement, instructional strategy, vision, mission. Implication

## I. INTRODUCTION

The Vision, Mission, Goals, and Objectives serve as concrete guides for the future of Nueva Ecija University of Science and Technology. As a result, a state university's operations should be founded on its vision, mission, goals, and objectives (VMGO). When a college or university seeks accreditation, the most fundamental principle of all areas to be evaluated is VMGO. The acceptance of the VMGO statements encapsulates everything that the university stands for.

Meanwhile, Higher Education Institutions (HEIs) are mandated by the state to make a significant contribution of an elevated nation. This mandate requires that HEIs be able to produce high-quality graduates with the essential skills and competence that will enable them to boost the Filipinos' overall standard of living, as well as their ability to effectively respond to the adjusting and changing lifestyle needs and conditions, same as providing alternatives to conflicts at the local, regional, and national levels at the state and international levels. (CHED Memorandum Order No. 46, s. 2012). In terms of fulfilling this mandate, HEIs ought to constantly compare themselves to the specifications in place and stay up to date on the latest imperatives of the labor force. This necessitates that they invest a significant number of resources to be able to develop their workforce, facilities, and equipment. Accreditation is one method by which HEIs keep themselves in line with the standards.

Additionally, educational institutions strive to provide the best education possible. Curriculum design can be influenced by a variety of factors which is the most important requirement in any educational establishment (Terano, 2019). State colleges and universities are accredited by the Accrediting Agency for Chartered Colleges and Universities in the Philippines (AACUP) and holding certain qualification quality and excellence standards based on the educational operations and program curriculum of the institution in relation to its VMGO. A college or university is evaluated based on the extent to which its VMGO are attained, rather than in comparison to others. Institutions that have clearly stated and widely disseminated mission, vision, goals and objectives that is well-understood and widely shared have been shown to surpass those without the caveat that they were related to efficacy only when strategy, goals, and objectives were all in sync in regards to them.

Furthermore, teachers should also align their teaching strategy to the institution's VMGO. Strategy formulation refers to the assessment of the external and internal environment and integrating the results into goals and strategies (Daft, 2012). It is defined as the developed phase of long-term plans for the effective management of environmental opportunities and threats on the principle of companies' strengths and weaknesses (Huiru, 2013).

Furthermore, the VMGO must be shared in order to be effective and achieved. And in order to be shared, it must be created collaboratively. The success of a university is dependent on bringing its stakeholders together, both physically and philosophically. The stakeholders must reconcile opposing viewpoints, find common ground, and develop a shared VMGO.

All individuals or groups who affect or are affected by an organization and its activities are referred to as stakeholders. Stakeholder surveys can be very useful in generating critical information needed for performance management as well as creating and sustaining organizational change. A stakeholder survey is a questionnaire-based quantitative tool used by organizations to gain a better understanding of their internal and external stakeholders' knowledge, attitudes, perceptions, interests, and experiences.

Agency for Chartered Colleges and Universities in the Philippines (AACUP) as possessing certain standards of quality and excellence based on the institution's educational operations in relation to its VMGO. A university is judged by the degree to which its VMGOs are attained, not in comparison to others (AACUP, 2010).

Numerous studies regarding the VMGO have been conducted in recent years. A study has shown that the students of a university are aware of its vision, mission, goals, and objectives and that these students understand and accept these statements, along with the responsibility of realizing such objectives in their own capacities (Castillo, 2014).

A vision statement is a forward-looking statement that defines the ideal state of an organization in the future (J.M. Spallina 2004). It gives a picture of what we want to achieve as a group. It gives every member of the organization hope that something can be achieved. It is the guiding star that keeps us going in the right direction. The mission statement provides the necessary guidance for developing strategy, defining critical success factors, searching out key opportunities, making resource allocation choices and pleasing stakeholders. The mission represents the synthesis of what the customers and the employees see as being the core business, what products and services should be realized, who customers are and what values should be delivered to them (C. Bratianu, & I. Jianu 2007). Objectives are the ends towards which activity is aimed; they are the results to be achieved. They represent not only the end point of planning but the end toward which other management functions are aimed. The objectives of the enterprise are the basic plans of the organization. In other words, the VMGO must be unified and must move towards the same direction. This means that the objectives should be formulated and done to reach the goals. As a whole, the VMGO of any institution sets the direction to be pursued by the entire system so much so that all members should aspire for it and must be committed to its realization. This commitment starts with the awareness and acceptability of this VMGO by its stakeholders.

The relevance of VMGO is that it assists employees in understanding the organization's purpose and basic values. Two of the most crucial phases in developing a successful program are establishing the school's vision and mission. When done correctly, they provide a school with clarity and direction. A muddled vision or mission can contribute to on-going conflicts and a school that struggles to set priorities, encouraging children to take on new challenges as they grow and develop. Students are engaged in discussion and reflection to better understand the purpose and value of their educational experiences. Assisting students in realizing that their happiness is linked to their academic progress (Constantino et al., 2020).

This study aims to know the factors that influence the degree of awareness, acceptance and relevance of the Administrators, Faculty, Staff, Students and other Stakeholders towards the VMGO of NEUST. Also, the study helps to identify the perceptions of the NEUST San Leonardo's stakeholders regarding the clarity and consistency of VMGO.

Every institution is evaluated and not in comparison with different universities, which maybe different in some areas and cultures, but the degree to which its VMGO are carried out in practice as seen in the results. The commitment of the university will be measured with the awareness, acceptability and relevance of both internal and external stakeholders towards the VMGO.

## **II. STATEMENT OF OBJECTIVES**

This study seeks to determine the awareness, acceptance and relevance of the Administrators, Faculty, Staff, Students, and other Stakeholders of NEUST San Leonardo Off-Campus Program towards NEUST VMGO.

Specifically, it aims to find answers to the following questions:

1. What is the level of awareness of the Administrators, Faculty, Staff, Students, and other Stakeholders of San Leonardo Off-Campus Program towards the VMGO of NEUST?
2. What are the factors that influence the awareness of the Administrators, Faculty, Staff, Students, and other Stakeholders of San Leonardo Off-Campus Program towards the dissemination of NEUST VMGO?
3. What is the level of acceptance of the Administrators, Faculty, Staff, Students, and other Stakeholders of San Leonardo Off-Campus Program on the VMGO of NEUST in terms of:
  - 3.1 Understanding
  - 3.2 Clarity and Consistency
  - 3.3 Congruency with activities, practices, and operations; and
  - 3.4 Attainability?

## **III. MATERIALS AND METHODS**

### **Research Design**

The researchers used descriptive method of research because this study aimed to investigate the awareness, acceptance, and relevance of the Administrators, Faculty, Staff, Students, and other Stakeholders of NEUST San Leonardo Off-Campus Program towards the NEUST VMGO. the main objective of descriptive research is to describe a population, situation, or phenomenon accurately and thoroughly. It can answer the questions what, where, when, and how, but not why (McCombes, 2019).

### **Research Locale**

The study was conducted at Nueva Ecija University of Science and Technology San Leonardo Off-Campus Program. The researchers chose the place of implementation since it will give them the needed information regarding the NEUST VMGO.

### **Respondents of the Study**

The study's target population were the Administrators, Faculty, Staff, Students, and other Stakeholders of the NEUST San Leonardo Off-Campus Program. Hundred percentage (100%) of the population of the Administrators, Faculty, Staff. While fifty (50) stakeholders and 150 students were chosen to become the respondents with a totality of 253 respondents.

### **Sample and Sampling Procedure**

The researchers used purposive sampling, a sampling design that is not intended to offer a representative sample but rather to hone in on particular phenomena and/or processes.

**Data Collection**

To be meaningful, the research data gathering instrument of the study outlines the basic approach that researchers utilized to find concrete answer to the research questions. In this study, the researchers used survey questionnaire with the content questions intended to collect data that answered the research problem. Before the distribution of the final questionnaire, the researchers conducted a dry run of the questionnaire which result to a reliability score of .760 and a validity score of 4.20 which signifies that the research questionnaire is ready for its distribution. The survey questionnaire was distributed to the Administrators, Faculty, Staff, Students, and other Stakeholders of NEUST San Leonardo. After the collection of data, the next phase was the processing, presentation and the analysis, the last falls on the interpretation of result.

**Data Analysis**

The survey questionnaire used was strictly concerned with the data to be gathered and can only measure what already exist, due to its suitability to the origin of the study. Nowadays online forms are the one of the most convenient methods of gathering data, so forms simply viewed and fill out using mobile and other devices.

The researchers employed frequency, percentage, and weighted mean to analyze and interpret the data.

**IV.FINDINGS**

These following findings were derived from the research:

**Table 1. Level of awareness of the Administrators, Faculty, Staff, Students, and other Stakeholders towards VMGO**

INDICATORS	MEAN					WEIGHTED MEAN
	Administrator	Faculty	Staff	Students	Other Stakeholders	
I am aware of the Vision of NEUST.	4.00	4.00	3.80	3.20	3.50	3.42
I am aware of the Mission of NEUST.	4.00	3.90	3.87	3.27	3.43	3.43
I am aware of the Goals of the College where I belong.	4.00	4.00	3.51	3.19	3.33	3.37
I am aware of the Objectives of the Program where I belong.	4.00	4.00	3.23	3.11	3.36	3.32
<b>OVERALL</b>	<b>4.00</b>	<b>3.98</b>	<b>3.60</b>	<b>3.19</b>	<b>3.41</b>	<b>3.39</b>

Table 1 shows that the administrators and faculty are highly aware with regards to the VMGO of NEUST with a mean of 4.00 and 3.98 respectively. On the other hand, students got the lowest mean of 3.19. As reflected on their responses, the students are aware on the content of VMGO of the college where the students belong.

**Table 2. Factors that influence the awareness of the Administrators, Faculty, Staff, Students, and other Stakeholders towards the dissemination of VMGO**

INDICATORS	MEAN					WEIGHTED MEAN
	Administrator	Faculty	Staff	Students	Other Stakeholders	
VMGO are presented during flag raising ceremony	3.95	3.75	3.69	3.54	3.65	3.60
VMGO are displayed in bulletin boards.	4.00	3.88	3.92	3.88	3.91	3.88
VMGO are printed in catalogs, manuals and other materials.	4.00	3.97	3.82	3.63	3.72	3.71
VMGO are incorporated in the syllabi of instructions.	4.00	4.00	3.77	3.87	3.55	3.82
VMGO are presented during orientation program.	4.00	3.96	3.96	3.91	3.63	3.86
VMGO are broadcast in media and/or internet / website.	4.00	3.76	3.69	3.71	3.34	3.64
VMGO are discussed during curriculum planning	4.00	3.98	3.82	3.76	3.82	3.81
VMGO are widely disseminated to the different agencies, institutions, industry sector and the community as a whole.	4.00	3.89	3.85	3.37	3.21	3.44
<b>OVERALL</b>	<b>3.99</b>	<b>3.90</b>	<b>3.82</b>	<b>3.71</b>	<b>3.60</b>	<b>3.72</b>

Table 2 shows that the Administrators and Faculty are highly aware that the VMGO are displayed in bulletin boards; printed in catalogs, manuals, and other materials; broadcast in media and/or internet or website; and widely disseminated to the different agencies, institutions, industry sector and the community. The highest weighted mean is also on the awareness that the VMGO are displayed in bulletin boards but the lowest is on the awareness that the VMGO are disseminated to different agencies, institutions, and the community. In general, the Administrators, Faculty, Staff, Students, and other Stakeholders are fully aware that the VMGO are disseminated in different channels with a weighted mean of 3.72.

These data implied that school have part in improving the student’s and faculty's awareness and acceptance of the VMGO. It is important that the schools to post the VMGO in the bulletin boards and other printed catalogs or journal. Buencillo , (2018) shows in the result of his study about ' Dissemination , Awareness , Acceptability and Relevance of SPAMAST Vision , Mission , Goals and Objectives' that schools can done different dissemination methods of VMGO includes the presentation during the conference of the stakeholders, printing brochure and bulletin boards.

**Table 3.1 Level of acceptability of NEUST VMGO in terms of understanding.**

INDICATORS	MEAN					WEIGHTED MEAN
	Administrator	Faculty	Staff	Students	Other Stakeholders	
<b>3.1 In terms of understanding</b>						
I understand and accept the Vision and Mission of NEUST.	4.00	4.00	3.93	3.81	3.59	3.80
I understand and accept the Goals of the College where I belong.	4.00	4.00	3.87	3.72	3.36	3.70
I understand and accept the Objectives of the program where I belong.	4.00	4.00	3.92	3.65	3.76	3.74
I understand and accept my responsibility of realizing the vision, mission and goals of the University and objectives of the Program where I belong.	4.00	4.00	3.87	3.87	3.32	3.78
I understand and accept the challenge of realizing the vision, mission and goals of the University and objectives of the Program where I belong.	4.00	4.00	3.81	3.61	3.48	3.66
<b>OVERALL</b>	<b>4.00</b>	<b>4.00</b>	<b>3.88</b>	<b>3.73</b>	<b>3.50</b>	<b>3.74</b>

Table 3.1 shows the level of acceptability of Administrators, Faculty, Staff, Students, and other Stakeholders on their understanding and acceptance of NEUST vision, mission and institutional goals and program objectives. The finding reveals that the respondents are highly understand and accept the vision, mission and institutional of NEUST, program objectives and goals of colleges, which is supported by an overall weighted mean of 3.74, descriptively rated as “Highly acceptable”. All the respondents have the highest weighted mean on the acceptance of NEUST vision and mission (3.80) and lowest mean on the acceptance of the challenge of realizing the vision, mission and goals of the University and objectives of the Program (3.66).

**Table 3.2 Level of acceptability of NEUST VMGO in terms of clarity and consistency.**

INDICATORS	MEAN					WEIGHTED MEAN
	Administrator	Faculty	Staff	Students	Other Stakeholders	
<b>3.2 In terms of clarity and consistency</b>						
I accept that the NEUST has a system of determining its Vision and Mission.	4.00	4.00	4.00	3.94	3.88	3.94
I accept that the Vision clearly reflects what NEUST hopes to become in the future.	4.00	4.00	3.98	3.86	3.76	3.86
I accept that the Mission clearly reflects the NEUST's legal and other statutory/educational mandate.	4.00	3.97	3.98	3.84	3.71	3.84
I accept that the Goals of the college/academic unit are clearly stated and are consistent with the Mission of NEUST.	4.00	3.95	3.94	3.78	3.65	3.79
I accept that the Program Objectives of the college/academic unit are clearly stated and are consistent with the Goals of NEUST.	4.00	4.00	3.88	3.65	3.42	3.67
I accept that the Program Objectives clearly state the expected outcomes in terms of competencies or technical skills of students and graduates.	4.00	3.92	3.94	3.80	3.61	3.78

I accept that the Program Objectives clearly state the expected outcomes in terms of research and extension capabilities of students and graduates.	4.00	3.87	3.71	3.55	3.78	3.65
I accept that the Program Objectives clearly state the expected outcomes in terms of students' own ideas, desirable attitudes and personal discipline.	4.00	3.91	3.83	3.66	3.87	3.75
I accept that the Program Objectives clearly state the expected outcomes in terms of moral character.	4.00	3.95	3.84	3.63	3.67	3.70
I accept that the Program Objectives clearly state the expected outcomes in terms of critical thinking skills.	4.00	3.92	3.88	3.76	3.56	3.75
I accept that the Program Objectives clearly state the expected outcomes in terms of aesthetic and cultural values.	4.00	3.95	3.89	3.78	3.68	3.79
<b>OVERALL</b>	<b>4.00</b>	<b>3.95</b>	<b>3.90</b>	<b>3.75</b>	<b>3.69</b>	<b>3.77</b>

Table 3.2 shows the level of acceptability of Administrators, Faculty, Staff, Students, and other Stakeholders on clarity and consistency of NEUST vision, mission and institutional goals and program objectives. The finding reveals that the respondents highly 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 NEUST has a system of determining its VMGO with a weighted mean of 3.94 and lowest weighted mean is 3.65 which is on the perception that the program objectives clearly state the expected outcomes in terms of research and extension capabilities of students and graduates. The administrators accept that the vision clearly reflects what NEUST hopes to become in the future with a mean of (4.00) while the faculty got 3.95 mean on the same. Overall, the administrators, faculty, staff, students, and other stakeholders are highly accepted that the VMGO of NEUST has a clarity and consistency.

**Table 3.3 Level of acceptability of NEUST VMGO in terms of congruency with activities, practices and operations.**

INDICATORS	MEAN					WEIGHTED MEAN
	Administrator	Faculty	Staff	Students	Other Stakeholder	
<b>3.3 In terms of Congruency with activities, practices and operations</b>						
I agree/accept that there is congruency between actual educational practices and activities and the Vision of the University.	4	3.98	3.96	3.85	3.93	3.89
I agree/accept that there is congruency between actual educational practices and activities and the Mission of the University.	4	3.98	3.92	3.82	3.9	3.86
I agree/accept that there is congruency between actual educational practices and activities and the Goals of the University.	4	3.99	3.93	3.88	3.87	3.89
I agree/accept that there is congruency between actual educational practices and activities and the objectives of the department I belong.	4	3.96	3.93	3.81	3.85	3.84
I agree/accept that projects and activities carried out by the faculty and students directly contribute towards the achievement of the program outcomes.	4	3.99	3.97	3.83	3.81	3.85
I accept/agree that VMGO are the bases of all the University's operations.	4	3.98	3.96	3.86	3.82	3.87
<b>OVERALL</b>	<b>4</b>	<b>3.98</b>	<b>3.95</b>	<b>3.84</b>	<b>3.86</b>	<b>3.87</b>

Table 3.3 shows the level of acceptability of Administrators, Faculty, Staff, Students, and other Stakeholders on the congruency with activities, practices and operations of NEUST vision, mission and institutional goals and Program objectives. The highest weighted means (3.89) on the perception that that there is congruency

between actual educational practices and activities and the Vision of the University and on the perception that there is a congruency between actual educational practices and the goals of the institution. The lowest mean on the perception that there is a congruency between actual educational practices and activities and the objectives of department I belong which is 3.84. Overall, the administrators, faculty, staff, students and other stakeholders accept that the VMGO of NEUST has a congruency with the practices, activities and operations with a weighted mean of 3.87.

**Table 3.4 Level of acceptability of NEUST VMGO in terms of attainability**

INDICATORS	MEAN					WEIGHTED MEAN
	Administrator	Faculty	Staff	Students	Other Stakeholder	
<b>3.4 In terms of Attainability</b>						
I agree/accept that the Vision of the University is being realized.	4.00	4.00	3.92	3.81	3.89	3.86
I agree/accept that the Mission of the University is being realized.	4.00	4.00	3.98	3.88	3.87	3.90
I agree/accept that the institutional goals of the University are being achieved.	4.00	4.00	3.97	3.85	3.87	3.88
I agree/accept that the objectives of the Program/department where I belong are being attained.	4.00	4.00	3.97	3.84	3.79	3.86
<b>OVERALL</b>	<b>4.00</b>	<b>4.00</b>	<b>3.96</b>	<b>3.85</b>	<b>3.86</b>	<b>3.88</b>

Table 3.4 shows the level of acceptability of Administrators, Faculty, Staff, Students, and other Stakeholders on the attainability of NEUST vision, mission and institutional goals and program objectives. The result reveals that the respondents are highly accept the attainability of the vision, mission of NEUST and institutional and program objectives of different colleges, which is supported by an overall weighted mean of 3.88, descriptively rated as “highly accepted”. All of the respondents accept that the mission of NEUST is being realized with a weighted mean of 3.90. The lowest weighted mean is on the Vision of NEUST is being realized and on the objectives of the program/department are being attained with a weighted mean of 3.86. The administrators and faculty obtained the highest mean on the acceptability on the attainability of institutional goals, mission, vision, and objective with a mean of 4.00. This denotes that 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.

**CONCLUSION**

Some following conclusions was reached based upon this finding of the study:

1. The administrators, faculty, staff, students, and other stakeholders are highly aware on the vision, mission of NEUST and institutional goals, and program objectives of different colleges. They are more aware of the vision and mission than of the goals and program objectives.
2. All groups are aware that the VMGO are displayed in bulletin boards; printed in catalogs, manuals, and other materials; broadcast in media and/or internet or website; and widely disseminated to the different agencies, institutions, industry sector and the community. They are more aware that the VMGO are displayed in bulletin boards than of other forms of VMGO dissemination and less aware that the VMGO are widely disseminated to the community.
3. The stakeholders consider that the vision, mission, goals, and objectives are clearly stated and consistent with each other. The most favorable response by the respondents is on the perception that the perception that the NEUST has a system of determining its VMGO. The administrators accept that the vision clearly reflects what NEUST hopes to become in the future. The respondents are perceiving that the vision, mission, goals, and objectives are clearly stated and consistent with each other. All the respondents highly accept 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 NEUST's operations. In addition, the respondents highly accepted that the vision and mission of NEUST are being realized, the goals are being achieved and program objectives are being attained. The administrators and faculty are more positive that the vision, mission, institutional goals, and program objectives can be realized and achieved.

## RECOMMENDATIONS

Given the preceding findings and conclusions, it is critical that the researchers offer the following recommendations:

1. The University, the College/academic units concerned should continuously work for the awareness, acceptance, and relevance of the vision and mission, goals, and program objectives through different program of activities like contest solely for VMGO and continuously incorporating the VMGO in all school activities like trainings, seminars, and orientation.
2. The concerned University officials and personnel should still work for the widest dissemination of the VMGO through various channels of communication. Nowadays, social networking sites might also be properly used for the dissemination of the VMGO.
3. The administrators, faculty members, and staff assigned to conduct educational activities should made sure that the students or the community understand that such activities are to be undertaken for the realization or attainment of some goals and objectives. Educational practices and activities in the university must further be strengthened to fully realize the mission, goals and objectives of different colleges. Evaluation on the awareness and acceptability of the VMGO by the various stakeholders should be implemented periodically.

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