



## ACCEPTABILITY AND COMPREHENSIVENESS OF CAGAYAN STATE UNIVERSITY VISION, MISSION, COLLEGE GOALS AND BACHELOR OF PUBLIC ADMINISTRATION PROGRAM OBJECTIVES

MARLON T. SINIGUIAN, Assistant Professor, Cagayan State University

---

**Abstract:** *The study determined the acceptability and comprehensiveness of Cagayan State University Vision and Mission as well as the College of Public Administration (CPAd) goals and BPA objectives among the different stakeholders and clients of CSU-CPAd. The study employed the descriptive research design with questionnaires as data gathering techniques. It utilized 340 respondents: 114 students, 25 parents, 41 alumni, and 160 CPAD linkages (LGU, NEDA, PRC and BJMP).*

*The respondents of BPA program of CSU-College of Public Administration are very knowledgeable with the purpose, direction and core principles adhered by the CSU in general and the CPAd and BPA program in particular. Their acceptance is overwhelming because this inspire, set standard of excellence, and serve as instruments for cooperation and unity.*

**Keywords:** *Vision, Mission, Goals, Objectives*

### I. INTRODUCTION

In strategic management, two of the most important elements that a manager must know and understand are the mission and vision statements of an organization. For it is widely believed that mission and vision statements impact on strategy and most aspects of organizational performance. These statements are the sources of inspiration for the leadership and for every member in the organizational hierarchy because they convey the direction of the organization and the very purpose of its existence. That's why, these are overwhelmingly accepted as indispensable parts of the strategic management process for organizations of all types, and be it public, private, non-government organization, multinational or small and medium scale organization.

By crafting a clear mission and vision statements, the organization through its leadership can powerfully communicate its intentions and motivate every member of the different teams to understand what they ought to do and how they ought to behave in the process of realizing the purposes of the organization's existence. Moreover, other stakeholders and



clients as well should understand the mission and vision statements of the organization for these would guide them in doing their responsibilities as part of key players in the organization's governance.

The Cagayan State University (CSU) was created in June 11, 1978 by PD 1436, Section 02 crafted and approved by the CSU Administrative Council for the University to become a model of state higher education institution in Region 2. (CSU: 1982 and Beyond; 1982).

However, considering the current national development thrusts, this mission and vision statement have been updated several times by the Administrative Council and of Policies, Standards, and Guidelines (PSG) of CHED, and has educational practices consistent with its VMGO and the development goals and priorities of the region and the Philippines. While it is necessary that stakeholders know, accept, and perceive the relevance of the VMGO, the actual level of acceptance, comprehensiveness and perception of stakeholders to said VMGO is not yet ascertained.

The vision of CSU is "transforming lives by educating for the best" and its mission "CSU is committed to transform the lives of people and communities through high quality instruction and innovative research, development, production and extension." Followed by the college Goal is "to develop public servants with the required knowledge, values and skills to serve as professionals in government and civil society" with BPA Program objectives: (1) To produce service-oriented graduates equipped with the fundamental values of good governance such as accountability, participation, responsibility, integrity and moral uprightness in the conduct of public affairs; (2) To produce graduates who possess the knowledge and skills in the conduct of social research, extension and entrepreneurial projects, (3) To produce graduates for technical and administrative positions in government, Foreign Service and the Civil Society; and (4) To prepare students who will enter law school.

The vision states what the institution hopes to become in the future. The Mission, Goals and Objectives represent the hierarchical structure below the institutional level (the college/institute/school), and the objectives refer to aims at the program level i.e. that the program hopes to achieve.

The college shall define its goals in accordance with its legal and educational development mandate and the thrust of the government. The program outcomes are the focus of the program accreditation. These are the competencies (knowledge and skills), values and other



attributes, which the institution hopes their graduates shall acquire to enable them to compete for employment, locally and internationally (AACCUP, 1987).

The area, Vision, Mission, Goals and Objectives (VMGO) is the most fundamental of all the 10 areas to be surveyed. Everything in the State University and the Colleges (SUC) is justified only to the extent that it realizes its mission, goals and objectives. It is essential, therefore, for the college to formulate the vision, mission, goals and objectives based on the philosophy that should pervade its operation. The college is judge by the degree to which its mission, goals and objectives are attained not in comparison with others (AACUP, 1987).

Hence, this study was conducted to determine the acceptability and comprehensiveness of Cagayan State University Mission and Vision as well as the CPAd Mission, Vision, Goals (VMG) and BPA objectives among the different stakeholders and clients of CSU-CPAd. The study expanded its investigation by utilizing a multi-sectoral approach by considering the representatives of development partners from the communities working for the development of CSU in general and the CPAd clients in particular.

It is expected that the institution disseminate and works for the acceptance of the Vision and Mission by the stake holders. In order to facilitate acceptance and comprehensibility, it is a good practice that the students, linkages, the community and other stake holders are involved in the formulation, review and/or revision of the VMGO.

An outcome-based assessment will focus on the extent to which the program outcomes are attained. Thus, there must be a common understanding and acceptance of the end results of the program by both the faculty and the students.

It should be demonstrated that the program objectives (outcomes) are consistent to the College's goals and to the mission of the institution. On the long term perspective, the accomplishment of the mission will lead to the realization of the vision of the institution.

The activities and projects are carried out by the faculty and the students should directly contribute toward the achievement of the program outcomes.

How acceptable and comprehensive is the CPAd Goals and Objectives to the parents, alumni, students and linkages of the college of Public administration? Surely these problems need to be answered; hence, the present study was conducted.

## **CONCEPTUAL FRAMEWORK**

Figure1. Shows the conceptual framework of the study

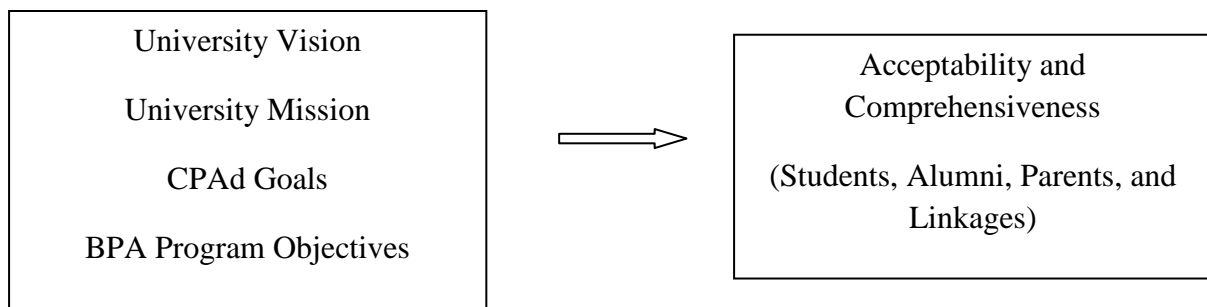


Figure 1: Conceptual Framework

## II. METHODOLOGY

The study employed the descriptive research design with questionnaires. The study was conducted in CSU Carig Campus at Tuguegarao City where the College of Public Administration is located for Academic Year 2016-2017.

### Data-Gathering Instrument

The data gathering instruments used to obtain the data needed for this was the researcher-made questionnaire checklist "College of Public Administration's Vision, Mission, Goals and Program Objectives, to determine the respondents' acceptability and comprehensiveness of the CPAd' vision, mission goals and program objectives.

Table 1: Distribution of Participants

	Number of Respondent	Percentage
Students	114	33.5
Parents	25	7.4
Alumni	41	12.1
CPAD Linkages (LGU, NEDA, PRC and BJMP)	160	47.1
Total	340	100

The respondents of the study were composed of four groups with a total of 176, broken down as follows: students, 114; parents, 25; alumni, 41; and 160 CPAD linkages (LGU, NEDA, PRC and BJMP). The study employed the purposive sampling method. Descriptive statistics such as frequency, percentage, mean and standard deviation were utilized in the treatment and analysis of data.

## III. RESULTS AND ANALYSIS

The CSU VM, CPAD goals and objectives are "very acceptable" by the respondents (parents, students, alumni, and linkages) in general. The respondents highly accepts "very acceptable"



the CSU VM, CPAD goals and BPA objectives as shown. This could explain by the fact that respondents directly participated in the actual process of dissemination and execution of the CSU VM since they have a direct involvement in the development process of the CSU system.

Linkages (LGU, NEDA, PRC, BMP) has a high acceptance as shown by the weight mean of 2.71. This is understandable, since this group participated profoundly in the dissemination of the CSU VM and known the context and legal bases of the CSU VM and statements and also serve as the direct implementers of the strategies, programs and projects in the process of making the VM come to fruition.

**Table 2: Respondents Level of Acceptability of the University's Vision and Mission, CPAd's Goal and BPA Programs Objective**

Item	Students	D.V.	Parents	D.V.	Alumni	D.V.	Linkages	D.V.
Vision	2.95	V.A.	3.00	V.A.	2.78	V.A.	2.82	V.A.
Mission	2.91	V.A.	3.00	V.A.	2.73	V.A.	2.57	V.A.
College Goals	2.91	V.A.	2.95	V.A.	2.73	V.A.	2.77	V.A.
Program Objectives		V.A.		V.A.		V.A.		V.A.
1	2.90	V.A.	2.90	V.A.	2.56	V.A.	2.74	V.A.
2	2.92	V.A.	2.95	V.A.	2.57	V.A.	2.68	V.A.
3	2.90	V.A.	2.90	V.A.	2.51	V.A.	2.71	V.A.
4	2.94	V.A.	2.83	V.A.	2.70	V.A.	2.66	V.A.
General Wt. Mean	2.92	V.A.	2.93	V.A.	2.65	V.A.	2.71	V.A.

Scale	Interpretation
2.34-3.00	Very Acceptable (V.A.)
1.67-2.33	Acceptable (A)
1.0-1.66	Not Acceptable (N.A.)

Table 3 showed that, in general, the respondents have a "very comprehensive" of the University's Vision and mission and College Goals and Program Objectives. This is supported by the high mean scores of 2.66. Individual groups such as students, parents and alumni also have a very high comprehensiveness "very comprehensive" of the VM and Program goal. The score manifest that CSU vision; CPAd is very comprehensive to the entire group. Looking into respondent's pr group the mean level of comprehensiveness for linkages "comprehensive" on the University's vision and "not comprehensive" on the College Goals.



This could be explained by the concept of not comprehensive in terms of wordings or deep meaning but so far, the general weighted mean is “very comprehensive”.

**Table 3. Respondents Level of Comprehensiveness of the University’s Vision, Mission, CPAd’s Goal and BPA Programs Objectives**

Item	Students	D.V.	Parents	D.V.	Alumni	D.V.	Linkages	D.V.
Vision	2.92	V.C.	2.96	V.C.	2.96	V.C.	1.44	N. C.
Mission	2.94	V.C.	2.90	V.C.	2.90	V.C.	2.11	C
College Goals	2.92	V.C.	3.00	V.C.	3.00	V.C.	1.47	N.C.
Program Objectives								
1	2.92	V.C.	3.00	V.C.	3.00	V.C.	3.00	V.C.
2	2.91	V.C.	2.95	V.C.	2.95	V.C.	3.00	V.C.
3	2.92	V.C.	2.89	V.C.	2.89	V.C.	3.00	V.C.
4	2.98	V.C.	2.89	V.C.	2.89	V.C.	3.00	V.C.
<b>General Wt. Mean</b>	<b>2.93</b>	<b>V.C.</b>	<b>2.94</b>	<b>V.C.</b>	<b>2.94</b>	<b>V.C.</b>	<b>2.43</b>	<b>V.C.</b>

Scale	Interpretation
2.34-3.00	Very Comprehensive
1.67-2.33	Comprehensive
1.0-1.66	Not Comprehensive

**Table 4: Participants Level of Acceptability of the University’s Vision Mission and CPAd’s Goals and Program Objectives taken as a Group**

Group	Number of Respondent	Mean	Descriptive value
Students	114	2.92	Very Acceptable
Parents	25	2.93	Very Acceptable
Alumni	41	2.65	Very Acceptable
CPAD linkages (LGU, NEDA, PRC and BJMP)	160	2.71	Very Acceptable
<b>Total</b>	<b>340</b>	<b>2.80</b>	<b>Very Acceptable</b>

Scale	Interpretation
2.34-3.00	Very Acceptable
1.67-2.33	Acceptable
1.0-1.66	Not Acceptable



Table 4 showed that, generally, all the respondents have “very acceptable” of the CSU’s Vision, Mission, CPAd’s Goals and BPA Program Objectives. This was revealed by the obtained mean scores of which fell within the score of 2.65-3.00. Individual groups such as students, parents, alumni and stake holders. Have a “very acceptable” of the university’s VM, Goals and objectives of the college.

**Table 5. Respondents Level of Comprehensiveness of the CSU’s Vision, Mission, CPAd’s Goals and BPA Program Objectives taken as an Entire Group**

	Number of Respondent	Mean	Descriptive value
Students	114	2.93	Very Comprehensive
Parents	25	2.94	Very Comprehensive
Alumni	41	2.94	Very Comprehensive
CPAD linkages (LGU,NEDA, PRC and BJMP)	160	2.43	Very Comprehensive
Total	340	2.66	Very Comprehensive

Scale	Interpretation
2.34-3.00	Very Comprehensive
1.67-2.33	Comprehensive
1.0-1.66	Not Comprehensive

Table 5 showed that, in general, the respondents have a “very comprehensive” of the University’s Vision and mission and College Goals and Program Objectives. This is supported by the high mean scores of 2.66. Individual groups such as students, parents and alumni also have a very high comprehensiveness “very comprehensive” of the VM and Program goal. The score manifest that CSU vision; CPAd is very comprehensive to the entire group.

#### IV. DISCUSSION

The findings of the study were:

1. The respondents, in general, “highly accepts” University’s vision and mission and CPAd’s goal and programs objective.
2. The respondents, in general, “highly comprehends” University’s vision and mission and CPAd’s goal and programs objective.

Based on the foregoing findings, the following can be deduced:



From the findings, it may be deduced that the high acceptability and comprehensiveness of the respondents, in general, “highly accepts” University’s vision and mission and CPAd’s goal and programs objective signify its good construction/revision. In simple interpretation the respondents (alumni, parent, and students) do have clear understanding of the area under study.

### **Recommendations:**

Since the extracted results are very favorable it is recommended that a further study with an expanded number of respondents is conducted.

The highly accepts” University’s vision and mission and CPAd’s goal and programs objective should be sustained.

Upon further study, it may be advantageous to include the comparison between the acceptability and comprehensiveness of the VM and College Goals and objective as perceived by the four individual groups (parents/stake holders, alumni students).

Strategies that contributed to the high level of knowledge and acceptability of these CSU VM, CPAD Goals and Objectives by the stakeholders and clients should be sustained. Organizations such as Parents and Teachers Association under the BPA program could be established and could contribute for the fulfillment of CSU Vision, Mission and CPAD Goals and Objectives.

The use of CSU website should be maximized as a tool for disseminating the CSU VM and CPAD Goals and BPA objectives.

A periodic assessment and review of the CSU VM is encouraged to determine the need for updating in order to address the challenges of the changing needs of the times.

### **REFERENCES**

1. Campbell, A. (1997). “Mission statements”, Long Range Planning, Vol. 30, No.6. pp.931-932.
2. CSU (2015). CSU Medium Term Development Plan
3. CMO No .6 2010, Policies and Standards for Bachelor of public Administration
4. Johnson, G. Scholes, K. and Whittington, R. (2008). Exploring Corporate Strategy: Text and Cases (Eight Edition, Prentice Hall, London.
5. Matejka, K., Kurke, L. B. and Gregory, B. (2003). “Mission impossible? Designing a great mission statement to ignite your plans”, Management Decision, Vol. 31 N 4, pp. 34-37.





6. Margolis, Sheila L. Ph.D. (2006) Building a Culture of Distinction Workbooks: Define Culture & manage Change.
7. Mintzberg, H. Quinn, J (1996). "The Strategy Process –Concepts, Contexts, Cases", Prentice-Hall, Englewood Cliffs, NJ.
8. Mullane, J. V. (2002). "The mission statement is a strategic tool: when used properly", Management Decision, Vol. 40 No. 5, pp 448-455.
9. Tamayao, Lilia. (2010). VMGO