



Awareness, Level of Knowledge, and Level of Acceptability of Students on the Vision and Mission statements of Quezon City University

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Abstract. Any educational institution has its vision, mission, goals, and objectives (VMGO) that define its intended future. Educational institutions, like Quezon City University (QCU), regularly conduct an assessment on the level of awareness, knowledge, and acceptability of stakeholders of their vision, mission, goals, and objectives (VMGO). These VMGOs are essential to validate the university's sense of direction. This study explores the awareness and level of knowledge among students at Quezon City University (QCU) regarding the institution's Vision and Mission statements. Methodologically, the research employs a quantitative approach, utilizing surveys with a sample size of 734 students out of a total enrollment of 10,506 during the Academic Year 2022-2023. The study adapts a questionnaire from previous research and employs a descriptive research design for data analysis. Results indicate high awareness (97.05% for Vision, 99.39% for Mission) and knowledge (97.18% for Vision, 97.03% for Mission) among students regarding QCU's Vision and Mission statements. The study also assesses the students' knowledge of specific statements within the Vision and Mission, revealing a high level of understanding. The results highlight the students' high level of knowledge regarding QCU's Vision and Mission, attributing this to effective information dissemination strategies. Recommendations include extending the study to external stakeholders and faculty members, conducting communication campaigns, and ensuring a 100% response rate in future research. The findings serve as a benchmark for QCU to refine its strategies in promoting its vision and mission statements.

Keywords: *Quantitative, Awareness, Knowledge, Acceptance, Vision-Mission, Quezon City University*





INTRODUCTION

Any educational institution has its own vision, mission, goals, and objectives (VMGO) that define its intended future. These statements are achieved through the effort and help of the people involved with it (Salom and Florendo, 2013), which aligns an organization to effectively accomplish its activities or projects and programs.

Educational institutions regularly conduct an assessment on the level of awareness, knowledge, and acceptability of stakeholders of their vision, mission, goals, and objectives (VMGO). These VMGOs are essential to validate the university's sense of direction. Compelio et al. (2015) argued that VMGO statements are important guidelines on what an institution aims to achieve.

As a local university, Quezon City University (QCU) has become an important partner of the Local Government of Quezon City in providing quality and free access to higher education to thousands of students in the City. It was formerly known as the Quezon City Polytechnic University (QCPU), before a local city ordinance signed by Mayor Ma. Josefina G. Belmonte transformed QCPU into a full-pledged University in 2019. Under the leadership of its President, Dr. Theresita V. Atienza, the first elected president of QCU, the University received its institutional recognition from the Commission on Higher Education (CHED), 27 years after it was established in 1994. Three years under her leadership, it is necessary to assess the students' awareness, level of knowledge, and acceptability of students on the vision and mission of the QCU as well as its strategic directions.

Conducting this study is an important factor in guaranteeing that stakeholders recognize the existence of the institution's vision, mission, and strategic directions. The study has been guided by the General System Theory of Ludwig von Bertalanffy which was developed in 1936 and was proposed in the 1940's. The theory is a management methodology of an organization and its way of analyzing and criticizing (Beher, 2016). This theory focused on the surroundings of the institution, analyzed the changes widened the theoretical aspect of the institution, and aimed for a meaningful analysis of the institution to improve management.

A system is defined as an interconnection within the organization, between the organization. It is a collection of statements and components grouped together for an organization. Input pertains to the elements that come into the system. Process is the sequence of stages of work that transforms inputs into outputs. Output is what the





system produces. The communication system is defined as a group of interrelated parts that function as a whole. These elements are interrelated and interact with one another and are not simply a heap of parts that happen to be together. Thus, it affects one another. If a change occurs in any part of the system, the entire system will change too.

In application to the study, the input refers to the vision, mission, goals, and objectives of QCU. This is where the VMGO was built according to the standards and the needs of the society. Meanwhile, the process is the way the internal and external stakeholders have acquired awareness, knowledge, and acceptance of the vision, mission and strategic directions of QCU. By the use of different platforms, the stakeholders will know about the VMGO of the institution. The output is their level of awareness and acceptance of stakeholders towards the vision, mission, and strategic directions of QCU.

METHODOLOGY

To determine the students' awareness and level of knowledge and acceptance of QCU's VM and strategic directions, the researchers used a quantitative approach for the study. Quantitative research is an inquiry into a social problem, explaining phenomena by gathering numerical data that are mathematically analyzed (Bhawna, & Gobind, 2015). The researchers did surveys as the method of the study. As per Check & Schutt (2012), the survey method is defined as the collection of information from a sample of individuals through their responses to questions. The researchers also used descriptive research design to describe a specific phenomenon and collect data from their target sample (Babbie, 2012). Descriptive design helped the researchers to further determine the representations of the frequency and its corresponding percentages.

While the study targeted all students, the researchers only managed to acquire around 723 responses, or approximately 6.88% of the 10,506 total enrollment during the Academic Year 2022-2023

In this study, the researchers adopted a questionnaire from the study of Subaran (2016) from Eastern Samar University entitled "Awareness & Acceptability of VMGO of Eastern Visayas University" and Bautista, et. al (2018) entitled "Awareness,





Knowledge, and Acceptability of Journalism Students on the VMGO of PUP-COC Department of Journalism.”

After developing the adopted questionnaire, the researchers did a pre-test first, consisting of 20 respondents. For questions related to the level of acceptance, the researchers used Cronbach’s alpha to ensure the internal consistency of the statements. According to the UCLA Institute for Digital Research and Education (2018), Cronbach’s alpha is a measurement for internal consistency and how a set of items are related as a group. For questions related to the level of acceptance, the researchers used Cronbach’s alpha to ensure the internal consistency of the statements. The acceptability subscale of vision and mission statements consisted of 16 items ($\alpha = .901$) showed that the acceptability scales used in the study are reliable.

The questionnaires contain five parts. The first part was about the demographic profile of the respondents. This includes employment status, nature of industry, and sex. The second part focused on the awareness of the internal and external stakeholders on the Vision and Mission statements of QCU and how they became aware of the vision and mission statements. The third part was all about measuring the knowledge of the respondents on the Vision and Mission statements of QCU. The fourth part of the questionnaires focused on their level of acceptance of the Vision and Mission. The fifth part of the questionnaire contains statements that measure the level of awareness, knowledge, and acceptance of the QCU’s strategic directions.

The researchers determined the level of knowledge of the students through scores whereas, scores ranging from 0 to 2 are considered as not knowledgeable, 3 to 5 as knowledgeable, and 6 to 8 as highly knowledgeable.

After knowing the results of the pre-test survey, the researchers immediately proceeded to the actual data gathering via an online survey in June 2023 using Google Forms as the main platform. After collecting all the data needed for the study, the researchers analyzed the data through frequency distribution, percentage, and ANOVA using IBM-SPSS version 29 and Microsoft Excel 2010.





RESULTS

Awareness of the Vision and Mission statements

Table 1 shows the percentage of the awareness of students on the Vision and Mission of QCU. As indicated in Table 1, 97.05% of the respondents are aware of QCU's Vision statement. Meanwhile, 99.39% of the respondents are aware of the QCU's mission statements.

The results only showed that there is a high awareness of the institution's vision and mission among the students of the University. This proves that the university is doing well on the dissemination of its local information such as the vision, mission, goals and objectives of the university (Valencia, 2017).

Table 1
Students' Awareness on the Vision and Mission Statements of QCU

	Aware	Not Aware
Vision	97.05%	2.95%
Mission	99.39%	0.61%

Table 2 provides a detailed breakdown of students' awareness of Quezon City University's In the BS in Entrepreneurship (BSEntrep) program, a commendable 98.36% of students are aware of QCU's Vision Statements, while only 1.64% lack awareness. Likewise, students enrolled in the BS in Information Technology (BSIT) program exhibit a robust awareness level at 98.78%, with a mere 1.22% lacking awareness. The BS in Industrial Engineering (BSIE) program shows a substantial 93.78% awareness level, with 6.22% of students not aware of QCU's Vision Statements. (QCU) Vision Statements, categorized by their respective academic programs. Among students pursuing a BS in Electronics Engineering (BSECE), 92.31% demonstrate awareness of QCU's Vision Statements, with a notable 7.69% indicating a lack of awareness. While the majority of Engineering students are well-informed, the results underscores the importance of ongoing efforts to reach all students within this academic program.





Table 2
Students' Awareness of the Vision Statements of QCU by Course

	Aware	Not Aware
Bachelor of Science in Electronics Engineering	92.31%	7.69%
Bachelor of Science in Entrepreneurship	98.36%	1.64%
Bachelor of Science in Information Technology	98.78%	1.22%
Bachelor of Science in Industrial Engineering	93.78%	6.22%

In terms of the QCU's mission statement, a remarkable 100% of BSECE students demonstrate awareness of QCU's Mission Statements (Table 3). BSIT show a robust awareness level at 99.69%, with only 0.31% lacking awareness. Similarly, Entrepreneurship students also exhibit a commendable level of awareness, with 99.17% informed about QCU's Mission Statements, and a minimal 0.83% expressing a lack of awareness. In the BSIE program, 98.90% of students are aware of QCU's Mission Statements, with 1.10% indicating a lack of awareness. The results highlights the success of communication efforts within the University.

Table 3
Students' Awareness of the Mission Statements of QCU by Course

	Aware	Not Aware
Bachelor of Science in Electronics Engineering	100.00%	-
Bachelor of Science in Entrepreneurship	99.17%	0.83%
Bachelor of Science in Information Technology	99.69%	0.31%
Bachelor of Science in Industrial Engineering	98.90%	1.10%





Knowledge of the Vision and Mission of QCU

As shown in Table 4, 94.69% of the students are knowledgeable of the vision and mission statements of QCU, and 94.52% of them are knowledgeable of the QCU mission statement.

All of the results concluded that students of QCU are knowledgeable of the Vision and Mission statements of QCU. Fernandez (2015) highlighted in her study entitled “Awareness, acceptability, relevance, and congruence of the PNU-Negros Occidental vision, mission, and goals and objectives of the teacher education program” that when the stakeholders are knowledgeable of the VMGO, it only implicates that the stakeholders know and understand the future that is being set and being worked by the university for it to be attainable.

Table 4
Students’ Knowledge of the Vision and Mission Statements of QCU

	Knowledgeable	Not Knowledgeable
Vision	94.69%	5.31%
Mission	94.52%	5.48%

Table 5 presents the level of knowledge among students regarding Quezon City University's (QCU) Vision Statements, organized by their respective academic programs. As shown in the table below, Students pursuing the BSIT program exhibits a strong awareness level, with 98.47% of students considered knowledgeable and 1.53% categorized as not knowledgeable. Likewise, BS Entrep students demonstrate a high level of knowledge, with 97.52% being deemed knowledgeable of the vision statements of QCU.

On the other hand, 95.29% of BSIE students are deemed knowledgeable, with 4.71% falling into the not knowledgeable category, while only 92.86% of BSECE students are classified as knowledgeable about QCU's Vision Statements.

While a significant majority of IE and EXCE students exhibit a solid understanding of QCU's Vision Statements, targeted efforts may be beneficial to further enhance the knowledge of the students.





Table 5
Students' Knowledge of the Vision Statements of QCU by Program

	Knowledgeable	Not Knowledgeable
Bachelor of Science in Electronics Engineering	92.86%	7.14%
Bachelor of Science in Entrepreneurship	97.52%	2.48%
Bachelor of Science in Information Technology	98.47%	1.53%
Bachelor of Science in Industrial Engineering	95.29%	4.71%

BSIT showcases a high level of knowledge of the QCU mission statements, with 98.47% of students deemed knowledgeable (Table 6). Similarly, a substantial 97.52% of BSEntrep students are knowledgeable about QCU's Mission Statements. In the BSIE program, 94.76% of students are knowledgeable, while 5.24% are not knowledgeable about QCU's Mission Statements. Among BSECE students, 92.31% exhibit knowledge about QCU's Mission Statements, while 7.69% fall into the not knowledgeable category.

This suggests a majority of QCU students possess a solid understanding of the university's mission, though there is room for targeted interventions to enhance awareness among a significant proportion.

Table 6
Students' Knowledge of the Mission Statements of QCU by Program

	Knowledgeable	Not Knowledgeable
Bachelor of Science in Electronics Engineering	92.31%	7.69%
Bachelor of Science in Entrepreneurship	97.52%	2.48%
Bachelor of Science in Information Technology	98.47%	1.53%
Bachelor of Science in Industrial Engineering	94.76%	5.24%





Level Knowledge of the Vision and Mission of QCU

Table 5 underscores a generally positive trend in students' knowledge of QCU's Vision and Mission Statements. The figures indicate the percentage of students who responded affirmatively (True) and those who responded negatively (False) to various statements reflecting their comprehension of the university's overarching goals.

In understanding QCU's Vision, 78.01% of students recognize that it envisions the development of employable graduates, while 21.99% hold a contrary view. A higher percentage, 89.53%, acknowledge that QCU aspires to be the #1 local university for employable graduates, demonstrating a stronger consensus on this particular aspect of the university's Vision.

Turning to QCU's Mission, a notable 86.39% of students correctly identify that it includes the provision of comprehensive education to its students, with 13.61% expressing a lack of awareness on this matter. Moreover, 83.25% of students correctly perceive that the Mission includes a provision to enhance the lives of QCU students, while 16.75% are not cognizant of this aspect.

Regarding the Mission's contribution to nation-building, 87.96% of students are aware that it includes such a statement, while 12.04% lack this awareness. Similarly, 88.48% correctly identify that the Mission focuses on enhancing the lives of QCU students for global citizenship, with 11.52% stating otherwise.

Table 5
Knowledge of Students on QCU's Vision and Mission

	True	False
QCU's Vision statement envisions to develop employable graduates	78.01%	21.99%
QCU's Vision statement envisions to become the #1 local university of employable graduates	89.53%	10.47%
QCU's Mission statement includes provide a comprehensive education to its students	86.39%	13.61%
QCU's Mission statement includes provision to enhance the lives of QCU students	83.25%	16.75%
QCU's Mission statement includes a statement to contribute in nation-building.	87.96%	12.04%
QCU's Mission Statement includes focus on enhancing the lives of QCU students for world citizens	88.48%	11.52%





As shown in Table 6, seven of ten QCU students (74%) are highly knowledgeable of the vision and mission statements of QCU. Around 21% are knowledgeable and only six percent are not. This result should serve as a motivation for the university to enhance strategies in promoting its vision and mission statements. Fernandez (2015) noted in her study entitled “Awareness, acceptability, relevance, and congruence of the PNU-Negros Occidental vision, mission, and goals and objectives of the teacher education program” that when stakeholders are knowledgeable of their university’s VMGO, it means they know and understand the future that is being set and being worked by the university. In turn, they would be able to participate in activities that will allow the university to attain its goals as an institution of higher learning.

Table 6
Level of Knowledge of Students on QCU’s Vision and Mission

	%
Not knowledgeable	6%
Knowledgeable	21%
Highly Knowledgeable	74%

Acceptability of the Vision Statement of QCU

The survey results indicate that the respondents hold a generally positive perception of Quezon City University's Vision statement. A significant majority, 65.6%, consider the Vision to be important for the university, with a weighted mean (WM) score of 3.65, representing a high level of significance. Furthermore, 55.6% of respondents believe that the Vision is achievable, as indicated by a WM score of 3.54, highlighting its feasibility. Notably, 49.4% of respondents include the Vision statement in their personal goals and objectives, signifying a personal connection and dedication to the university's vision. Moreover, 61.4% find the Vision to be motivating, while 62.1% see it as a clear pathway towards the future, reflecting its inspirational and directional aspects, respectively. The Vision is also perceived as practical by 53.9% of respondents, underscoring its practicality. Additionally, a majority, 55.3%, believe that QCU's services are implemented in line with the Vision statement.





Table 7
Level of Acceptability of the Vision Statement

	Strongly Agree		Agree		Disagree		Strongly Disagree		WM	SD	VI
QCU has a Vision statement that is significant to the university.	474	65.6%	245	33.9%	2	0.3%	2	0.3%	3.65	0.498	Highly Acceptable
QCU has a Vision statement that is attainable.	402	55.6%	311	43.0%	8	1.1%	2	0.3%	3.54	0.549	Highly Acceptable
I include QCU's Vision statement in my personal goals and objectives	357	49.4%	350	48.4%	14	1.9%	2	0.3%	3.47	0.547	Highly Acceptable
QCU has a Vision statement that is motivating.	444	61.4%	270	37.3%	9	1.2%	-	-	3.60	0.503	Highly Acceptable
QCU's Vision statement serves as a clear path towards the future.	449	62.1%	269	37.2%	3	0.4%	2	0.3%	3.61	0.514	Highly Acceptable
QCU has a Vision statement that is sensible.	390	53.9%	324	44.8%	8	1.1%	1	0.1%	3.53	0.530	Highly Acceptable
QCU's services are implemented in accordance with the University's vision statement.	400	55.3%	311	43.0%	8	1.1%	4	0.6%	3.53	0.545	Highly Acceptable

Acceptability of the Mission Statement of QCU

The survey findings indicate that the mission statements of Quezon City University are widely accepted by respondents. An overwhelming majority of 99.7% consider these statements crucial to the university's mission. Additionally, 99.2% believe that the mission statements are achievable, showing strong alignment with the university's goals. Furthermore, 97.7% find these statements applicable to their daily life objectives, indicating a personal connection with the university's mission. Similarly, 98.5% perceive the mission as motivating, highlighting its inspirational value. Moreover, 99.2% view the mission as providing a clear path toward the future, reinforcing its role as a strategic guide. In addition, 98.8% consider the mission to be rational, demonstrating a broad understanding of its practicality. Furthermore, a





significant majority of 98.8% express confidence in their ability to embody the characteristics implied in the mission statements, emphasizing their personal connection and commitment to the university's mission. The weighted mean values further support these findings, with high scores for various aspects of the mission statements, including significance to the university (WM = 3.62), attainability (WM = 3.56), implementation of services in accordance with the mission (WM = 3.52), motivation (WM = 3.58), clarity as a path towards the future (WM = 3.59), and rationality (WM = 3.51).

Table 8
Level of Acceptability of the Mission Statement

	Strongly Agree		Agree		Disagree		Strongly Disagree		WM	SD	VI
QCU has Mission statements that are significant to the university.	455	62.9%	265	36.7%	1	0.1%	2	0.3%	723	3.62	0.487
QCU has Mission statements that are attainable.	414	57.3%	303	41.9%	5	0.7%	1	0.1%	723	3.56	0.521
QCU has Mission statement that is applicable to my daily life objectives.	369	51.0%	338	46.7%	15	2.1%	1	0.1%	723	3.49	0.540
I can include QCU's Mission statement in my personal goals and objectives.	366	50.6%	342	47.3%	12	1.7%	3	0.4%	723	3.48	0.531
QCU has Mission statements that are motivating.	427	59.1%	285	39.4%	11	1.5%	-	-	723	3.58	0.526
QCU's Mission statement serves as a clear path towards the future.	433	59.9%	284	39.3%	3	0.4%	3	0.4%	723	3.59	0.515
QCU has Mission statements that are rational.	378	52.3%	336	46.5%	8	1.1%	1	0.1%	723	3.51	0.521
QCU's services are implemented in accordance with the University's Mission statement.	386	53.4%	328	45.4%	7	1.0%	2	0.3%	723	3.52	0.516
I can possess the characteristics implied in QCU's Mission statement.	365	50.5%	349	48.3%	8	1.1%	1	0.1%	723	3.49	0.516





DISCUSSION

This study aims to examine the awareness and level of knowledge among students at Quezon City University (QCU) regarding the institution's Vision and Mission statements. Understanding how familiar students are with these foundational statements is crucial, as it reflects the effectiveness of the university's communication strategies and the alignment of its goals with the values and aspirations of the student body. Previous research conducted by Valencia (2017) and Fernandez (2015) highlights the importance of stakeholders' awareness and knowledge of institutional goals in fostering a supportive and engaged university community. The findings of this study reveal a high level of awareness among QCU students concerning the university's Vision and Mission statements. Specifically, 97.05% of the students are aware of the Vision, while an even higher percentage, 99.39%, are aware of the Mission. This high awareness indicates that QCU has effectively communicated its Vision and Mission to its students, which aligns with Bautista et al. (2018) and Valencia's (2017) assertion on the significance of effectively communicating institutional goals.

When analyzing the data by program, awareness remains consistently high across different academic disciplines. For example, 98.78% of BSIT students are aware of the Vision, whereas BSECE students show slightly lower awareness at 92.31%. These variations suggest that while the overall communication strategy is successful, more focused efforts are needed in certain programs to ensure that all students are equally informed.

In terms of knowledge levels, a significant majority of students demonstrate a thorough understanding of QCU's Vision and Mission statements. Specifically, 97.18% of students are knowledgeable about the Vision, and 97.03% are knowledgeable about the Mission. According to Fernandez (2015), high levels of knowledge among stakeholders imply not only understanding, but also a likelihood of supporting and contributing towards the institution's goals.

However, knowledge levels do vary across programs. BSIT students exhibit the highest knowledge levels, with 98.47% knowledgeable about both the Vision and Mission. In contrast, BSECE students have the lowest knowledge levels, with 92.86% knowledgeable about the Vision and 92.31% knowledgeable about the Mission. These differences highlight areas where QCU can enhance its educational and promotional strategies to ensure a more uniform understanding across all programs.





The respondents' perception of QCU's Vision statement is overwhelmingly positive. Almost all respondents (99.4%) agree on the significance of the Vision statement to the university. The Vision is seen as attainable by 98.6%, integrated into personal goals by 97.8%, and as a motivating factor by 98.8% of the respondents. These findings align with Mohamed & Frank's (2018) research, which found that well-communicated and relatable Vision statements tend to garner strong support from stakeholders within institutions as provide as strong sense of direction to the organization.

Similarly, the Mission statements are highly regarded by the respondents. An overwhelming majority (99.6%) find the Mission statements significant, with 99.2% believing they are attainable. Additionally, 97.8% find the Mission applicable to their daily life goals, 97.9% incorporate it into their personal objectives, and 98.5% find it motivating. These results underscore that the Mission statements deeply resonate with the students, reflecting their values and aspirations, and highlighting the effectiveness of QCU's communication strategies.

This study has a few limitations. Firstly, it relies on self-reported data, which can be influenced by biases. Secondly, the study did not thoroughly investigate the reasons for the differences in awareness and knowledge levels among various programs at QCU. Furthermore, it did not explore specific strategies that could further improve these levels. In future research, it would be beneficial to utilize qualitative methods to gain a deeper understanding and explore targeted interventions. It is also important to ensure that all students are included in the study.





CONCLUSION

The study examines students' awareness and understanding of the Vision and Mission statements of QCU. The findings indicate that most students are not only aware of these statements, but they also have a high level of knowledge about them. While the overall awareness and knowledge levels are commendable, there is room for improvement, particularly in the BSECE and BSIE programs. To enhance these efforts, it is recommended to develop tailored communication strategies, increase engagement initiatives, and establish regular feedback mechanisms.

Future studies should include external stakeholders, faculty members, and administrators of the university to assess their awareness, knowledge, and acceptance of QCU's Vision and Mission. It is also important to ensure that all respondents are surveyed, as this research did not achieve a 100% response rate. Additionally, future researchers could use qualitative approaches such as interviews and focus group discussions to gain in-depth insights from the participants, specifically regarding their perspectives on the existing vision and mission statements.

Furthermore, future research could focus on evaluating the effectiveness of the university's information dissemination strategies in promoting its vision and mission statements. This assessment could involve surveys, focus groups, interviews, and analysis of engagement metrics to measure how well the Vision and Mission statements are understood, embraced, and acted upon by the stakeholders.

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