

Stakeholders' Level of Awareness, Understanding, and Acceptability of CBSUA Vision, Mission, and Program Goals and Objectives of the Master of Science in Disaster Risk Management

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ABSTRACT

The study assessed the stakeholders' level of awareness, understanding, and acceptability of the Central Bicol State University of Agriculture (CBSUA) vision, mission, and program goals and objectives of the Master of Science in Disaster Risk Management (MSDRM) program of the University. The project used a descriptive-evaluative research design. A researcher-made survey questionnaire was administered among the 95 stakeholder respondents through Google forms. The findings of the study revealed that the majority of the respondent-stakeholders are aware of the MSDRM Objectives; the sources of information on the CBSUA PVMGO, Graduate School (GS) Goals, and MSDRM program are the CBSUA website, bulletin boards on the CBSUA premises, and from students studying at CBSUA; all of the respondents-stakeholders highly understood the vision and mission of the University, the GS goals and the objectives of the program; and the respondents highly accepted the vision and mission of the University, the GS goals, and the MSDRM objectives.

INTRODUCTION

The vision of an institution reflects what an institution would like to be in the future, while the mission clearly states the purpose of its existence. It defines the institutions' role, contributions, and target clientele. The vision and mission clearly state who the institution is; what it does, its values; and its strategic direction. It serves as the framework for an institution's strategic and operational planning and actions. It likewise provides its stakeholders the necessary direction on their functions, their targets and accomplishments; and the use of the university's resources. Firms with clearly communicated, widely understood, and collectively shared missions and visions have been shown to perform better than those without them, with the caveat that they related to effectiveness only when strategy and goals, and objectives were aligned with them as well (Bart, et. al., 2001). The broad assertions that make up the program's educational objectives explain the career and professional successes that it is preparing its graduates to attain within three to five years following graduation. These goals are based on the requirements of the program's audiences (CHED Certificate of Program Compliance No. 166, s. 2021 and Board of Trustees Resolution No. 02, s. 2008).

With the University's vision and role in the community to extend its knowledge, research, and extension, the Master of Science in Disaster Risk Management program was conceptualized and approved in 2008. The program aims to produce a) proactive disaster risk reduction managers that will analyze and evaluate underlying factors of risk at all levels of the community and manage communities' preparedness, prevention and mitigation, recovery, rehabilitation, and recovery programs, projects, and activities.; b) sensitive and innovative disaster risk reduction change agents to address vulnerabilities of communities by introducing new options toward resilience and sustainability; and c) effective researchers, extension workers, and educators in Disaster Risk Reduction and Management (DRRM) and Climate Change Adoption (CCA) to analyze and evaluate the underlying physical, socio-cultural, political, economic, legal, psychological, institutional/ organizational and health-related factors that influence vulnerabilities and capacities of individuals and communities. The program's activities are anchored on the vision and mission of the University, the college goals, and program objectives.

The Agency for Chartered Colleges and Universities in the Philippines (AACCUP) establishes a quality and excellence standard based on the institution's educational activities in connection to its VMGO, which assesses the degree to which the SUCs' VMGOs are met (AACCUP, 2014). Ascertaining that VMGO is attuned to the need of time and demand of the world market is of prime importance to higher education institutions offering various programs both undergraduate and graduate levels delivering its mandate as stated in CMO No. 37, 2012.

METHODOLOGY

The study used a descriptive-evaluative research design. This characterized the respondents' awareness, understanding, and acceptability of

the CBSUA vision and mission; and the program goals and objectives. The respondents of the study were the stakeholders of the MSDRM program. They are the faculty, students, alumni, and industry representatives. Complete enumeration was employed for the five (5) faculty respondents; while quota sampling was utilized to obtain 30 student respondents, 30 alumni respondents, and 30 industry representatives.

A survey questionnaire was used to gather the needed data. It contains statements of the vision and mission of the university; and the program goals and objectives. The data were analyzed with the use of frequency count and mean. A four-point Likert scale was used for the level of understanding and acceptability.

RESULTS

Awareness of CBSUA's Vision, Mission, and Program Goals and Objectives of the Master of Science in Disaster Risk Management Stakeholders

Stakeholders' awareness of CBSUA vision and mission, and MSDRM program goals and objectives are shown in Tables 1, 2, and 3, respectively. The findings reveal that all stakeholders of the MSDRM program are aware of the CBSUA vision and mission, and the MSDRM program goals. The majority or 86 of the respondents-stakeholders are aware of the MSDRM objectives while 6 are not aware. The results can be attributed to the different sources of information (Table 4).

This finding supports the study of Castillo (2014) that university students are aware of the institution's vision, mission, goals, and objectives and that they comprehend and accept these claims as well as the duty to realize these goals in their own abilities.

Table 1. Stakeholders' Awareness of CBSUA Vision and Mission

Stakeholders	Responses	
	Yes	No
Students	29	1
Alumni	30	0
Faculty	5	0
Industry	30	0
Total	94	1

Table 2. Stakeholders' Awareness of the MSDRM Program Goals

Stakeholders	Responses	
	Yes	No
Students	30	0
Alumni	30	0
Faculty	5	0
Industry	30	0

Total	95	0
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Table 3. Stakeholders' Awareness of the MSDRM Objectives

Stakeholders	Responses	
	Yes	No
Students	27	3
Alumni	30	0
Faculty	5	0
Industry	27	3
Total	89	6

Table 4 presents the sources of information on the CBSUA PVMGO, GS goals, and MSDRM Program. The CBSUA website ranks first as the source of information, Bulletin Board on CBSUA's premises ranks second, and student studying at CBSUA ranks third. While the school publication, radio program, and Facebook rank 7th, 8th, and 9th respectively. These results are consistent with the findings of Dinç (2017) that websites may be used as a source of information, an assessment tool, and a platform for creating and sharing a product.

Table 4. Sources of Information

Sources	STUDENT	ALUMN	FACULT	INDUSTR	Total	Rank
	S	I	Y	Y		
	n=30	n=30	n=5	n=30	n=95	
CBSUA Website	19	13	5	18	55	1
Bulletin Board on CBSUA's premises	17	19	5	11	52	2
Students studying at CBSUA	12	12	1	12	37	3
Student Handbook	14	10	2	8	34	4
Flyers, Annual Reports, and other printed materials	12	8	3	7	30	5
Syllabus	8	6	4	4	22	6
School	1	4	3	5	13	7

Publication						
Radio Program	1	0	2	3	6	8
Others						
Facebook	0	0	1	4	5	9

Level of Understanding and Acceptability of CBSUA Vision, Mission and Program Goals and Objectives of the Master of Science in Disaster Risk Management Stakeholders

Level of Understanding

Table 5 presents the level of understanding of the CBSUA vision and mission by the stakeholders. All the respondents-stakeholders highly understood the vision and mission of the University as indicated by a mean of 3.76 and 3.77 respectively. The data revealed that the majority of the respondents very highly understood the vision, mission, goal, and objective.

Table 5. Level on understanding on University's Vision, Mission

Indicator	Stakeholders					Mean	Int.
	Students n=30	Alumni n=30	Faculty n=5	Industry n=30			
Vision: An Agricultural Research University of Global Standards.	3.82	3.70	3.78	3.76	3.76	HU	
Mission: Leading Innovations, Building Resilient and Sustainable Communities.	3.85	3.70	3.78	3.76	3.77	HU	

Legend:

- 3.26-4.00 *Highly Understood*
- 2.51-3.25 *Understood*
- 1.76-2.50 *Moderately Understood*
- 1.00-1.75 *Not Understood*

The level of understanding of the GS goal is presented in Table 6. All the respondents highly understood the GS goal as indicated by the mean of 3.85.

Table 6. Level of Understanding of Graduate School Goal

Indicator	Stakeholders					
	Students n=30	Alumni n=30	Faculty n=5	Industry n=30	Mean	Int.
Produce high-level professionals who are ethical, responsive, proactive, motivated, and empowered to effectively practice their respective professions	3.94	3.70	3.82	3.92	3.85	HU

Legend:

3.26-4.00 *Highly Understood*

2.51-3.25 *Understood*

1.76-2.50 *Moderately Understood*

1.00-1.75 *Not Understood*

Table 7 presents the level of understanding of the MSDRM objectives. The MSDRM program aims that the graduates of the course will be able to: a) analyze and evaluate underlying factors of risk at all levels of the community and manage communities' preparedness, prevention, and mitigation, recovery, rehabilitation, and recovery programs, projects, and activities, b) address vulnerabilities of communities by introducing new options toward resilience and sustainability; and 3) analyze and evaluate the underlying physical, socio-cultural, political, economic, legal, psychological, institutional/organizational and health-related factors that influence vulnerabilities and capacities of individuals and communities. The results showed that the respondents highly understood the objectives of the program as indicated by the grand mean of 3.86.

Table 7. Level of Understanding of MSDRM Objectives

Indicator	Stakeholders					
	Student s	Alumn i	Facult y	Industr y	Mea n	Int .
Analyze and evaluate underlying factors of risk at all levels of the community and manage	3.94	3.85	3.90	3.84	3.88	H U

communities' preparedness, prevention and mitigation, recovery, rehabilitation and recovery programs, projects, and activities.						
Address vulnerabilities of communities by introducing new options toward resilience and sustainability; and	3.91	3.85	3.90	3.78	3.86	H U
Analyze and evaluate the underlying physical, sociocultural, political, economic, legal, psychological, institutional/organizational, and health-related factors that influence the vulnerabilities and capacities of individuals and communities.	3.88	3.81	3.86	3.81	3.84	H U
Grand Mean	3.91	3.84	3.89	3.81	3.86	H U

Legend:

- 3.26-4.00 *Highly Understood*
- 2.51-3.25 *Understood*
- 1.76-2.50 *Moderately Understood*
- 1.00-1.75 *Not Understood*

Level of Acceptability

The level of acceptability of the University's vision and mission is presented in Table 8. The results showed that the respondents highly accepted the vision and mission as indicated by the means of 3.79 and 3.79 respectively. These findings are similar to what Arado, Mendoza, and Esmero (2019) revealed that all stakeholders are very much aware of the vision and mission of the institute.

Table 8. Level of Acceptability of the University's Vision, Mission, and Goals

Indicator	Stakeholders					
	Students n=30	Alumni n=30	Faculty n=5	Industry n=30	Mean	Int.
Vision: An Agricultural Research University of Global Standards.	3.91	3.67	3.77	3.81	3.79	HA
Mission: Leading Innovations, Building Resilient and Sustainable Communities.	3.85	3.70	3.77	3.81	3.79	HA

Legend:

- 3.26-4.00 *Highly accepted*
- 2.51-3.25 *Accepted*
- 1.76-2.50 *Moderately accepted*
- 1.00-1.75 *Not accepted*

Table 9 presents the level of acceptability of the GS Goals. All the respondents-stakeholders highly accepted the GS goal as indicated by the mean of 3.85. It was supported by Compelio, Caranto, and David (2015) who found that both male and female students have very high acceptance of the VMGO.

Table 9. Level of Acceptability of Graduate School Goals

Indicator	Stakeholders					
	Students n=30	Alumni n=30	Faculty n=5	Industry n=30	Mean	Int.
	Students n=30	Alumni n=30	Faculty n=5	Industry n=30	Mean	Int.
Produce high-level professionals who are ethical, responsive, proactive, motivated, and empowered to effectively practice their respective professions	3.94	3.70	3.82	3.92	3.85	HA

Legend:

- 3.26-4.00 *Highly accepted*
- 2.51-3.25 *Accepted*
- 1.76-2.50 *Moderately accepted*

1.00-1.75 *Not accepted*

The level of acceptability of the MSDRM objectives is presented in Table 10. The three objectives of the program are highly accepted by the different respondents as indicated by the means of 3.88, 3.84, and 3.83 respectively. The grand mean for the level of acceptability of the MSDRM objectives is 3.85 indicating highly accepted.

These findings are supported by Detera and Placer (2004), who discovered that students evaluated the BSED program to be totally aware and very acceptable, whereas instructors and parents/community judged it to be fully aware and somewhat acceptable.

Table 10. Level of Acceptability of MSDRM Objectives

Indicator	Stakeholders					
	Students	Alumni	Faculty	Industry	Mean	Int.
Analyze and evaluate underlying factors of risk at all levels of the community and manage communities' preparedness, prevention and mitigation, recovery, rehabilitation and recovery programs, projects, and activities	3.94	3.85	3.89	3.84	3.88	H A
Address vulnerabilities of communities by introducing new options toward resilience and sustainability; and	3.91	3.78	3.86	3.81	3.84	H A
Analyze and evaluate the underlying physical, sociocultural, political, economic, legal, psychological, institutional/organizational, and health-related factors that influence the vulnerabilities and capacities of individuals	3.94	3.78	3.85	3.76	3.83	H A

and communities.						
Grand Mean	3.93	3.80	3.87	3.80	3.85	H A

Legend:

- 3.26-4.00 *Highly accepted*
- 2.51-3.25 *Accepted*
- 1.76-2.50 *Moderately accepted*
- 1.00-1.75 *Not accepted*

The findings on the awareness, high level of understanding, and high level of acceptability of the CBSUA vision and mission, the Graduate School goals, and MSDRM objectives can be attributed to the various ways of dissemination of the PVMGO being undertaken by the University. The CBSUA PVMGO is part of the OBE-Syllabi provided to the students, posted in all VLP subjects, posted/part of the University’s programs and activities, and recited in flag raising ceremony every Monday.

CONCLUSIONS AND RECOMMENDATIONS

The majority of the respondents-stakeholders are aware of the MSDRM objectives; the sources of information on the CBSUA PVMGO, GS goals, and MSDRM Program are the CBSUA website, bulletin boards in the CBSUA premises, and from students studying at CBSUA. All of the respondents-stakeholders highly understood the vision and mission of the University, the GS goals, and the objectives of the program; and the respondents highly accepted the vision and mission of the University, the GS goals, and the MSDRM objectives.

RECOMMENDATION

The projects and activities relative to the dissemination of the CBSUA VMGO, GS Goals, and MSDRM objectives must be sustained and strengthened. Regardless of the educational program, opportunities for VMGO orientation should be created to improve awareness, understanding, and acceptance, especially among recently enrolled students. To achieve the aims and objectives, the educational activities of the institution must be pursued. The student’s awareness, understanding, and acceptance of the VMGO may be frequently assessed

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