Magnifying The Institutional Vision and Mission Through The Lens Of Future Educators

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Abstract

Part of every institution is its set of vision and mission which serve as blueprint in designing experiences for learners. Students are to help the university achieve these by fulfilling the tasks expected of them. This will be possible if they fully understand the vision and mission and the expectancies they imply. This study was determined to identify how the teacher education students of a university understand its vision and mission and what they are doing to help the university fulfil them. This phenomenological study, anchored on Path-Goal Theory, employed individual interviews and focus group discussion to gather data which was analysed using Collazi method. The information gathered will serve as springboard in proposing more activities to intensify the dissemination of the vision and mission and the conduct of relevant activities for students.

Keywords: Educational Institution; Vision & Mission Understanding, Fulfilment; Phenomenology; Collazi Method

Introduction

Institutional vision and mission are essential elements in an organization for the reason that it provides a framework that holds the different parts together and provide a definite target that everyone will work on to achieve. The vision and mission play a part in the organizational strategic processes (Harris, 2007).

The organization's vision is important for strategic direction (Kokemuller, 2018). An organization cannot become a fruitful organization if there is a lack of foundation of strong values exemplified by a vision to be undertaken by the mission (Tallant, 2009). With the absence of a vision, an organization cannot identify, distinguish or explain itself to its employees and clients alike.

It is really imperative to have an articulate, comprehensible, and impactful vision and mission statements in order to set the projections and expectations of an organization which will guide its members. In other words, vision and mission statements are as vital as the numerous characteristics that workers have in their day to day living (Gudhate, 2016). Because of this, organizations really spend time in defining their vision and mission statements to guarantee that the crafting of these will be meaningful and significant to the purpose of the organization (Zakka, 2019).

According to Tallant (2009) strategists exert their energies on the corporate vision. An attainable, reliable, and impressive vision statement motivates people, while providing a meaningful experience to the workforce. To add to this, a well-planned vision statement links the present with the future while creating a standard for excellence. An organization's vision statement will help in defining how it would look like once the organization achieves its mission. The vision of an organization must contain information that can be attained by the workforce. The statement must also be reliable to guide the workers as well as attractive

to encourage new employees.

Likewise, a mission statement is also important for an organization to be able to define what needs to be done, the quality of services to deliver and outcomes to work on. In addition, a mission statement allows the organization to distinguish itself from competitors by responding to three key questions: What do we do, for whom do we do it, and what is the benefit? Mission statements shape and recognise the associations among workers and the mission, the organization itself and stakeholders (Chileshe, 2018).

Wilkinson (2019) mentioned that a truly committed worker, the mission statement becomes a daily reminder that is imbedded in the things he does, against which every possible course of action is weighed and measured. Being able to define a mission statement will help the workers know how to conduct the operations of the organization as well as be directed on where to do it.

With the aforementioned ideas and concerns about institutional vision and mission, it is therefore important to look into the way organizational members understand the existing vision and mission because it determine their acceptance, support and commitment towards the realization of the vision and fulfilment of the mission.

Literature Review

An organization's mission statement is basically its statement of purpose. It functions as a guide for decision-making of the company. The target of the mission are generally the shareholders, leaders and employees. The mission statement should aid the workers within the organization to know what choices and responsibilities best align with the mission of the company (Hattangadi, 2021). A mission statement sheds light on the leader's insight on the purpose of the organization. There are some organizations that have profit-motivated missions, while some make customers as their main focus. Other organizations utilize a mission to point out more altruistic purposes that eventually result to profits (Kokemuller, 2018).

In the result of Taiwo's (2016) study, it is emphasized that a well-crafted and implemented vision and mission statements could impact employees of an organization in their daily activities and aid in the achievement of organizational goals with the vision and mission as their torch. It is further stressed that organizations should be able to craft an impactful and meaningful vision and mission statements for the organization to be led to the right path. Vision and mission statements must also be up to date for the direction of the organization. It was then highlighted that the heads of organizations must check the compliance of the workers in relation to the mission and vision and go over the contribution of the workers in achieving the goals that were set. Blair-Loy et. al. (2011) support the claim of Taiwo and found out that an organizational vision and mission statements which are well-crafted indeed reap a high quality of work-life practices.

Even though Wilkinson (2019) mentioned that a worker must imbibe the organizational mission statements, Gurley et. al. (2015) revealed on his own study that there are educational leadership students that had limited ability to remember the content of key organizational statements. Furthermore, the respondents of their study reported that the key organizational statements had only minimal impact on their daily practice.

It was the aim of this study to further investigate on this subject, organizational vision and mission, through the perception of future educators. This study sought to find out whether the result would back the study of the likes of Wilkinson (2019), Taiwo (2016), and Blair-Loy et. al. (2011) or would it also have the same result as that of Gurley et. al. study.

Theoretical Framework

Vroom's expectation theory is the first theory mentioned in the study. It is assumed that behavior is the outcome of intentional decisions made between options with the goals of maximizing pleasure and minimizing pain. Vroom came to the understanding that a worker's performance is influenced by personal traits like personality, skills, knowledge, experience, and abilities. The expectation theory of motivation

offers an explanation for why someone selects one course of activity over another. Based on the person's judgment of the likelihood of achieving his desired end, this cognitive process assesses the motivational force (MF) of the various behavioral options. Consequently, the following equation can be used to represent the motivational force:

$$= [Valence(s)] \times [Expectancy \times Instrumentality \times].$$

The "effort-performance" link is described by the term expectancy (E). As a result, the person believes that the effort he or she will exert will actually enable the attainment of the "performance". The past experiences, personality, self-confidence, and emotional state of the person all play a significant role in this cognitive assessment.

The term "performance-reward" refers to a relationship. The person assesses the possibility or probability that meeting the performance standard will actually lead to receiving the reward. Value (V) is the worth that a person assigns to the result (reward). A positive valance indicates that the person prefers to receive the reward, as opposed to a negative valance, which indicates that the person doesn't place any value on receiving the reward because, in his or her opinion, it doesn't meet a need or personal goal.

The Path-Goal model is the second theory. According to this notion, a goal can be attained by choosing a leader's behavior or style that best suits the team members and work environment (House and Mitchell, 1974). In order for your employees to contribute to the business productively, you want to boost their motivation, sense of agency, and satisfaction. Path-Goal is based on Vroom's (1964) expectancy theory, according to which a person will act in a particular way if they anticipate that their actions will result in a particular outcome and find that outcome to be appealing. Martin Evans established the path-goal theory in 1970, and House expanded on it in 1971.

The path-goal theory can be best understood as a process whereby leaders choose particular behavior that are best suited to the needs of the employees and the workplace in order to best guide the employees through their path in achieving their daily work objectives (Northouse, 2013). While the Path-Goal Theory approach is not very thorough, it generally consists of the following fundamental steps: 1. Establish the employee and environmental characteristics; 2. Decide on a leadership style; and 3. Pay attention to the motivational elements that will aid the employee in succeeding.

Statement of the Problem

Part of every institution is its set of vision and mission which serve as blueprint in designing experiences for learners. Students are supposed to help the university achieve these by fulfilling the tasks expected of them. This can only be possible if they fully understand the vision and mission and the expectancies they imply. With this, this study aimed to answer the following questions:

1. How do students understand the institutional vision as teacher educationstudents?
2. How will the students help the institution in fulfilling its mission?

Purpose of the Study

This study is determined to identify how the teacher education students of one of the universities in Tacloban City understand its vision and mission and what they are doing to help the university fulfil them since no study has been conducted as regards to the matter.

Methodology

This section presents the research design, research setting, research participants, sampling, data collection tool, data gathering procedure, data saturation, data analysis, and ethical consideration.

Research Design

This qualitative research adheres to Husserl's phenomenological study (2017). The researcher intended to get into the response of the students as regards to their views of the institutional vision and mission.

Research Setting

The study was conducted in one of the universities in Tacloban City, Leyte, Philippines.

Research Participants

There were ten participants of the study who are bona fide students of the institution the study was conducted who are education students.

Sampling

The participants of the study were purposively identified for only education students of the university were included in the study.

Data Collection Tool

The researcher utilized interview guide as one of the tools in the data gathering procedure. The interview questions are as follows:

1. How do you understand the LNU Vision as a Teacher Education Student of theUniversity?

2. How will you be able to help the university in fulfilling its mission?

Data Gathering Procedure

After seeking the approval of the university and the participants, the researcher conducted an individual interview among the participants. They were also gathered together for a focus group discussion (FGD) to validate their individual responses.

Data Saturation

The responses which are already repetitions of the previously coded responses were not covered anymore in the coding. Meanwhile, responses which were of low frequency were also included because they are considered relevant information that can add meaning to the findings of the study.

Data Analysis

The study adapted the steps of the Colaizzi Method to analyse the responses of the participants. Colaizzi has the following steps (cited in Sanders, 2003; and Speziale &Carpenter, 2007):

1. Reading and re-reading of transcript
2. Extraction of significant statements
3. Meaning formulation of the significant statements
4. Sorting of meaning into categories, clusters of themes, and themes
5. Integration of findings integrated into the description of the case under study
6. Description of the fundamental structure of the case
7. Validation of the findings

Ethical Considerations

The consent of the participants were sought prior to the conduct of the actual data collection and the researchers assured them that their identity was not disclosed in writing the research paper.

Results and Discussion

After analysing the data that were gathered, two themes emerged. The first theme is the perspectives of the students on the institutional vision which has two sub-themes: Operating Standard and Driving Force. The participants view the institutional vision as their guide and reminder. It is said that the organizational vision is integral for strategic direction which will guide its members If the students will be guided by the institutional vision they will be led to achieving the institutional mission (Kokemuller, 2018). The vision will serve as their torch in achieving the mission of the institution (Taiwo,2016). Students also view the institutional vision as a challenge and target. Knowing the vision of the school greatly motivate the students. The vision serve as a challenge that they wish to overcome. Having a well-defined vision will aid the participants achieve its target (Tallant, 2009).
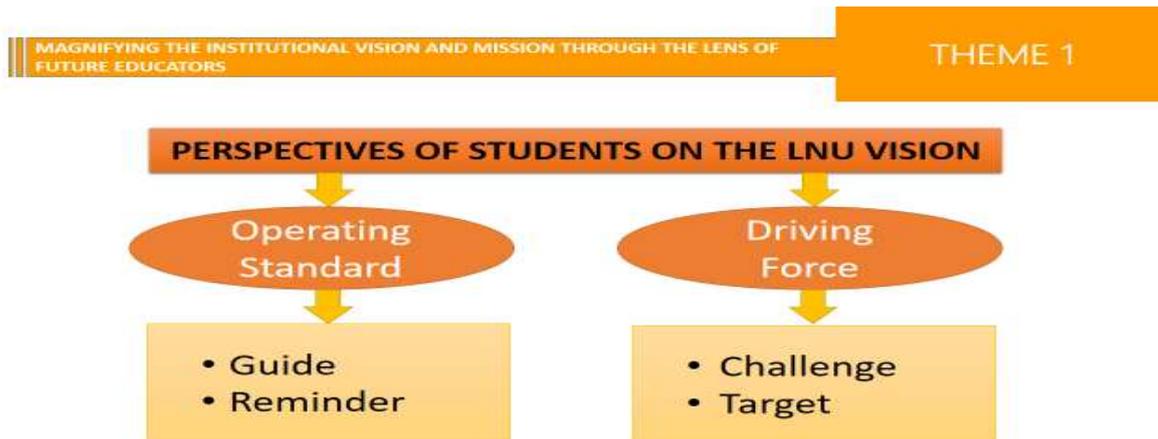
The second theme that emerged after the analysis of the data is the projection of students' participation in the fulfilment of the institutional mission. There were four sub-themes under this which are social, professional, personal and institutional factors. The social sub-theme projects that the participants would influence others in order to aid the university. The participants mentioned that being a role model and inspiration to other students will help the institution achieve its mission. Assuming the role of an effective teacher as well as becoming competitive globally also contribute to the fulfilment of the school's mission, some of the participants claimed, which covered the professional sub-theme. This means that it is during the practice of the profession that the participants can provide assistance to the fulfilment of the university's mission. The sub-theme personal suggests that the participants would improve their selves in order to realize the institutional mission. Participants deemed that becoming a disciplined individual, a responsible learner and a hardworking student can be attributes that could help the institution achieve its mission. Being a topnotcher in the licensure examination is also viewed as a tool that can help in attaining the mission of the institution. Topping the licensure examination will help the university in accreditation which, at the same time, would be a fulfilment of one of its missions.

Conclusions

After the analyses of the data gathered, the researchers draw the following conclusions:

1. Students have different views as regards to the Institutional Vision and Mission.
2. The students' perspectives and projections with regard to the Vision and Mission are aligned with the degree program they are enrolled in and the expectancies that go with it

Recommendations

The researcher recommends the following:

1. Replicate the study utilizing participants from different programs to come up with a holistic picture of how students understand the vision and consider their role in fulfilling the mission

2. Conduct research on teacher education students on actual behavioral patterns to validate their perspectives of the vision and their projections in fulfilling the mission of the institution

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