

## Discourse analysis of the vision, mission, and goals of the University of Mindanao and its four branches

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### ABSTRACT

This study aimed to unveil the significant meaning of VMG and how it works in an institution. Specifically, the study aimed to reveal the deep and surface structures, and also its ideology, environmental influences, and strategic directions of the VMG of the University of Mindanao and its four (4) branches, namely: UM Digos, UM Bansalan, UM Tagum, and UM Main. The said philosophy deals with the lexical categories in terms of deep structure: the VP (verb phrase), NP (noun phrase), and Adj. (adjective). The surface structure reveals the actual presentation of the phrases in which nothing's changed based on the original structure. Ideology reveals what the school believes in. This case shows that UM accepts students who wanted and have the freedom to enroll and study because they are democratized access. They want the students to explore and learn new things in this kind of institution. Environmental influence views as helping the students to grow or to progress. The university's VMG aims to develop the behavior, ability, skills, and knowledge of the students that can lead them to success that the institution can produce highly competent graduates not just locally but globally. Strategic directions show the institution's purpose and values in which these are the guidelines they need to follow. UM Digos' purpose is to provide a learning environment and produce graduates that can serve society. UM Bansalan's purpose is to provide an environment with the support of an academic organization. UM Tagum's purpose is to provide services that are suitable to the needs of their students. The values of these institutions are responsiveness in which students can respond quickly and be innovative. It could respond quickly and be innovative in which it could help students create new things and methods and apply them in the workplace.

*Keywords: discourse analysis, VMG, UM, branches*



## INTRODUCTION

Vision, mission, and goals are the key elements in a school organization. These key elements must be approved by the board of directors and should be communicated to the presidents of an organization, faculty, staff, and other school members (Alvior, 2014). According to Kenny (2014), it is important to enhance the vision, mission, and goals. VMG can be a very powerful tool for the words developed by the leaders clear and concise to convey the purpose. By creating clear, meaningful, and reflective statements, you can communicate your intentions and motivate as well as you can inspire others (Grusenmeyer, 2009)).

Schools cannot progress without implementing the VMG. Given the relevance and importance of VMG, it has great importance in the school, teachers, students, and those involved because, without the individual foundations of strong values, an organization cannot become successful and progressive. According to Hawthorne (2015), "guiding principles serve as a platform to nurture desired behaviors in the organization." This means that, in the making of VMG, there should be a guide that could serve as the basis. In VMG, it doesn't focus only on the structure and the content but also on the organization's behaviors. Furthermore, Universities cannot stand alone without vision, mission, and goals.

Looking into the international context of the University of Johannesburg, schools have to provide a quality education that maintains appropriate educational standards. The vision, mission, and goals statements greatly impact the school's organizational structure, management process and strategy, innovative ideas, values, and culture. Effectiveness and ineffectiveness in implementing VMG could result from the change of teaching and learning environment. This university's problem is the ineffectiveness that is investigated from the point of view of VMG statements. Therefore, it suggests that VMG should be comprehended as an interventionist strategy to assist ineffective schools in replacing it with effectiveness (Galín, 2016).

In Benguet State University, the whole academic community is geared to pursue the awareness, understanding, and acceptance of the vision, mission, and goals in which it determines the difference according to year level and sex; examine the correlation between the awareness, understanding, and acceptance of the students towards and the contribution of the students to the attainment of the VMG (Alvior, 2014).

In UM Digos College, VMG focuses on the excellence of the students to transform them into professionals. The University of Mindanao has many branches, including Digos City, wherein these schools implement VMG to make the school productive and globally competitive. The school's main problem towards the VMG is how the process of the said VMG could make a progressive and meaningful result. Furthermore, this could be avoided if the school will give focuses on the VMG.

This study is conducted because it is important in every organization to enhance and have their own VMG. It has an urgency in an institution, which can be their guideline upon reaching everyone's dream. According to Deazeley (2012), VMG is somewhat setting out the organization on what they want to accomplish that how the others should see it. On the other hand, it typically has a big help to an institution for having a VMG, for it was described as a dream or ideal because it helps establish the unique contribution that the organization makes to society. And because of that, it provides and promotes the development of society because it caters to everyone's needs. Also, every organization must have VMG that can lead or guide the institution by what it wishes to attain and where it intends to go.

## **METHOD**

This study used a qualitative research design. According to Descarter (1999), qualitative research is defined to understand some aspect of social life and its methods which generate words, rather than the number, as data for analysis. It emphasizes the importance of looking at variables in the natural setting in which they are found. Interaction between variables is important.

Discourse analysis was used in this study. It is concerned with whole texts rather than sentences or clauses. It refers to attempts to study the organization of language above the sentence or above the clause and study larger linguistic units, such as conversational exchanges or written texts. As used in this study, it is concerned with language use in social contexts and interaction or dialogue between speakers.

## **RESULTS AND DISCUSSION**

This chapter aimed to identify the deep structure, surface structure, and the significant meaning of Vision, Mission, and Goals in terms of ideology, environmental influences, and strategic directions. The researchers have found out that the deep structure of Vision and Mission is composed of lexical

categories, which are Noun Phrase (NP), Verb Phrase (VP), and Transitive Verb Phrase (TVP). In surface structure, it is where the researchers are analyzing the actual form or meaning. In ideology, it reveals the philosophies of each of the branches; the environmental influences imply the development of the students with the institution's help, and lastly, the strategic directions identify not only the purpose and values of an institution but also the target and the theme.

### **Deep Structure**

The researchers have analyzed and identified the lexical categories of Vision of the University of Mindanao Digos College and found out that it was composed of NP (noun phrase) and VP (verb phrase). The next thing they have analyzed was the lexical categories of the Mission and found out that the mission was composed of VP (verb phrase), NP (noun phrase), and Adj. (adjective).

### **Vision**

A leading institution of higher learning committed to excellence in education in response to the demands of society.

The word-formation and its arrangement are in a proper way as well as how it was constructed. The word *leading institution and higher learning* are Noun Phrase (NP) because the word institution and learning is a noun. The word *committed* is a verb that supported excellence in education. In the word *response*, it is a noun, but it became a VP because of *society's word demands*. Therefore, the vision statement of the University of Mindanao Digos College contains a noun and verb phrases.

### **Mission**

Democratize access to quality education and provide a learning environment geared towards academic excellence, responsible citizenship, and community service.

The word *democratize access* is a VP because the word democratizes a verb. The word *quality* is a noun, but it became an adjective because of the word *education* that supports the word quality. The words that *provide learning* are a VP because of the word *quality*. The words *provide learning* is a VP because the word provides a verb that describes the word learning. The word *academic excellence* is an NP because academic and excellence are both nouns. The word *responsible citizenship* is an adjective because the word citizenship was described as responsible, so it is an adjective. Lastly, the word *community service* is a

Transitive VP because it provides something that is needed. Therefore, the mission statement of the University of Mindanao Digos College contains VP, Adj. NP and Transitive VP.

The second institution they have analyzed was the lexical categories of the Vision and Mission of the University of Mindanao Bansalan College. They have found that it was composed of NP (noun phrase), VP (verb phrase), and Adj. (Adjective). The next thing they analyze was the lexical categories of the Mission and found out that the mission was composed of NP (noun phrase), VP (verb phrase), Adj. (adjective).

### **Vision**

A leading institution of higher learning committed to produce excellence, responsible and well-rounded leaders for the society.

The word *leading institution* is an NP because both of them are nouns. The *higher learning committed* is an Adj. Because the word *higher* refers to the word learning committed. The *produce excellence* is a VP because the word produce is an action word. The *responsible and well-rounded leaders for the society* are Adj. Because the word *responsible and well-rounded* refers to the leaders for the society.

### **Mission**

To provide a dynamic and supportive academic environment, which shall develop competent, upright, knowledgeable, productive, and socially aware individuals via the highest standards of instruction, research, and extension in a non-sectarian institution committed to democratizing access to education.

The word *to provide a dynamic* is a VP because the word *to provide* is an action word. The *supportive academic environment* is Adj. because the word *to provide* is an action word. The *supportive academic environment* is Adj. because the word *supportive* refers to an academic environment.

The third institution the researchers have analyzed was the Vision and Mission of the University of Mindanao Tagum College. They have found out that it was composed of the lexical categories; VP (verb phrase), NP (noun phrase), and Adj. (Adjective). The next thing they have analyzed was the lexical categories of the Mission and found out that the mission was composed of NP (noun phrase), VP (verb phrase) and Adj. (Adjective).

### **Vision**

UM Tagum College envisions to be recognized as responsive, integrative, and innovative non-sectarian educational powerhouse geared towards a culture of excellence proactive to the demands of a global community.

The word *envisions to be recognized* as a VP because it means recognizing those adjectives responsive, integrative, and innovative. The word *non-sectarian educational powerhouse* is an NP because of the word educational powerhouse. The word *towards culture* is an NP because the word culture is a noun. The word *excellence proactive* is an adjective because it is an adjective that implies the word proactive. The word *demands* are verbs, and global is an adjective that describes the NP, which is the community.

### **Mission**

To provide quality instruction, research, and extension services relevant to time embracing the holistic. development of human resources imbued with knowledge, abilities, skills, habits, and values underpinning dynamism of educational standard.

The word *to provide quality instruction* is a VP because of the word to provide, an action word. *A research and extension service* is an NP because all of the words are nouns. The word *holistic development* adjective because the word holistic describes development. The *human resources* are NP. The words *knowledge, abilities, skills, habits, and values* are NP because they are nouns. The word *underpinning dynamism of educational standards* is an NP because they have a strong desire to make it happen.

Lastly, they have analyzed the Vision and Mission of the University of Mindanao Main Campus in which they have found out that it was composed of lexical categories; VP (verb phrase), NP (noun phrase), and Adj. (adjective) The next thing they have analyzed was the lexical categories of the Mission and found out that the mission was composed of NP (noun phrase), VP (verb phrase), and Adj. (adjective).

### **Vision**

A leading institution of higher learning recognized for its quality transformative education serving the nation and the world.

The *leading institution of higher learning* is an adjective because it describes the word institution. The word *higher learning* is also an adjective because the word higher describes the word learning. The word *quality transformative* is also an adjective because the word quality describes transformative. And also, the word *education* is NP because education is a noun. *Serving the nation and the world* is a VP because the word serving is an action word.

### **Mission**

To provide a dynamic and supportive academic environment through the highest standard of instruction, research, and extension service in a non-sectarian institution committed to democratizing access to education.

To *provide a dynamic* is a VP because the word provides an action word. The word *supportive academic environment* is an adjective because of the word supportive, and also the word *highest standard of instruction* is an adjective because of the word highest. The words *research, extension service, and a non-sectarian institution* are all NP because they are all nouns. Lastly, the word *democratizing access to education* is a VP because it is an action word.

### **Surface Structure**

The researchers also analyzed the Vision and Mission's surface structure of the said branches of the University of Mindanao. Surface structure deals with the actual form of the sentence. The meaning is still the same, even if it transforms into another phrase. These are the outcomes and the actual meaning towards findings:

The University of Mindanao Digos College actual meaning of the Vision and Mission

#### **Vision**

The education of the University is committed to excellence in which it thoroughly answers the needs of society. Mission Giving a good quality education that can provide a conducive learning environment towards the access of a democratize society, looking forward through an excellence individual, a responsible, ideal citizen, and community service.

The University of Mindanao Tagum College actual meaning of the Vision and Mission.

**Vision**

An institution leads through excellence, flexibility, and capability in diverse a society.

**Mission**

An institution provides a learning institution that has a conducive and holistic learning environment. It Produces an individual who is totally and globally equipped through the democratize access of education—the University of Mindanao Tagum College actual meaning of the Vision and Mission.

The University of Mindanao Bansalan College actual meaning of the Vision and Mission.

**Vision**

A non-sectarian institution looks forward to a responsive, integrative and innovative community geared towards society's needs.

**Mission**

It provides a good quality of education that is relevant to the needs of the time. Embodied a human resource's holistic development engaged with knowledge, skills, habits, and value of the educational standard.

The University of Mindanao Main Campus actual meaning of the Vision and Mission.

**Vision**

A leading institution engaged with transformative educators that can serve the entire world.

**Mission**

A non-sectarian institution committed to producing a high standard of instructions. It provides a dynamic and supportive academic environment towards academic excellence.

**Ideology**

The researchers have also examined the institutions' philosophy through the use of the Vision, Mission, and Goals. The ideology deals with the philosophy of an institution.



The University of Mindanao Digos College deals with higher learning to commit excellence in education that the community needs. According to Smith (2010). To be excellent, an organization should focus not only on one area but also on the area included. They have to optimize the effectiveness of all resources. The institution accepts diverse learners in any courses without taking an entrance examination. They also provide learning environment tools that can equip students to be responsible citizens and have academic excellence. According to Landson- Billings (2010), the school believes that diverse learners who will enter such institutions will be able to meet academic excellence through this university's goals.

The University of Mindanao Bansalan College is also higher learning in which they want to produce intelligent, independent products and can do all things very well. In other words, the institution can produce intelligent, responsible, and the best students in society. According to Alvior (2014), institutions' outcomes are viewed following how they change and develop. To reach the vision of the institution, it provides changing and supportive learning environment that can develop knowledgeable, productive, competent, and socially aware individuals through the highest standards of instruction, research, and extension in a non-sectarian institution committed to democratizing access to education—in Kolb's Theory of Experiential Learning (2010), looking on how you learn as an individual in a huge and wide part of every development you acquired, and becoming more self-aware and having the willingness to learn from new ways. The school believes that to have a dynamic and supportive academic environment, they can shape students into well-rounded leaders in society. According to Skinner (2011), they can shape students by equipping and molding the students' attitude, knowledge, and skills in the way of creating an intellectually challenging and stimulating environment that accelerates learning, which promotes excellence and maintains a strong sense of community.

The University of Mindanao Tagum College wants to be appreciated as active, integrative, clever, imaginative, and creative in an institution in which it embraces the different beliefs and cultures. Kohlberg's Theory of Moral Development (2010) stated that using those ideas, not culture; we can see how people mold and develop their moral code and how it changes and stays at the same time. To reach the institution's concept, they provide services relevant to the needs of the time, embracing the progression of the general. They engaged the students in different activities to invest their knowledge, skills, habits, and values underpinning the dynamism of educational standards. According to Weselby (2016), everyone has a unique ability, skills, and individual style. Thus, differentiated instruction is a

method of designing instruction for the betterment of each student. The institution believes that they can create or mold students to be highly competent through the strategy or action, the students will be able to be globally competitive.

The University of Mindanao Main Campus conducts quality transformative students who will revise into professionalism to serve the nation and the world. According to Lippert (2012), professionalism is about having integrity, honesty, and sincerity regarding the people involved in the context of doing the best in the organization. Its mission is to provide a constant and helping academic atmosphere through its finest standards of command, examination, and service in a non-sectarian institution. According to this institution's goals, they can provide extraordinary skills and learning facilities just to enhance student's ability to join the changing world. In the changing world, Thomas (2016) stated that a new set of knowledge, skills, and characteristics that are believed by educators, school reforms, college professors, and others that enable them to have a critical significance of success in today's world. They contribute effective research and scholarly activities that can create new knowledge to be taught to the students to enhance their understanding of community needs.

### **Environmental Influences**

The researchers examined the environmental influences of the Vision, Mission, and Goals of the said four branches of UM. They have seen the result of the development of the students with the help of the institution.

The expression of VMG in an institution can be influenced by the environment (Lobo Ph.D., 2008). The University of Mindanao Digos College aims its students to be responsible citizens, globally competitive, and civic-oriented individuals. According to Ludewig (2014), successful students exhibit a combination of successful attitudes and behaviors and intellectual capacity. Successful students get involved in their studies, accept responsibility for their education, and are active participants. Based on its goals, they influenced the individual by offering relevant and competitive programs and providing responsive support programs for the student's holistic development. Maslow (2010) defined holistic development of students as holistic education that aims to help students be the most that they can be. Education with a holistic perspective is concerned with the development of every person's intellectual, emotional, social, physical, artistic, creative and spiritual potentials. It seeks to engage students in the teaching/learning process and encourages personal. Collective responsibility. UM Digos College helps students progress by influencing them to engage them in

different activities that can mold students into better individuals. They also conducted and used researches that relevant to improve the quality of life. Quality of life as the general well-being of individuals and societies outlining negative and positive life features It observes life satisfaction, including everything from physical health, family, education, employment, wealth, religious beliefs, finance, and the environment (AonAon, 2016).

University of Mindanao Bansalan College wants to produce an excellent response and well-rounded leader in a society. Therefore, based on their goals, they influence the students by being creative, talented, skillful, have a good characteristic, capable and flexible of all things. According to It requires satisfying the homework requirements, being well-prepared for your test, and even going beyond what is expected. And a better model for defining and achieving excellence is to focus on excellence in education for all students and let the numbers emerge as a result of seeking excellence rather than the main goal (Sternberg, 2006). Also, the institution influenced them by being diligent. They practiced the students to be diligent so that they would be responsible enough to do the things. According to Siddiqui (2016), students' skills should reflect on the environment and specific demands that will place them in a competitive, knowledge-based, and information-age.

Environment plays a major role in every individual's life, whether a student, teacher, employer, or employee (Chukwuemeka Ph.D. 2013). The University of Tagum College visualizes itself as flexible enough, integrative, and creative. Thus, the institution provides quality instruction, research, and extension services that can develop the knowledge, abilities, skills, habits, and values of a student. According to Gardner (2016), it's stated that students may contain eight (8) or more intelligence on his multiple intelligences. In his theory, he stated, "we are all able to know the world through language, logical-mathematical analysis, spatial representation, musical thinking, and the use of the body to solve problems or to make things, an understanding of other individuals, and an understanding of ourselves. Individuals differ in the strength of this intelligence - the so-called profile of intelligence -and how such intelligence is invoked and combined to carry out different tasks, solve diverse problems, and progress in various domains. "To be able to develop the school's knowledge, skills, and abilities to the students, multiple intelligences can help. As based on their goals, they were influencing the students by giving academic programs, research utilization activities, and extension services that can reach UM Tagum College's aim. Also, the institution influenced students to be actively involved in all the programs or activities that the institution was given. According to Tucker (2016). competition plays an

important role in academic achievement because it often spurs students to pursue excellence. World Savvy (2016) stated that globally competent individuals are lifelong learners, appreciate cultural differences, understand and consider multiple perspectives, critical and comparative thinking skills, problem-solving abilities, comfort with ambiguity, and change, and understand globally significant issues. It was clearly stated in their VMG that they influence the students to be competitive, flexible, and capable globally.

The University of Mindanao Main Campus is aiming to produce a graduate who is holistically developed and transformed. The aims and goals of transformative education provide an appropriate educational framework for situating the teaching and learning processes. Transformative education holds that "learning is understood as a process of using a prior interpretation to construe a new or revised interpretation of the meaning of one's experience to guide future action" (Mezirow, 2010). Also, transformative education and learning as it is the practice today places increasing emphasis on shifts taking place ontologically and epistemologically, so learners become actively engaged in new avenues for social justice (Garde- Hansen & Calvert, 2004). The institution believes that it can transform everyone by the use of education. The UM Main Campus provides students dynamic and supportive academic environment that can influence them to be more innovative, responsible, flexible in all areas, and capable of all things. Reimers-Hild and King (2009) described innovation components as fun, creative, diverse, collaborative, and intuitive. Taking small steps to accomplish this goal is the way to go, but there needs to be support and encouragement. Taking risks and sometimes even looking at failure as "fuel for innovation" can help promote this process (Ryshke, 2012). If something does not work, we can learn from it and then modify and try again. Mostly, they influence them to be competitive not just locally but globally. They have influenced them by the goals of its University, like in the other branches that they have offered academic services that meet the community's needs, not just national but international. They have also conducted researches that can contribute to the quality of life. In general, the institution influenced its students by giving them an activity to contribute to the quality of life.

### **Strategic Plan**

The researchers have also analyzed and examined UM's purpose and values, and the said four branches through the use of the VMG and found out they have different purposes, values, targets, and themes.

As for the strategic directions of the University of Mindanao Digos College, the school's purpose is to provide the students the learning environment of intelligent citizens that can serve the changing world in the future. The institution is offering assorted courses that reflect society's demands and having facilities need by every student. One of the values of UM Digos is leadership, in which they will train and expose the students on how to become more responsible, more able to become a good leader in which it will respond to the behavior of the institution. They are educated on how to deal with diverse members and manage the team. On the other hand, the school community establishes professionalism as one of their values. Hearst (2016) defined professionalism as the strict adherence to courtesy, honesty, and responsibility when dealing with individuals or other companies in the business environment. Well-trained professors unite to cater to the current generation's minds on the abilities, skills, and capabilities of an individual to become a professional. They have conducted applicable researches to have more ideas and gather information on how to mold them and expand their minds in terms is being professional.

Based on the research and analysis of the researchers, the purpose of this institution is to provide an environment with the support of an academic organization that can develop the mind of an individual to be more knowledgeable, competent, and expose to the standardized instruction and researchers that could be a big help to the democratize access in education. One of the University of Mindanao Bansalan College's values is the responsible Oxford dictionary defined as having the power to control or manage things or even work. They want the students to graduate having an ability to cater and manage things on their own. The school organization aims to promote products which could be a very big help in society's changing environment and to be more responsible in facing reality and apply the things they have learned gained inside. In addition to the school values, they are also promoting well-rounded. Merriam Webster defined well-rounded as educated in many things or subjects. Except for being responsible, UM Bansalan's wanted their products to be more qualified to meet society's demands.

As for the strategic directions of the University of Mindanao Tagum College, the learning environment's objective is to provide services that are suitable to the needs of embracing the development of the resources affecting the knowledge, abilities, skills, and even values supporting the vital standards of education. UM, Tagum also establishes values. One of the values of the institution is responsiveness. Macmillian dictionary defines responsive as quick to react in the needed or right way for a particular situation. Since one of UM Tagum goals is to

offer academic programs that meet international standards, one should be active in responding to foreign demands. UM Tagum promotes graded professors who can help the students achieve their goals and the values intended for them. Lastly, UM Tagum's value is being innovative. The school or organization wanted their products to create new ideas methods to apply in the workplace.

As for the strategic directions of the University of Mindanao Main Campus, they have found out the institution's purpose. Based on it provide a dynamic academic learning environment through the highest instruction and research and instruction. They have adequate facilities that the students in their learning profession can use. This institution's value is quality transformative, which means to change the structure and appearance of the form (Ibis, 2014). They have transformative learning to produce extraordinary ideas that they can use and apply in the workplace. They want to produce products that can serve not just the nation but the entire world. Furthermore, UM Main is ready in terms of the demands of society as well as the environment.

<b>Branch</b>	<b>Theme</b>	<b>Target</b>
University of Mindanao Digos College	Committed to Excellence	Society
University of Mindanao Bansalan College	Committed to producing excellence, responsible and well-rounded leaders	Society
University of Mindanao Tagum College	Culture of Excellence	Global Community
University of Mindanao Main Campus	Quality Transformative	Nation and the World

## **CONCLUSION AND RECOMMENDATIONS**

The study was conducted to determine the analysis and significant meanings of the VMG statement of the University of Mindanao and its branches, specifically in UM Digos, UM Bansalan, UM Tagum, and UM Main. The deep structure, surface structure, ideology, environmental influences, and strategic directions were used to identify the analysis and significant meanings of the VMG statement of the University of Mindanao and its branches, specifically in UM Digos, UM Bansalan, UM Tagum, and UM Main.

- a. The deep structure of the vision and mission statement of the main and the branches is composed of the following lexical categories: noun phrase, verb phrase, and an adjective.
- b. The surface structure of the vision and mission statement was composed of the transformational statement of the deep structure.
- c. The ideology of the VMG of the University of Mindanao and its branches resulted that its branches of the university were having similarities and differences in their philosophies. UM's most common philosophy and its branches are the democratize access in which students are free to enroll without taking the entrance examination.
- d. The environmental influences of the VMG of the University of Mindanao and its branches are all committed to excellence.
- e. The strategic directions of the VMG of the University of Mindanao and its branches have their targets and theme. Thus, they have their aims and directions that could help the University of Mindanao promote professionalism. Although they're committed to excellence, they still have differences in terms of targets. UM Digos and UM Bansalan target society, UM Tagum is on the global community, and UM Main is on the nation and the world.

Based on the preceding findings of the study, it was underlined that the analysis of the VMG statement of the University of Mindanao and its branches is based on deep structure and surface structure. In deep structure, it identifies the lexical categories such as Noun Phrase, Verb Phrase, and Adjectives and in surface structure deals with the actual structure of the statement, wherein the statement of the VMG is being revised in accordance to its meaning 2. The significant meanings of the VMG statement of the University of Mindanao and its branches are based on ideology, environmental influences, and strategic directions. In which ideology deals with the institution's philosophies, the environmental influences are on the behavior of the environment; the strategic directions are on the theme and targets of its branch. In UM Digos its central theme is committed to excellence where it targets society. UM Bansalan is committed to producing excellence, responsible and well-rounded leaders that also target society. UM Tagum is on a culture of excellence that targets the global community, and UM Main is on quality transformative that targets the nation and the world.

In the light of the findings as mentioned above and conclusion of the study, it is recommended that the school administrators or staffs must conduct an introduction or meeting, especially to the freshmen, from time to time about what is the content or what are Vision, Mission, and Goals is all about, what are the

signs of those in the learning institution so that the students have the idea of what are the aims of the university. The Vision, Mission, and Goals statement should go beyond the limits to produce well-rounded leaders. Besides, an institution also must have its philosophies for it to be successful in an easy way. Furthermore, the VMG of the University of Mindanao should base on international standards. Students must also know the philosophy of a learning environment to answer if someone would ask.

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