



An Assessment of the Communication Management System (CMS) of Midway Colleges

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Abstract— Since society shapes the century that we live in, effective communication plays a crucial part in the development of our community. It is considered a fundamental and empowering process that efficiently transforms people to be participative, especially in an educational setting. In a place where learning occurs, it is essential to ensure the appropriate administration and delivery of processes, procedures, instructions, and other relevant information. This research study aims to present a narrative of the general analysis of the assessment of Midway Colleges, Inc.'s communication management system (CMS). In order to achieve its primary objective, assessments were drawn to the information environment, rules, and cycle of communication assessments of the school. The data was treated quantitatively. Three hundred fifty-two internal and external stakeholders of the school participated in answering the survey questionnaire of the study, which was randomly selected. From the disclosed data collection results, respondents agreed on how the school manages its communication system in terms of its quality of information, communication flow structure, and media and communication platforms. The stakeholders provided some recommendations for maintaining improved communication management systems, such as (1) establishing a standard communication system for Midway Colleges, Inc.; (2) developing organizational list handling communication processes; and (3) provisioning training or seminars for internal stakeholders responsible for information dissemination.

Keywords— communication management system, information environment, rule, cycle, quality information, communication flow structure, media, and platforms.

INTRODUCTION

As human society shapes the century that we live in, communication plays a crucial part as it is considered a fundamental process and an empowering activity that efficiently transforms citizens into a participative local community. This driving force of social change involves the exchanging of information, ideas, thoughts, and emotions by every individual to establish connectivity with other people and adequately respond to them (Aruma, 2018).

Looking at the broader context of the emerging information society, it is inconceivable to take into account the remarkable developments in our community today without the widespread influence of human interactivity.

Communication is merely qualitative in context, but in practical terms, it has to be quantifiable to ensure the successful outcome of its effect (Austin, 2020). So, aside from considering effective communication management in the organization, it is also essential to recognize the relevance of communication parameters to determine if everyone understands the process and decodes the conveyed information from different mediums and platforms.



Collaboration inside a company is greatly aided by effective communication. Team members are better able to exchange ideas, coordinate actions, and work toward shared goals when there are open and clear lines of communication. Bucata et.al (2017) agreed that communication is one of the most crucial management tools that a business can use to build teams and produce worthwhile results is communication. Efficient job execution and streamlined decision-making occur when information is easily transferred among different levels of an organization. Communication is a key component of an organization's engagement and satisfaction levels. In light of these circumstances, it is clear that good communication should be practiced in all types of organizations, including corporate offices and educational institutions.

Midway Colleges, based in Nueva Ecija, Philippines, was established in 1988 and is recognized as the first institution to offer marine education. Being an educational institution that aims to develop proactive, values-centered, and global citizens, the college continuously improves its quality management system in all areas of education to provide exceptional service to its stakeholders. To do this, effective dissemination of the school's information, news, issues, policies, announcements, and other relevant concerns is given priority. In an educational system, communication is not limited to school grounds.

It is also a way of reaching the lower rank employees by implementing such policy. In the aforementioned institution, there are a few problems that need to be fixed. This institution was dealing with a number of problems, including employee uncertainty and misunderstanding, which lowers productivity, poor decision-making abilities, increased conflict and tension within the team or department, unfulfilled compliance, and the potential to harm customers.

There are numerous numbers of communication tools that can be used by Midway Colleges for them to assess the communication system that they are using. One of the said communication tools is the organizational information theory (OIT) by Karl Weick in 1969. It explicates and illustrates the compelling significance of the strategic construction of information and how it is collected, managed, and used in an organization that can also be modified for the setting of the educational institution.

The term internal communication system refers to the school's core communication system as well as the tools and methods used to share information. It is used to communicate information and events from school heads or administrators to their teaching and non-teaching personnel.

This type of communication is also known as top-down communication because it involves management relaying information while also encouraging employees to interact with and engage with the content. The three concepts indicated in Weick's Organizational Information Theory such as Information Environment, Rules and Cycles were used by the researcher to assess the communication system being implanted on Midway Colleges.

Hence, the researcher is determined to assess how Midway Colleges Inc. manages its communication system within and outside the institution.



METHODOLOGY

Research Design

The researcher applied a quantitative research method to generate the findings needed to answer the proposed research problems. This method of inquiry gathers numerical data that can be measured, classified, and evaluated through computational techniques and statistical analysis. It includes a survey questionnaire that will be elaborated on in the research instrument (LeTourneau University, 2020). This research utilized a descriptive research design that characterizes the assessment of the communication management system (CMS) of Midway Colleges. This is considered a suitable research design relative to the set of research questions since it represents the characteristics and qualities of the phenomena, the distribution of item frequency, and the association of research variables in the occurrence of the phenomena (Churchill & Iacobucci, 2015 and Seth Ginsburg, 2017).

Research Instrument

The researcher devised a quantitative questionnaire to collect data needed from the research participants. The constructed statements indicated in the survey form sufficed for the expected outcome of the study considering the respondents observed the provided instructions given by the researcher for answering.

The survey was composed of several sections. The first one was the profile and characteristics of the research participants referring to their age, gender, educational background, employment status, length of affiliation, and job title/position. The second part was the assessment of the information environment, rules, and cycles assessment on the communication management system of the Midway Colleges both in internal communication and external communication in terms of quality, structure, and flow.

The designed survey questionnaire is based on the study's underlying theoretical framework, Karl Weick's Organizational Information Theory (OIT). The factors and indicators are determined to be quite relevant for the current study, which is based on the theorist's framework. The researcher chose to pilot test the instrument to find out the validity and reliability of the survey questionnaire using Cronbach's Alpha. This was distributed to 30 internal school stakeholders and 30 external school stakeholders who were not among the chosen responders. The researcher obtained the following reliability scores for the dry, .972 for the internal stakeholders, and .987 for the external stakeholders, which means that the instrument has a good internal consistency. The researcher also conducted validity test with experts obtaining a 4.20 score and gives the instrument a very good verbal interpretation. The researcher kept track of the time and the concreteness of the respondents' responses.

Respondents

For the purpose of gathering indispensable data for this research paper, the researcher collected assessments from the interested parties and/or stakeholders of Midway Colleges. To be more specific, it focused on 179 respondents from internal stakeholders (i.e. school administrators, teaching and non-teaching staff, and students), and 173 respondents from external stakeholders (i.e. parents, local industry partners, local government officials, and school board members). The sample size was computed using Yamane Sample Size computation. Stratified sampling was utilized by the researcher.



Data Gathering Procedures

To attain and execute the main objective of this research paper, the researcher put more time and effort into preparing the research instrument for its target respondents. The survey questionnaire was developed, indicating the research questions that were identified for this undertaking. The survey consists of two (2) parts divided into three (3) different subsections, which were linked to the respondent's assessment concerning the communication management system (CMS) of Midway Colleges. Further, a four-point Likert scale was employed in the questionnaire to determine the specific responses of the participants. The researcher selected this psychometric scale to describe the respondent's opinion and attitude to the research topic and avoid a middle ground or neutral answer since every selected participant's response is considered essential in assessing the communication management system at Midway Colleges.

The researcher used Google Forms to gather data. This is to observe the safety and health protocol enforcement considering the issues and the surge of public health concerns caused by the coronavirus disease 2019 (COVID-19) pandemic. The researcher sought permission from the school administration and the participants via email and Facebook Messenger to administer the questionnaires. They were given a time allotment to accomplish the survey instrument, and it was gathered as soon as they fully responded to all items and submitted the Google Forms.

Statistical Treatment

The researcher utilized the following statistical treatments such as frequency, percentage and weighted mean.

RESULTS AND DISCUSSION

Based on the data gathered focusing on the demographic profile of the respondents. The majority of the internal stakeholders were high school students, most of them were males ranging their age from 18-27 years old. Many are unemployed and affiliated in school for 1 to 3 years. On one hand, parents hold the major population of external stakeholders. Their age ranges from 38-47 have full-time jobs and are affiliated in school for 1 to 3 years.

Assessment of the Information Environment

The internal stakeholders who assessed the information environment of Midway Colleges Inc. in terms of quality of information got a composite mean of 3.13 which is interpreted as agree. In communication flow structure, it was assessed with a composite mean of 3.19 or agree. As to media and communication platforms, the stakeholders assessed print media with 3.15, broadcast media with 3.23, and new media with 3.25. All are interpreted as agree.

The external stakeholders assessed the information environment of Midway Colleges Inc. in terms of quality of information and got a composite mean of 3.07 which is interpreted as agree.

In communication flow structure, it was assessed with a composite mean of 3.13 or agree. As to media and communication platforms, the stakeholders assessed print media with 3.05, broadcast media with 3.13, and new media with 3.20. All are interpreted as agree.



Assessment of the Rule Assessment

The internal stakeholders rated Midway Colleges Inc.'s rule assessment in terms of quality information as agree, with a composite mean of 3.34. It received a composite mean of 3.31 or agree in the communication flow structure. Print media received a mean of 3.24, broadcast media had a composite mean of 3.32, and new media received a mean of 3.32. All are seen as agree.

The external stakeholders rated Midway Colleges Inc.'s rule assessment in terms of quality information as agree, with a composite mean of 3.30. It received a composite mean of 3.28 or agree in the communication flow structure. Print media received a mean of 3.22, broadcast media had a composite mean of 3.25, and new media received a mean of 3.28. All are seen as agree.

Assessment of the Cycle Assessment

The cycle assessment of the internal stakeholders of Midways Colleges Inc. in terms of its quality of information is 3.32 or interpreted as agree. In communication flow structure, it was assessed with a composite mean of 3.33 or agree. As to media and communication platforms, the stakeholders assessed print media with 3.36, broadcast media with 3.36, and new media with 3.34. All are interpreted as agree.

The cycle assessment of the external stakeholders of Midways Colleges Inc. in terms of its quality of information is 3.28 or equivalent to agree. In communication flow structure, it was assessed with a composite mean of 3.29 or agree. As to media and communication platforms, the stakeholders assessed print media with 3.31, broadcast media with 3.32, and new media with 3.31. All are interpreted as agree.

CONCLUSION

Midway Colleges Inc. has a significant community of internal stakeholders who are students depending on their age, highest educational attainment, job title, and length of affiliation. The school's communication management systems for internal concerns were adjusted to meet the level of the majority of internal stakeholders. The School Regulatory Body (e.g., CHED, DepEd, Marina, Tesda, etc.) comprised the external partners of Midway Colleges Inc. These external partners are competent for running the educational goals and settings of the institution because they are the stakeholders in charge of basic education and higher education concerns. Similarly, the school regulatory body is ideal for regulating institutional communication systems since they are dependable in dealing with the school's given curriculum or courses.

The internal stakeholders of Midway Colleges Inc. agree on the communication management system of the school in terms of its quality of information environment, communication flow structure, and utilization of media and platforms. This means that they agree on how the school is aggregating the internal stakeholders when collecting, processing, disseminating, or acting on the information. All the information that the internal stakeholders should be at hand is delivered by the school. Midway Colleges Inc. also received an agree assessment from its external stakeholders on the way how the school is reaching out to its external partners. The quality, the flow structure, and the media and platforms used are interpreted agree. These external stakeholders continue to support the



school for 1 to 3 years since they agree on the way messages were communicated through various information environments.

The internal stakeholders which comprised most of the students assessed the rule of communication management systems with a verbal interpretation of agree. This shows that the internal stakeholders agree on managing rules or guidelines among the students and other internal stakeholders for disseminating and collating responses of information. The imposed rules and regulations inside the school are agreed upon by the respondents in terms of its quality, communication flow structure, and the use of media and platforms. Based on the assessment of the external stakeholders, they agree on how the school imposes rules for communication management beyond the school. This means that the stakeholders feel safe, secure, and satisfied with the school's guidelines or policies in information dissemination. The rules or policies implemented by the school when communicating information such as the awareness of gender-responsive education, inclusivity in education formality, clearness, and consistency are performed very well by the school based on the agreed assessments.

Midway Colleges Inc. obtained agree in the communication cycle as assessed by the internal stakeholders. This shows that the respondents agree on how the school is acting, responding to information dissemination, and can adjust to the needs of its internal stakeholders. The assessments indicate that the school behaves agree when it comes to processing information within the organization.

Midway Colleges Inc. performs well in the phase of communication as agreed by the external stakeholders. This shows that despite the distance between the school and external partners, the school is still able to manage and organize communication among them. The stakeholders agree on how the school plans, relays, and responds to the communication cycle. This is evident from the assessment of the external stakeholders in the quality, flow of structure as well as use of media and platforms.

In the light of the findings and conclusions from this study, the following recommendations were given:

Being the primary generator of the communication system of the institution, the results of the study largely provide awareness among the administrators of the Midway Colleges. In terms of the profile of the employees, it is hereby recommended to conduct screening throughout the employment process or while mobilizing partners. This will aid in benchmarking different abilities and competencies in communication system management.

For the school's management sectors particularly, the top management, middle management, and junior management may take charge of commencing convocation of establishing a standard communication system intended for Midway Colleges Inc., this may include establishing a framework and organizational list of focal persons for communication management.

The schools administrative staff may request for the production of materials or resources to be utilized in communication management systems (learning management system, internet connectivity, allowances for load, etc.).



Both internal and external stakeholders may take part in managing and improving communication systems of Midway Colleges Inc. Although stakeholders' assessments agree on how Midway Colleges Inc. manages its communication system in terms of information environment, rule assessment, and cycle assessment, teachers may create strategies to assist students acquire information effectively. Some solutions include developing an organizational list of stakeholders' issues, increasing the use of technology, and creating audio-visual tools for communication purposes. Trained professionals of the institution may undergo training for communication management, as well as initiate orientation or webinar about the processes, reviews, and target action plans for school's communication management. It is also advised to benchmark on other school's communication management systems effective practices through the school's external partners such as parents, interns and alumni. Students may provide their feedback and continuous assessment of school's communication management system through participation in survey or any evaluation means of the institution. Likewise, both internal and external stakeholders may suggest recommendations on how to improve and maintain school's best practices on communication management system this will be initiated by another innovative way of the school.

Although Midway Colleges Inc., a private school, may implement its own communication systems, policymakers in the educational non-profit sectors should hence take actions to assist the institution in successfully achieving their aims and providing excellent service among the stakeholders. The Department of Education should consider enhancing the communication management systems for internal and external stakeholders by subsidizing the school's facilities, materials or other resources. They must include stakeholders from private schools in the international/national seminars and training for professional engagements. Specifically, the Commission on Higher Education (CHED) who is responsible for both public and private higher education institutions should grant concerns of the stakeholders. They may perform frequent visits or assign a committee evaluator for monitoring the communication management of the Midway Colleges Inc. The researcher also observed that the school has to strengthen its communication management through the use of media and platforms. As a measure, stakeholders expect prompt replies from the school's social media accounts. Non-profit Information and Communication Technology sectors should promote organizational communication management tools and equipment, as well as approaches that may be shared by turning products and services.

The researcher, as an asset in communication and competent in providing content and process of information distribution, may utilize the data acquired among the respondents as a basis for creating additional communication management systems and using it in his communication endeavours. It is suggested that the researcher publish the study in a wider context. It may assist the public grasp the problem and may contribute to the proponent's academic appointment and progress.

Future researchers may conduct studies on the same issue or expand on contexts not covered in this study especially the qualitative side of the research to explore the unique experiences of the members of the stakeholders. They may seek further intervention programs or initiatives to address the school's communication management system. They may also apply the problem in other settings.



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