




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

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Abstract

Since society shapes the century we live in, effective communication plays a crucial part in developing 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, ensuring the appropriate administration and delivery of processes, procedures, instructions, and other relevant information is essential. This research study aims to present a narrative of the general analysis of Midway Colleges, Inc.'s communication management system (CMS) assessment. 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 study survey questionnaire, which was randomly selected. From the disclosed data collection results, respondents agreed on how the school manages its communication system in terms of the 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; 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 exchanging 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.

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-centred, 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. Because the institution needs stakeholders' help, it also needs collaboration from external partners. Internal and external communication must be considered as part of the school's planning.

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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. External communication, on the other hand, is a method of communicating with people outside the school or trust, such as parents, staff, the press, or the local community. External communications provided by schools and trusts seek to promote their image, improve the public perception of them, and position them as the area's first choice for both students and personnel. The purpose of the study is to assess how Midway Colleges Inc. manages its communication system within and outside the institution.

LITERATURE REVIEW

The related literature and studies demonstrated that the construct of communication management systems necessitated more empirical and numerical research. Hence, to progress and effectively evaluate organizations using concepts and ideologies within the array of subjects, it was also stressed that not all applied management systems have similar outcomes and often lack organizational characteristics, thrusts, and learning processes. Various studies stated that this notion was also considered a substantial part of organizational performance (e.g., curriculum and institutional accountability, leadership and governance, management of resources, and continuous improvement). Various communication styles produce different consequences; they vary in a specific region's socio-cultural, environmental, and normative aspects. In addition, the vast progression of different communication systems is prevalent. As a result, for systems to be effective and sustainable in multi-faceted organizations, more academic support was required. The stated studies exemplify a significant difference between modern communication systems approaches and conventional communication systems. This statement was supported by various research on Communication Management systems.

The review of related literature and studies presented in the preceding pages are, in one way or another, different from the current study. Despite this, binary oppositions provided the researcher with useful insights into the discussions on the evaluation of communication management systems. Similar insights were provided in the articles by [Sinha \(2020\)](#), [Foong \(2020\)](#), and [Trenholm \(2011\)](#). They insisted that communication is essential for the success and development of an organization, whether it be a business company, a school, or a small group. They reiterated that although it is a common and regular action, many still neglect planning or strategies on how to strengthen communication within and outside of a group. To achieve goals and balance life and work, the caretakers of organizations should focus on how to manage information communication effectively, regardless of the group's purpose. This includes the process of transmitting messages and information, including the tools used in the information environment.

The studies and literature of [Grey \(2019\)](#), [Tipili et al. \(2014\)](#), and [Villanueva \(2019\)](#) defined internal communication as the relationship of people within the core or inside one's organization. They mentioned that it was one of the key elements to helping the group survive. Internal communication is necessary but not strengthened by the articles of [Ketaren and Purba \(2019\)](#), [Avram \(2015\)](#), [Ozaeta and An \(2014\)](#), and [Adagala \(2017\)](#). They reiterated that before extending relationships outside the organizations, internal communications should also be emphasized because manpower and the workforce will not operate effectively if there is no motivation and good relationships between and among their constituents.

On the other hand, [Mainardes et al. \(2010\)](#), [Tuazon \(2016\)](#), [Grey \(2019\)](#), and [Kiriago \(2013\)](#) focused their articles on discussing external communication. They mentioned that the operations

of one's organization are not limited to the group. It should involve stakeholders, partners, volunteers, or supporters that would help them operate and attain their missions and visions. These external partners should be involved not only in contributions or monetary funds but also in discussing information and taking action as to the evaluation of the organizations' performance, projects, and future endeavours.

Some certain tools or platforms may be utilized for an effective communication management system. This was discussed in the academic articles by [Parihar et al \(2020\)](#), [Lee and Ho \(2011\)](#), and [El-Saboni et al \(2009\)](#). They suggested an electronic communication management system since the world is now in a digital phase. Facebook is one of the most popular platforms being enjoyed nowadays. These platforms vary depending on the key features and applications they may offer. However, it has become very useful to continue communication even at a distance. Communication Management Systems are in charge of a major element of planning and development since they maintain the integrity of team members in obtaining information. It is the reason why the caretakers of one's organization should plan carefully, strategize, and follow principles that they think are appropriate for deemed success ([Kreps, 2006](#); [Goldhaber et al., 2012](#); [Certo, 2006](#); [Korkosz, 2011](#)).

RESEARCH METHOD

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. This research utilized a descriptive research design that characterizes the assessment of Midway Colleges' communication management system (CMS). Descriptive research is a study designed to describe the people who will take part in the study. 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, 2006](#))

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 in 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 kept track of the time and the concreteness of the respondents' responses.

Participants

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).

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 to indicate 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 respondents' opinions and attitudes 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.

FINDINGS AND DISCUSSION

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

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 agreement. In communication flow structure, it was assessed with a composite mean of 3.13 or agreed. 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 agreeing.

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, which agreed with 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 agreeing.

The external stakeholders rated Midway Colleges Inc.'s rule assessment in terms of quality information as agreed, with a composite mean of 3.30. It received a composite mean of 3.28, which agreed with 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 agreeing.

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 agreeing.

The cycle assessment of the external stakeholders of Midways Colleges Inc. in terms of its quality of information is 3.28 or equivalent to the agreement. 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 agreeing.

CONCLUSIONS

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 (2018), 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 it is dependable in dealing with the school's given curriculum or courses.

Midway Colleges Inc.'s internal stakeholders agree on the school's communication management system in terms of the quality of its information environment, communication flow structure, and utilization of media and platforms. This means that they agree on how the school aggregates the internal stakeholders when collecting, processing, disseminating, or acting on the information. The school delivers all the information that the internal stakeholders should be at hand. Midway Colleges Inc. also received an agreed 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 how messages are communicated through various information environments.

The internal stakeholders, which comprised most students, assessed the rule of communication management systems with a verbal interpretation of the agreement. This shows that the internal stakeholders agree on managing rules or guidelines among the students and other internal stakeholders for disseminating and collating responses to information. The respondents agree upon the imposed rules and regulations inside the school regarding 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 agreement 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 agrees when processing information within the organization. Midway Colleges Inc. performs well in the communication phase, as agreed upon by the external stakeholders. This shows that despite the distance between the school and external partners, the school can still 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 the structure, and use of media and platforms.

LIMITATION & FURTHER RESEARCH

As a baseline, this academic paper is conducted at Midway Colleges in Cabanatuan City, Nueva Ecija. This provides a benchmark and foundation for assessing the internal and external communication management system (CMS) of the institution based on the specified variables in the statement of the problem. This research undertaking also highlighted the assessment of the information environment, rules, and communication cycle of the school according to its quality of information, communication flow structure, and media and communication platforms. It tried to contribute to the progression, development, and efficiency of their communication processes within the institution.

The researcher focused on the 173 external stakeholders and 179 internal stakeholders who participated in the survey questionnaire. In the enforcement of safety and health protocols, considering the surge in public health concerns and issues caused by the coronavirus disease 2019 (COVID-19) pandemic, the researcher selected Midway Colleges as a research subject since it is located in the hometown of the researcher. It excluded other branches or other private schools within the vicinity. The gathered information from the research subject is used to provide answers and explanations for the research problems.

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AUTHOR CONTRIBUTIONS

The entire thesis manuscript was prepared, done, and written by Ervhin Bryan de Luna, MC.

CONFLICT OF INTEREST

- The authors declare no conflict of interest.
- The authors have no competing interests to declare relevant to this article's content.

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