

Questionnaire to measure degree of students' awareness of the
University's mission and objectives

Performance Measurement Unit of the Vice Presidency for Development and Quality of the University intends within the framework of its work plan to apply a questionnaire of the degree of students' awareness of the University's mission and objectives

You are kindly requested to follow the instructions below:

1. Thoroughly read the questionnaire.
2. Put (✓ mark) in the cell that reflects your point of view.
3. Please be accurate in fulfilling data and not to leave questions unanswered.
4. The information contained in this questionnaire is very top-secret and read only by the Performance Measurement Unit members.

Thanks for your generous cooperation and concern.

Personal data:

Faculty: **Department:**

Program:

Academic Position: ☐ Professor ☐ Associate Professor

☐ Assistant Professor ☐ Lecturer ☐ Demonstrator

Sex: ☐ Male ☐ Female

Nationality: ☐ Saudi ☐ non-Saudi

Teaching Experience (optional):

A. 5 years or less ☐ **B. 6- 10 years** ☐

C. 11- 15 years ☐ **D. 16- 20 years** ☐

E. 21 or more ☐

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No.	Items	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The mission of the University is clear and public					
2	I am aware of the University's mission					

3	The message is consistent with the vision and goals of the university					
4	The format of the letter fits in with the nature and specificity of the university and with what is expected of it					
5	The University's message has been published and advertised in different ways (website, posters - billboards placed on the roads or attached to the wall)					
6	Message format is consistent with Islamic values					
7	The message relates to the needs of the institutions serving the university					
8	The message is linked to the needs of the labor market					
9	The letter format is related to all major activities at the university					
10	The mission format is achievable through effective strategies implemented within the University's level of resources expected to be available					
11	The mission format is clear in order to measure progress toward the goals and objectives of the University					
12	You have been given a sufficient explanation of the University's mission					
13	The goals of the university are specific, clear and declared					
14	The goals of the university are specific, clear and declared					
15	The University's goals are realistic and achievable					

Thank you for answering these questions and your suggestions will be studied carefully with high attention.