

Strategic Management Model of the Private Vocational College for Creating Learning Society in Nakhon Nayok Province

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Abstract

This research aimed to study the state and strategic management guidelines of the private vocational college to create a learning society in Nakhon Nayok province, to develop a strategic management model of the private vocational college to create a learning society In Nakhon Nayok province, and trial assessing the strategic management of private vocational schools to create a learning society in Nakhon Nayok province. The study consisted 3 phases. Phase 1 was study the state and strategic management guidelines of the private vocational college to create a learning society in Nakhon Nayok province. Phase 2 was study the development of strategic management model of the private vocational college to create a learning society in Nakhon Nayok province. Phase 3 was study the trial and evaluation of strategic management of private vocational colleges to create a learning society in Nakhon Nayok province.

The population is used in the research is 3 top executives (licensees, managers, directors) of 2 schools, totaling 6 people, and 4 deputy directors in private vocational colleges in Nakhon Nayok, totaling 2 schools. 8 persons responsible for internal quality assurance, 2 private vocational schools, a total of 2 people, 2 private vocational colleges The 14 men and two school teachers 120 persons, including total.150 persons. The sample group used in the research was 3 top executives (licensees, managers, directors) and 3 deputy directors in all 4 private vocational colleges in NakhonNayok province, NakhonNayok, 4 persons, responsible for internal quality assurance, 1 private vocational college, 7 private vocational colleges committee, a total of 15 persons, purposive sampling group.

Keywords: Strategic, Management, Model, the Private Vocational College, Creating Learning society, Nakhon Nayok province.

Background and Significance of the Study

An education is a tool for human resource development which is the heart of national development and a guideline for society providing quality education will result in a higher Gross Domestic Product. The recipient of the education is therefore a quality person and an important force in national development. With the importance of such studies The Constitution of the Kingdom of Thailand B.E. 2560, Chapter 5, State duties, Section 54, Paragraph 2 and 3, states that "The state must provide education for people

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in various systems, including promoting lifelong learning and provide cooperation between the states Local government organization And the private sector in education management at all levels Which the government has the duty to supervise, promote and support the quality of such education and meet international standards in accordance with the law on national education, which must at least have provisions regarding the preparation of the national education plan And the implementation and examination of the implementation in accordance with the national education plan as well All education must aim to develop learners to be good, disciplined, proud of the nation, able to specialize according to their own aptitude and responsible to the family, community, society and the nation "(Secretariat of the Senate. 2560: 14)

Moreover, the 12th National Economic and Social Development Plan (2017-2021) from October 1, 2016 until September 30, 2021 continues from the 11th Vision of the National Development Plan and the framework. Of planning that leads and apply the philosophy of the sufficiency economy developing a balanced, sustainable development model with a vision of development in the 12th development plan must focus on the direction of development that leads to the transition from Thailand to the country. With middle-income to high-income countries, stable and sustainable, society live happily together And lead to achieving the country's long-term "stable, prosperous, sustainable" vision, which in the 5 years will be based on the "Sufficiency Economy Philosophy" so that all dimensions of development are integrated on the middle path Moderate, reasonable, including a good immune system consistent with the geopolitical society all aspects of development have balance, both economic, social and ecological dimensions with support and rely on each other the development of one dimension must not have a negative impact on the other dimensions, including must focus on "people are the center of development" to create national security. Develop people of all ages to be good, talented, talented and creative which is the key to increasing the potential competition in both the manufacturing and service sectors for strength, morality and ethics. Consciousness, responsibility towards the public, leading to the creation of a desirable society including the conservation, treatment, rehabilitation, and use of natural resources and the environment correctly and appropriately (Government Gazette. 2016) As for the National Education Act 1999 and Amendments (Version 2) 2002, sections 32 and 34, the Office of the Vocational Education Commission has established As a national organization responsible for vocational education in order to resolve duplication. Waste and lack of coordination in sharing resources. Including the lack of unity in policy and the country's overall goal of developing the potential of manpower under the rapidly changing economic, social, and technological conditions in order to meet the needs of the labor market at the national and regional level Regarded as an important mission that affects Strengthening international competitiveness (Office of the Vocational Education Commission 2003: 5) In addition, the 20-year national education plan (2017 - 2036) that sets the target framework And the direction of the country's education in developing the potential and capacity of Thai people of all ages to the full potential Can seek knowledge and can continuously learn by oneself throughout life By driving under the vision, all Thai people are educated and quality lifelong learning Live happily in line with the philosophy of the sufficiency economy and the changes in the 21st century world. There are 6 strategies,

consisting of Strategy 1: Education for social and national security. Strategy 2 Production and development of manpower, research and innovation to create the country's competitiveness Strategy 3 to develop the potential of people of all ages and creating a learning society. Strategy 4 Creating equal opportunities and educational equality Strategy 5 Education management to enhance the quality of life that is environmentally friendly in strategy 6 to improve the efficiency of the educational management system Together with the announcement of the Education Quality Assurance Regulations B.E. 2561 (2018) which states that "Each school shall have a system for educational quality assurance within the school By specifying educational standards of educational institutions in accordance with educational standards at each level And education type As well as making a development plan for educational management of schools that focus on quality according to educational standards an implement the plan. "The vocational education standards consist of 3 standards, 9 assessment issues as follows. Standard 1 Characteristics of desirable vocational graduate's Vocational education management is an educational management for graduates. Vocational education to have knowledge, skills and applications to meet the standards of vocational qualifications for each level of education and have morality, ethics and desirable characteristics. Standard 2 vocational education management. Educational institutions have teachers at There are educational qualifications and the amount according to the specified criteria use a competency-based curriculum in teaching and learning management that is student-centered And manage school resources efficiently There is success in the implementation of important policies of the department or the governing institutions and standards 3, creating a learning society Educational institutions cooperate with individuals, communities, organizations to create a learning society. There are innovations, inventions, creative work, research (Ministry of Education. 2561: Online)

Vocational Education Management in Nakhon Nayok Province It is another province that provides education in response to the aforementioned government policy. Especially according to the announcement of the Ministerial Regulations of Education Quality 2018 B.E. which according to the context of Nakhon Nayok Province which is different in both economy Society. People are mainly farming. And there is no industrial factory Focus on tourist attractions Vocational education management is therefore an alternative way to study for a career. Consistent with the 4-year development strategy (2018-2021) of Nakhon Nayok Province as specified the objectives are as follows: 1) Increase economic competitiveness and generate gross income of the province. 2) Promote learning and innovation in society, culture, morality and morality with value. 3) Enhance the quality of life for long-lived people and Happy 4) Conserving, restoring natural resources and managing a balanced environment 5) Nakhon Nayok, the home country that wants to develop the manpower that is Drag many and in line with the needs of the labor market As for the development strategy, there are 3 strategies which are Strategy issue 1: Integrated Agricultural Development. Strategy 2: Management Integrated tourism And Strategy 3: Strengthening security and livable society In order to move towards concrete goals (Website: nakhonnayok.go.th.) Vocational education management is an alternative to such development and a survey on vocational education management in Nakhon Nayok province found that there are problems with the number of students decreasing Which may be due to the reasons for choosing to study in

general more than vocational The problem came from the image of the vocational school in which students quarreled as unruly children with fights, causing parents not to send their children to study. Negative behavior which is affecting people's feelings. If the organization does not improve, it will ruin the image of the organization to ruin When considering the environmental factors that affect the occurrence and change of image To promote the all-round marketing It can be seen that it occurs from 2 parts which are internal environmental factors which are the actions or behavior of the organization which is considered as the true internal conditions that indicate efficiency. And the quality of business components the external environment factor is new information that is distributed to the target consumer groups. And the public at large if it is negative it is considered a threat (Threat) means the loss of competitiveness and lead to recession. Therefore, private vocational schools in Nakhon Nayok province. Therefore, the development of their own educational institutions must be maintained through the implementation of their own administration to the quality of the vocational education colleges. Especially in the field of teaching and learning School management should have appropriate and effective management guidelines. As well as affecting the quality of learners To enable the operation of private vocational colleges to build confidence from internal assessments, external assessments Parents, society, entrepreneurs, including students Quality management is therefore an important point in which private vocational colleges can survive.

The researcher, as the founder of the Nakhon Nayok Private Vocational College, sees the importance of the administration of quality vocational education. Therefore interested in conducting research on the strategic management model of the Private Vocational College to create a learning society In Nakhon Nayok province Used as a guideline for successful management in accordance with educational management goals for continuing sustainable development.

Research Objectives

In this research the researcher has the following objectives:

1. To study the state and the strategic management guidelines of the Private Vocational College to create a learning society In Nakhon Nayok province.
2. To develop a strategic management model of the Private Vocational College to create a learning society In Nakhon Nayok province.
3. Trial order and assessing the strategic management of private vocational schools to create a learning society In Nakhon Nayok province.

Scope of Research

In this research the researcher will proceed in 3 steps, each of which will be detailed according to the following topic: citizens used in the research Sample group used in the research Data provider group and variables studied

Phase 1: Study the state and strategic management guidelines of the Private Vocational College to create a learning society In Nakhon Nayok province

In the study in step 1 will be conducted as follows

- 1.1 Study of documents and research** related to the condition And the strategic management guidelines of the Private Vocational College To create a learning society In Nakhon Nayok province
- 1.2 State analysis and strategic management** of private vocational colleges to create a learning society in Nakhon Nayok province By using the questionnaire with the data providers as follows

The population used in the research is 3 top executives (licensees, managers, directors) of 2 schools, totaling 6 people, and 4 deputy directors in private vocational colleges in Nakhon Nayok, totaling 2 schools. 8 people responsible for internal quality assurance, 2 private vocational schools, a total of 2 people, 2 private vocational colleges The 14 men and two school teachers 120 people, including 150 people in total.

The sample group used in the research was 3 top executives (licensees, managers, directors) and 3 deputy directors in all 4 private vocational colleges. In Nakhon Nayok Province, Nakhon Nayok, 4 persons, responsible for internal quality assurance, 1 private vocational college, 7 private vocational colleges committee, a total of 15 people, purposive sampling group.

The variables studied were the strategic management of private vocational schools. To create a learning society In Nakhon Nayok province.

- 1.3 Interview with experts** who are knowledgeable and / or have experience in relation to strategic management of the Private Vocational College in order to create a learning society of 9 people, by choosing specifically
 - 1.3.1 The administrators** of the Private Vocational College are 3 persons who have experience in strategic management of the Private Vocational College for not less than 5 years.
 - 1.3.2 Strategic management** experts of the Private Vocational College, consisting of 3 people, graduating with a Ph.D. in Educational Administration or have experience / work in the administration of private vocational colleges.
 - 1.3.3 Three vocational education** management experts are administrators or instructors in higher education administration.

The variables studied were the strategic management of the private vocational schools. To create a learning society

- 1. Organization structure management** of private vocational institutions (Office of Vocational Education Commission 2009)

- 1.1 Resource Management
- 1.2 Planning and Cooperation Division
- 1.3 Student Affairs Development Division
- 1.4 Academic Department

2. Strategic Management

- 2.1 Internal and External Environmental Analysis
- 2.2 Defining Mission and Strategic Goal Identification
- 2.3 Strategy Formulation
- 2.4 Strategy Implementation
- 2.5 Coordination within the organization (Organizational Alignment)
- 2.6 Change
- 2.7 Leadership
- 2.8 Motivation
- 2.9 Controlling and Evaluation

2. Vocational education standards 2018 consists of 1) Standard 1, characteristics of desirable vocational graduates, 2) Standard 2, vocational education management Educational institutions have teachers at Have educational qualifications and amount as specified. 3) Standard 3: Building a learning society.

For this research, the researcher adopted only the standard 3 to create a learning society. Which educational institutions must cooperate with individuals, communities, organizations in order to create a learning society with innovations, inventions, and creative research, consisting of the following points

- 2.1 **Cooperation in creating a learning society** Educational institutions have cooperated with individuals, communities, organizations both domestically and internationally in educational management. Educational Resource Management Learning process Academic and professional services by using appropriate technology to develop learners and people in the community into a learning society.
- 2.2 **Innovation, Inventions and Creative Work** Research: Educational institutions promote and support the creation of innovations, inventions, and creative research by administrators, teachers, educational personnel, learners, or collaborators with individuals, communities, organizations that can be used as intended. And distributed to the public.

Phase 2. Developing the strategic management model of the Private Vocational College to create a learning society in Nakhon Nayok province in this step, the researcher will proceed as follows

1. Drafting the strategic management model of the Private Vocational College to create a learning society In Nakhon Nayok province by using the study results from step 1 as data for the drafts model.

2. Check the draft of the strategic management model of the Private Vocational College to create a learning society in Nakhon Nayok province appropriate and accuracy by experts using in-depth interviews.

Key informants were experts in the strategic management development of private vocational colleges. To create a learning society of 20 people, acquired by purposive sampling for interview. Drafting the Strategic Management Model of the Private Vocational College To create a learning society in Nakhon Nayok province and check the draft of the strategic management of the Private Vocational College to create a learning society In Nakhon Nayok province in terms of suitability And the accuracy of the format with qualifications as follows.

1. The strategic management experts of 5 private vocational colleges are PhD graduates in educational administration. Or have experience / academic works in strategic management.
2. Education management experts, Private Vocational College or 5 instructors in higher education administration.
3. The head of the work group or the person responsible for educational quality assurance of private vocational colleges, amount 5 persons
4. The 5 deputy director of the 4 private vocational colleges

The variables studied are 1) the draft strategic management model of the private vocational college to create a learning society in Nakhon Nayok Province 2) Appropriateness and accuracy of the strategic management model of the Private Vocational College to create a learning society in Nakhon Nayok province.

Phase 3. Trial and evaluation of strategic management of private vocational colleges to create a learning society in Nakhon Nayok province the researcher will proceed as follows

1. Trial using the strategic management model of the Private Vocational College to create a learning society in Nakhon Nayok province in which the researcher actually put into use for 1 semester.
2. Assessment the strategic management model of the Private Vocational College to create a learning society in Nakhon Nayok province Possibility And helpful by using the rating scale estimation scale 5 levels

Key Informants were 15 experts, consisting of

1. The administrators of the Private Vocational College are 5 persons with experience in strategic management of the Private Vocational College for not less than 5 years.
2. Administrative experts of 5 vocational education private colleges that have a doctorate degree in educational administration have experience / work in the administration of private vocational colleges.

- 3.5 Vocational education management experts are executives or instructors in higher education administration.

The variables studied were 1) the possibility 2) the usefulness of the strategic management of the private vocational college. To create a learning society in Nakhon Nayok province.

Expected Benefits

1. Administrators of the Private Vocational College in Nakhon Nayok Province can use it to promote and support the development of teachers under their work place to have operational competency.
2. Private Vocational College can implement the strategic management model used to manage the work efficiently.
3. To allow relevant agencies to apply as a guideline for the management of vocational education in colleges.

Conceptual Framework of Research

1. The study of state and strategic management guidelines of the Private Vocational College to create a learning society in Nakhon Nayok province the researcher gave the following academic ideas.
 - 1.1 Shermanhorn. (2002: 48) who stated that the management process consists of 4 steps: 1) planning 2) organizing 3) leading 4) Control
 - 1.2 Guidelines for Administration of Private Vocational Colleges in Nakhon Nayok Province According to the announcement of the Ministry of Education on vocational education standards 2018, standard 3 to create a learning society.
2. **Strategic Management** The researcher used the approach of Barthol. And Martin (Batol; & Martin. 1998: 220-221) consisting of 1) analysis of internal and external environment 2) the determination of mission and strategic goals (3) Strategy Formulation 4) Strategy Implementation 5) Coordination within the organization (Organizational Alignment) 6) Change () 7) Leadership 8) Motivation 9) Controlling and Evaluation.
3. **Evaluation of the strategic management** model of the Private Vocational College to create a learning society In Nakhon Nayok province the researchers used the concept of (Stafflebeam. 1978: 178) who said that assessing educational programs can be assessed in 4 sides: accuracy, appropriateness, feasibility and usefulness from the above concepts and principles the researcher therefore brought it as a research framework as shown in the Figure 1

Strategic Management of Private Vocational College

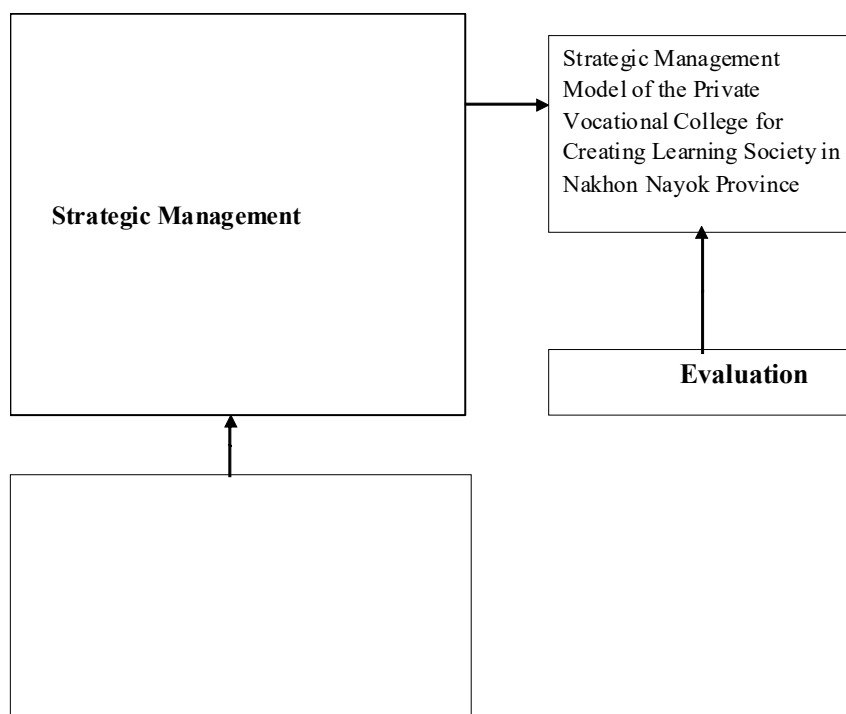


Figure 1 Conceptual Framework of Research

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