

Innovation in educational administration towards excellence

Dr. Jakkrit Siririn

jakkritsiririn@gmail.com

Educational and Bussiness Consultancy Director

Technology Promotion Association (Thailand-Japan)(Bangkok,Thailand)

ABSTRACT

Since the National Education Act B.E. 2542 and its amendments (No. 2) B.E. 2002 became law, Section 47 says that there should be an insurance system for educational quality assurance to improve the standards and quality of education at all levels. Internal quality and external quality assurance system, which focuses on making students smart and happy in order to get quality learners according to national educational standards. Administrators of various educational institutions' education has been managed to be more efficient. However, from the follow-up and evaluation, it was found that there are still many issues that have problems that need to be accelerated, improved, and expanded. Especially in the quality of learners, teachers, faculty, and educational personnel.

Because it was found that there are many educational institutions where the quality of students is not up to standard, students have low achievement. Lack of desired characteristics Both aspects of analytical thinking are eagerness to learn and continuously seeking knowledge, which is the system of criteria and methods for ensuring educational quality Section 48 of the Ministerial Regulations says that the parent agency and educational institution must set up a quality assurance system within the educational institution. Internal quality assurance is an important part of running an educational institution and must be done all the time. An annual report is prepared and submitted to the parent agency. They provided agencies and disclosures to the public to lead to the development of educational quality and standards and to support external quality assurance. In line with the government's policy, it has expressed its intention to reform education to develop society To be a learning society To lead to the development of the economic system so that all Thai people have equal opportunities to learn and continuously improve the quality of life throughout life This is in line with educational reform in the second decade (2009–2018) and the importance of focusing on providing Thai people with quality lifelong learning. At present, education management has fully entered the 21st century. For at least 15 years, principles, concepts, theories, and research related to educational administration in the 21st century have played an important role in educational administration. It reflects the trend that modern people will face rapid changes in this new century.

KEYWORDS: innovation, educational administration, excellence

Received : 07/09/2022

Revised : 30/10/2022

Accepted : 31/10/2022

Educational administration towards excellence

In the current condition It is essential that each country prepares a new generation of people with the skills and The ability to adapt to have important characteristics for living in the modern world knowingly, peacefully, happily, and having a good quality of life. Sufficient Educational institution administration must have a curriculum and teaching that is dynamic and keeps pace with rapidly changing social conditions. These things push for increasing the potential of education management in every area levels to be ready for competition on the world stage in the 21st century . Criteria for evaluating educational outcomes for excellence were therefore created to be in line with the creation of a quality assurance system study and is consistent with educational management in the 21st century

Currently, there are criteria for evaluating excellence that are widely accepted, including the Malcolm Baldrige National Quality Award (MBNQA), which is a national award in the United States. Apply the concept of Total Quality Management (TQM) to evaluate organizations and award awards, which are national quality awards similar to the Deming Awards of Japan. The government of the United States enacted it into law on August 20, 1987 and is given to organizations that have achieved outstanding results according to various criteria that have been established each year with the goal of promoting and enhance management ability which leads to creating satisfaction for customers and for the eventual effect on the organization Kasetsiri (2014)

MBNQA's key role is threefold: 1) helping to improve how we deliver acceptable capabilities and results; In particular, it will create real concrete development. 2) Stimulate communication and exchange of information on how to achieve excellence between organizations. 3) It is a tool that can be used to manage performance of the organization Including using it as a guideline for planning and increasing learning opportunities.

National Institute of Standards and Technology, The United States (National Institute of Standards and Technology: NIST), the agency that runs the National Quality Program, has set criteria for excellence in educational operations. To provide a framework that promotes the integration of quality system principles with implementation Real practice in educational institutions this causes improvements in both the quality and productivity of the entire educational institution and can enhance their own competitiveness. It has 3 important objectives:

- 1) To deliver constantly updated value to the recipients of education.
- 2) To improve the efficiency and ability of the entire educational institution.
- 3) Collaborative learning between educational institutions and individuals

Criteria for excellence in educational operations derived from the principles and concepts of leading an organization with vision. strategic planning Customer Focus, Measurement, Evaluation, and Organizational Learning Giving importance to personnel Future focus Management for innovation Management using real data public responsibility Focusing on results and creating value and integrating

a systems perspective Under the mindset that focuses on results to create the basis for work and providing feedback on criteria of excellence in educational operations(Satthasen & Usaho ,2015)

Therefore, the educational institution management process must be adjusted and developed to be consistent with the situation. Educational institution administrators therefore need to be interested in knowledge and continuously develop yourself all the time in order to manage educational institutions to survive and operate according to the objectives of educational reform to develop Thai people to be complete human beings, good people, intelligent, happy, and have the potential to compete and cooperate creatively on the world stage. By emphasizing having Effectiveness is important. Every educational institution needs to provide education in response to various educational policies or management in accordance with the National Education Act

Administering an educational institution towards excellence according to the standards of Malcolm Baldrige has many elements that will be used in successful administration. It depends on the management of the organization and systematic organizational management with goals and continuous development in 7 areas as follows:

- 1) Organizational leadership (Leadership)
- 2) Strategic planning (Strategic Planning)
- 3) Focus on students and parents (Customer Focus)
- 4) Measurement, analysis and knowledge management (Measurement, Analysis and Knowledge Management)
- 5) Teacher Personnel Focus (Workforce Focus)
- 6) Operation Focus (Operation Focus)
- 7) Results (Results)

By the present Office of the Higher Education Commission Benchmarks for excellence in higher education institutions have been established as standards of excellence in educational administration based on the ideas of Malcolm Baldrige. If there is still a lack of promoting the use of innovation and information technology in educational administration. The researcher is therefore interested in studying innovation and information technology in educational administration towards excellence. To study the direction of using innovation and information technology in educational administration towards excellence. In order to use the results of the study to promote and continue to develop educational institution management towards excellence

Appropriate innovation in educational administration towards excellence

The study of appropriate innovation in educational administration towards excellence has 7 elements according to the Malcolm standard criteria. Baldrige (Malcolm Baldrige) as follows:

- 1) Leading the organization (Leadership)
- 2) Strategic Planning (Strategic Planning)
- 3) Focus on students and parents (Customer Focus)

- 4) Measurement, analysis, and knowledge management (Measurement, Analysis and Knowledge Management)
- 5) Focus on teaching personnel (Workforce Focus)
- 6) Focus on support personnel (Operation Focus)
- 7) Results of educational administration (Results)

Principles of educational institution administration educational institutions are the most important operational educational agencies. Having rights, duties or authority responsibility and the scope of the establishment's objectives specified in the law is to be a government agency with the status of a juristic person according to law. Concerning government administration regulations, Ministry of Education under the Office of the Basic Education Commission Its purpose is to Develop Thai people for Be a complete human being with body, mind, intellect, knowledge, morality, and culture in life. Able to live together with others similarly, educational institutions are not legal entities. The additional powers and duties as a legal entity are specified in Section 59 of the National Education Act B.E. 2542 and the amended (No. 2) B.E. 2002 which stipulates to educational institutions of the state which is a juristic person Has the power to govern, maintain, use and seek benefits from educational institution property that is state property in accordance with the law on state property and royal property other assets Including generating income from the administration of educational institutions and collect educational institution fees that are not contrary to or inconsistent with the policy The objectives and missions of educational institutions, therefore, what the results of educational provision will be, depends on the administration of educational institutions. Which educational institutions have the mission scope of administration and education as specified in the management of basic educational institutions that are juristic persons, there are 4 areas, (Charoenkham,2009) as follows:

1) Academic administration

Academic work is the main work or main mission of educational institutions as defined by the National Education Act B.E. 1999 and the additional amendments (Edition 2) of the year 2002 aim to decentralize management to educational institutions as much as possible. with intent That will allow educational institutions to operate independently, flexibly, and quickly, in line with the needs of students, educational institutions, communities, localities, and participation from all stakeholders. This will be an important factor that makes educational institutions strong in administration and management. Able to develop curriculum and learning processes as well as measurement, evaluation, and measurement of supporting factors. Developing the quality of students, communities, and local areas with quality and efficiency

1.1 Objectives

- 1) To allow educational institutions to manage academic affairs independently and flexibly. Fast and consistent with the needs of students Community and local educational institutions

2) To ensure that the educational administration and management of educational institutions meet standards and are of quality.

Consistent with the educational quality assurance system Internal quality assessment for development yourself and quality assessment from outside agencies

3) To allow educational institutions to develop curricula and learning processes as well as provide factors to support learning development that meet the needs of learners, communities, and localities, with learners as the main focus with quality and efficiency

4) To allow educational institutions to coordinate and cooperate in developing the quality of education. Educational institutions and individuals cooperate family other agencies and institutions widely

2 The mission scope is as follows.

1) Development of school curriculum

2) Development of the learning process

3) Measurement, evaluation, and transfer of academic results

4) Research to improve the quality of education

5) Development of media, innovation, and technology for education

6) Development of learning resources

7) Educational supervision

8) Educational guidance

9) Development of quality assurance systems within educational institutions.

10) Promoting academic knowledge to the community

11) Coordination in academic development with other educational institutions.

12) Promotion and support of academic work for individuals families, organizations, agencies and other institutions that provide education

2) Budget management

Budget management of educational institutions focus on independence in management it is flexible, transparent, and auditable, adhering to the principles of results-oriented management and results-oriented budget management to ensure that benefits are sought from the educational institution's assets. Including sourcing income from services to use in management for the benefit of education resulting in better quality for students.

2.1 Objectives

1) To allow educational institutions to manage their budgets independently, agile, transparent, and verifiable.

2) To get productivity the results are in accordance with the service agreement.

3) To be able to manage the resources adequately and efficiently.

2.2 The mission scope is as follows:

1) Preparation and presentation of the budget Analysis and development of educational policy create a strategic plan or educational development plan. Analyze the suitability of budget proposals

2) Budget allocation Budget approval disbursement Transfer of budget funds in educational institution

3) Inspection, monitoring, evaluation, and reporting on the use of funds.

4) Resource mobilization, resource acquisition and investment for the study of income generation and loan fund benefits educational welfare

5) Financial management Withdrawal of money from the treasury preservation of payment money sending money, setting aside money for disbursement across years

6) Accounting management, financial accounting Report preparation finance prepared and provided registered account and report forms

7) Supplies and assets management, creation of an educational institution's asset database system. Procurement of supplies, determination of item formats or specifications and procurement. Controlling, maintaining and selling supplies

3) Human resource management

Personnel management in educational institutions It is an important mission aimed at promoting educational institutions to be able to perform their duties. To meet the mission of the educational institution To carry out personnel management to be flexible. Freedom under the law and regulations It is in accordance with the principles of good governance for teachers and educational personnel. Developed with knowledge, abilities, and morale, praised honor has stability and progress in the profession. This will significantly affect the development of the quality of education for students.

3.1 Objectives

1) To carry out personnel management operations correctly, quickly and in accordance with the principles good governance

2) To promote personnel to have knowledge ability and awareness in performing missions responsible for success According to the results-oriented principle

3) To encourage teachers and educational personnel Perform work to the fullest potential by adhering to discipline, ethics with professional standards

4) To enable teachers and educational personnel who perform their work according to professional standards to be promoted honor and honor stability and advancement in the profession, which will affect development. The quality of students' education is important.

3.2 The mission scope is as follows:

1) Manpower planning, position determination, manpower planning analysis, request promotion of educational personnel and academic status of teachers

2) Recruitment and appointment carry out recruitment to hire individuals. Entering the civil service as a teacher and educational personnel in educational institutions in the case of receiving authority from the Teachers' Council of Thailand area education, hiring of permanent and temporary employees,

appointment, transfer of civil servant teachers and educational personnel to be reinstated into government service and acting in position

3) Strengthening efficiency in government service, developing teachers and personnel. Education: salary increase for teachers and educational personnel wage increase, permanent and temporary employees, accounting operations, salary payments, and academic funds other status and compensation Registration of the history of royal decorations, requesting an identity card, government official certificate requests, and requesting permission to go on official duty abroad farewell to ordination, requesting royal cremation study leave for further recognition and to receive money for welfare provision.

4) Discipline and maintaining discipline In the case of non-serious disciplinary offenses, serious disciplinary offenses, appeals complaint, promotion and prevention of disciplinary offenses

5) Job leaving government service to be released from government service in cases where the government service probation period has not passed or has not undergone rigorous preparation and development below the TSC criteria. Specifying the retirement from government service in the case of lack of general qualifications Resignation from government service first Retirement from government service due to long service or substitute cause in the case of taint and impurity, in the case of receiving a prison sentence by order of the court or receive imprisonment by a final judgment for an offense committed through negligence or a petty offence.

4) General administration

General administration it is work related to organization management system. Providing other administrative services Achieve standard results Quality and goals set its main role is in coordinating, promoting, supporting and facilitating. Various conveniences in providing all forms of educational services Aiming at developing educational institutions to use innovation and technology effectively appropriately promote the administration and education of educational institutions. According to management principles that focus primarily on the results of work with emphasis on transparency Verifiable responsibility as well as the participation of individuals, communities, and related organizations to make education management efficient and effective.

4.1 Objectives

1) To provide services, support, promote, coordinate and direct provide performance the educational institution is in order. Efficient and effective

2) To publicize Publish information the work of educational institutions to the public will It creates knowledge, understanding, and good and respectful attitudes. Believe and support the organization study

4.2 The mission scope is as follows:

1) Administrative operations

2) Secretary work for the educational institution committee

3) Development of information systems and networks

4) Coordination and development of information networks

- 5) Organizational management and development system
- 6) Information technology work
- 7) Promotion and support of academics, budget, personnel, and general administration.
- 8) Caring for buildings and surroundings
- 9) Preparing a student census
- 10) Student admissions
- 11) Promotion and coordination of formal, non-formal and informal education.
- 12) Mobilizing resources for education
- 13) Promotion of student affairs
- 14) Publicizing educational events
- 15) Promoting, supporting and coordinating the provision of education for individuals, communities and organizations agencies and other social institutions that provide education
- 16) Government coordination with educational areas and other agencies
- 17) Organization of control systems within the agency
- 18) Public service work
- 19) Work not specified in other work

Educational institutions are another element that is important in developing people to have knowledge and abilities in various fields. It can be considered a source of learning for the people. Educational institution administrators must have sufficient ability to manage the educational institution to be a source of learning that is effective for the people as well educational institution administration is an activity in which administrators at various levels follow the policies of each educational institution to achieve goals and objectives. Education as specified in the National Education Act B.E. 1999 Amendment (No. 2) B.E. 2002 Section 4 defines educational institution as "educational institution" means early childhood development center, school, learning center, college, institute, university, educational agency or other government or private agencies that has authority or has the purpose of organizing education Rakliang (2013)

Educational institution administration there are important elements that are interrelated which affect each other and result in development towards a better way. There are 5 elements as follows:

1. The context that drives change includes the quantity and quality of the population, the overall condition of natural resources, the environment, and pollution. Progress in science, technology and information technology economic conditions the severity of social problems, the severity of morality, ethics and values of the people, care and promotion of the underprivileged and people with special abilities Quality and service for recreation democracy and corruption, quality and thoroughness of educational services.

2. Laws regarding education and administration of related educational institutions, including the Constitution of the Kingdom of Thailand B.E. 2540 (1997), the National Education Act B.E. 1999 and the additional amendments (No. 2) B.E. 2002, Teachers and Educational Personnel Council Act

B.E. 2003, Government Administration Act Ministry of Education 2003 Regulations of the Ministry of Education on the management and scope of duties of basic educational institutions that are juristic persons. Under the jurisdiction of the educational area 2003

3. Educational institution administration department includes the educational institution director and Deputy Director of Educational Institutions

4. Educational institution administration model using school as a base

5. Personnel within the educational institution include teachers, lecturers, teaching support personnel. Learners, janitors, guards, and business operators within the school. Educational institution administrators must study 5 important elements of educational institution administration. To clearly understand the details with care, caution, determination, and deliberation with cause and effect in order to use it as a guideline for administration and development of educational institutions in normal times and make decisions to make corrections. Problems that can occur in educational institutions during times of crisis from the concept of educational administration academics It has been said before. In conclusion, the concept of educational administration helps organize education according to the objectives and goals that aim to develop people completely in every aspect along with educational administration There are activities to check operations to be in accordance with academic principles. In addition, the role and duties of administrators are important in the administration of educational institutions. Must adhere to or be trained to understand and apply principles of educational administration to operations at the educational institution level. in management to help executives and Those involved have understanding. Able to apply principles of educational administration that are up to date with the current era to use in managing the administration efficiently.

Management for Excellence according to the Malcolm Baldrige Standards

Many countries around the world has paid attention to developing the quality of education to reach excellence, such as the National Quality Award of the United States. Currently, there are criteria for evaluating excellence that are widely accepted, including the Malcolm Baldrige National Quality Award (MBNQA), an American national award that introduces the concept of Total Quality Management (TQM) is used to evaluate various organizations and

The award, which is a national quality award, has 7 components as follows: 1. Organizational leadership (Leadership) 2. Strategic planning (Strategic Planning) 3. Focus on students and parents (Customer Focus) 4. Measurement and analysis and knowledge management (Measurement, Analysis and Knowledge Management) 5. Focus on teaching personnel (Workforce Focus) 6. Operation Focus (Operation Focus) and 7. Results (Results)Ballard (2013)

Decided to improve work performance management of relations between the school and the community

- 1) Providing services to the community in various fields that the school can do
- 2) Responsible for organizing various activities within the scope of work as well as participating in community activities.(Faulkner,2002)

In conclusion, it can be concluded that the administration of educational institutions in order to aim for excellence can be achieved by means of Integrated management at every step and everyone must be involved. The indicator or measurement lies with administrators, who have the highest role in organizing the educational system in educational institutions. Therefore, educational institution administrators must be knowledgeable. Understanding of educational administration and having a broad vision to set goals set concrete strategies for organizing education. And there is a possibility and most importantly, educational institution administrators must know and understand the mission. As well as the scope of work that is clearly responsible, namely academic work, which has the scope of work regarding setting the curriculum, teaching media. Teaching materials measurement and evaluation work,

Personnel work has a scope of work regarding Arrangement of personnel to work Personnel development work Personnel maintenance work discipline maintenance work and personnel performance evaluation work, general management work Scope of work regarding buildings, environment, community relations Student assistance system services and community services, and finally, budget work. There is a framework for managing finances, supplies, and assets of educational institutions in procuring, maintaining, and selling according to the regulations of the Ministry of Interior.

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