

This file has been cleaned of potential threats.

If you confirm that the file is coming from a trusted source, you can send the following SHA-256 hash value to your admin for the original file.

3cdabb92325e3e8bfbeb7799c8887939b24106cd9343ac2eedcae7bdb988dbc9

To view the reconstructed contents, please SCROLL DOWN to next page.

An Evaluation of Community Success from the Academic Services of the Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University: A Case Study of the Project on Image Building and Product Development to Promote Sales of Communities around Samsen Road, Bangkok, Fiscal Year 2025

Pissinee Mitthong¹ and Nawaporn Srisarankullawong²

^{1,2} Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University

E-mail : ¹pissinee.mi@ssru.ac.th, ²nawaporn.sr@ssru.ac.th

Abstract.

This Research “An Evaluation of Community Success from the Academic Services of the Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University: A Case Study of the Project on Image Building and Product Development to Promote Sales of Communities around Samsen Road, Bangkok, Fiscal Year 2025” the objective of this research is to evaluate the success of communities receiving academic services from the Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, and to examine the problems and obstacles encountered. Additionally, the study aims to gather recommendations that can be applied to improve the process of providing academic services to communities by the Research and Academic Services Development Division of the Faculty, to maximize the effectiveness of future operations.

Study Population and Data Collection: The population for this study consisted of households participating in the project, community members, and project assistants, totaling 35 individuals. The data collection instruments included the Gross Village Happiness (GVH) survey for communities participating in the “Community Quality of Life Improvement and Local Economy Enhancement Project” for Fiscal Year 2025, and a satisfaction questionnaire for personnel of the Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, regarding the implementation of the project on image building and product development to promote sales of communities around Samsen Road, Bangkok, FY2025. The data was analyzed using mean and standard deviation.

Keywords: Academic Service, Evaluation of Success, Community Development

1. Introduction

Suan Sunandha Rajabhat University is an institution of higher education that produces graduates and develops personnel with expertise and creates research for the benefit of society. Especially the academic services to the community. Suan Sunandha Rajabhat University's academic services are not limited to the transmission of academic knowledge alone but also include the application of expertise in various fields to solve problems and develop the potential

of communities in terms of economics, society, and quality of life. With the goal of strengthening communities and reducing economic and social inequality, this project for developing the quality of life and elevating the grassroots economy is therefore an important part that connects the university's mission to national development.

The Faculty of Fine and Applied Arts, as an academic unit for art and design education, has recognized the importance of applying fine arts knowledge (or expertise) to community development. Especially the communities along Samsen Road, which is an area with potential in both culture and local wisdom, but where the communities still face problems of poverty, lack of opportunities for developing occupational skills, insufficient income to cover the cost of living, and community products that lack unique identity or prominence for market competition. Therefore, traditional methods of community development cannot effectively respond to the challenges of the modern era.

In the fiscal year 2568 B.E. (2025 A.D.), the Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, implemented an academic service project under the Rajabhat University Strategy for Local Development, titled: "Project on Image Building and Product Development to Promote Sales of Communities around Samsen Road, Bangkok, Fiscal Year 2025." The project aims to elevate the quality of life, develop design skills, promote community products, concurrently addressing community problems, as well as providing academic services to create careers, increase income, reduce inequality, and strengthen the community's potential for self-reliance.

In light of the aforementioned importance, the researcher, in their capacity as the person responsible for the Research and Academic Services Development Division of the Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, has recognized the role and significance of performing academic service operations and therefore decided to conduct a research study on: "An Evaluation of Community Success from the Academic Services of the Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University: A Case Study of the Project on Image Building and Product Development to Promote Sales of Communities around Samsen Road, Bangkok, Fiscal Year 2025" for the purpose of improving the researcher's performance and to use it as a guideline for adjusting and developing future academic service projects to effectively align with community needs and create sustainable results in the long term.

1.2 Research Objective

1.2.1 For the Evaluation of the success of communities receiving academic services from the Faculty of Fine and Applied Arts.

1.2.2 To study the problems, obstacles, and recommendations for improving the implementation of academic service operations for communities by the Research and Academic Service Development Division, Faculty of Fine Arts.

2. Literature review

2.1 Related literature

2.1.1 Concepts related to project evaluation.

Wongwanich, S. (2019) defines Evaluation as the systematic process of collecting, analyzing, and interpreting data to determine the value, suitability, or effectiveness of a project, activity, or policy. The objective is to facilitate decision-making, improvement, or development in alignment with established goals.

2.1.2 Concepts of Community Development

Community Development is a process focused on enhancing the quality of life for community members by promoting participation, strengthening local groups, and utilizing local resources effectively. Concepts of community development encompass diverse approaches, including economic, social, cultural, and political dimensions—with the ultimate goal of enabling communities to achieve sustainable self-reliance.

According to the United Nations (UN, 2020), community development should be a people-centered process, where the community plays a central role in decision-making, planning, and managing their own resources. The objective is to achieve equity and sustainability. The United Nations has linked this concept to the Sustainable Development Goals (SDGs), which emphasize the principle of "Leave No One Behind."

2.1.3 Concepts of Academic Service

Academic Service refers to the process by which higher education institutions apply knowledge, expertise, and research findings—derived from teaching and learning—to develop and address problems within society, communities, or external organizations. This is achieved through concrete activities and methods, such as training, seminars, consultancy, community development projects, technology transfer, and innovative development. The goal is to facilitate positive change in economic, social, cultural, or environmental dimensions (Office of the Higher Education Commission, 2019).

2.2 Related research

2.2.1 Related Research on Project Evaluation.

Research on Satisfaction with community academic services of the College of Logistics and Supply Chain Suan Sunandha Rajabhat University. The objective is to study satisfaction with the community academic services of the College of Logistics and Supply Chain. Suan Sunandha Rajabhat University and evaluate the success of community academic services of the College of Logistics and Supply Chain. Suan Sunandha Rajabhat University. which is research quantitative. The sample group consisted of citizens who participated in the academic services of the College of Logistics and Supply. Suan Sunandha Rajabhat University, 200 people.

The results of the study found satisfaction with community academic services of the College of Logistics and Supply Chain Suan Sunandha Rajabhat University Overall, it was at the highest level with an average of 4.40. When ranking each aspect, it was found that the aspect with the highest average number 1 was responding to society's needs with an average of 4.71. Number 2 was the role of guiding society. The average value was 4.59. Ranked 3rd was academic service processes and procedures. It has an average of 4.37, ranking 4th in terms of

facilities. has an average of 4.28. Ranking 5 are academic service providers. has an average of 4.26 and is ranked 6 That is, in terms of service quality, the average value was 4.17. This research can use such information to improve the community academic service process of the College of Logistics and Supply Chain. Suan Sunandha Rajabhat University To be effective and able to apply knowledge in a concrete way. (Natthida Saedan, College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, Bangkok, Thailand)

2.2.2 Research related to community development.

Phubunbut, T. (2015) conducted a study entitled *Management of Supplementary Occupation Development Using Temples as Community Centers toward Sustainable Communities: A Case Study of Ban Toom Community, Nai Mueang Subdistrict, Mueang District, Khon Kaen Province*. The objectives of the study were to analyze factors affecting supplementary occupations among community members and to identify guidelines for supplementary occupation development using temples as the central mechanism.

The study employed mixed-methods research design, incorporating participatory action research (PAR), in-depth interviews, and questionnaire surveys. The sample consisted of 15 key informants (including community leaders, temple administrators, and vocational experts), 25 temple committee members, and 200 community members who utilized temple services, selected from a total population of 1,328 individuals.

Data was analyzed using descriptive statistics, including percentages, means, and standard deviations, as well as inferential statistics such as t-tests, analysis of variance (ANOVA), Pearson's correlation, factor analysis, and path analysis. The results indicated that the majority of temple service users were female and over 40 years of age. Overall, the level of temple service management was rated as high.

The study identified 32 factors influencing service operations and supplementary occupation development. These factors were synthesized into ten key dimensions representing guidelines for temple-centered management of supplementary occupation development toward sustainable communities: (1) Buddhist propagation and dissemination, (2) management of temple service operations, (3) promotion of temple services as a center for sustainable community development, (4) regulation of service fees and management of monastic supplies and equipment within the temple, (5) organization and promotion of religious practice, utilization of surplus resources, and encouragement of supplementary occupations, (6) management of religious sites and temple landscapes, (7) community knowledge management, (8) personnel management for service provision and activity promotion, (9) development of activities related to ethics, Buddhist principles, and supplementary occupations for community members, and (10) management of sacred and amuletic objects of the temple.

2.2.3 Research related to academic service.

Sattayanurak, J., & Sattayanurak, S. (2018) conducted a study entitled *Community Needs for Academic Service Provision of the Institute of Physical Education, Chiang Mai Campus*. The objective of the study was to examine the level of community demand for academic services provided by the Institute of Physical Education, Chiang Mai Campus.

The population consisted of 132,055 residents within the Chiang Mai Municipality. The sample size of 384 participants was determined using the Krejcie and Morgan sample size table, with a margin of error of 0.05, and selected through simple random sampling. The research instrument was a questionnaire with a content validity index of 1.00 and a reliability coefficient

of 0.972. The data were analyzed using descriptive statistics, including frequency, percentage, mean, and standard deviation.

The results indicated that the majority of respondents were male, aged between 20 and 29 years, and were undergraduate students. The most convenient time for receiving academic services was Monday to Friday, between 5:00 p.m. and 8:00 p.m. Overall, community demand for academic services provided by the Institute of Physical Education, Chiang Mai Campus was rated at a high level across four dimensions: personnel, sports knowledge activities, sports competition organization, and facilities, venues, and equipment. Among these dimensions, demand for sports competition organization was rated the highest ($M = 4.08$), followed by personnel ($M = 4.07$), facilities and equipment ($M = 3.91$), and sports knowledge activity areas ($M = 3.36$), respectively.

Additional community needs included the provision of traditional Thai massage rooms, continuous placement of physical education and health education students for internships in schools, and the availability of sports equipment loans during the evening. Community recommendations for improving academic service provision emphasized the allocation of sufficient facilities to adequately accommodate service recipients.

3. Methodology

3.1. Population and Sample Group The population for the research operation is divided into two groups:

- Households participating in the project and community members: 20 people
- Project assistants (implementers): 15 people

3.2. Methods of Study

3.2.1 Define the research objectives and the scope of the research.

3.2.2 Study the relevant literature, concepts, and theories.

3.2.3 Create the instruments used for data collection.

3.2.3.1 Set 1: The Gross Village Happiness (GVH) Data Survey for the communities participating in the Quality-of-Life Development and Grassroots Economy Upgrading Project for the Fiscal Year 2025

3.2.3.2 Set 2: Satisfaction Questionnaire for Personnel of the Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, regarding the implementation of the project on "Image Building and Product Development to Promote Sales of Communities around Samsen Road, Bangkok, Fiscal Year 2025

4. Results

4.1 Results of the Input Evaluation

The community is ready to participate in the activities because it has community leaders and members who are cooperative, as well as a desire to develop their products and packaging to be of high quality and meet market demands. The majority of community members possess traditional knowledge and experience in product manufacturing and trading, allowing them to effectively apply the knowledge gained from the project for further development.

The project received support from the government, which is the main source of funding for enhancing the community's capacity in product and packaging development. In addition to this budget, the Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, also allocated expert personnel in art and design to provide academic services to the community. Furthermore, it supported the necessary materials, equipment, and academic knowledge for product development and creating an image suitable for market demands. The allocated budget was appropriate for the project's activities, allowing the community to utilize resources to their full potential.

4.2 Process

The implementation of the academic services project is a crucial step that links the Input with the Output, comprising the following main processes:

Planning and Participation Preparation before Project Participation involves meetings with relevant faculty and personnel to ensure a common understanding regarding the project's objectives and operational guidelines. Following this, there is coordination and collaboration with partner network agencies involved in local development and on-site surveying of community needs, culminating in the creation of a sub-district-level area development plan.

Knowledge Transfer the Faculty of Fine and Applied Arts transferred knowledge that aligned with the community's needs, including: 1. Velvet Wire Crafting: Knowledge transfer on creating various patterns from velvet wire and selling them during festivals. 2. Development of Herbal Product Formulas: Formulas for various herbal products, such as herbal balm, traditional liquid inhaler (Pim Saen Nam), and yellow oil (Nam Man Lueang), were developed into community products. Knowledge transfer covered the use of herbs, procedures, and production methods. 3. Products from Palm Leaves: Knowledge transfer on making various forms of products from palm leaves, which are then sold and also used as components in religious rituals. 4. Packaging Design and Development: For existing goods produced by villagers or the community, the Faculty of Fine and Applied Arts assisted in improving the quality of the packaging and designing attractive aesthetics to further increase consumer appeal.

Monitoring of Operational Results Following the knowledge transfer activities to the community, the faculty members and project staff continuously monitored the results. This involved pre- and post-project evaluations. In addition, the staff and the panel of experts provided consultation and followed up on the progress of community members periodically to offer assistance in problem-solving and give advice for improving production processes or product design. This consistent monitoring helped build confidence and strengthen the capacity of community members to develop products on their own.

4.3 Outputs

Evaluation of Project Outcomes The evaluation of the project outcomes found that participating households gained practical knowledge and skills that they could apply, especially in design and sales. Households demonstrated an understanding of product pricing, cost-profit analysis, and selecting appropriate sales channels, both in community markets and local shops. Furthermore, households increased their confidence in designing and selling products, were able to creatively develop new products, and improve existing ones to be more attractive. They also became capable of using marketing tools and public relations media effectively to increase sales opportunities.

5. Conclusion

5.1 Analysis Results of the Evaluation by the Faculty of Fine and Applied Arts Personnel: General Information of Respondents (Total: 15 Respondents) The majority of the respondents were female, totaling 12 individuals (80.0%), followed by male, totaling 3 individuals (20.0%). Regarding age, the largest group was 36-45 years old with 5 individuals (33.3%), followed by both the 26-35 and 45 years and older age groups, each with 4 individuals (26.7%). Those under 25 years old accounted for 2 individuals (13.3%). In terms of educational attainment, the majority held a bachelor's degree, totaling 9 individuals (60.0%), followed by a master's degree with 4 individuals (26.7%), and those with higher than a master's degree with 2 individuals (13.3%).

Regarding work experience, most had 7-10 years of service, totaling 6 individuals (40.0%), followed by 4-6 years with 4 individuals (26.7%), 1-3 years with 3 individuals (20.0%), and more than 10 years with 2 individuals (13.3%). Finally, for personnel type, the majority were academic support staff, totaling 11 individuals (73.3%), while academic staff accounted for 4 individuals (26.7%).

5.2 Satisfaction Levels of the Faculty of Fine and Applied Arts Personnel, Suan Sunandha Rajabhat University, towards Project Implementation. Overall, satisfaction was at the highest level. The highest mean score was recorded for the appropriateness of the venue at 4.93 (S.D. = 0.25). This was followed by the convenience of contacting the service at 4.87, and the simplicity of the service process at 4.80. The facilitation provided by project staff and the clarity of project objectives and goals both shared a mean of 4.73. Furthermore, the suitability of the project duration and the practical application of knowledge to daily life or professional duties yielded a mean of 4.67. Finally, the outreach of project public relations, the promotion of participant engagement, and the appropriateness of activities for participants each recorded a mean of 4.60, respectively.

5.3 Gross Village Happiness (GVH) Survey of Communities Participating in the 2025 Quality of Life Development and Grassroots Economic Enhancement Project: General Information of Respondents (Total: 30 Respondents) The majority of respondents were female, totaling 23 individuals (76.7%), followed by male, totaling 7 individuals (23.3%). In terms of age, the majority were 45 years and older, with 26 individuals (86.7%), followed by the 36-45 age group with 3 individuals (10.0%), and those under 25 years with 1 individual (3.3%). Regarding educational attainment, most respondents held a High School Diploma or equivalent (Grade 7-12 or Vocational Certificate), totaling 17 individuals (56.7%). This was followed equally by Primary Education and associate degree (Higher Vocational Certificate) levels, each with 6 individuals (20.0%). Those with a bachelor's degree accounted for 1 individual (3.3%). For household size, the majority consisted of 1-3 members, with 26 individuals (86.7%), followed by 4-6 members with 4 individuals (13.3%).

5.4 Gross Village Happiness (GVH) Survey of Communities Participating in the 2025 Quality of Life Development and Grassroots Economic Enhancement Project: Gross Village Happiness (GVH) Survey Data. The survey comprises six key components: Community Sufficiency Lifestyle, Family Well-being and Security, Strong Household Economy, Community Management, Nature and Community Resource Allocation, and Education and Community Resource Allocation. The findings indicate that the overall Gross Village Happiness (GVH) level of the project participants is at the highest level.

Upon considering the Gross Village Happiness (GVH) levels by component, it was found that Component 2 (Family Well-being and Security) ranked highest with a mean of 4.95. This was followed by Component 6 (Education and Community Welfare) with a mean of 4.91, and Component 1 (Community Sufficiency Lifestyle) with a mean of 4.90. Additionally, Component 5 (Nature and Community Resource Allocation) showed a mean of 4.89, while Component 4 (Community Management) recorded a mean of 4.87. Finally, Component 3 (Strong Household Economy) had a mean of 4.83. All components were rated at the highest level.

5.5 Gross Village Happiness (GVH) Survey of Communities Participating in the 2025 Quality of Life Development and Grassroots Economic Enhancement Project: Happiness Levels of Project Participants. Overall, the happiness level was at the highest level. Regarding participation in the Quality-of-Life Development and Grassroots Economic Enhancement Project by Suan Sunandha Rajabhat University, the item 'To what level are you happy?' yielded the highest mean score of 4.83 (S.D. = 0.45). Furthermore, the overall happiness resulting from project participation was also at the highest level, with a mean score of 4.63 (S.D. = 0.55).

Acknowledgment

The researcher would like to express gratitude to administrators of Suan Sunandha Rajabhat University to provide funds to support this research for developing the university's personnel.

References

- Office of the Higher Education Commission. (2019). *Guidelines for academic services to society of higher education institutions*. Ministry of Higher Education, Science, Research and Innovation.
- Phubunbut, T. (2015). *Management of supplementary occupation development using temples as community centers toward sustainable communities: A case study of Ban Toom Community, Khon Kaen Province*. Doctoral dissertation / master's thesis, [University name], Thailand.
- Saedan, N. (2024). satisfaction with the college's community academic services logistics and supply chain Suan Sunandha Rajabhat university. *International Academic Multidisciplinary Research Conference*. Fukuoka, Japan, 11.
- Sattayanurak, J., & Sattayanurak, S. (2018). *Community needs for academic services of the Institute of Physical Education, Chiang Mai Campus*. Institute of Physical Education, Chiang Mai Campus.
- United Nations. (2020). *Community development and local governance*. New York: UN Publications.
- Wongwanich, S. (2019). *Needs Assessment Research* (4th ed.). Bangkok: Chulalongkorn University Press.