

PUBLIC RELATIONS GUIDELINES FOR ADMISSIONS, COLLEGE OF LOGISTICS AND SUPPLY CHAIN.

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ABSTRACT

The objectives of this research are to conduct several study related to three aspects, which are (1) study of several significant issues regarding to public relations process through various media, (2) information perception through these public relations media, and (3) which public relations media have significant impact to new students' decision to apply.

The research population is 300 freshmen who studying in Business Administration Program in the College of Logistics and Supply Chain Management; Nakorn Pathom Province Center. Then all the necessary data is collected and analyzed based on statistical method using percentage, average, and standard deviation values.

The results of the study can be summarized as follow;

(1) Most of the student are female with age ranged from 17 to 25 years old and mostly studying in Logistics Management major.

(2) The information perception level through various public relations media is varied with media categories. For publication; electronic media; and individual activity, the perception is at the moderate level. While the perception related to media contents is at the high level.

(3) The impact level of public relations media that affected students' decision to apply into college is also varied with media categories. For publication media, the perception is at the moderate level. While electronic media; and individual activity, the perception is at the high level.

Keyword: Public Relations Guidelines, Students Admission, Decision to Apply

INTRODUCTION

Educational institutions play an important role in human resource development. Especially the youth, who are important personnel of the country's development in the future. Therefore, knowledge and potential have to be transferred to prepare the country for further development. The university is an institution that produces manpower at the tertiary level. There are 4 main tasks of production and development of middle and high level manpower. Research to create and develop knowledge Academic services to society and cultural preservation Is a source of many branches of science And is the embodiment of a large number of knowledgeable and talented academics The crucial role of higher education institutions can be said to be "Change Agent" (Change Agent) or is an organization that drives the change of society that must act in accordance with the roles and responsibilities of being a tertiary institution. In order to eventually lead the country into a desirable society

During the reign of King Rama VI, Suan Sunandha was the residence of the consort. Princess Daughter and Dowager King Chulalongkorn, 32, including the residence of the officials With His Majesty Krom Phra Suthasinee Nat Piyamahat the Great, has been at the Sutthanaphon Palace since 1924. At present, the palace is the closest to the original 6 houses due to the leader of his daughter and grandchildren. Came to present to the King Kromada, Krom Phra Suthasinee Natyapiyarat the Great Therefore created the Niphakarn School to teach in accordance with the curriculum of that period Including training, etiquette and skills, with business operations implicitly

1937 B.E. in the reign King Ananda Mahidol Board of Regents His Highness intended to be the residence of the Prime Minister's Cabinet. And members of the House of Representatives, but the Cabinet voted to use this place for educational benefits The Ministry of Dharma has established a school for women. The name of Suan Sunandha College on May 17, 1937, from that day until the present.

Year 1958, the teacher training program for the Higher Education Certificate Program (Higher Education) received from the graduate and the Ministry of Education approved to upgrade to Suan Sunandha Witthayalai School. Is Suan Sunandha Teacher College Organized teaching and learning into 3 divisions which are higher education Secondary and Primary Division, Demonstration Division, 1967, opened teacher training program, Primary Level Intensive, accepting graduates Secondary 5 or equivalent to study for 1 year 1968. Part-time courses are opened with Doctorate Degree. In the following year, 1974, 2 years of study were offered under the curriculum of the College of Education.

2518 B.E. The Ministry of Education approved the Teachers College. Suan Sunandha is an educational institution. Higher education under the Teachers College Act Divide the administrative practice into - Office of the Rector - School - Department and still have a Demonstration Primary School And secondary demonstration as before

1995 The Teachers College changed to Rajabhat Institute. Which has been branded as Act which His Majesty the King His Majesty the King signed on 19 January 1995. At present, Suan Sunandha Rajabhat Institute offers regular programs and BA in diploma and bachelor degree programs in 3 programs, namely 1. Educational Studies, 16 programs offered 2. Programs Science and Technology courses are offered 11 programs. 3. Arts programs are offered 14 programs. There are also academic services for many individuals, such as the English language training program. England Japanese language training, photography training, computer training, dance arts, summer camp Printing Training, Training and Personnel Development

2004 to the present, due to the Rajabhat University Act 2004 resulting in June 15, 2004, Suan Sunandha Rajabhat Institute raised the status to Suan Sunandha Rajabhat University for local development. Strengthen the wisdom of the land. (Student Handbook: 2016)

College of Logistics and Supply Chain Which is a newly established college under supervision Suan Sunandha Rajabhat University 2557 B.E. with the objective to provide education services to youth and the general public interested in education and self-development. Started teaching and learning of the Bachelor of Business Administration program, consisting of 7 programs, including Logistics Management. Marine Business Management Program Retail Business Management Program Restaurant Network Program Transportation Management Program, Global Supply Chain Management Program and Air Freight Management Program. In order to develop logistic resources to meet the needs of people in both the public and private sectors. Supporting growth in the business sector And the production of quality personnel to enter the ASEAN Community.

The operation of the organization communication is a division that has a mission to create awareness of college activities so that external agencies can get to know the college

better, as well as creating the image for the college. The scope of responsibility covers the course of public relations. Education Guidance Admissions Networking with external agencies, both public and private.

Public relations, courses and educational guidance In order to recruit students in each academic year, the college has a problem of admissions, that is, the admission of students does not comply with the admissions plan in some subject areas. (Division of Educational Services: 2017), which affects the financial performance of the college and may lead to the proposal to close the program in the subject area experiencing problems The cause of the program in which the number of applicants does not go according to the program of the College may be due to the fact that there are fewer citizens at present. (National Statistical Office: 2017) Higher education institutions increased And the government sector is supporting more and more vocational education (Office of the Higher Education Commission: 2017) gives applicants a variety of options for deciding to study in higher education Corpus and the current College of Logistics Moved the teaching and learning center from central Bangkok Come to arrange teaching and learning at Salaya, Nakhon Pathom Province Causing the transportation may not be as convenient as it should be at the initial stage And the perception of information about the College as well as various media access channels. May not be thorough It may be another reason that affects the decision to apply to study at the college.

From the said problem condition The researcher is therefore interested to study about the guidelines for public relations, College of Logistics and Supply Chain admission. Suan Sunandha Rajabhat University To recruit students in each academic year according to the set goals

OBJECTIVE

1. to study the problems of public relations through various media
2. to study information reception through various media
3. to propose guidelines for public relations through various media

METHODOLOGY

Population and sample groups

The population of this research is the

Population are regular students. 1st year bachelor degree, College of Logistics and Supplies

Jain Suan Sunandha Rajabhat University Nakhon Pathom Education Center, a total of 6 disciplines, a total of 1,040 people. Is the representative of the population Were obtained by simple random sampling Using a random sampling table of 300 samples from Yamane.

The sample group is calculated by

Sample Is the representative of the population Were obtained by simple random sampling Using a random sampling table of 300 samples from Yamane.

The research tools

Is a quantitative research The researcher has specified guidelines for conducting research studies. By focusing on research on public relations methods, admissions, college students, logistics And supply chain Which can be classified into information receiving types through public relations media, divided into 4 areas as follows: Public relations media

Publications In terms of public relations, electronic media, public relations, human activities, public relations And public relations types that affect Enrollment is divided into 4 areas as follows: publications, type of decision making to apply Electronic media affecting the decision to apply Personnel that affect the decision to apply And the activities that affect the enrollment in this research study The researcher applied the questionnaire. (Questionnaire) To be a tool for data collection, which is to inquire about public relations, College of Logistics and Supply Chain admission, divided into 3 parts, consisting of

Part 1 Status of respondents

Part 2 Accepting information through public relations media

Part 3: Public relations media that influence the decision to apply

Scoring criteria determine the grade level for respondents to evaluate. The questions in each section are at the level of opinions. Which is a rating scale question, divided by levels The scores are divided into 5 levels as follows

5 means the most

4 means a lot

3 means moderate

2 means less

1 means the smallest

Data collection

The researcher has collected data in this research. The questionnaires were sent according to the sample of 300 people who are regular students, year 1, 6 branches of the College of Logistics and Supply Chain. Suan Sunandha Rajabhat University And return the questionnaire that has been answered from the data provider For further data analysis

Statistics and data analysis

After building and testing the tools Was distributed to students of the College of Logistics and Supply Chain Suan Sunandha Rajabhat University, 300 sets, returned to 300, representing 100% and collected the data from the questionnaire to analyze the data by finding the percentage, arithmetic mean And standard deviation

Criteria for analysis In order to interpret the level of opinion of test takers Ask about the public relations guidelines for the College of Logistics and Supply Chain admission. Set the following points

Mean 4.50 - 5.00 means the opinion is at the highest level

The average of 3.50 - 4.49 means the opinion is at a high level.

Mean 2.50 - 3.49 means that their opinions are at a medium level

The average of 1.50 - 2.49 means the opinion is at a low level.

Mean 1.00 - 1.49 means the lowest level of opinion

Data analysis

In this study The researcher analyzed the data by doing the following:

1. Collect questionnaires as needed Then the researcher checked the accuracy and Query completion

2. Use the questionnaire that has been verified to analyze the data in the computer for calculation. Statistical values which are separated into various parts as follows

Part 1 Status of respondents Analyze by frequency distribution And find the percentage (Percentage) of each item and present it in lecture table format

Part 2: Study of information reception through public relations media Is an approximation Bring out the frequency distribution Each answer finds the average X and the standard deviation (S.D.) of each questionnaire. Combining all aspects into individual items Then presented in the form of a lecture table

Part 3: Public relations media that influence the decision to apply Analyze by

frequency distribution And the percentage (Percentage), the average of X and the standard deviation (S.D.) of each questionnaire, including all aspects of each item, and presented in the form of a table to lecture.

RESULTS

Accepting information through public relations media

From the study of opinions of first year students towards public relations methods for student recruitment College of Logistics and Supply Chain Suan Sunandha Rajabhat University In terms of public relations media, publications, public relations, electronic media In terms of public relations media, personal activities And in terms of the contents of the public relations media, it was found that the overall picture was at a moderate level in all aspects. Except for the content of public relations media At a high level

Regarding public relations media, printed media, the overall picture was at a medium level. When considering each item, it was found that information received through public relations media, publications, publications Was at a moderate level in all items

Regarding public relations media, electronic media, the overall picture was at a medium level. When considering each item, it was found that information received through public relations media, electronic media Was at a moderate level in all items Except for the Facebook issues of College of Logistics and Supply Chain. And the issues of the College of Logistics and Supply Chain website. At a high level

In terms of public relations media, personal activities Overall, it is at a medium level. When considering each item, it was found that information received through public relations media, public relations media, personal activities Was at a moderate level in all items

The media content The overall picture is in a high level. When considering each item, it was found that information received through public relations media regarding the content of public relations media Was at the high level in every item

Public relations materials that affect enrollment

From the study of public relations media affecting the application Print media Regarding electronic media, personal and activities, it was found that the overall picture was at a medium level. Except for electronic media And activities At a high level

Print media Overall, it is at a medium level. When considering each item, it was found that the public relations media that effected the decision to apply for study Was at a moderate level in all items

Electronic media The overall picture is in a high level. When considering each item, it was found that the public relations media that effected the decision to apply for study Every item is at a high level. Except for electronic media issues that affect the decision to apply for other types of study And the electronic media issues that affect the application for communication by telephone At a medium level

In terms of personnel, the overall picture is in a high level. When considering each item, it was found that the public relations media affecting the decision to apply for study are at a moderate level. Except for the issues that affect the decision to enroll Teacher type School Counseling Department And the personal issues that affect the decision to apply for the class of senior students

The overall activity was at a high level. When considering each item, it was found that the public relations media that effected the decision to apply for study All items were at a medium level.

Suggestion

1. From the research results about information perception through public relations media Found that the students have the opinion on the content of the media is very important

Therefore, the relevant parties should use the communication channel through the media of the content type to be more clear.

2. According to the research on public relations media that affect decision making Found that students value both electronic media Personal media And media on educational guidance committee Therefore, the relevant parties should have public relations presentations through all 3 media channels, easy to understand, not complicated and thorough. So that the recipients can access the information, public relations, education guidance, faster and more widely

3. Training of staff for public relations work should be conducted to be able to use computers. Public relations media production Public relations techniques To make the public relations of the organization more effective

4. There should be research for special program students, factors affecting the decision to apply for further studies Undergraduate (Special Program) College of Logistics and Supply

5. Student research should be conducted every year by comparing students' opinions on public relations expectations and student admissions.

CONCLUSION AND FUTURE WORK

Summary of the research findings

From this research There are interesting findings regarding the public relations guidelines for College Student Admissions. Boutique and Supply Chain Suan Sunandha Rajabhat University Keeping in mind the opinions of College of Logistics and Supply Chain students About media awareness channels Including public relations media, print media Media relations, electronic media category In terms of public relations media, personal activities The media content And the type of public relations media that has me towards deciding to apply Both the print media Electronic media, personal and activities

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