DEVELOPMENT GUIDELINES FOR INCREASING THE EFFICIENCY AND POTENTIAL OF ACADEMIC SUPPORT PERSONNAL COLLEGE OF INNOVATION AND MANAGEMENT, SUAN SUNANDHA RAJABHAT UNIVERSITY

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ABSTRACT

A study of the development of operational efficiency and potential of academic support personnel, College of Innovation and Management. The objective is to study the approaches that affect the capacity building of personnel to develop themselves to higher positions. Promote self-development and standardize the development of academic support personnel according to the profession and line of work. The success of personnel in developing themselves to a higher position will be with themselves, and there must be problem factors or impacts that can be managed, promoted, pushed, solved both inside and outside the agency. Education, gender, or unpreparedness for self-development in any area that will affect your success in entering a higher position. By using the theory of success factors as an action concept. Adapted to the conceptual framework of research studies. The primary variable is the approach to developing the operational potential of academic support personnel, while the variable according to is the method of personnel development that is needed, the need to develop the standard of personnel development for each position. The demographic used for the study was academic support staff, College of Innovation and Management. Suan Sunandha Rajabhat University 22 persons (College of Innovation and Management personnel data as of March 2022) collected data with questionnaires and statistics used to analyze the data, including percentages, averages, and standard deviations.

The results of the study showed that: 1. The problem conditions in the implementation of education are problematic and have the greatest need for development. 2. Guidelines for the development of academic support personnel of the College of Innovation and Management. Suan Sunandha Rajabhat University is as follows: 1. Education, such as scholarship support and English language preparation for academic support personnel 2. 3. Development includes the preparation of operational manuals and the use of mentoring systems to teach jobs or help make decisions to solve problems in responsible work. Based on the results of the study, it can be used as a guideline for analyzing and determining the guidelines for the preparation of personnel development plans in order to enhance the operational potential of academic support personnel to be more effective in the future.

Keywords: Development, Optimization, Potential, Academic Support Personnel

INTRODUCTION

Background and significance of the issue

Today, the College of Innovation and Management recognizes the importance of developing the most valuable human resources. Because people are the engine of work. Quality work must be done by qualified people. Human resource development is therefore defined as an

important policy and classified as a national development strategy. According to the National Economic and Social Development Plan No. 8 (B.E. 2540-2544), human resource development is one of the government's investments that will affect other investments, and the government actively supports the budget as well as other resources in the field of personnel development (National Economic and Social Development Plan No. 8, 1996) and the National Economic and Social Development Plan No. 10 (B.E. 2550-2554).

Colleges and universities are one of the organizations that recognize the importance of human resources because they are higher education institutions that need to create effective people into the labor market and develop the global society. Therefore, it is essential to have an effective and appropriate human resource management plan for the organization. Circuit Battle Let's start with planning. Action, monitoring and evaluation The operation must have clear goals and be ready to adapt according to the changing conditions. The results of follow-up and evaluation are analyzed. The resulting data will be analyzed and used for further benefit to the agency (Jaras Suwanwela et al., 1997). If educational institutions adopt knowledge management with the nonaka (1994) model, the SECI Model, to be applied in private higher education institutions to achieve knowledge distribution and help develop operations, it will help drive higher education institutions to achieve their main missions (Chumpol Rodjam et al., 2021).
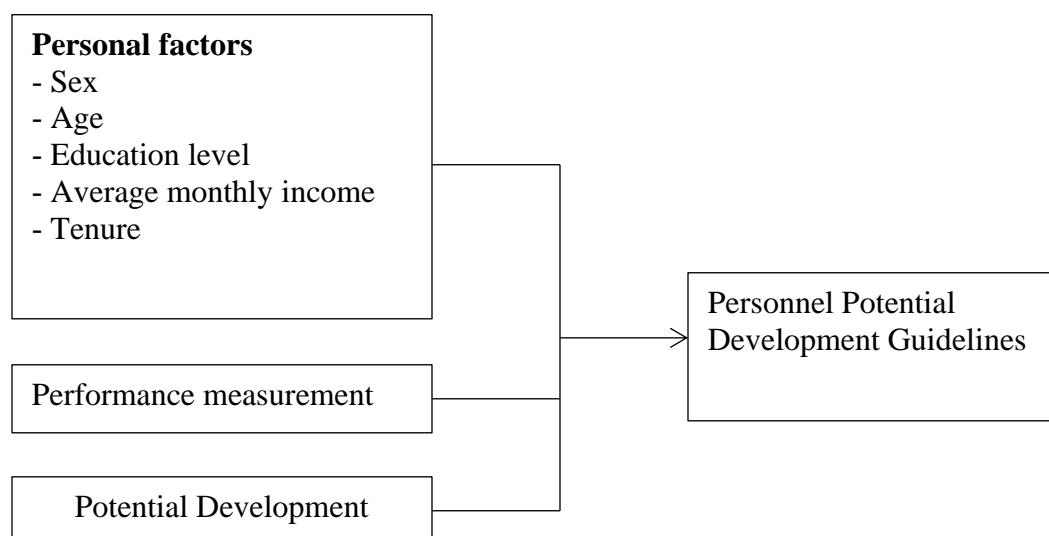
Personal development is considered the most important step in management. Human resource development is highly impacted by the success of modern organizations, which are prone to high-tech changes. The implementation of human resource development in the organization should begin from the moment the personnel start to work by organizing orientation and continuous development throughout the time that the personnel are still working in the organization. 57) Training, assignments, group work, and sending to further study due to personnel are important mechanisms to increase the quality and efficiency of work. Therefore, human resource development is important for the organization to be successful because it is an important factor in the development of the organization to achieve its goals (Prawet Maharatsakul, 2008, p. 165). How effective it is to achieve success depends on the people in the organization. Personnel management or administration and personnel are part of management that is characterized as both the science and art of caring for people. That's why the study of Guidelines for increasing the efficiency and potential of academic support personnel, College of Innovation and Management.

RESEARCH OBJECTIVES

1. To study ways that affect the capacity building of personnel to develop themselves to higher positions of academic support staff.
2. To promote the self-development of academic support personnel.
3. To study and prepare standards for the development of academic support personnel according to the profession and line of work.

Research Conceptual Framework

This research provides a conceptual framework for the study, which can be summarized as follows:

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┌─────────────────────────────┐
│ Personal factors            │
│ - Sex                       │
│ - Age                       │
│ - Education level           │──┐
│ - Average monthly income    │  │
│ - Tenure                    │  │      ┌──────────────────────────┐
│                             │  ├─────►│ Personnel Potential       │
└─────────────────────────────┘  │      │ Development Guidelines    │
                                  │      └──────────────────────────┘
┌─────────────────────────────┐  │
│ Performance measurement     │──┤
└─────────────────────────────┘  │
                                  │
┌─────────────────────────────┐  │
│ Potential Development        │──┘
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Picture 1

How the research was conducted

Population and sample

The population used in this research was academic support staff at the College of Innovation and Management. Suan Sunandha Rajabhat University 22 persons (College of Innovation and Management personnel data as of March 2022).

Research Tools

This research uses questionnaires as a tool, divided into 5 sections, consisting of Part 1 on general information such as gender, age and field of study, as a checklist questionnaire, Part 2 on the condition of problems in the performance of personnel, College of Innovation and management. Suan Sunandha Rajabhat University Lilert's rating scale questionnaire is divided into 5 levels: most, most, medium, few, least, part 3 is an open-ended question about how to develop the potential of academic support personnel.Nama Part 4 is an open-ended question about the potential development problems of academic support personnel in the past. Part 5 is a question about the need to develop the potential of academic support personnel, characterized by a rating scale questionnaire of Lilert, divided into 5 levels: most, very, medium, few, least.

Data Collection

The questionnaire was distributed to academic support staff, College of Innovation and Management. After that, the respondents will complete the survey themselves. To analyze the data further.

Analysis of data and statistics used

We used all received questionnaires to verify the integrity of all questionnaire. Statistics used to analyze baseline data are descriptive statistics, percentages, averages, standard deviations, frequencies.

FINDINGS

Table 1, " Guidelines for the Enhancement and Potential of Academic Support Staff, College of Innovation and Management", was conducted in a research study on factors affecting

this success, classified by personal factors, gender, age, level of education. Average monthly income, working life

Personal factors	amount	average
sex		
male	6	27.27
female	16	72.73
age		
Under 25 years old	-	-
26 – 30 years	8	36.36
31 – 35 years	3	13.64
36 years old and above	11	50.00
Education level		
Undergrad	-	-
Bachelor's degree	14	63.64
Postgraduate	8	36.36
Average monthly income		
Less than or equal to 10,000	5	22.72
Baht	7	31.82
20,001 – 25,000 THB	9	40.91
25,001 – 30,000 THB	1	4.55
More than 30,000 THB		
Tenure		
Less than 2 years	8	36.36
2 – 5 years	2	9.10
6 – 9 years	7	31.82
More than 10 years	5	22.72

Table 2 " Measuring the performance of academic support personnel, College of Innovation and Management, Suan Sunandha Rajabhat University, has the following results in the research study on the factors affecting this success.

Performance measurements	average	S.D
Enforcement Inspection		
1.Ability and skill or expertise in investigating complaints. Encouraging academic support personnel to push, assign, teach,	3.67	0.90
2.Assist and answer questions in accordance with agency regulations and related regulations.	3.69	0.94
3.Motivation to perform tasks carried out in various fields.	3.69	0.95
4.Enforcing compliance Agency regulations Have been thoroughly informed.	3.75	0.95
5.Having the opportunity to increase new knowledge and abilities in other areas	3.93	0.94
combine	3.83	0.94
Operational cognitive skills		
1.You have studied, trained, seminars, and exchanged knowledge with knowledgeable persons in each area related to the performance of duties.	4.07	0.96

Performance measurements	average	S.D
2.You perform your work by practicing or repeating tasks continuously until you become proficient in it.	4.18	0.95
combine	4.13	0.96
Legal aspects Rules and Procedures		
1.The procedures for the operation of support personnel are carefully defined. definite	4.07	0.96
2.Postgraduate protocols are established.	4.15	0.96
3.Performance is visually visible.	3.94	0.94
combine	4.05	0.96

Table 3 " Individual capacity development to increase the operational efficiency of academic support personnel, College of Innovation and Management, Suan Sunandha Rajabhat University, has the following results in the research on the factors affecting this success, classified into the following areas as follows: training, education and development.

Individual capacity development to increase work efficiency	average	S.D
1.Training	3.83	0.94
2.Education	4.21	0.93
3.Development	4.00	0.95

DISCUSSION AND RESULTS

Enforcement Inspection Academic support staff at the College of Innovation and Management had a large percentage of overall disagreements when considering the opportunity to increase new knowledge and abilities in other areas. In various aspects, enforcement of regulations. The agency's regulations are thoroughly informed, encouraging academic support personnel to push, assign, teach, assist and answer questions in the performance of the agency's regulations and related regulations, and have the ability and skills or expertise to investigate complaints.

Operational cognitive skills Academic support personnel of the College of Innovation and Management have a large percentage of overall disagreement when considering the field of work by practicing or performing repeated tasks continuously until they become proficient in such things and issues have studied, trained, seminars, and exchanged knowledge with knowledgeable persons in each area related to the practice.

Legal aspects The college of innovation and management academic support staff had a large percentage of overall consensus when considering the formulation of procedures. It was found that academic support personnel agreed to a large extent. Sort of issues include the exhaustive formulation of operational procedures for support personnel. And the performance can be seen in a concrete way.

Training The College of Innovation and Management's academic support staff has a large percentage of overall disapproval when considering training with an emphasis on behavior modification and attitudes of moral personnel. Ethics in the performance Found that academic support personnel have a large level of disagreement. The issues in order include adequate support and training budgets from the agency. Training with specialists or subject matter experience, in-house training, and training courses on the performance of their field.

In education, academic support staff at the College of Innovation and Management had a large percentage of overall disagreements when considering studying outside of official hours. It

was found that academic support personnel agreed to a large extent. The sorting points are support. Provide adequate budgetary assistance for further education from the agency. Supporting and assisting with materials for further education Continue to study in courses that can be applied in the department and continue to study in the courses in which they are working.

Development Academic support staff at the College of Innovation and Management had a large percentage of overall disagreements when considering special assignments to work in new ways or challenging tasks. Sorted issues include academic seminars on topics related to the performance of their work. Provide opportunities for personnel to participate in the development of the agency. The agency encourages and encourages personnel to develop their own work and rotate their work duties in order to learn to work. Different types of work.

SUGGESTION

1. Recommendations obtained from the implementation of research results

1.1 In-depth research should be conducted in each area to know the real problem and can apply the research results to solve the problem and present it to the relevant departments. To increase the operational efficiency and potential of personnel of academic support personnel.

1.2 Research should be conducted in comparison with colleges of the same level, such as the College of Nursing and Health, the International College of Nursing and Health. College of Film, Performing Arts and New Media College of Interdisciplinary Medicine College of Logistics and Supply Chain, College of Architecture, etc.

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