

THE WAYS OF HUMAN RESOURCE DEVELOPMENT FOR NON-ACADEMIC PERSONNEL IN EDUCATION CENTRE, SUAN SUNANDHA RAJABHAT UNIVERSITY, THAILAND

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ABSTRACT

Human resource development is changing rapidly. Human resources, which are the most important resources in the management system of all organizations. These objectives of research were: 1) to study the process of human resource development for Non-Academic Personnel in Education Center, Suan Sunandha Rajabhat University 2) to study the guideline of human resource administration development for Non-Academic Personnel in Education Center, Suan Sunandha Rajabhat University. This research was qualitative research with an in-depth interview of 15 people. This finding of the study found that the processing and guideline for development should have creative skills, communication skills, and management skills. This policy of Udon Thani Education Center, Suan Sunandha Rajabhat University to support the future and develop student activities to be sustainable in the future, which will be a response to the quality of life development of sustainable development goals (SDGs) or The 2030 Agenda, followed by communication skills, especially in foreign languages and management skills aligned with their line of responsibility accounted. It should use human resource development guidelines that can be applied for practical work and are consistent with education management in the 21st century. train themselves as coaches and facilitators in PBL (Problem - Based Learning) of students. What helps teachers in learning management is the Professional Learning Communities (PLC).

Keywords: Human Resource Management, Development, Non-Academic Personnel

INTRODUCTION

Human resource development is changing rapidly. Human resources, which are the most important resources in the management system of all organizations, are therefore essential to adapt to the dynamically changing global situation. Society, politics, technology, and educational institutions with human resources as the main resource for the development of the system and organization because it is considered a group of academic people who come together with organizational structure and coordination. As Griffin (1999: 19) has set out its objectives, the success of the organization as it is targeted must be achieved through internal resources from the organization's environment consisting of People, money, and raw materials. Also known as 6M's, the management principle is the process of duties that determines the direction to use resources for maximum efficiency and effectiveness. By achieving the objectives and goals of the

organization, the efficient use of resources is the wise and cost-effective use of the resources available in the organization. This means making the right decisions to use resources and being able to execute them according to the established plan, so the success of management requires both efficiency and effectiveness.

However, Developing the capacity of the public sector to be consistent and to accommodate the changes and challenges that arise. In addition, the National Strategy 2018-2037 sets out the country's development vision that "Thailand is stable, prosperous, sustainable, a developed country with development based on the philosophy of sufficiency economy". It consists of 6 strategies as follows: 1) security, 2) competitiveness, 3) human resource development and capacity building, 4) opportunity creation and social equality, 5) growth on environmentally friendly quality of life, and 6) rebalancing and developing the public sector management system (Administrative Court Office, 2019: 21). It should be in accordance with the 12th National Economic and Social Development Plan and be a lifelong development to enhance the quality of education and learning to be of equal quality. and thoroughly and can address inequality. This is to improve the quality of education in terms of quantity and quality.

Education is one of the cornerstones for enhancing the quality of human life. This will lead to a change in society as a whole for the better. At the national and local levels, we see the importance and support education on a global scale. The United Nations (UN) has designated education as one of the Sustainable Development Goals of the Millennium 2030 (SDGs) No. 4. On promoting equitable education and promoting lifelong learning for all. Whereas over the decades, The problem of education is at that level. 'Better' Than ever before. This is especially true in many developing countries, where attendance rates or literacy rates have increased from the past. In addition to educational inequality and problems in the education system itself. Another factor that plays a huge role in the education system is the global transition into globalization, technology has come into play and changed the face of the labor market. Every sector, especially the education sector, must adapt and prepare people to enter the labor market in the 21 century. Therefore, knowledge or teaching in the past may no longer be enough. According to a study by Kanthira Purivikrai (2021) The first is cognitive skills, which are the ability to understand complex ideas and apply them, which are essential skills for learning and professional development, such as basic computational skills, critical thinking, and problem solving. The second type of skill, which has been talked about a lot lately, is socioemotional skills, sometimes called non-cognitive skills. Examples of emotional and social skills such as self-control, grit, self-management, effective communication, and prosocial behaviour. It also reduces the risk of violent behavior or substance abuse. The last type of skill is technical skills, which are the knowledge, expertise and interaction that workers need in order to perform their duties to their full potential. Developing this type of skills requires learning. Use of tools and technologies needed for work

In the development of the organization, which is a systemic change activity within the organization that combines the goals of the people and the organization Boonsong Leelachart (2016). The system consists of several subsystems, such as objectives, projects, etc., for the development of the organization will be a process of solving problems that must be carried out continuously. It focuses on training in planning skills. Therefore, organizational development is a planning process using databases and problem-solving research, as well as focusing on building an effective team within the organization. Therefore, the organization must be successful.

The Udon Thani Education Center, Suan Sunandha Rajabhat University is considered as an educational institution that responds to the needs of learners in the region to be on par with centralized teaching and learning. Course execution process Facilitating enrollment, and admissions, Therefore, it can be seen that in terms of the burden of teaching and learning. In addition to being the main task of the professor, who is an academic staff. In terms of facilitating teachers and students, it is an important mission of academic support personnel as the main responsible for human resource management in the udon thani education center. Suan Sunandha

Rajabhat University has foreseen the problems and obstacles in the performance of academic support personnel, therefore, it is recommended to study and find ways to develop human resources for academic support personnel of Udon Thani Provincial Education Center. Suan Sunandha Rajabhat University to achieve human resource potential Able to respond to being a leading educational institution in Thailand with quality and be an organization with excellence in providing services with pride.

LITERATURE REVIEW

Human resource development refers to the operational process that encourages people to increase their knowledge and skills. This increases the potential of personnel to be able to work effectively, also known as the framework and process for development, as well as encourages personnel in the organization to have the knowledge and the ability to perform tasks better. In addition, employees develop their potential. Developing the potential of employees in the organization, it can be done in several ways or through processes from training. Education through serious teaching and learning From out-of-the-box visits to sharing experiences with each other.

Principles of Human Resource Development

Current Human Resource Development It is an important mission of every organization because personnel are the most important in the development of the organization. as follows

1) Assess the situation as well as the correct and true needs Because the right start will lead to the development of the right human resources And truly meet the goals Therefore, good human resource development should start with studying throughout the research in this area seriously in order to reach the right conclusions and plan human resource development to meet the desired goals. It starts with the problem that arises for working at that time according to the situation or which skills are most urgently needed in the current situation. Surveying and evaluating real needs This can be done directly from inquiries from personnel. To obtain clear and accurate information. So that the person in charge of human resource development can design a human resource development plan appropriately.

2) Design methods for human resource development Getting good information from our people It is necessary that those who are responsible for human resource development work. Need to find a way. The methodology and design of human resource development is appropriate. If the development method is used incorrectly or appropriately, the result may be wasted or not meet the needs of the personnel in the organization. The process of designing this method of human resource development. It is necessary to plan and design human resource development in accordance with the needs. The person in charge of human resources should set the learning objectives first. The next step is to identify the details of the methods, skills to be developed, new skills building, and appropriate learning design.

3) Evaluation is an extremely important process in the human resource development process. Because it is a step that makes it known that the problem condition The human resource development design is appropriate and effective, and can also be used as a database for the department unless we know whether the methods we choose to use are effective and suitable for use by our personnel. Human resources will continue to be utilized in the future.

4) Summary and notification of the assessment results to reflect the performance of each person and jointly find solutions for the development of each person's performance, including knowing the potential of each person's performance so that the Human Resources Department can develop appropriately and create guidelines for training, development and skill development to meet the needs of personnel.

In the management of any organization, human resources can be considered as one of the most important factors that will cause the organization to prosper or deteriorate. This is because humans are a special type of factor that is different from other factors. In that sense, human beings are factors that are responsible for collecting other factors. In terms of materials, tools and equipment and management methods to ensure the management of the condition. In addition Human beings are also an important factor in ensuring that administrative conditions are efficient and effective. If an organization has knowledge and ability, it has the opportunity to manage it efficiently and effectively.

Danai Thienput (1999) has defined human resource development as the process of a group of activities performed at a specified time in order to effect behavior change, creating a working atmosphere that facilitates the expression of individual potential in the organization.

Job Analysis Job Analysis is the process of studying and collecting information related to performance and job responsibilities. The results of the analysis will be detailed work. Job description frog To evaluate the value of a job and classify it (Senon Tiyao 2000:38) A job analysis is the study of the functions of a particular job and the qualifications of the personnel who want to come to the job. Results of JD, JS, and JE analysis (Banyong Tojinda 2000:85)

The analysis process is the process by which information about the work is obtained using a systematic method of studying the work. To provide job description (JD), job qualifications and worker qualifications (JS), and job evaluation (JE).

The main responsibilities of academic support personnel are divided into responsibilities, cross-functional workloads, and roles and leadership. Cross-functional workload refers to working in a teamwork manner to achieve the effectiveness of the organization.

Education management in the 21 century Amonrat Techanok (2020) widely accepted as model of 21st Century Outcomes and Support Systems, which are widely accepted as student outcomes. Both core subjects and 21 century skills will help students prepare in a variety of areas, including learning support systems such as standards and assessments, curriculum and instruction. Developing teachers in the right environment for learning in the 21 century Learning in the 21 century You have to go beyond the "subjects". To learn 21 "21st Century Skills", which teachers cannot teach but require students to learn on their own. Teachers will design and train themselves as coaches and facilitators in PBL (Problem - Based Learning) of students. What helps teachers in learning management is the Professional Learning Communities (PLC). To exchange experiences in teaching duties.

Global Awareness Knowledge of Finance, Economics, Business and Entrepreneurial Literacy Civic Literacy Health Literacy Environmental Literacy Learning and innovation skills will determine students' readiness to enter today's increasingly complex world of work: creativity and innovation. Critical thinking and problem solving Communication and cooperation in information skills, media and technology Because nowadays, information is disseminated through many media and technologies. Therefore, learners must have the ability to demonstrate critical thinking skills and perform a variety of tasks. It is based on knowledge in many areas, including information knowledge, media knowledge, technology knowledge, life and career skills. To live and work in the present day to be successful. Students must develop the following key life skills: Flexibility and adaptability, Be creative and be yourself, Cross-cultural social and social skills, Productivity and Accountability and Leadership and Responsibility. Jiranan Yavisit (2023, online)

That additional skills need to be developed and learning and innovation skills are needed. The 3R4C consists of 3 R: Reading, Writing, and Arithmetic, and 4C including Critical Thinking, Communication, Collaboration and Creativity, as well as life and career skills, as well as information skills, media and technology, and new educational management. Throughout

the reminiscence, the learner's interest is primary. Today's teaching and learning requires the use of technology that students can access and have devices that are easily accessible, such as computers and mobile phones. Tablets, etc. By taking video clips of teaching and uploading them to the system. Students can learn at any time. In the 21 century, modern school administrators must be academic leaders and must possess the characteristics of 1) creative, 2) communicator, 3) critical thinker, 4) builds community, 5) visionary, 6) collaboration and connection, 7) positive energy, 8) confidence, 9) commitment and persistence, 10) willingness to learn, 11) entrepreneur. Entrepreneurial Creative and Innovative 12) Intuitive 13) Ability to inspire 14) Be Humble 15) Good model to be able to provide education with excellent productivity and results.

Motivational skills are very important skills. It's a morale skill. Executives with knowledgeable workers need to develop motivational skills, especially teamwork skills, which must not be motivated by compensation. Instead, it relies on art and psychology to understand that each team's motivations are different, or that the same people are motivated at different times. Therefore, motivational skills will help executives understand individuality, see what are strengths and weaknesses. Strengths, weaknesses, and know how to assign tasks to match knowledge and ability, which if you can, will definitely be successful in both work and people.

RESULTS AND DISCUSSION

This research was qualitative research with an in-depth interview of 15 people. This finding of the study found that the processing and guideline for development should have creative skills, communication skills, and management skills.

According to a study of human resource development needs of academic support staff, it was found that 100% of personnel have a need for human resource development because they want to improve their operational skills. Learning in a rotational manner and wanting to develop skills for teamwork It focuses primarily on the achievement of performance.

The most demanding skills to develop were creative thinking skills (86.67%), followed by communication skills, especially in foreign languages (66.67%) and management skills aligned with their line of responsibility accounted (53.33%).

When considering individual skills that need to be developed. It was found that creative thinking skills are a skill that personnel attach great importance to. The ability to adapt is extremely important, and creative thinking will affect the proper operation of the work and in line with the global approach in the New Normal era that requires proper adaptation. In situations where there is an uncontrollable change. it is consistent with the study of Waleerat Sangchai (2022) and Santithan Sateanthai (2021) In a way that encourages that activity. Survival is a policy to embrace and be timely, to live as a "new abnormal"

In terms of communication skills, Focus on interpersonal communication skills for teamwork and foreign language skills for communication. In a networked world that can be informed all the time. Communication is a very close link. Both in terms of information awareness. The use of that information for the benefit of work, including the information that is in it. Therefore, it is necessary for support personnel to communicate with international students who are likely to come to udon thani education centers. Coordinating with foreign professors, including supporting teaching and learning materials of students that must be up-to-date and up-to-date with changes and in line with the management of education in the 21 century. In addition, in the Non-Academic Personnel, it is necessary to provide services to answer academic questions to students, including applications for higher education, enrollment, tuition payments, waivers for military service. Creating activities for the development of students to be desirable graduates is a mission that requires communication of speaking, listening, reading and writing, as well as a

quick response in order to impress and gain credibility. If you develop this skill, it will have a positive impact on your performance.

Management skills are considered an important skill, although the job in charge is academic support, but management skills will help to prioritize the work well. Able to prioritize tasks effectively Especially in the digital world, it is necessary to provide services without limits of location and time. Management capability is therefore an important aspect of operating in line with work in the New Normal.

CONCLUSION

The Ways of Human Resource Development for Non-Academic Personnel in Education Center, Suan Sunandha Rajabhat University, Thailand It was found that personnel have a need for develop creative thinking skills, followed by communication skills, especially in foreign languages and management skills aligned with their line of responsibility accounted It should use human resource development guidelines that can be applied for practical work and are consistent with education management in the 21 th century, train themselves as coaches and facilitators in PBL (Problem - Based Learning) of students. What helps teachers in learning management is the Professional Learning Communities (PLC). This is consistent with the study of Boonsong Leelachart (2016) Needs for Development of Academic Supporting Staff. There is a high level of need for human resource development in all aspects and aspects. Development and learning and affecting career advancement to a large extent. Information about the use of foreign languages in the work of personnel. It was found that the use of foreign languages in the field of work was moderate development is required. In terms of further education, it is recommended that clerks be given opportunities for further study. There should be an increase in funding for staff to learn more. In terms of observational or study tours, the Faculty should offer more overseas trips especially to exhibitions and expo's showing new technology, which can be brought back and applied at work, such as a new program. Provincial study tours may also be increased. Besides these suggestions, there were further comments that there are too many rules surrounding each observational trip, and one suggestion was for the Faculty to arrange off-site observational study tours. This is a guideline that should be applied in practice in a concrete way.

In terms of communication skills, Be consistent with the study. Bantika Jaruma and Payom Konnaimuang (2020) Methods for Developing Effective Communication offer methods for developing efficiency communication of speaking, listening, reading, and writing. The data was collected by literature review and then concluded the related main ideas to offer the methods. The study showed that, for speaking, the speaker should learn to use appropriate verbal and non-verbal of speaking, listening, reading, and writing. The data was collected by literature review and then concluded the related main ideas to offer the methods. The study showed that, for speaking, the speaker should learn to use appropriate verbal and non-verba communication. With listening, the listeners should prepare themselves in the following stages: Pre-listening, While-listening, and Post-listening including the etiquette of listening. As for reading, the readers should follow the Buddhist concept: Su, Ji, Pu, Li, and prepare themselves before reading. Then do the analyzing, and lastly recording. For writing, the writer should start with thinking, literature reviewing, outline writing, writing, and then reviewing.

ACKNOWLEDGMENT

This paper is an output of the project R2R in Political Science Udon Thani Education Center, Suan Sunandha Rajabhat University for always giving good opportunities and encouragement. Finally, special thanks to Suan Sunandha Rajabhat University for the kind help and support in everything.

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