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KEY WORD: STAKE'S COUNTENANCE MODEL / EVALUATION / FOLLOW UP STUDY / SATELLITE DISTANCE LEARNING

KRITTIYA WONGKORM : AN APPLICATION OF STAKE'S COUNTENANCE MODEL IN EVALUATING THE SATELLITE TUTORIAL CLASSES PROGRAM. THESIS ADVISOR : ASSOC. PROF. PUANGKEAW POONYAKANOK, 179 pp. ISBN 974 - 638 - 296 - 9.

The purposes of this research were to apply Stake's Countenance model to evaluate the satellite tutorial classes program, follow up students who enrolled the program and passed the National university entrance examination, and cost - effectiveness analysis of program. The samples consisted of top administrators, school administrators, mentors and students who enrolled the program. Data were collected by informal interviews and questionnaires then analyzed and statistics presented were mean, mode and content analysis. The findings were as follows :

1. The program evaluating result indicated the intentions and observations of antecedents, transactions, and outcomes phases were contingent each other. Observed conditions were congruent with what have been planned. Most observed conditions were congruent with standards except mentors and distance learning process which could not meet the learning design.

2. The result from follow up students who enrolled the program and passed the entrance examination showed that the information related to the entrance examination helped them in decision making of ranking preference of faculties in their applications and guided them in answering technique and increased their self confidence. The tutorial sessions in 11 subjects were good preparation for not only the entrance examination but also the foundation of their study in higher education level.

3. The cost - effectiveness analysis showed that the total cost per head on the basis of total enrollment was 811.47 baht. The cost per head on the basis of number of students who enrolled the program and got admission in all higher education institutes was 4,944.29 baht. The cost per head on the basis of number of students who enrolled the program and passed the entrance examination was 7,599.99 baht.

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