

## C743195: MAJOR HIGHER EDUCATION

KEY WORD: STRATEGIES / STRATEGIC PLANNING / NURSING RECRUITMENT  
NUANTIP AROONSRI : A STUDY OF STRATEGIES FOR NURSING  
RECRUITMENT IN THE HIGHER EDUCATION INSTITUTIONS UNDER THE  
JURISDICTION OF THE MINISTRY OF UNIVERSITY AFFAIRS. THESIS ADVISOR  
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The purposes of this research were to study the state and problems of nursing recruitment in the higher education institutions under the Jurisdiction of the Ministry of University Affairs, high school students' opinion towards nursing as a profession, current strategies for nursing recruitment and to propose strategic planning development for nursing recruitment.

Data collected from samples included 398 high school students, nursing students, alumni, deans of nursing faculties, head of nursing professional organizations and hospital administrators. Statistical analysis utilized were descriptive statistics, chi-square tests and t-test.

The finding indicated that all institution had the same philosophy and objectives in producing graduates. Student recruitments were from entrance examination of the Ministry of the University Affairs, and direct recruitment by the university. Qualification requirements and examinations were the same for all institutions. Graduates had commitment to serve 3 years for the governmental service. Also the cost for nursing students in private institutions was higher than that in public institutions. Problems in nursing recruitment were lack of aptitude test in recruitment process, emphasis on female applicants, three years commitment to government services after graduation, higher cost in private institutions and inefficiency of nursing education guidance. The students' opinion towards nursing profession between choosing and not choosing group was significantly difference at .01 level with the choosing group having better attitude towards nursing profession than that of the other group but was similar to nursing students' opinion.

The study also found that there was no written recruitment strategy in all nursing faculty. The researcher proposed five nursing recruitment strategic planning development programs: nursing image improvement program, nursing education guidance program, recruitment pattern development program, teaching and learning development program, and stability and career advancement program.

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