

ANCHALEE SITABUTR : DIRECTIONS OF THE PROMOTION ON PRIVATE HIGHER EDUCATION INSTITUTIONS OF MINISTRY OF UNIVERSITY AFFAIRS. THESIS ADVISOR : ASSO. PROF. WALLAPA S.DEVAHASTIN, Ed.D. 269 pp.

The study focuses on : 1) Present directions of the Ministry of University Affairs; 2) Private institutions needs for promotion activities; 3) Problems in the Ministry's activities and 4) Recommendations for future improvements.

This study shows that the Ministry of University Affairs' current support for private higher education institutions embraces various forms of administrative and academic assistance to help the institutions achieve higher education missions as well as institutional goals. Administratively, new private higher education institutions being established need academic standards determined by the Ministry. The Ministry's academic supports are achieved through the following means 1) allowing state universities' instructors to teach in private higher education institutions, 2) promoting those instructors for academic rank, and 3) arranging academic seminars and conferences for those instructors. Academically, the Ministry's activities include instructional development, faculty development, and faculty promotion. All these activities are in kind rather than in cash.

It is clear, Private institutions still need policy guidelines from the Ministry and well-clarified rules and regulations concerning institutional activities. Moreover, private institutions also need the Ministry to act as a coordinating body for a still-needed administrative and academic collaboration between government and private institutions. In addition, recent emphasis has been placed upon research assistance from experts and specialist from government universities.

Among the problems and issues identified are the rigidity of the Ministry's procedures and regulations. Besides, most private institutions lack of professional administrators and experienced instructional staff.

This study recommends that the Ministry act as an information clearinghouse and provide policy guidelines for private higher education institutions. The Ministry should also facilitate various collaborative efforts among government and private institutions as well as cooperations with foreign institutions. Finally, effective communication between the Ministry and the institutions could be a key factor in bringing about a better operation of private higher education institutions.