One of the guidelines for implementing lifelong learning is to provide a source of learning for everyone throughout their life span. In Thai society, the Thaitelecentre of the Ministry of Information and Communication Technology (MICT) is one kind of a lifelong learning source that is a place to provide a wide range of Information and communication Technology (ICT) services, computers, and internet. The centre emphasizes on an involvement of community members to participate in a variety of activities and to expand opportunities for them to learn continuously. Yet, a Thaitelecentre alone cannot be a source of learning without proper management and the support of people in their community. In this research a common concern regarding problems and components of Thaitelecentre management is the starting point of primary data to construct the Thaitelecentre management model. The building of such the management model by means of the principle of the Balanced Scorecard (BSC) would be a basic need for performance-related strategies to its operation.

The model was developed through investigation of major problems and components of management in three Thaitelecentres of the upper northeast provinces in UdonThani, Chaiyaphum, and Nongkhai provinces. Identification of major problems and key components was done by means of analyzes of related documents reviews, questionnaire responses by 252 respondents randomly selected, focus group discussion with 18 purposive sampling of users, and in-depth interview with three directors of the target Thaitelecentres. Additionally, a close-ended questionnaire was employed to set priorities for problems and components of Thaitelecentre management. The model was then verified by a group of experts.

Based on BSC, the research found that the Thaitelecentre management model consisted of 8 areas. Those areas were policy and regulation, facilities and ICT Infrastructure, location, strategic management, financial support and budget, human resource management, community participation and networking, and perception and needs. In the future, the extension of this research might study from a wealth of success experiences in any other community telecentre as best practice in order to collect key success factors of community telecenter comparison with MICT. Quantitative research might be used to gather key variables of Thaitelecentre management by using factor analysis. It would be beneficial for Thaitelecentre practice to make this kind of comparison.

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