

## (Social engagement)

"Short Course Program on Demonstrating SWOT Learning for students in the Public Administration program for lifelong learning management." (Life Learning)

### Abstract

The Faculty of Political Science and Public Administration has carried out academic services for social engagement in the area of education. The outcomes of these social engagement efforts aim to address the Sustainable Development Goals (SDGs) related to education in the year B.E. In 2024, the Faculty of Science has planned to conduct an activity outside the university (Beyond Campus) titled "Short Course Program on SWOT Analysis for Students in the Public Administration Curriculum for Lifelong Learning." This activity aims to enhance the potential of students and is a special skill development program. The Short Course Program includes a SWOT Workshop as an ad-hoc event that opens up academic horizons for lifelong learning. The project features education outreach activities beyond the university, with details as follows: it promotes education outside the university through training in SWOT analysis, targeting 30 students. The outcomes align with the SDGs, specifically Goal 4, Sub-goal 4.3.4, genuinely promoting education outreach activities beyond the campus.

### 1.1 Introduction

Ban Phokob School (1080210336) under the Office of the Basic Education Commission. Nakhon Si Thammarat District 2 is a medium-sized school that provides education from Kindergarten 1 to Grade 6. Currently, the budget allocation is considered by the Bureau of Budget based on the per-student allocation as well as educational outcomes and the results of entrance examinations for secondary school. 1 The O-net exam scores serve as an example of how the school's operations, curriculum, teachers, and educational personnel have developed themselves, adopting new teaching methods for dynamic change.



Figure 1: Ban Pho Kop School

Walailak University realizes the importance of organizing non-formal education for educational institutions to stimulate learning and enhance knowledge and academic skills for students. Therefore, this project has been initiated. In addition, Walailak University is committed to providing academic services for social participation in order to achieve the Sustainable Development Goals (SDGs) related to education. Therefore, the Faculty of Political Science and Public Administration has provided academic

services for social participation in education. In 2024, the Office has planned activities to conduct activities outside the university (Beyond Campus) "Short-term course project to demonstrate SWOT learning for students in the Public Administration program in life learning studies (Life Learning)" as a supplementary activity for this process for students. Short-term course workshop SWOT Special activities Ad-hoc Open the world of lifelong learning" Project There are activities outside the university (off-site study activities) with many details for research outside the university by various activities. For the number of SWOT courses, the target group of 30 people to knowledge for students in years 4-6, the nature of the research operation, the number of workshops in the activities that meet the dimensions of the target student group in the form of a special ad hoc project by the format is an investigation or study of studies with students under the Ministry of Education are considered by direct privileges (Tailored Lectures) together by students in the Public Administration program as volunteers of year 4 students by organizing this project for schools for students to learn together in general knowledge, integrated knowledge, strategic inquiry (Strategic Planning) according to the Bachelor of Public Administration program. Conduct a development audit project that explores the SDGs Time Higher Education (THE) for short-term course projects from direct sources at the university center. Training activities in the safe area education management course. The project "Short Course Program Demonstration of SWOT learning for students in the Public Administration program for lifelong learning education management (Life Learning)" is a jointly planned project (programmed project). The joint operational planning was initiated in October 2023 onwards, so this project was created.



Figure 2 illustrates a planning meeting for a programmed project, which operates as a project committee.

## 2. Objectives

1. To provide students with knowledge and skills in self-analysis
2. To provide students with skills in working in groups through the workshop process.

## 3. Goals and indicators of project results in terms of quantity and quality

Students can think, analyze, and work in teams of 30 people.

4. Results of the implementation of academic services to serve society The project implementation results are as follows:

4.1 Results of developing knowledge and self-analytic thinking skills under the project "Short Course Program Demonstration of SWOT Learning for Public Administration Students for Lifelong Learning Education Management (Life Learning)" is a project that has been jointly planned (programmed project at a good level). The 20 students participating in the project are students in grades 4-5. It was found that students gained knowledge and used SWOT analytical thinking skills to use as basic information for basic self-analysis. In higher education, students will be able to use this skill for higher-level analysis.

4.2 Results of the project implementation project The students' group work skills were developed through the workshop process, which is a special activity in the form of an ad hoc project. The results of the project implementation project found that students had group work skills through the special workshop activity process. The project implementation results, group work process skills measurement, and average score weight of 4.9

Reference.

School of Happiness! Conceptual framework for the welfare of students in Asia and the Pacific. (2020). Organization for Education. <https://unesdoc.unesco.org/ark:/48223/pf0000374061>.

The Institute for the Promotion of Teaching Science and Technology. The framework for evaluating international students in PISA. 2009. Bangkok: Cooperative Printing House of Thailand Limited, 2014.

The Institute for the Promotion of Teaching Science and Technology. The results of the PISA 2009 assessment in reading, mathematics, and... Science: A Summary for Executives. Bangkok: Agricultural Cooperative Printing House Thailand Limited, 2014.

The Institute for the Promotion of Teaching Science and Technology, Ministry of Education. The results of the PISA 2012 assessment.

Mathematics, Reading, and Science: Executive Summary. Samut Prakan: Advance Company Printing Service Co., Ltd., 2013.

Office of the Basic Education Commission, Ministry of Education. Strategic plan for quality enhancement.

Manage the teaching and learning process and the assessment of students' learning to enhance the quality of education in Thailand. By utilizing the knowledge gained from participating in the PISA project. Office of Academic Standards and Education The Basic Education Commission has published.