

TRAINING OF SCHOOL MANAGERS EDUCATION IN MARKETING AND PUBLIC RELATIONS

FORMAREA CONTINUĂ A MANAGERILOR ȘCOLARI ÎN DOMENIUL MARKETINGULUI EDUCAȚIONAL ȘI AL RELAȚIILOR PUBLICE

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Abstract. *The decreased number students and other attractive offers from schools in the area is a real threat and can lead to endangering the very existence of an educational institution. Educational marketing is a novelty for the vast majority of Romanian schools, being currently applied in particular for large high schools, high school groups and universities to: promote the educational offer, attract students, but also to identify new specializations that are interesting among them and on the labour market. For many school managers, marketing is an unknown, and education can not change without their action to be articulated by professionalism that can be ensured only by a complex preparation. We believe that courses in educational marketing and public relations is a priority because it gives managers the opportunity to understand the importance of educational changes that occur and how they could affect the success or even the survival of their institution and, at the same time, they propose strategies while adapting to the educational environment.*

Key words: continuous training, school managers, educational marketing, educational products.

Rezumat. *Scăderea numărului de elevi și ofertele atractive ale celorlalte școli din zonă reprezintă o amenințare reală și se poate ajunge până la a pune în pericol chiar existența unei instituții de învățământ. Marketingul educațional reprezintă o noutate pentru marea majoritate a școlilor românești, fiind aplicat în prezent în special de liceele foarte mari, grupuri școlare mari și în universități pentru: promovarea ofertei educaționale, atragerea de elevi și studenți, dar și pentru identificarea unor noi specializări ce au căutare în rândul acestora și pe piața muncii. Pentru mulți dintre managerii școlari, marketingul reprezintă o necunoscută, iar educația nu se poate schimba fără acțiunea acestora care trebuie să fie una articulată prin profesionalism ce poate fi asigurat doar de o pregătire complexă. Considerăm că organizarea unor cursuri în domeniul marketingului educațional și al relațiilor publice reprezintă o prioritate deoarece oferă managerilor educaționali posibilitatea de a înțelege importanța schimbărilor care se produc și modul cum pot afecta succesul sau chiar supraviețuirea instituției și în același timp le propune strategii de adaptare la mediul educațional.*

Cuvinte cheie: formarea continuă, manageri școlari, marketing educațional, produse educaționale.

INTRODUCTION

At present, within the educational system, lifelong learning has become a condition of relevance and competitiveness for school managers, due to

significant changes in Romanian education system, dynamics based on economic and social developments nationwide.

The reform strategy within the education domain was primarily expressed in the law changes that made reference to training managers from high schools, where training is regarded as a true condition for achieving all the aims of the reform.

The appearance of competition between schools both in pre-university and the university education resulted in new guidelines to attract customers (learners) and promoting the institution's image.

Today we can say that for any educational institution, educational needs analysis of the community, market research on services and educational products are top priorities.

MATERIAL AND METHOD

The first step towards training needs analysis of school managers education in marketing and public relations was to collect data from teachers in higher education participating in training activities, in school year 2008-2009.

Instruments were used for this purpose a questionnaire, analysis management plans, focus groups. Were also examined documents such as:

- institutional development plans of educational organizations in rural and urban lasi;
- analysis of custom organizational goals at the level of education of the territory;
- trainees job descriptions (standards of occupational duties);
- comprehensive analysis of the community from which the learners (needs and problems of community integration institutions and educational policies in the Community strategy);

RESULTS AND DISCUSSIONS

For many school managers, marketing education is unknown and so we believe that courses in educational marketing and public relations is a priority for managers that provides an opportunity to understand the importance of changes that occur and how can affect the success or even to the education and proposes strategies while adapting to the educational environment (Constantin T, 2002).

Any intervention to optimize and reform the educational level is likely to succeed only if based on good knowledge of the facts, that the area to be subject to change. From this perspective, educational needs analysis of general / systemic, individual and become the priority in building a program / project for the educational development and training. (Brezuleanu Carmen, 2008)

Based on Deming's cycle, systematic analysis of ongoing training, represented in fig. 1 that involves some basic steps to follow:

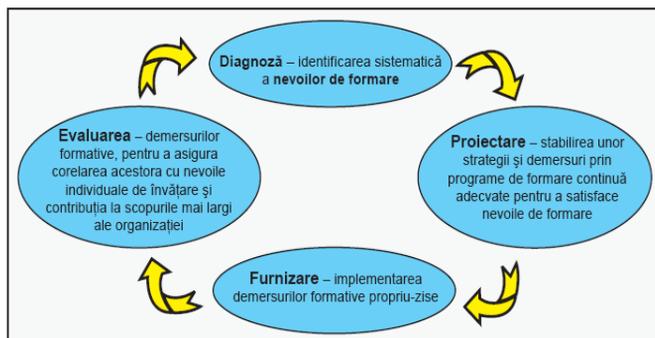


Fig. 1. A systematic analysis of ongoing training

The whole approach to research we conducted as a public policy analysis and respected all its steps: analysis of needs, strengths, weaknesses, opportunities, threats, we set the agenda of the training of school managers in marketing and educational public relations, namely: short-term proposals (up to three years), long-term proposals (up to 15/20 years), remedial / restriction,

Needs analysis

Strengths

-Training school managers is a priority of Romanian education reform policy;

-Availability of specialists, academics with expertise in this area;

-Existence of university centers that can provide optimum conditions for organizing these courses;

-Awareness of school managers training needs in various areas of reform and understanding their roles in the reform process;

-Availability of managers to attend training;

-Shift from "manager director" to "managing director" and "educational leadership directory.

-Establishment of marketing departments in schools that need people trained in this area

Weaknesses

- Lack of trainers in education marketing, at school education level;

- Overloaded program managers who do not leave much time for personal training;

-High costs do not allow access to all training programs in universities;

-Lack of marketing and public relations specialists in schools to coordinate promotional activities;

-Lack of objective analysis of the capacity of organizing ongoing training of school managers;

-Lack of applicative practical activities of training programs;

- Limited-access rural managers in this type of training;

- Insufficient financial resources, threatening the expansion of training.

Agenda school managers training program in educational marketing and public relations

Short-term proposals (up to three years)

❖ Politics must withdraw permanently from school life. School leadership to be promoted to people who have the necessary qualities to perform activities involved in the school office manager.

❖ Rethinking schools management system should result in "directory manager" to "managing director" and "educational leadership directory".

❖ Elimination of the contest for getting the job of school director and replaced with a test for the position, which it passes or not subjects for management functions.

Ensure the training of school managers in relation to European requirements.

Medium-term proposals (up to ten years)

✓ Strengthen the educational market training programs for managers of schools in educational marketing and public relations.

✓ Establishing a common responsibilities for all actors: managers, students, parents, community.

✓ Development alternative mechanisms for promoting specific training providers offer the school managers in marketing and public relations education (publications, exhibitions offers, website, etc.).

✓ Recognition and certification, according to Romanian legislation, of the internship training.

Long-term proposals (up to 15/20 years)

◆ Permanent employment of school managers in marketing and public relations education

Table 1

Agenda school managers training program in educational marketing

Proposals	Risks	Solutions	Resources
- school depoliticization	- change resistance	- consistent and responsible decision to become a public institution	- educational policies
- Permanent post on school managers	- competition disappears	- professionalizing school office director	- continuous programs for school managers
- Strengthening the educational market programs of training	- lack of objective analysis of those who organize the continuous training of managers	- multiplication those who offer continuing education	- ONG - private companies of training and consultancy
- Professional training of school managers in relation to European standards	- lack of international compatibility concerns - Disinterest	- means of financial support to the process of continuous training	- support training programs with different funding sources
- granting management compensation and other facilities for school principals in disadvantaged areas	- have no support-financial corporations	- favorable towards this categories of personal	- financial support

Training of school managers is an essential component of reform. The purpose of this component is to establish a core of trainers designed to contribute to the implementation of curricular innovations (Brezuleanu C, 2009).

Goals in training programs focused on the next general managerial skills, and other issues such as:

- Training experts to develop standards and curriculum;
- Labor-training for participation in professional development and curriculum standards;
- Establishment of active networks of social partnership;
- New role of schools in a competitive market economy.

Agenda

1. Establishment of postgraduate courses / MSc in marketing educational programs and public relations.
2. Training of specialists in the field of marketing education at school inspectorates and the Teachers' House.
3. Establishment of the School Inspectorate of marketing departments that will help managers of small schools to define strategies.
4. Establish in each school marketing departments to deal with the promotion of educational offer competitive environment analysis and establish strategies to promote the image of institutions.
5. The CCD-sized organization in every county of brief modules, trusted marketing and public relations.
6. The introduction of competitions for positions of director of a trial presentation of a marketing project for the institution to which the candidate wishes to lead.
7. Establish in each school of posts "Public Relations" to deal with organizing and managing the school has relationships with community, educational institutions and social partners.
8. By schools contracting specialized firms to conduct marketing projects and provide expert advice in this area and public relations.

Risks

- Managers are not aware of important areas for school development in a competitive environment and have knowledge and skills necessary to apply a policy of education marketing;
- The absence of such items / specialized departments within schools / CSI-sized;
- Large costs involved in organizing such training.

Opportunities

- The existence of training abroad in marketing and PR that can be accessed by teachers with scholarships;
- There can advise schools to universities in marketing and public relations;
- The possibility of organizing training centers at regional or national area;
- Romanian education system appeared competitive calls promoting marketing strategies to attract students;

Threats

- Lack of interest in training managers in marketing and public relations;
- Lack of coherent policies in schools education marketing;
- Gaps in legislation on the powers of managers in this area;
- Staff reduction policy promoted MER does not allow the establishment of departments / stations such as CSI's or school;

Remedial / restriction

- Change the law to establish the powers and duties of managers in this area
- Establish in schools and CSI sites of stations / departments to conduct marketing and public relations policies
- Set up exchange programs with schools in other European countries in this area
- Develop a training policy in the CSI in marketing educational sites

CONCLUSIONS

In order to optimize range of programs and educational services for educational training in marketing and public relations we propose:

- conducting periodic training of needs analysis of teachers with modern and reliable forms of research (questionnaires, research needs, polls, surveys, using statistical data locally, regionally and nationally);
- developing a network of trainers based on identified training needs;
- impact studies on programs and services to beneficiaries;
- proposal to accredit training programs;
- establish partnerships with schools to achieve training courses in marketing and public relations education;
- partnership development;
- organizing training activities and in more rural areas.

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