

Abstract

Title : **The Image of Suranaree University of Technology as Perceived by its Community, High-school Students, their Parents and Guidance Counselors**

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In this survey, the researchers employed a quantitative research method. A qualitative research method was also employed in developing a questionnaire. The study aimed at finding out the image of Suranaree University of Technology (SUT) as perceived by its community and the non-SUT community group comprising high school students, their parents and guidance counselors. SUT image perception between the two group were subsequently compared. The sample of the first group consisted of 618 SUT staff and 552 SUT students. The sample of the second group consisted of 757 high-school students (from Matayom 5 and 6), 278 parents, and 76 guidance counselors from schools in Nakhon Ratchasima, Chaiyaphum, Buri Ram, Surin, Si Sa Ket, Chachoengsao, Chon Buri, Rayong, and Prachin Buri. Data analysis was done by SPSS.

The research found that the majority of SUT community members perceived SUT as an autonomous public university. Some respondents perceived it as a state-owned private university, and some a private university. They also held a positive image about SUT. For example, they thought it to be a science and technology-oriented university, that it has a academic staff with high capability to produce academic service, that it is ranked “Excellent” in research, that its engineering programs are prominent, that its academic staff hold high educational degrees, that it integrates cooperative education to strengthen the quality of students, and that it is operated with modern classrooms and laboratories.

Although the majority of high school students, their parents and guidance counselors were uncertain about SUT’s status, they felt positively about SUT image. For instance, they thought it to be a science and technology-oriented university, that its engineering programs are prominent, that its academic staff hold high educational degrees, that it provides high educational opportunity (eg. Quata sytem), that it utilizes proper technology in teaching and learning, that it is developing continuously, and that its science programs are prominent.

In comparison, the image of SUT as perceived by its community and by the non-community group were mainly different with highly statistical significance ($p < .01$) Some issues were different with statistical significance ($p < .05$). However, some topics were different without statistical significance in the aspects of teaching and leaning, role, students and alumni etc.