

台北市幼稚園公共關係與學校效能關係之研究

摘要

本研究旨在探討台北市幼稚園公共關係與學校效能之現況及其關係，並提出研究結論與建議，期能提供幼稚園推展公共關係與落實學校效能之參考。本研究採問卷調查法，以「幼稚園公共關係與學校效能現況調查問卷」為研究工具。研究對象為台北市公、私立幼稚園之教育人員（包含園長和教師），總共發出 618 份，回收 324 份，回收率 52.4%；有效問卷 317 份，有效問卷回收率 51.2%。資料回收後以「t 考驗」、「單因子變異數分析」、「皮爾遜積差相關」以及「多元逐步迴歸」及描述統計等統計方法進行分析，據以形成結論。

本研究之結論如下：

- 壹、台北市幼稚園公共關係與學校效能之現況大致良好。
- 貳、台北市幼稚園之教育人員具有公共關係推展的能力，在輿論調查層面較佳，惟在成效回饋層面有待加強。
- 參、台北市幼稚園之教育人員普遍重視教師教學品質，但對於社區家長的支持仍有努力的空間。
- 肆、不同背景變項之幼稚園教育人員在公共關係知覺上有顯著差異。不同規模在「訊息溝通」層面達顯著差異，規模 1; 2 班及 3-5 班之幼稚園比規模 6 班以上的幼稚園知覺程度較高。
- 伍、不同背景變項之幼稚園教育人員在學校效能知覺上有顯著差異。不同職務在「園長領導」層面和「溝通與滿意度」層面達顯著差異。不同屬性在「社區家長支持」層面達顯著差異。
- 陸、幼稚園公共關係與學校效能有密切的關係。
- 柒、公共關係各層面對學校效能有顯著的預測作用。
- 捌、背景變項與公共關係各層面對學校效能有顯著的預測作用。

根據上述研究結論提出下列建議：

壹、對教育主管機關的建議

- 一、宜舉辦及宣導公共關係的知能研習，以提升園所的辦學品質。
- 二、宜編列幼稚園推展公共關係的經費，並輔導幼稚園實際運用。
- 三、宜制訂公共關係的評鑑機制及意見交流平台，並鼓勵園所互相觀摩學習。

貳、對幼稚園的建議

- 一、宜辦理園公共關係知能研習，以提升全體成員公共關係的專業素養。
- 二、宜擬定周詳完整的公共關係計畫，並定期評估公關成效。
- 三、宜定期檢核園所在各方面的成效，以落實學校效能的運作。
- 四、提升辦學品質才是推展公共關係與學校效能落實的首要關鍵。

關鍵字：幼稚園教育人員、幼稚園公共關係、學校效能

A Study of the Relationships between Preschool Public Relations and School Effectiveness in Taipei City

Abstract

This study is aimed at investigating the current condition and relationships of public relations and school effectiveness in preschools of Taipei City and offering conclusions and suggestions, for the operation of public relations and school effectiveness. The questionnaire survey was the major method used in this study. ;Public relations and school effectiveness at preschools questionnaire; were designed from literature review by the researcher. The subjects of questionnaire survey included principals and teachers. Questionnaires were distributed to 618 subjects at preschools in Taipei City, and 324 samples were received, making the return rate of 52.4%. After invalid questionnaires were removed, there were totally 317 valid questionnaires, and the valid return rate was 51.2%. The sample results were analyzed by means, standard deviations, t-test, one-way ANOVA, Person's product-moment correlation and stepwise multiple regression analysis.

The analysis of the data revealed the following conclusions:

1. The current conditions of public relations and school effectiveness in preschools of Taipei City were good.
2. The staffs in preschools of Taipei City have a good performance in public relations,
;Opinion; was the better one, and ;effects and feedback; should be improved.
3. The staffs in preschools of Taipei City emphasize ;teacher teaching quality ;, but need to do more for obtain the assistance from community and parents.
4. There were significantly different perceptions towards current public relations owing to different backgrounds of school staffs, among which the dimension of ;Communication; has obvious different, the preschool's dimension of 1-2 class and 3-5 class have higher perceptions to dimension of under 6 class.
5. There were significantly different perceptions towards current school effectiveness
owing to different backgrounds of school staffs, among which the censorship of ;leadership; and ;communication and contentment ; have obvious different ; among which the property of ;community and parents; assistance ; has obvious different.
6. There is a significant correlation between public relations and school effectiveness in preschools of Taipei City.

7. The public relations were appropriate indicators in predicting school effectiveness.
8. The backgrounds of school staffs and public relations were appropriate indicators in predicting school effectiveness.

Following suggestions are presented according to previous conclusions:

I. Suggestions to the Education Administration Bureaus:

1. Transact study activities about public relations for promoting the school quality.
2. Budget funds for the operation of public relations and help them how to use.
3. Establish feedback mechanism and a platform to share information, and encourage
to learn to each other.

II. Suggestions to the preschool :

1. Transact study activities about public relations for promoting public relations intelligence of teachers.
2. Devise a comprehensive public relations plan and periodically evaluate the effectiveness.
3. Evaluate the effectiveness of every part to implement the operation of school effectiveness.
4. Promote the quality of school was the key point to implement the operation of public relations and school effectiveness.

Keywords: preschool teacher, public relations of preschool, school effectiveness