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The Model for Potential Development of Community Organization Council in the Northeast Region

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Abstract---This mixed methods research aimed 1. To analyze the operation status and problems of community organization council in the northeast region, 2. To develop a model for potential development of community organization council in the northeast region, 3. To evaluate a model for potential development of community organization council in the northeast region. The sample in the study consisted of 351 persons. The research instrument included a questionnaire, interview, and on-site experiment. Descriptive content analysis was used to analyze data. The findings from the study revealed the following: 1. The operations of community organization council in the northeast region as a whole needed development, PNI modified was

0.31. 2. Operations problems included being unaware of individual role and duty, people's involvement, application of good governance, and communication between community organization networks. 3. The model for potential development of community organization council in the northeast region consisted of 3 aspects of developing procedures, namely, learning skills and work skills according to roles and duties, participatory planning process, and networks. 4. Seventeen experts gave their opinions that the model for potential development of community organization council in the northeast region was at the highest level with regard to appropriateness and usefulness, the mean was 4.98 and 5.00 respectively.

Keywords---community organization council, northeast region, potential development.

Introduction

People across the world have evolved and developed into the globalization era according to the changing world of information, science and technology, economic, social, and political development (Bartley, 2007; Blossfeld et al., 2005; Hummels, 2007; Korpi & Palme, 2003). It is the era of struggle and competition for financial power and political power regardless of right or wrong according to moral principles. Most people with low income who are the majority of the country do not participate in thinking, doing and receiving benefits according the rights prescribed in the 2017 constitution, contributing to disharmony and chaos, gathering of groups of people to request something, groups of protestors to ask for legitimacy. Such problems are consistent with the intention of the Community Organization Council Act B.E.2551 (2008) that encourages a community, a local society with historical importance, ways of life, cultural diversity according to different landscapes, to be strong to reach self-management in a sustainable manner. In this way, viewed as proper, communities and people are promoted and support to participate in developing the country efficiently (Kumpunya, 2013).

Since 2008 that the Community Organization Council has been enacted until now, Sabaidee Mekong Culture Provincial Group registered and established sub-district community organization council which 476 councils are recognized by Community Organizations Development Institute (CODI). The total number of sub-district community organization council members is 14,578. The evaluation and verification of the operational performance of sub-district community organization councils in Sabaidee Mekong Culture Provincial Group by Asst. Prof. Dr. Wit Maliton and others in 2018 found most of the sub-district community organization councils could not drive their work and operations in accordance with roles and missions prescribed in the Community Organization Council Act B.E.2551 (2008) as they should do while they lacked self-development to become strong community organizations, resulting in inefficiency that leads to delay in social and community development, weak communities, inequality and unfairness in society. This is a reason making Sabaidee Mekong Culture Provincial Group (Upper Northeast 1) face a lot of consequences that affect the way they live their local lives in terms of social, political and economic aspects. Meanwhile, communities depend too much on external factors to forget the root of local community life (Kumpunya, 2013).

As a consequence, as researchers, we were interested to study and make an operation model to drive the work of sub-district community organization councils to be compliant with the intention and missions prescribed in the Community Organization Council Act

B.E.2551 (2008) for more efficiency and effectiveness, leading to the development of local communities and society in a sustainable manner accordingly.

Objectives

- To analyze the operation status and problems of community organization council in the northeast region.
- To make a model for potential development of community organization council in the northeast region.
- To evaluate a model for potential development of community organization council in the northeast region.

Research Design

The study was conducted on the basis of a mixed method design by means of research results from each method using both qualitative and quantitative techniques with the purpose to analyze the problem status and potential of the operations of community organization council that will lead to creating a model for potential development of community organization council in the northeast region for developing and promoting strength and sustainability. The research therefore was conducted according to the following steps:

Step 1: The quantitative study was conducted to analyze the operation status and problems of community organization council. Questionnaires were given to the sample of 351 persons.

Step 2: The qualitative study was conducted to analyze potential and operation problems of community organization council, leading to making a model for potential development of community organization council. An interview was conducted with 45 target people from Sabaidee Mekong Culture Provincial Group from 5 provinces, i.e. Loei, Nong Bua Lamphu, Udon Thani, Nong Khai, and Bueng Kan.

Step 3: A model for potential development of community organization council was invented from related documents, research studies and information obtained from step 1 and step 2. Information was presented to 17 experts in a brainstorming meeting for further improving the model for potential development of community organization council in the northeast region.

Step 4: Trial and improvement of the model for potential development of community organization council in the northeast region were carried out.

Step 5: The model for potential development of community organization council in the northeast region was evaluated by experts.

Results

Operation status and problems of community organization council in the northeast region

It was found that as a whole the operation of community organization council in the northeast region needed development, PNI modified was 0.31. Consideration of each aspect found the operation, monitoring and evaluation according to the development plan of community organization council needed improvement in the first place, PNI^{modified} was 0.32, followed by opinions about the operation according to missions prescribed in the Community Organization Council B.E.2551 (2008), preparation of local community

development plan connecting to network associate development plan, support of the operation and coordination with local associates, and promotion of participation in the operation of community organization council, $PNI^{modified}$ was 0.32, 0.31, 0.31, and 0.30 respectively (Widenfalk et al., 2008; Bray et al., 2006).

Operation problems of community organization council in the northeast region

Operation problems found in community organization council in the northeast region are as follows: 1) Being unaware of individual role and duty; 2) People's participation; 3) The application of good governance; 4) Communication between community organization networks.

Model for potential development of community organization council in the northeast region

The model for potential development of community organization council in the northeast region comprised development procedures, i.e. 1) learning skills and work skills compliant to roles and duties, namely, operation following missions, operation following development plans of community organization council and the application of good governance, 2) participatory planning process, i.e. operation, monitoring, inspecting, and evaluation of operational performance according to development plans of community organization council by means of people's participation, 3) networks, i.e. preparation of local community development plans connecting to network associate development plans, support of the operation and coordination with local associates, communication between community organization networks (Zag, 2020; Gede Budasi & Wayan Suryasa, 2021).

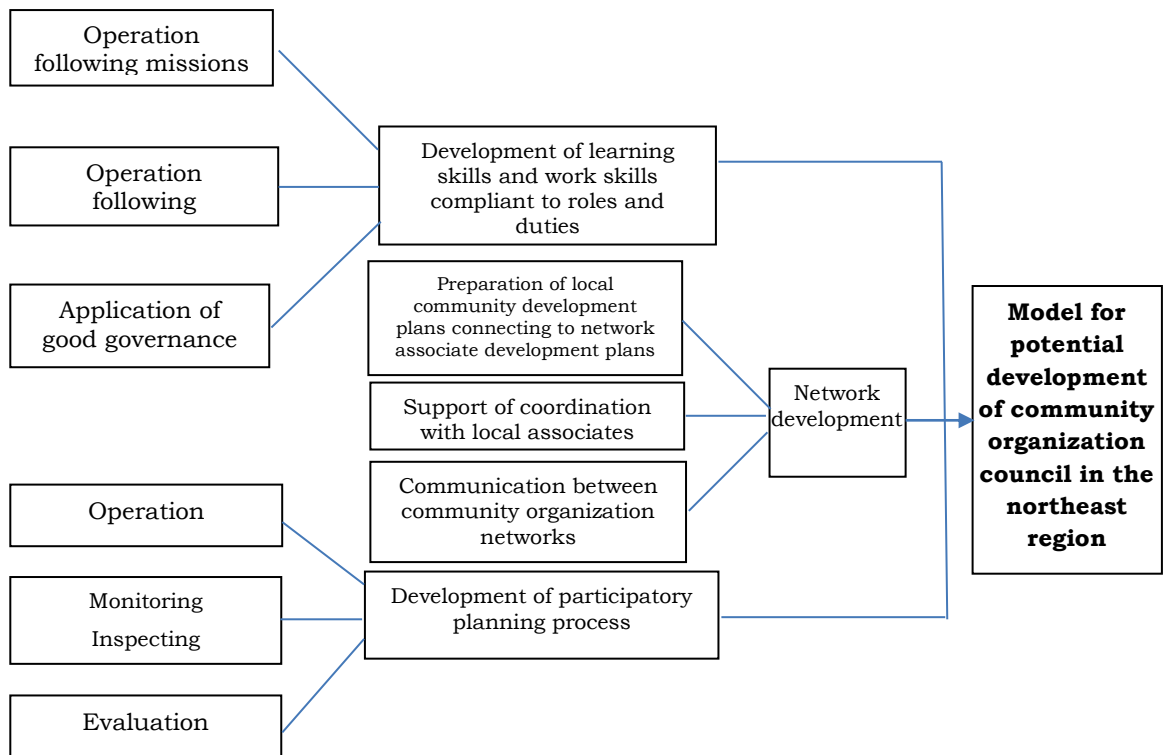


Figure 1. The model for potential development of community organization council in the northeast region.

Evaluation of the model for potential development of community organization council in the northeast region

Evaluation results of the model for potential development of community organization council in the northeast region to examine and confirm appropriateness (Property Standards) and usefulness (Utility Standard) from 17 experts found overall the model was appropriate at the highest level; the mean was 4.98, standard deviation was 0.04. Consideration based on the sequence of mean found appropriateness of the model for potential development of community organization council in the northeast region was at the highest level in all aspects; the mean was 5.00 in almost every aspect and standard deviation was 0 except the application of good governance that the mean was 0. Consideration based on the sequence of mean found usefulness of the model for potential development of community organization council in the northeast region was at the highest level in every aspect (Gari et al., 2018; Quantz & Thurston, 2006).

Discussion

The study results revealed that overall, the operation of community organization council in the northeast region needed improvement, $PNI^{modified}$ was 0.31. Consideration of each aspect found the operation, monitoring and evaluation of operational performance according to development plans of community organization council needed improvement in the first place; $PNI^{modified}$ was 0.32, followed by opinions about the operation in accordance with missions prescribed in the Community Organization Council Act B.E.2551 (2008), preparation of local community development plans connecting to network associate development plans, support of the operation and coordination with local associates, and promotion of participation in the operation of community organization council; $PNI^{modified}$ was 0.32, 0.31, 0.31 and 0.30 respectively. In this regard, personnel development is extremely necessary for organizations as employees will gain more knowledge, ability, skills and positive attitude at work (Brandberg & Amzel, 2017; Fanani et al., 2021). They will be able to adapt themselves to keep pace with rapid changes of knowledge, technology and environment. Besides, it helps them have a progressive step in their job opportunities and career advancement. Meanwhile, organizations will gain more output and reduce wastage. Once developed, abilities and behaviors of personnel will be changed in a direction desired by organizations. This is consistent with Pakkhothanang (2005), saying that personnel development is an important and necessary duty all organizations must perform regularly. Though time and expenses need to be spent in the implementation, organizations will gain more benefits. It is also consistent with Sanjaingam (2014), conducting a study on the model for personnel competency development of Chiang Mai Rajabhat University. The study found that overall administrators, academic staff, and support staff were at the level with the least development. However, according to general practice, developing personnel to have high competency is necessary. Systematic and continuous competency development should be further carried out.

The findings from the study revealed that the operation problems of community organization council in the northeast region comprised being unaware of individual role and duty, people's participation, the application of good governance, communication between community organization networks since community organization council did not provide formal employee training. Employees learned together with their colleagues in organizations. It is necessary to provide a project to encourage and promote potential of community organization council so as to develop learning skills and work skills compliant to roles and duties (Andrade et al., 2017; Farah et al., 2007). In this regard, the empowerment process, a social process, can help employees gain more strength. It rouses and draws power hidden in each individual to be strong again through learning process and self-development. In addition, empowerment enables people to realize value, ability and confidence in themselves, making them brave to face with problems and situations vigorously as they are confident that they will be able to manage and address problems

arising in their lives in a pleasant way. Such feeling will occur when people find out that they have power to control and handle things around them in an efficient manner (Monteiro et al., 2006; Katz et al., 2000). Therefore, the researcher views that the idea of empowerment in this study will be useful for developing Khon Kaen to become a smart city because it will help design the process of potential development to communities appropriately, consistent with a study conducted by Suree Khemthong & Anothai Ngamwichaikit (2018), on development of hospitality potentiality of staff in small-sized hotel business: a case study of hotels in Loei province. The findings from the study showed that most businesses did not provide formal employee training. Employees learned together with their colleagues. Suggestion given is the government sector should support potential development and training for employees working in small-sized hotels and workplaces should collaborate with the government sector to develop hospitality potential by encouraging their employees to attend training regularly (Bankole et al., 2015; Kawiana et al., 2018).

The study results found that the model for potential development of community organization council in the northeast region is a model to develop potential of employees in community organization council, comprising the development of 1) learning skills and work skills compliant to roles and duties, i.e. operation according to mission, operation according to development plans of community organization council, application of good governance, 2) participatory planning process, i.e. operation, monitoring, inspecting, and evaluation of operational performance according to development plans of community organization council on the basis of people's participation, 3) networks consist of preparation of local community development plans connecting to network associate development plans, support of the operation and coordination with local associates, communication between community organization networks through activities of participatory planning process technique (Appreciation-Influence-Control, A-I-C). As A-I-C is a creative participatory meeting method in which brainstorming brings about understanding of problem status/restriction, requirements, and potential of persons related to various issues. This is consistent with a study conducted by Wattanabut (2016), on human capital potential development in the 21st century. The study found that moral and ethics are significant foundation applied to develop human capital potential in the 21st century so as to prepare people to become knowledge workers. Individuals need to change themselves for being able to live with other people in society peacefully and push society to be a knowledge-based society. The 21st century education prepares people to be knowledge workers and learning persons. This is consistent with Sakulcharoenporn (2007), who conducted a study on personnel development strategies of Nakhon Pathom Provincial Administrative Organization, Thailand. The study found that the strategic model for personnel development promoted and developed personnel in terms of innovation and technology as well as work efficiency. A seminar project was prepared for potential development by taking technology into practice for executives and personnel. Knowledge management was carried out to ensure personnel have proficiency at work and transfer knowledge to their colleagues, knowledge management within organization was promoted to ensure they employ knowledge to real practice. Practicing and experiences hidden in individuals were used beneficially for personnel and work development (Carneiro et al., 2016; Clay et al., 2014).

Suggestions

Suggestions given to the study on the model for potential development of community organization council in the northeast region are as follow:

- Policy-level suggestion
According to the test result of using the model for potential development of community organization council in the northeast region found the experimental group had knowledge and understanding about community organization

management in the posttest period different from the control group with the statistical significance level of 0.01. Evaluation results from the experts to examine and confirm appropriateness (Property Standards) and usefulness (Utility Standard) of the model for potential development of community organization council in the northeast region were at an excellent level. Therefore, agencies related to potential development of community organization council should promote and support community organization council to have development in accordance with this model for potential development of community organization council.

- Suggestion for application
Based on the study results, the experimental group had knowledge and understanding about community organization management in the posttest period different from the control group with the statistical significance level of 0.01. Consequently, relevant persons or community organization council require to develop potential of community organization council to have knowledge and understanding about community organization management should carry out development in accordance with this model for potential development of community organization council in the northeast region.
- Suggestion for future research
A study should be conducted on innovation creation to promote potential development of community organization council.

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