

# Development of New Normal Administration Model According to Good Governance Principles of Schools under Sakon Nakhon Primary Education Service Area Offices in Sakon Nakhon Province

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## Abstract

The objectives of research were to develop the new normal administration model according to the principles of good governance for schools under the Office of Primary Educational Service Area in Sakon Nakhon Province. The findings were as follows: I) Components of new normal administration for schools, consisting of 8 components: 1) New Normal Administration Planning 2) New Normal Working Method 3) New Normal Learning Curriculum Administration 4) New Normal Learning Administration 5) New Normal Learning Evaluation 6) New Normal Learning Resource Administration 7) New Normal Collaboration, and 8) Safety. Overall, it is at the most suitable level—the possibility at a high level. II) The new normal administration model consists of 5 components: 1) principles 2) objectives 3) structure 4) administration process and 5) mechanism. As for the components of the administration process, there are 8 sub-components, namely 1) New Normal Learning Resource Administration 2) New Normal Learning Administration 3) New Normal Learning Curriculum Administration 4) New Normal Learning Evaluation 5) New Normal Cooperation 6) New Normal Working Methods 7) Safety, and 8) New Normal Administration Planning. Four external factors affect the administration, including: 1) economic 2) technology, 3) social, and 4) political. III) Every component of the model is suitability possibilities and usefulness is at the highest level. IV) The manual for using the model consists of 3 components: 1) an explanation, 2) an introduction that presents details about the background, importance, objectives, and expected benefits, and 3) details of the model with the results of suitability at the highest level.

**Keywords:** model development, new normal administration, good governance principle

## 1. Introduction

Today's world is changing rapidly. Organizations must face such rapid changes whether they are economic, social, political, consumer needs, technology, especially the COVID-19 situation and various crises, which are the reasons why organizations that cannot adapt will ultimately not be able to survive. At present, it can be considered that all of us humans are living in a VUCA World, meaning in the future we may no longer be able to know what will happen. Because all changes from now on are full of uncertainty, fluctuation, and change all the time.

Popular and commonly known principles used by many departments or organizations in administration is the principle of good governance which is administration Control and supervise the organization or agency to be in line with ethics and correctness. All righteousness that a reasonable person should have and practice, such as transparency, and participation can be checked without interference from outside organizations to support each other creatively, creating a balanced relationship between economics, society, and politics. As a result, society can live in peace. As well as being a guideline for maintaining the country and society to have development covering all sectors, including the government, private sector, and civil society to be able to live together peacefully and in a right and fair way (Wongmat, 2015).

For that reason, it is very important that every executive must be a person with knowledge or have administration science and have the ability to artfully apply those sciences to practice Applying good governance principles to the successful administration of educational institutions. Educational institutions must have a 3-step process for developing organizational culture towards a culture of good governance: creating organizational culture; Developing organizational culture and maintaining organizational culture However, there must be the

development of those involved in educational institutions. To have knowledge and ability and a good attitude towards performing tasks within the scope of educational institution administration work and behaving according to the principles of good governance as well as educational administration in today's era the new normal (New Normal) educational institution administrators must act as a good example. There has been a change in administration style that emphasizes flexibility. Keep up with the modern era and keep up with changes. Including applying the principles of good governance in administration as cogs that firmly bind each other (Saichuea, 2017).

An overview of the provision of education is at the basic education level of educational institutions under the Office of the Primary Educational Service Area in Sakon Nakhon Province. There are a total of 3 educational areas, covering all 18 districts, consisting of the Sakon Nakhon Primary Educational Service Area Office, Area 1, 2, and 3. There are a total of 611 educational institutions, 102,158 students, 7,165 government teachers, and educational personnel. Every educational institution uses the 2008 Basic Education Core Curriculum. There is teaching and learning from Kindergarten 1 to Secondary 1 level, 6 categorized into 286 small schools, 314 medium-sized schools, 9 large schools, and 4 extra-large schools. Most of the schools faced the same problems, including not having enough teachers to cover all grades. It does not correspond to the major inadequate administration budget, and lack of media, materials, technology, and facilities for organizing teaching and learning activities. As a result, teaching and learning arrangements are not as effective as they should be, considering the academic achievement from the National Basic Education Test (O-NET) of students in Prathom 6, Mathayom 3, and Mathayom 6 of students in Sakon Nakhon Province. It was found that the overall average score was quite low when compared to the national level. (Sakon Nakhon Provincial Education Office, 2022) In addition, the report on the results of the evaluation of morality and transparency in the operations of online educational institutions (ITA Online) for the fiscal year 2022 of the Primary Educational Service Area Office. Study in Sakon Nakhon Province in all 3 educational areas. Overall summary in indicator number 10: Prevention of corruption. They got an average score of 70.76, which is the lowest average score (Sakon Nakhon Primary Educational Service Area Office 1, 2022; Sakon Nakhon Primary Educational Service Area Office 2, 2022; Sakon Nakhon Primary Educational Service Area Office 3, 2022).

The current conditions and problems mentioned above reflect that the efficiency in administration and education of educational institutions in the Primary Educational Service Area Office in Sakon Nakhon Province is still not as efficient as it should be, especially in terms of student quality and corruption prevention. The researcher is therefore interested in developing a new normal administration model based on the principles of good governance. To provide guidelines and increase the efficiency of educational administration for school administrators in the new normal era where both work and administration styles have changed. It aims to create awareness and give importance to the administration of educational institutions according to their mission in all aspects. By applying the principles of good governance in supervision and as an anchor in administration, this will build the confidence and trust of parents in sending their children to school. As well as being a service center and a source of learning for the community. By relying on community participation and a sense of ownership in creating a good quality of life for the people, the school and community can organize useful and effective activities. There is a good administration and teaching system. It affects the quality of students to become complete human capital, which will be an important force in the further development of the country.

## **2. Research Objective**

The objectives of this research were to:

- 1) Study the components of the new normal administration according to the school's Good Governance principles under the Primary Educational Service Area Office in Sakon Nakhon Province.
- 2) Develop a new normal administration model based on the principles of Good Governance of the school under the Primary Educational Service Area Office in Sakon Nakhon Province.
- 3) Check the suitability possibility and the usefulness of the new normal administration model according to the school's Good Governance principles under the Primary Educational Service Area Office in Sakon Nakhon Province.
- 4) Develop a manual for using the new normal administration model according to the school's Good Governance principles under the Primary Educational Service Area Office in Sakon Nakhon Province.

## **3. Research Objective**

This research used a research and development method divided into 4 phases as follows:

Phase 1: Study of components of new normal administration according to the principles of Good Governance.

The target group used in the research consisted of 5 experts to confirm the components of the model and 5 experts to check the suitability and the possibilities of the components.

Phase 2: Develop the model. The samples were 242 school directors under the Office of Primary Educational Service Area in Sakon Nakhon Province, selected through multi-stage sampling and focus group discussion by 12 experts.

Phase 3: Appropriateness check suitability, possibility, and usefulness of the model, by multi-stage sampling, the samples were 388 school directors and teachers in schools under the Office of Primary Educational Service Area in Sakon Nakhon Province.

Phase 4: Development of a manual for using the model. The sample was 5 experts to assess the suitability by selective purposive sampling. As shown in table 1 as follows.

Table 1. Research plan

Research phase	Method	Information provider	Data analysis	Processing time	Results
1. Study of the components of the new normal administration according to the principles of Good Governance.	1. Study related documents and research. 1) Study the components of the new normal administration. 2) Study appropriate principles of Good Governance in school administration. 3) Analyze appropriate Good Governance principles for managing each component of the new normal. 4) Synthesize the components of the new normal administration according to the principles of Good Governance.	- Documents and research related. - 5 experts to confirm the components. - 5 experts to check suitability and the possibility of the components.	- Content analysis - Components analysis	October 2022	Components of New Normal Administration according to the Principles of Good Governance.
	2. Confirm and check the suitability and feasibility of components of the new normal administration model according to the principles of Good Governance.				

2. Development of new normal administration model according to the principles of Good Governance of schools under the Primary Educational Service Area Office in Sakon Nakhon Province.	<p>1. Study the components of the administration model.</p> <p>2. Create a questionnaire tool for the actual and expected conditions regarding the administration of the new normal according to the Principles of Good Governance.</p> <p>3. Test the questionnaire (Try Out) with 40 school administrators who are not in the sample.</p> <p>4. Study the actual conditions and expected conditions regarding the administration of the new normal according to the principles of Good Governance of schools under the Primary Educational Service Area Office in Sakon Nakhon Province.</p> <p>5. Sketch the pattern</p> <p>6. Group discussion (Focus Group) of 12 experts to listen to opinions. Additional suggestions.</p>	<p>-Documents and research related.</p> <p>- Advisor Provide suggestions for creating tools.</p> <p>-5 experts reviewed the tool to check consistency with the content.</p> <p>- 40 educational institution administrators who were not in sample group tried out the tool.</p> <p>-A sample group answered the questionnaire.</p> <p>Educational institution administrators, 242 people</p> <p>-Experts Group discussion (Focus Group) number 12 people.</p>	<p>- Content analysis</p> <p>- Composition analysis</p> <p>- Analyze consistency with content (Index of Item Objective Congruence: IOC)</p> <p>-Analyze the quality of the tools in terms of discriminatory power and confidence.</p> <p>- Analyze results using statistical methods, including mean, standard deviation, and the priority sorting index value</p> <p>Essential needs using the Priority Needs Index method (PNI modified)</p> <p>- Content analysis</p>	October 2022 to January 2023	The new normal administration model according to the Principles of Good Governance.
3. Checking suitability and feasibility and the usefulness of the administration model New normal according to principles Good Governance of schools under the Primary Educational Service Area Office in Sakon Nakhon Province.	<p>1. Create a tool Suitability assessment from the possibility and usefulness of the format</p> <p>2. Collecting data</p> <p>3. Analyze data</p> <p>4. Improve the new normal administration model according to the principles of Good Governance of schools under the Primary Educational Service Area Office in Sakon Nakhon Province.</p>	<p>- Sample group Educational institution administrators and teachers, totaling 388 people.</p>	<p>- The advisor gives suggestions for creating tools.</p> <p>- Analyze data Quantitative from the suitability assessment form possibility and usefulness using mean (<math>\bar{X}</math>), and standard deviation (S.D.)</p> <p>- Analysis of qualitative data from open-ended questions in the suitability assessment form.</p> <p>Possibility and usefulness Use Content Analysis.</p>	July 2023	The new normal administration model according to the principles of Good Governance of the school under the Primary Educational Service Area Office in Sakon Nakhon Province. That is an appropriate possibility and is useful in use.

4. Development of a manual for using the new normal administration model according to the principles of Good Governance of the schools under the Primary Educational Service Area Office in Sakon Nakhon Province.	<p>1. Draft of the manual for using the format.</p> <p>1) Study concepts and principles regarding the manual to define components Details of the manual for using the format.</p> <p>2) Draft Model user manual.</p> <p>3) Present the draft manual for using the format to the advisor for checking, editing, improving, and giving suggestions.</p> <p>4) Improve the draft manual for using the format. According to the advice of the advisor</p> <p>5) Print a manual for using the format. to send to experts for evaluation</p> <p>2. Evaluate the format user manual.</p> <p>1) Create a tool to evaluate the model's manual.</p> <p>2) 5 experts evaluated the manual for using the format.</p> <p>3) Improve the format user manual.</p>	- 5 experts evaluating the format of the manual.	<p>-The advisor gave suggestions on drafting a manual for using the format.</p> <p>-The advisor gives suggestions for creating tools.</p> <p>-Experts evaluate the suitability of the manual format using the average.</p>	July 2023	<p>Manual for using the administration model</p> <p>A new normal of life according to the principles of Good Governance of the schools Under the Primary Educational Service Area Office in Sakon Nakhon Province that is appropriate.</p>
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#### 4. Results

The results of the study of the components of new normal administration according to the principles of Good Governance of the school under the Primary Educational Service Area Office in Sakon Nakhon Province, it was found that:

1) The components of new normal administration according to the principles of Good Governance of the school under the Primary Educational Service Area Office in Sakon Nakhon Province, there are 8 components, 43 indicators, and there are Good Governance principles used to govern the administration of each component as follows: 1) New normal administration planning, 5 indicators: Good Governance principles used to govern administration include the principles of morality, the rule of law, the principles of transparency, the principles of responsibility, the principles of participation, the principles of equality and the principles of value. 2) In terms of the new normal of working, there are 5 indicators: there are the principles of good governance used to govern administration, including the principles of morality, the rule of law, the principles of transparency, the principles of responsibility, the principles of participation, the principles of equality, and the principles of value. 3) In the administration of the new normal learning curriculum, there are 5 indicators. There are the principles of Good Governance used to govern the administration, including the principles of responsibility, the principles of participation, the principles of equality, the principles of value, and principles of transparency. 4) In terms of organizing new normal learning, there are 5 indicators. There are the principles of Good Governance used to govern administration, namely the principles of responsibility, the principles of participation, the principles of equality, the principles of value, and the principles of transparency. 5) In terms of measuring and evaluating the results of learning in the new normal, there are 7 indicators. There are the principles of Good Governance used to govern the administration, including the principle of morality, the rule of law, the principles of responsibility, the

principles of participation, the principles of transparency, and the principles of equality. 6) In terms of resource administration, the new normal has 5 indicators. There are principles of Good Governance used to govern administration, including the rule of law, the principles of transparency, the principles of responsibility, the principles of participation, the principles of equality and the principles of value. 7) In terms of strengthening new normal cooperation, there are 6 indicators. There are principles of Good Governance used to govern administration, including the principles of morality, the rule of law, the principles of transparency, the principles of responsibility, the principles of participation and the principles of equality. 8) Regarding safety, there are 5 indicators: there are the principles of Good Governance used to govern the administration, including the principle of morality, the rule of law, the principles of transparency, the principles of responsibility, the principles of participation, the principles of equality, and the principles of value.

II) The results of suitability inspection, and the possibility of components Administration in a new normal according to the principles of good governance of the school under the Primary Educational Service Area Office in Sakon Nakhon Province. The experts found that it was appropriate and possible of the components of the new normal administration according to the principles of good governance of schools under the Primary Educational Service Area Office in Sakon Nakhon Province Overall suitability at the highest level, as for the overall possibility at a high level.

The results of developing a new normal administration model based on the principles of Good Governance of the school under the Primary Educational Service Area Office in Sakon Nakhon Province. The results can be summarized as follows.

I) The results of the study of model components from related documents and research.

Summary and synthesis about the components of the model are consisted of 5 components: Component 1: Principles of the model. Component 2: Purpose of the format Component 3: Structure of the model Component 4: Administration process The fifth component is the mechanism of the model.

II) The results of the study of the actual conditions and expected conditions regarding the administration of the new normal according to the principles of Good Governance of the school under the Primary Educational Service Area Office in Sakon Nakhon Province, it was found that:

a) The real situation regarding new normal administration according to the school's Good Governance principles under the Primary Educational Service Area Office in Sakon Nakhon Province. Overall, it was found to be at a high level. As for the overall expected condition, it was found to be at the highest level.

b) The sequence of needs for development Administration of a new normal according to the principles of Good Governance of the school under the Primary Educational Service Area Office in Sakon Nakhon Province, in overall order, in descending order, they are: No. 1 in New Normal Resource Administration, No. 2 in New Normal Learning Administration, No. 3 in Learning Curriculum Administration. Knowing the New Normal, No. 4 in measuring and evaluating learning in the new normal, No. 5 in strengthening cooperation in the new normal, No. 6 in working methods in the new normal, No. 7 in safety, and No. 8 in planning. Manage a new normal.

The results of the study of actual conditions, and expected conditions regarding external factors affecting the administration of the new normal according to the principles of Good Governance of the school under the Primary Educational Service Area Office in Sakon Nakhon Province.

The actual situation is regarding external factors that affect the administration of the new normal according to the principles of Good Governance of the school under the Primary Educational Service Area Office in Sakon Nakhon Province. Overall, it was found to be at a high level. As for the expected condition Overall, it was found to be at the highest level.

The order of development needs External factors affecting the administration of the new normal according to the principles of Good Governance of the school under the Primary Educational Service Area Office in Sakon Nakhon Province, in overall order, in descending order, they are No. 1 economic aspect, No. 2 technological aspect, No. 3 social aspect, and No. 4 political aspect.

The Results of drafting a new normal administration model were based on the principles of Good Governance of the school under the Primary Educational Service Area Office in Sakon Nakhon Province.

Draft a new normal administration model based on the principles of Good Governance of the school under the Primary Educational Service Area Office in Sakon Nakhon Province, there are 5 components: Component 1, principles of the model, consisting of 1) keeping up with change, 2) managing the new normal, and 3) managing according to the principles of good governance. Component 2: The objectives of the model include: 1) To enable

schools under the Primary Educational Service Area Office in Sakon Nakhon Province There is a new normal of administration according to the principles of Good Governance. 2) To provide schools under the Primary Educational Service Area Office in Sakon Nakhon Province with guidelines for managing the new normal according to the principles of good governance. 3) To schools under the Primary Educational Service Area Office in Sakon Nakhon Province. There is a manual for using the new normal administration model according to the principles of Good Governance. The third component, the structure of the pattern, is that the individual parts that make up the pattern are related to each other. Resulting in achieving the objectives and goals of administration Component 4: The administration process of the model consists of 4 steps: Step 1 Planning (Plan: P) Step 2 Implementing the plan (Do: D) Step 3 Checking performance results (Check: C) Step 4 Improvement (Action: A) by the process of driving each component of administration. A new normal of life is according to the principles of Good Governance of the school under the Primary Educational Service Area Office in Sakon Nakhon Province and guidelines for development, respectively, as follows: 1) New normal resource administration, there are 3 indicators for operations along with guidelines for developing success. 2) In New normal learning administration, there are 2 indicators for operations along with guidelines for development to ensure success. 3) Administration of the new normal learning curriculum, there are 2 indicators for operations along with guidelines for development to ensure success. 4) Measurement and evaluation of learning in the new normal, there are 4 indicators for operations along with guidelines for development to achieve success. 5) Strengthening new normal cooperation, there are 3 indicators for operations along with guidelines for development to achieve success. 6) New normal of working, there are indicators for action along with guidelines for development. To achieve success, there are 2 indicators 7) Safety, there are 3 indicators for operations along with guidelines for development to achieve success. 8) New normal administration planning, there are 2 indicators for operations and development guidelines for success, with external factors affecting the administration of the new normal according to the principles of Good Governance of the school under the Primary Educational Service Area Office in Sakon Nakhon Province, there are 4 areas: 1) external economic factors There are 3 indicators for operations and development guidelines for success. 2) External factors in technology, there are 2 indicators for operations and development guidelines for success. 3) External factors. Social aspect, there is 1 indicator for operations along with guidelines for development to achieve success. 4) External political factors, there are 2 indicators for operations along with guidelines for development to achieve success, and the fifth component is the mechanism of the model.

The results of focus group discussions on new normal administration are according to the school's Good Governance principles. Under the Primary Educational Service Area Office in Sakon Nakhon Province by 12 experts, it was found that the experts had consistent opinions on the format and confirm the model that the researcher has presented. There are also some additional suggestions and changes in the use of certain words which the researcher has made further corrections to complete.

The results of developing a new normal administration model based on the principles of Good Governance of the school under the Primary Educational Service Area Office in Sakon Nakhon Province. The developed model was shown in Figure 1.

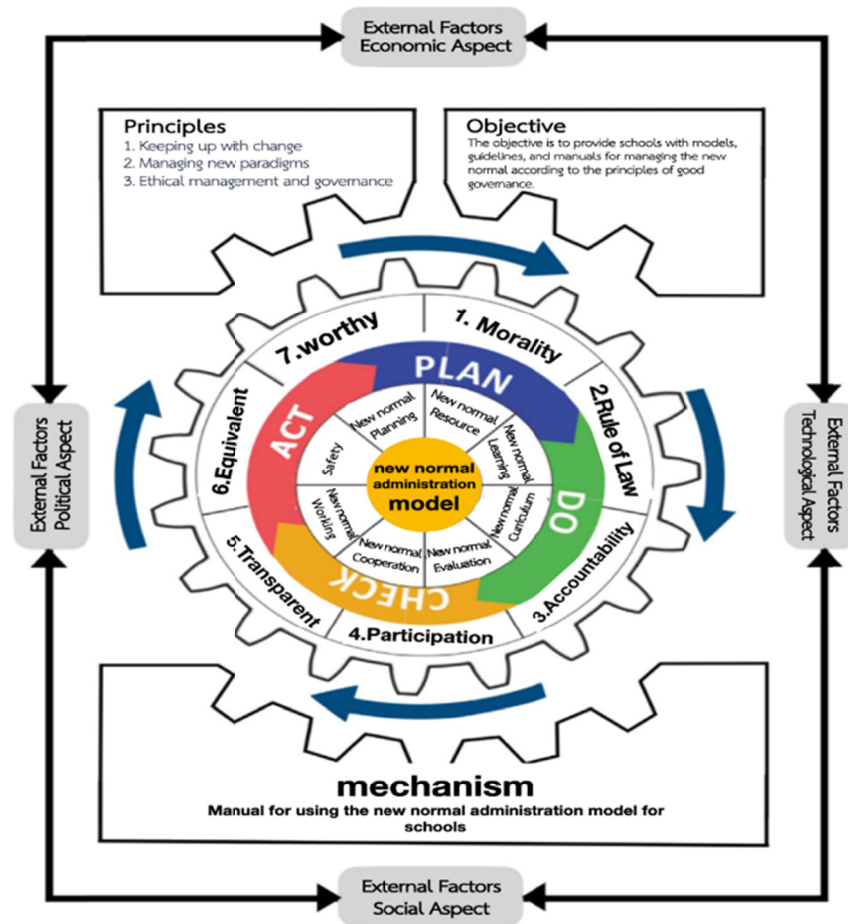


Figure 1. A new normal administration model based on the principles of Good Governance of the school under the Primary Educational Service Area Office in Sakon Nakhon Province

The results of suitability inspection possibility and the usefulness of the new normal administration model according to the school's Good Governance principles under the Primary Educational Service Area Office in Sakon Nakhon Province.

The results of the suitability inspection possibility and the usefulness of the new normal administration model is according to the school's Good Governance principles under the Primary Educational Service Area Office in Sakon Nakhon Province. It was found that the suitability, feasibility and the overall usefulness of the format are at the highest level. When considering each component, it was found that the principle of the format is appropriate at the highest level, possibility at the highest level and usefulness at the highest level. Purpose of the format is appropriate at the highest level, possibility at the highest level, and usefulness at the highest level. Structure of the format is appropriate at the highest level, possibility at the highest level, and the usefulness at the highest level. Model administration process is appropriate at the highest level, possibility at the highest level, and usefulness at the highest level. Pattern mechanism is appropriate at the highest level, possibility at the highest level, and usefulness at the highest level.

The results of suitability inspection possibility and usefulness of external factors that affect the administration of the new normal according to the Principles of Good Governance of the school Under the Office of the Primary Educational Service Area in Sakon Nakhon Province, it was found that overall suitability was at a high level. When considering each factor, it was found that the technology factor had the highest average score at a high level, and social factors had the lowest average scores at a moderate level. The overall possibility is at a high level. When considering each factor, it was found that the technology factor had the highest average score at a high level and the social aspect had the lowest average score at a moderate level of usefulness. The overall level was at a high level. When considering each factor, it was found that the technology factor had the highest average score at a high level and the social aspect had the lowest average score at a high level.



The results of developing a manual for using the new normal administration model according to the school's Good Governance principles. Under the Primary Educational Service Area Office in Sakon Nakhon Province, it was found that the format manual was appropriate for use. Can be used to plan Promote and support the new normal of administration according to the principles of good governance, and effectively solve administrative problems according to the principles of Good Governance from the results of operations as follows:

The results of drafting a manual for using the new normal administration model according to the school's Good Governance principles under the Primary Educational Service Area Office in Sakon Nakhon Province. The components of the manual include instructions, and an introduction (the introduction includes the background and importance of the new normal administration model according to the principles of Good Governance of the school. Under the primary education area office in Sakon Nakhon province, objectives, expected benefits) and details of the new normal administration model according to the principles of Good Governance of schools under the primary education area office in the Sakon Nakhon Province.

The results of the evaluation of the manual for using the model found that the appropriate level of the manual for using the new normal administration model according to the principles of Good Governance of the school under the Primary Educational Service Area Office in Sakon Nakhon Province. Overall, it is at the highest level. When considering each aspect, it was found that the content of the manual has the highest average score of suitability level at the highest level and the use of the manual Average score of lowest suitability level at the highest level.

The results of improving the format of the user manual, the researcher has checked the correctness of the manual in detail again. Then print a complete manual for using the format. From the development of a manual for using the new normal administration model according to the principles of Good Governance of the school under the Primary Educational Service Area Office in Sakon Nakhon Province. Get a manual for using the format that can be used for planning. Promote and support the new normal of administration according to the principles of Good Governance, and effectively solve administrative problems according to the principles of Good Governance.

## 5. Discussion

From the research results, some issues are discussed as follows:

The results of the study of the components of new normal administration according to the Principles of Good Governance of the school under the Primary Educational Service Area Office in Sakon Nakhon Province. It was found to consist of 8 components: 1) New normal administration planning, 2) New normal working methods, 3) New normal learning curriculum administration, 4) New normal learning administration, and 5) Evaluation and measurement. Learning in a new normal, 6) resource administration in a new normal, 7) strengthening cooperation in a new normal, and 8) safety shows a connected relationship. In school administration, this must include administrative planning teaching, and learning. Curriculum administration operations Measurement, evaluation, and various resources required for administration teaching and learning. Creating a network of cooperation is from all sectors in every aspect, including having to manage safety in the school at all times. Importantly, executives must apply good governance principles in their supervision and as an anchor in administration. This may be because the researcher has conducted a study and reviewed concepts, theories, documents, and research related to the new normal administration. Principles of Good Governance in school administration are from a variety of information sources including interviews with experts who have knowledge and experience in managing educational institutions by applying Good Governance principles for effective administration. This is in line with the research results of Atchara (2021, p. 183) who designed a research study on a new educational institution administration model towards the desired quality of education in a changing context by analyzing documents and research. Related Interviews with 5 experts who are educators with expertise in educational administration used the purposive sampling method, including the results of the analysis of appropriate Good Governance principles in school administration. Consistent with the research results of Weerayuth (2014, pp. 91-92), he classified the components of Good Governance in government organizations: by studying the case of schools under the Office of the Basic Education Commission, totaling 8 components as follows: 1) the rule of law, 2) the principle of morality, 3) the principle of participation, 4) the principle of transparency, 5) the principle of responsibility, 6) the principle of worthiness, 7) the principle of stability, and 8) the principle of goals consistent with society.

New normal administration model is according to the school's Good Governance principles under the Primary Educational Service Area Office in Sakon Nakhon Province. The developed model consists of 5 main components: Component 1: Principles of the model. Component 2: Purpose of the format Component 3: Structure of the model Component 4: Administration process There are 8 sub-components: 1) New normal resource administration, 3 indicators, 2) New normal learning administration, 2 indicators, 3) New normal learning curriculum administration, 2 indicators, 4 indicators. 4) Measurement and evaluation of new normal learning, 4 indicators 5)

Strengthening new normal cooperation, 3 indicators 6) New normal working methods, 2 indicators 7) Safety, number 3 indicators and 8) New normal administration planning, 2 indicators and component 5, mechanism of the model There are external factors that affect the administration of the new normal according to the principles of Good Governance of the school under the Primary Educational Service Area Office in Sakon Nakhon Province, there are 4 indicators: external economic factors, 3 indicators, external technological factors, 2 indicators, external social factors, 1 indicator, and external political factors, 2 indicators. It indicates that this may be because the researcher studied the process of developing the model from many educators. Then proceed to develop the model systematically. Start by studying the principles Concepts and theories from related documents and research that were used to define the conceptual framework and components of the model. Interviews with experts were conducted as well as checking the correctness of the components of the model. Including a study of the actual conditions and expected conditions regarding the new normal administration according to the principles of Good Governance of the school under the Primary Educational Service Area Office in Sakon Nakhon Province. To be used to analyze the index value of the order of essential needs. Then use the data from the operation to draft a model and conduct a group discussion with experts to consider accuracy and suitability of the draft model. After that, the model was improved and developed to be complete. Every component of the model that the researcher has developed starts with principles that users must understand initially. Next, the purpose of the form indicates what it will be used for with which target group? What effect does it have? It is connected to the structure of the format which binds all components together. They are driven by one another, resulting in achieving the objectives and goals of the administration. There are external factors that affect the success of the administration. At the heart of the model is an administration process guided by the Deming Quality Cycle. Along with development guidelines for success in managing the new normal with 8 components, there is a manual for using the model as a mechanism that schools must study, understand, and adapt according to the context and suitability. This is consistent with the results of a study by Somsri (2017) who studied the administrative model of educational institutions to develop the quality of students to have desirable characteristics in the 21st century. It was found that the administrative model of educational institutions is studied to develop the quality of students to have desirable characteristics in the 21st century, consisting of 5 components: 1) components of setting up an administrative system and developing the organization with participation of all sectors. 2) Components of curriculum development and research-based learning process 3) resource administration components and budget efficiently, 4) component of learning administration for students to have technological and communication competencies, and 5) component of developing data and information systems to manage resources and budgets. A study by Rangsan (2020) studied administrative guidelines for organizing education in a new learning way (New Normal) in small schools under the Chiang Mai Primary Educational Service Area Office 3. The Results study obtained guidelines in 6 areas: 1) curriculum administration in the new learning way, 2) teacher development in the new learning way, 3) teaching and learning administration in the new learning way, and 4) evaluation in the new learning way, 5) listening to feedback from teachers, parents, students, and communities in the new learning way, and 6) managing educational resources in the new learning way Study of Phrakru (2019, pp. 119-131) Modern administration There are 3 important components: 1) Focus on effectiveness or results (Effectiveness) 2) Focus on quality. (Quality) or customer satisfaction (Customer Satisfaction) 3) Focusing on the principle of responsibility (Accountability) these components are in harmony with the constantly changing administrative environment, causing the organization to adapt accordingly to have the strength to survive and have competitive ability. In the study of Weera (2017, pp. 165-172) who conducted research on the administration model according to the principles of Good Governance of the Educational Service Area Office, it was found that the administration model according to the principles of good governance of the Educational Service Area Office consists of 7 areas, 54 administration approaches, including 15 approaches to the rule of law, 7 approaches to participation, 6 approaches to communication, 7 approaches to learning organizations, and transparency principles. There are 7 approaches, on leadership there are 7 approaches, and on integration there are 5 approaches.

The new normal administration model according to the school's Good Governance principles under the Primary Educational Service Area Office in Sakon Nakhon Province, was developed and has results of suitability examination, possibility and usefulness at the highest level This may be because A new normal administration model based on the principles of Good Governance developed by the researcher. It starts with principles that users must understand initially. Next, the purpose of the form indicates what it will be used for with which target group? What effect does it have? It is connected to the structure of the format which binds all components together. They are driven by one another, resulting in achieving the objectives and goals of the administration. There are external factors that affect the success of the administration. At the heart of the model is an administration process guided by the Deming Quality Cycle. Along with development guidelines for success in managing the new normal with 8 components, there is a manual for using the model as a mechanism that schools must study, understand, and adapt

according to the context and suitability. Therefore, stakeholders who have examined the model use the model to ensure that the format created or developed is appropriate. There is a possibility and is useful. This is consistent with the results of a study by Banjong (2009) who studied research on Model development Administration according to the principles of good governance in basic educational institutions in the upper southern provinces. The evaluation results Suitability of the educational institution administration model according to the principles of Good Governance. It was found that administrators of basic educational institutions in the upper southern provinces thought that the model was appropriate and possible in practice at the highest level in all aspects and Weera (2017) Research has been done on administration styles. According to the principles of Good Governance of the Educational Service Area Office, the results of the evaluation of the administration model according to the principles of Good Governance of the Educational Service Area Office overall and in each area were found to be appropriate, possible, correct, and usable. The results of the evaluation are 80 percent or more in all aspects.

The manual for using the new normal administration model is according to the principles of Good Governance of the school under the Primary Educational Service Area Office in Sakon Nakhon Province. The components of the manual include explanations and an introduction that shows details about the background. The importance of the new normal administration model is according to the school's Good Governance principles under the Primary Educational Service Area Office in Sakon Nakhon Province. Objectives and expected benefits and details of the new normal administration model according to the principles of Good Governance of schools under the Primary Educational Service Area Office in Sakon Nakhon Province. The results of the evaluation of the appropriateness of the manual for using the format are given at the highest level. This may be because the developed manual has systematic procedures based on the characteristics of a good manual, it emphasizes suitability, modern provide knowledge that is accurate, clear, easy to understand, able to create knowledge and understanding, and follow the guidelines and procedures appropriately. The picture in the book is beautiful. Convenient to use along with having passed a suitability evaluation from experts This is consistent with the study of Sakuna (1999, p. 29) by starting with the study of basic information related to research from documents, textbooks, courses, various research studies, and then analyzing the users of the manual. Set objectives and a broad scope of content of the manual and explore the details of the study points in the manual. Then write the contents of the manual according to the purpose and broad scope of the manual. After that, the book format and illustrations are designed, printed, and tested according to the quality development process. The manual is edited, improved, and used with the experimental group for data collection and the results of a study by Somchit (2005, p. 73) concluded that writing a manual must focus on practice. As for how to organize the activity, you must write it in detail. Can follow the steps and should show pictures, charts, and diagrams to help practitioners easily follow the steps. Writing a manual is teaching or educating readers in written language. However, the reader does not have the opportunity to ask the writer questions about the issue. The manual therefore needs to have detailed content covering all questionable points. So that readers can study and understand by themselves.

## **6. Recommendations**

### *6.1 Suggestions for Use*

From the research results found that the new normal administration model developed consists of 5 main components of the format: Component 1: Principles of the format. Component 2: Purpose of the format. Component 3: Structure of the model. Component 4: Administration process. Component 5: The mechanism of the model. In adopting a new normal administration model based on the principles of Good Governance for use in administration within educational institutions, school administrators or users must study details about administration components, indicators, and administration guidelines. This will result in the most efficient educational administration model.

From the research results it was found that the new normal of resource administration has the highest order of needs index values. Therefore, school administrators should give priority to this aspect as administrative resources are very important. Teachers and educational personnel must have high competency in teaching and performing tasks. Including modern technology in the form of digital platforms will affect the efficiency of administration in the new normal.

Primary Educational Service Area Office, which is considered the parent agency of the school. This research should be tested and developed to suit small, medium, and large schools to create a new normal administration model based on effective governance principles, modern keep up with the next change.

### *6.2 Suggestions for Further Research*

There should be further research on the application of other principles or concepts such as the principle of empowerment, principles of self-direction or the concept of sustainable development (Sustainable Development

Goals: SDGs) etc., to be used for administration within educational institutions.

There should be research and development of a new normal administration model by applying artificial intelligence technology according to the principles of Good Governance.

There should be a research study to study the future of new forms of educational institution administration under the rapid development of technology, such as the use of artificial intelligence technology in administration teaching, and learning.

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