

私立高中職校競爭策略之探討---以新竹縣為例

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摘要

Discussion about the advantage of competition between the private high school and the private vocational school-Hsinchu county as an example From aspects of the developmental history of education, education can be divided into two types: education for culture and education for work. There appears forms of senior high schools, vocational schools and comprehensive high schools in the educational system of higher education till now; on the other hand, the atmosphere of stablishing private school increases, private schools bring up and train many talented people for the government and accelerate the improvement of the society. However, recently the birth rate of new born infants in Taiwan has decreased apparently, the number of schools increase and WTO opens for education service, because of these impacts, the organization of school is facing intensive competition, how to survive and develop under the upsurge of competition has become a focused issue of keepers in every school. This study has five private senior high schools and vocational schools as a main body for research, analyses the advantages and disadvantages of competitiveness in every school based on SWOT analysis. Open questionnaires are delivered in

order to obtain variables and then closed questionnaire are delivered quantitatively. The number of valid questionnaires is 252. The findings discover: 1. as for environments, traffics and geographical positions affect students' willingness to study; 2. as for developmental location of the school, the clearer the location is, the easier to attract students to study; 3. development of characterized departments (Catering or tourism management, for examples) is helpful in enrolling students with special needs; 4. schools that have advertisement marketing is more famous and easier to be selected; 5. Schools with better performance for entrance are easier to be selected as the top choice by students to study in.

Based on the results and findings, the researcher applies diagnosis used in enterprise and supplies with the following suggestions: 1. administrative organizations should make efforts to become flat to make the schools more efficient.; 2. The business marketing strategies is necessary to clarify the location of development to the targeted people with an attempt to better the first impression of the school than other school. ; 3.

The school should fully utilize the chance of alternating system to unclog the access for students. ; 4. The school should set the division of junior high school to preserve the student by uniform access of entrance. 5. The school should use the chance of WTO' s openness for foreign schools to establish branch schools in Taiwan to make a uniform

competition.

關鍵字：Private Senior High Schools And Vocational Schools, SWOT analysis.