

THE APPLICATION OF EDUCATION AND TEACHING INNOVATION STRATEGY IN SHANTOU CENTRAL KINDERGARTEN

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ABSTRACT

In the kindergarten education of Shantou Special Economic Zone, we are committed to promoting curriculum reform and innovation in educational concepts. We realize that kindergarten education is not only about imparting knowledge, but more importantly, cultivating children's creativity, critical thinking, and problem-solving abilities. Therefore, we have adopted a child-centered teaching approach, encouraging children to actively participate and stimulating their curiosity and exploratory spirit. In the kindergartens of Shantou Special Economic Zone, we focus on cultivating children's international perspective and multicultural awareness. We provide children with a broader learning space and cultural background by introducing internationally advanced educational concepts and methods, as well as multicultural educational resources. In addition, we also strengthen cooperation and exchange with other kindergartens both domestically and internationally and carry out diversified educational activities to promote children's cross-cultural communication and cooperation abilities. In summary, the strategic innovation of education management in Shantou Special Economic Zone towards kindergartens is reflected in multiple aspects. We are committed to providing children with a high-quality educational environment, resources, and services, cultivating their abilities for comprehensive development, lifelong learning, and active participation in society. At the same time, we actively respond to new challenges and opportunities in education development, and continuously promote education reform and innovation.

Keywords: Education management, innovative strategies, Kindergarten

INTRODUCTION

The current education quality management drive It focuses on developing students' digital learning skills in the 21st century where school administrators play a crucial role in leading the organization to success according to its vision and mission. School administrators must be good role

models in adapting to the changing context of digital technology. School administrators in the digital age must keep pace with changes in technology. Because management is the key to change in both the practice and culture of the school. Digitally-led school administrators represent new ideas and practices. By using social media communications to promote school news to enhance school values (Sheninger, 2014).

In this 21st century, every organization, at every level, is facing unstoppable changes. Including entering the ASEAN Community in 2015, which is the period of the digital age with the development of information and communication technology (ICT: Information and Communication Technology), the expansion of high-speed internet networks that cover almost all areas and almost everyone. Almost all ages use technology to communicate in their daily lives, such as smartphones and smart devices (National Statistical Office, Ministry of Digital Economy and Society, 2018). School management in the digital age. Like the "VUCA World" situation, which combines letters for Volatility, Uncertainty, Complexity, and Ambiguity, which are used in business that has changed the way of life. The economy is rapidly as well, where "VUCA World" has changed the concept from "solving problems and planning to reduce uncertainty" to "moving rapidly", namely "participating in continuous improvement". quick decision And working proactively "makes organizational leaders and school administrators in the digital era need to realize the importance of this change in order to cope with current changes effectively (Sasima, 2017).

OBJECTIVE

1. The study shows the application of educational management innovation in the central kindergarten of Shantou Special Economic Zone, which provides various theoretical basis for carrying out various work correctly.
2. Provide various suggestions for the innovation of education management of kindergartens in Shantou Special Economic Zone Center, so as to improve the management system of kindergartens. To promote the development of educational management.

METHODOLOGY

This research aims to study the Application of smart management strategies of central kindergartens in special economic zones, where the researcher proceeded with the following steps:

Population and sample

1. The population used in this research were administrators and teachers of kindergarten schools. in the central region of China, totaling 12,148 schools
2. The sample used in the research were administrators and teachers of kindergarten schools. In the central region of China, 375 people. The sample size was determined using the Krejcie and Morgan sample size table (Krejcie & Morgan, 1970) .
3. Key informants in the in-depth interview were 3 administrators and 3 teachers in kindergarten. In the central region of China, a total of 6 subjects were obtained by purposive sampling.

Data analysis and research result

Data analysis on the application of innovative strategic factors in the education management of central kindergartens in Shantou Special Economic Zone. The purpose is: 1. To study applications in educational management of kindergartens In central China; 2. To suggest guidelines for using applications in educational management of kindergartens in central China. The data analysis results are as follows in three parts.

P1 : The first part analyzes the frequency and percentage of respondents' personal conditions.

P2: The second part is the analysis results of the mean and standard deviation of innovation issues related to Shantou kindergartens.

P3: The analysis results of qualitative interviews with Shantou kindergartens in the third part.

Research conclusion and discussion

The purpose of this study is to explore:

4. To study the application of innovative technology in the kindergarten education management of Shantou Special Economic Zone. An application guide on kindergarten education management is put forward. Results Steps 1. Summary of research results

5. Discussion of research results

6. Summary of Research on Factors Related to Innovative Strategies in Shantou Kindergartens. Recommendations are summarized as follows: Research background

3.1. Shantou, this bustling city, has nurtured countless excellent kindergartens. However, with the development of society and the increasing demand for education, Shantou kindergartens are facing many challenges. In order to stand invincible in the fierce education competition, innovative strategies are crucial in early childhood education. This study aims to explore the key factors involved in the implementation of innovative strategies in Shantou kindergartens, providing reference for improving the quality of kindergarten education.

3.2. Theoretical framework. In recent years, many domestic and foreign scholars have been dedicated to the research of innovative strategies in kindergartens. They believe that the innovation strategy of kindergartens should focus on improving the quality of education, and comprehensively reform from multiple aspects such as teacher training, curriculum design, and home school communication. Within this theoretical framework, we aim to identify the key factors that influence the innovation strategies of Shantou kindergartens and conduct in-depth analysis of them.

3.3. Analysis of influencing factors: Teacher training: Excellent teachers are the key to innovative strategies in kindergartens. Shantou kindergartens should increase their training efforts for teachers, improve their professional competence and innovation ability. For example, encouraging teachers to participate in learning activities such as seminars and online courses in order to absorb new knowledge and master new skills.

Curriculum design: Curriculum is the core of early childhood education. Shantou kindergartens should pay attention to innovative curriculum design, combine the interests and characteristics of young

children, and introduce new teaching methods and resources, such as gamified teaching, interactive teaching, etc. At the same time, attention should be paid to cultivating young children's independent thinking and innovation abilities, laying the foundation for their future development.

Parent child communication: Parent child communication is an important bridge between kindergarten and parents. Shantou kindergartens should strengthen communication and cooperation with parents, jointly pay attention to the development needs of young children, and improve the targeted and effective education. For example, holding regular parent teacher meetings and parent-child activities can enhance parents' understanding and participation in kindergarten education activities.

Empirical research methods and data sources. This study used a questionnaire survey method to collect relevant information and data from multiple kindergartens in Shantou City. The questionnaire covers multiple aspects such as teacher training, course design, and parent-child communication. By statistically analyzing these data, identify the key factors that affect the innovation strategies of Shantou kindergartens.

Achievements and inspirations Based on empirical analysis results, we found that the following factors have a significant impact on the implementation of innovative strategies in Shantou kindergartens:

2. **Teacher training:** The level of mastery of innovative teaching methods and acceptance of new educational concepts by teachers is positively correlated with the effectiveness of implementing innovative strategies in kindergartens. This reminds us that in order to improve the quality of education in kindergartens, we must pay attention to the professional development of teachers.

2. **Curriculum design:** Interesting and exploratory curriculum design can better stimulate children's learning interest and innovation ability. Therefore, Shantou kindergartens should pay attention to the innovation of curriculum design, combine the characteristics and development needs of young children, and introduce new teaching methods and resources.

3. **Parent child communication:** Effective parent-child communication helps to increase parents' participation and satisfaction with kindergarten educational activities. This requires Shantou Kindergarten to strengthen communication and cooperation with parents, and jointly pay attention to the development needs of young children.

Based on the above analysis results, we propose the following suggestions:

1. Increase training for teachers, encourage them to participate in professional development courses and seminars, and improve their professional competence and innovation ability.

2. Optimize course design, focus on gamified and interactive teaching, and stimulate children's learning interest and innovation ability. At the same time, teachers are encouraged to adjust curriculum arrangements based on the interests and characteristics of young children.

3. Strengthen communication and cooperation with parents, regularly hold parent teacher meetings and parent-child activities, etc., to enhance parents' understanding and participation in

kindergarten education activities. At the same time, parents are encouraged to provide valuable opinions and suggestions for the kindergarten.

4. Innovate work mode based on actual situation: Shantou Kindergarten can innovate work mode based on its own actual situation to improve the quality of education. For example, adopting project-based teaching methods, collaborative learning and other new teaching methods to improve the learning effectiveness of young children; Using information technology to optimize teaching processes and improve teaching efficiency; Strengthen communication and cooperation with parents through the family school cooperative education model; Carry out diversified evaluation methods to comprehensively understand the developmental needs of young children; Measures such as strengthening campus cultural construction and creating a good educational atmosphere; Continuously improving the level and quality of park management.

5. Pay attention to the mental health of young children and their development, which is also an important direction for the future development of early childhood education in Shantou area; Teachers need to have corresponding knowledge of mental health and be able to correctly guide young children to establish correct values and outlook on life; At the same time, corresponding mental health records should be established to pay attention to the growth process of young children and intervene in a timely manner; To ensure the physical and mental health and harmonious development of young children.

RESULT

3. Systematically sorted out the existing education management of the central kindergarten of Shantou Special Economic Zone and found out the management strategy plan of previous years.
4. Discuss the rational application of innovative management in the central kindergarten of Shantou Special Economic Zone and make overall planning.
3. Brief introduction of new innovation management theory and method and innovation.
4. How to conceive and design and perform logical analysis of innovative behavior when implemented in actual work.

CONCLUSION AND FUTURE WORK

Literature review

Research on the application of smart management strategies of central kindergartens in special economic zones, This time, the researcher has studied the documents and related researches as follows: The study has given the meaning of school administration as follows:

Supamas Witchanam (2017) has given the meaning that Educational institution administration means the working process of teachers and educational personnel to cooperate in performing the missions of educational institutions to achieve their goals efficiently. Taking into account the achievement of students is important.

Warisara Boontham (2017) implies that school administration is an operation of a group of 2 or more people, relying on the cooperation of members within the school. by using appropriate and efficient management processes to enable the administration in educational institutions to achieve the goals set by educational institutions

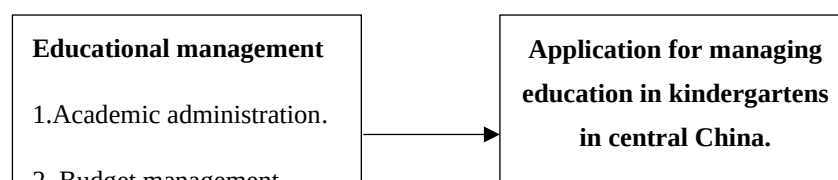
Kraisorn Jiamthong (2018) said that the administration in educational institutions is academic management, budget management, personnel management and general administration It is a strategy for developing a quality education management system. Especially academic work that aims to develop learners to have quality standards according to the curriculum. Defined by personnel who have been developed with the skills to manage education. Allocate appropriate budgets for benefits. Coordinate with communities and organizations participating in educational management effectively.

Hoy and Miskel (2011) mean that School administration means the management of educational personnel, teachers, and students in order to cooperate and cooperate in working in the school for all 3 groups of people to agree. And proceed according to the vacant agreement and must strictly adhere to: In conclusion, school administration means A process in which many parties cooperate in organizing activities in order for learners to have knowledge and competence. and desirable characteristics according to the intent of the study as well as the work of school administrators who systematically apply principles and processes to perform their missions Able to develop educational administration to have the quality of operations in all 4 departments, namely academic administration, budget management personnel management and general administration Aiming to develop work to meet the objectives able to coordinate the community and organizations participating in providing quality education School administrators are important people who play a role. and have the authority and responsibility to manage educational institutions to achieve the objectives set forth with efficiency and effectiveness.

Conceptual framework for research

In this research, the researcher aims to study the application of educational management of kindergarten schools. in central China by studying the concept Administrative scope school management 4 according to the mission of education management, namely academic administration budget management personnel management and general administration The researcher has defined the research conceptual framework as shown in Figure 1. Independent variable dependent variable.

Figure 2.1 conceptual framework for research



Know information about using applications in educational management of kindergartens. in central China. Get strategies or guidelines for using applications in educational management of kindergartens. in central China To lead to an intelligent kindergarten in the digital age and result in efficient and effective educational management. Research on **the application of smart management strategies of central kindergartens in special economic zones**, This time, the researcher has studied the documents and related researches as follows: Supamas Witchanam (2017) has given the meaning that Educational institution administration means the working process of teachers and educational personnel to cooperate in performing the missions of educational institutions to achieve their goals efficiently. Taking into account the achievement of students is important. Warisara Boontham (2017) implies that school administration is an operation of a group of 2 or more people, relying on the cooperation of members within the school. by using appropriate and efficient management processes to enable the administration in educational institutions to achieve the goals set by educational institutions. Kraisorn Jiamthong (2018) said that the administration in educational institutions is academic management, budget management, personnel management and general administration. It is a strategy for developing a quality education management system. Especially academic work that aims to develop learners to have quality standards according to the curriculum. Defined by personnel who have been developed with the skills to manage education. Allocate appropriate budgets for benefits. Coordinate with communities and organizations participating in educational management effectively.

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ACKNOWLEDGEMENTS

I would like to express my sincere thanks to Suan Sunandha Rajabhat University for invaluable help throughout this research.

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