

Administrative Operations In The Program Of Social Service At The University Of Sonora To Achieve The Quality Of Education

"An Assessment Of Students"

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Abstract—In universities, the constant pursuit of quality degree programs that offer is a constant given the demand for them, which is why these together with the faculty are a cornerstone of continuous improvement to achieve the objectives of the plan institutional development.

The administrative management of the program of Social Service as a means to achieve quality education and the goals of the institution form the body of action to be taken within a framework of continuous improvement.

Keywords—Administrative Management, Quality, Social Service.

INTRODUCTION

This paper aims to address the administration in the Social Service program as a means of achieving quality education at the University of Sonora; In a first stage, the context in which it is immersed in the social service program within the institution and we point the different variables that affect everyday events and which have to be considered to achieve educational quality and objectives addressed institutional; In a second step the methodology to support data collection, analysis of the problems of research and inference based on the results described; In a third stage is approached from the point of view bibliographic different theories on administrative management education institutions and opinions of various international organizations that address the importance of the quality of education at all school levels; In a fourth step the results of the data collection instrument "*questionnaire*" which are plotted and tabulated the results is discussed; In a fifth step and based on the results of the relevant recommendations are made and alternative solutions supported in this investigation are proposed.

THEORETICAL FRAMEWORK

ADMINISTRATIVE MANAGEMENT

Management is a holistic approach to the management of an institution to establish its objectives, vision, mission, values, strategies, structure, organization, resources and means to

achieve them, processes for carrying out the activities to achieve the objectives the application of resources, means or instruments, evaluation and improvement of performance.

Administrative management in institutions of higher education requires several duties that lead to achieving the goals they deem relevant to the achievement of the vision it has set as a goal for the future and why should every day to work for effective achievement, so it is relevant a measured and transparent management of its budget, planning and scheduling plans and academic programs, training of human resources, effective communication and management in a timely and validated information for decision-making. A considerable part of these factors in turn depends on strong leadership to promote effectively necessary to achieve the vision proposed measures.

The administration as a means of achieving quality education is at all times and in all educational organization supporting the cornerstone that would achieve the necessary changes to give some direction to the vision that the organization has raised as a target goal.

Principle of managing for quality

The quality management is an organizational management system that is based on the principle of doing things right. But it assumes that doing things right the integrity of the people involved in the production process is as important as the effectiveness of leadership to lead the mission of the organization focused on meeting the needs of users, consumers or customers (Lepeley, 2001 , pp. 6-7).

The client is a person who has a need and to satisfy purchase a product or service. Such acquisition gives the right to obtain the benefit and expected quality.

Customers are important, because if there were people with needs or tastes for specific products or services, there would be demand and the organization would have no reason to exist (Cavassa, 2002, p. 20).

Industrial society has given way to a society of services and information. This requires a profound

change in the skills and competencies needed in professional education (Ferrández, 2000), which until now were only necessary for certain positions. Institutions and professional success of the future will be those that are developing new capabilities to the new environment, implying that past success does not guarantee future success (Fernandez, 2001, p. XXV).

The new skills needed to adapt to rapidly changing society oblige educational professionals to be flexible, adapt and live in a changing environment (González Soto, 2000); to learn, unlearn and relearn; to be true leaders, creative and able to stay ahead of developments (Fernandez, 2001, p. XXV)

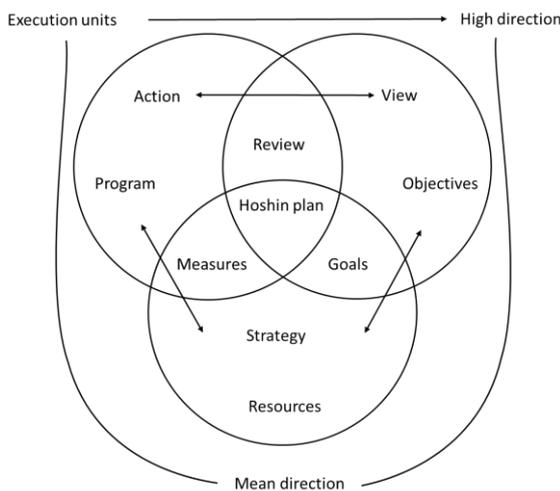
Knowledge management to achieve quality education

Knowledge management and intellectual capital is a practice of putting into operation the means for knowledge, whatever their origin, can be disseminated, distributed and used for the benefit of the institution (Fernandez, 2001, p. 177).

The only way to keep alive an institution is to allow creative people to promote change. The institution that does everything according to the rules and stifles creativity lacks flexibility. The innovative elements of creativity are the very essence of the vitality of the system of an institution (Fernandez, 2001, p. 172).

ACHIEVING GOALS

Figure. No. 1 Hoshin Plan



Source: Model Hoshim to achieve the objectives in education institutions (Akao, 1994, p. 94)

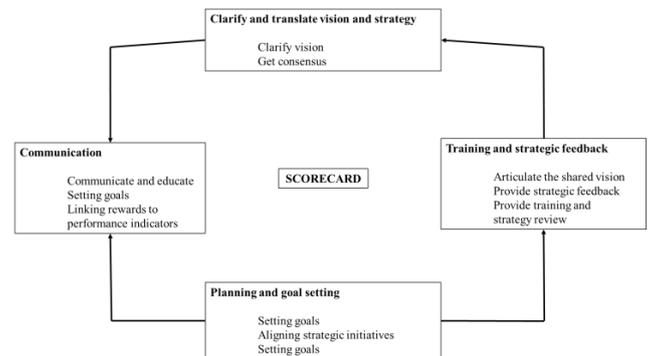
The leadership change.

Based on the level of leadership in the amount of change and the complexity of its implementation, experience shows that in situations with high amounts of change must increase and the institution geared towards leadership, and increased complexity of implementing further management is needed for part of the address. The management becomes critical element of the new situation, with people processes

and the structure of the institution (Fernandez, 2001, p. 192)

The balanced scorecard

Figure. No. 2



Source: Feedback of strategic communication (Other, 2000, p. 21).

The work of the directors and officers expectations.

The criteria for improving the quality of management directors, in addition to expressing a suitable as good humor, sense of proportion and dedication to his work personal qualities, capacities must disclose:

- Communication of specific administrator's educational purposes of the school, staff, students and parents.
- No address or effective teachers and students.
- Systematic review of curriculum leading to the introduction of promoting actions of multiculturalism, integration of students with special educational needs, minicomputers and valuation.
- Evaluation, including the revision of the syllabi and work schemes.
- Performance Appraisal and development of teachers (Wilson, 1992, p. 46)

REFERENCE FRAMEWORK

REGULATION OF SOCIAL SERVICE

CHAPTER I

GENERAL PROVISIONS OF THE LEGAL FRAMEWORK

ARTICLE 1.

This regulation establishes the bases and set guidelines for the provision of the University Social Service (SSU) of students of the University of Sonora, in accordance with federal and state regulations regarding subject matter as well as laws and university regulations in force.

THE PROVISIONS AND GENERAL POLICIES

ARTICLE 2.

The University is in favor of a social service which in turn contributes to institutional professional education and address the social problems of the region and the country.

ARTICLE 3.

University routed the actions of social service based on a diagnosis of the specific problems of the regions of the state, which will serve as a premise for community work.

ARTICLE 4.

External relations with the University of Sonora institutions will be made through agreements, which must be consistent with the concepts and fundamentals of this regulation.

ARTICLE 5.

The PSS may have value in credits, based on the provisions of the Guidelines

General for Curricular Model

University of Sonora.

ARTICLE 6.

PSS compliance is a requirement for obtaining the letter of intern and professional title. For some education programs in the health area, they will be subject to the provisions of the General Health Act and their respective regulations.

CHAPTER II

UNIVERSITY CONCEPT AND OBJECTIVES OF SOCIAL SERVICE

ARTICLE 7.

PSS means, that academic activity and temporal binding performed by college students as part of their training for the benefit of the community and in close connection with the problems posed by the development of the region and country.

The PSS is part of the functions of university extension programs, which allows students to confront their theoretical and practical, concrete resources to social problems, in order to assist in their attention and solution.

ARTICLE 8.

PSS Objectives are:

- I. Extend the benefits of science, technology and culture to society.
- II. Strengthen the comprehensive formation or n of social service providers, strengthening solidarity attitudes communities.
- III. Encourage participation or joint n university, society and its sectors, as I and the various levels of government in the solution of the problem or n to

social policy, to improve working conditions and living standards of the population or n, rescue and promotion of culture and human values.

PROBLEM

Currently in a globalized world, competition for survival as an organization whether public or private, has become important in management. Individually, the person fighting for better preparedness seeking quality education, to say nothing of educational institutions whether public or private, is a constant effort to seek and offer their students quality management, curriculum , faculty and facilities, becoming a daily action by accrediting agencies to show that your institution is quality.

To measure the quality of education is required processes, continuous and institutions following the guidelines that are given to institutional, national and international levels. But what perception of these processes and what impact these processes have on them? Assessment tools measure real and proper educational quality.

METHODOLOGY

OBJECTIVES)

GENERAL:

- MANAGING analyze processes or administrative n within the Social Service program for continuous improvement of educational quality, and perception students about their impact.

SPECIFIC:

- Or measure the perception we have of n I Social Service Program on the impact on the quality of education students.

GOALS:

To determine the effectiveness of the administrative management of the program of Social Service.

KIND OF INVESTIGATION

This qualitative research is exploratory and do not try to give an explanation of the problem, but only to collect and identify general background, quantifications, themes and topics regarding the research, suggestions of related issues that should be examined in depth in future research. Discuss issues or problems poorly studied or have not been addressed before; Investigate and identify potential relationships between variables.

SAMPLING

The investigation will be conducted through a stratified random sampling, where all the elements of the universe, in this case the degree of the Division of Economic and Administrative Sciences of the University of Sonora, within each stratum have the same probability of being selected. The sample size

was determined by the following formula (Anderson, 2004):

$$n = \frac{N * Z_a^2 * p * q}{d^2 * (N - 1) + Z_a^2 * p * q}$$

Where:

n = Sample size = 174 Students

N = Total Population = 1567 Students

Z = 1.96 (for a confidence level of 95%)

p = Proportion considered for maximum variance:
 50% = 0.50

q = 1 - p (here 1 - 0.50 = 0.50)

d = maximum acceptable margin of error (in this case it is considered 7%)

$$n = \frac{(1567) * ((1.96)^2 * 0.50 * 0.50)}{((0.07)^2 * (1567-1)) + ((1.96)^2 * 0.5 * 0.5)} = 174 \text{ Students}$$

Stratified sample

Considering the size structure of the Division of Economic and Administrative Sciences, stratified sample results in the 174 students surveyed, of which correspond to each layer:

Licenciaturas	N	total	%	Tamaño de muestra estratificada
Lic. en Contaduría Pública	N1	406	.25	43
Lic. en Administración de Empresas	N2	422	.28	49
Lic. en Economía	N3	55	.04	7
Lic. en Informática Administrativa	N4	121	.08	14
Lic. en Mercadotecnia	N5	273	.17	30
Lic. en Negocios y Comercio Internacionales	N6	178	.11	19
Lic. en Finanzas	N7	112	.07	12
TOTAL		1567	1	172

Stratified Random Sampling

Anderson, D. Sweeney, D. and Williams, T. (2004) suggest that the first stratified random sampling divides the population into groups called strata, where each element of the population belongs to one and only one stratum. In probability theory this type of sampling has the best results when the elements

within each stratum are as similar as possible. Once formed strata a simple random sample of each is taken; the value of the stratified random sampling depends on how homogeneous the elements within each stratum. If elements within strata are similar, the strata have small variances.

The main goodness of simple random sampling is that "if the strata are homogeneous, a stratified random sampling procedure produce results as precise as simple random sampling, but with a smaller total sample size" (Anderson, 2004, p. 274).

For an overview of stratified sampling and inference methods associated with this procedure, we assume that the population is divided into subpopulations or strata *h* of known sizes N_1, N_2, \dots, N_h such that units in each stratum are homogeneous with respect to the property in question. The mean and variance unknown to the *i*-th layer are denoted by m_i and $s_{February}^2$, respectively (Anderson, 2004).

After determining the sample size thrown exercise stratified the total sample of students in random sampling will be applied to the test instrument.

Once captured the information that sustains this research will proceed to obtain results using SPSS statistical software.

Finally, the results obtained are analyzed and checked against the hypothesis to reach final conclusions and recommendations.

Preparation of the questionnaire

To prepare the instrument for collecting information were taken into account the special characteristics of the study population and the work of Sanchez Hernandez and Haro (2008), Jantunen, A., (2005), Darroch, J., (2003) based on the above considering the following variables:

- Administrative management
- Quality of education

The reagents included in the information collection instrument will be valued considering the Likert scale, with seven possible answers:

Strongly Disagree			Totally agree			
1	2	3	4	5	6	7

Also, the extent to which impact the activities that took place within the administration for the achievement of educational quality and the perception that students have of these, they will also be valued with the Likert scale is discussed.

Data collection

Data will be collected through a test instrument designed and evaluated through a pilot validation of the indicators used to analyze the study variable proof.

METHODS OF ANALYSIS

The indicators will be analyzed using the SPSS version 12.0 statistical software for MS Windows, developing a descriptive analysis of the results obtained by capturing information Likert scale. Additionally techniques suitable for measuring the degree of correlation and determination between the two main variables statistical analysis was applied. To do this, the coefficient of Pearson, also known as P Pearson or simply R is calculated; and the R^2 and the statistical test to assess the degree of reliability and validity of the statistical linear regression model.

CONCLUSIONS AND / OR RECOMMENDATIONS

Administrative Management (Its impact on the quality of education) = V (SOCIAL SERVICE (SS)).

ITEMS: strengthen

1. *Extend the benefits of science, technology and culture to society.*
2. *Encourage her joint participation of the university, the company and its sectors, as well as the various levels of government in solving social problems.*
3. *-Strengthen comprehensive training of social service providers, strengthening solidarity attitudes communities.*

Analysis.

For the formulation of conclusions, the instruments that were used to collect information and support of this analysis were fed into the IBM.SPSS.Statistics.v21 program which yielded the results that validate this investigation.

TABLE No. 1

Statistical reliability

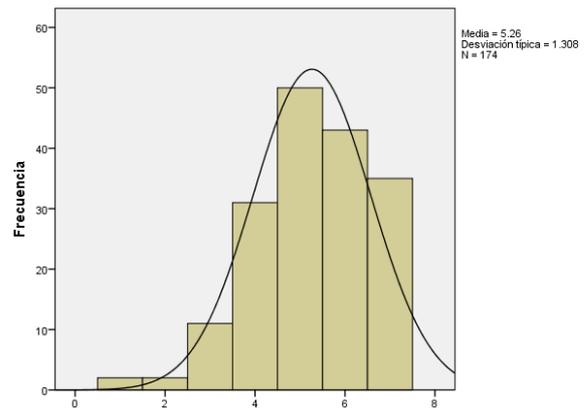
Cronbacg`s alpha	Alfa de Cronbach basada en los elementos tipificados	N elements
.849	.849	3

Source: Prepared by the author.

The validation of the instrument by Cronbach's alpha, gives a degree of confidence $r = .849$ for the data collected, which gives certainty and reliability statistical results to infer.

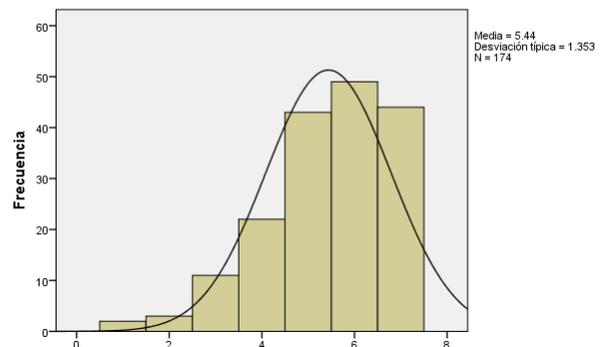
According to the size of the sample showed the general formula, the size of each of the layers "n", for which the statistical software determined frequency graph for each of the items thus determined verify that each strata it was duly represented with the corresponding size to each.

CHART No. 1



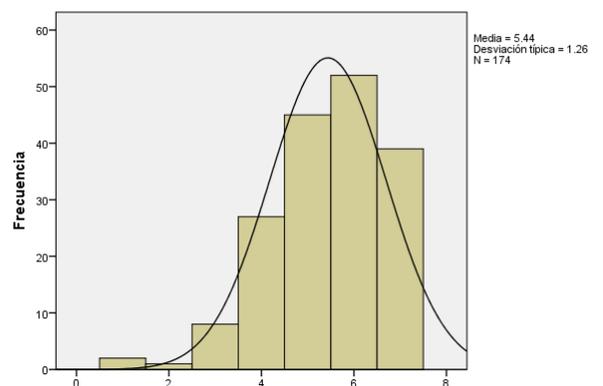
Source: Prepared by the author.

CHART No. 2



Source: Prepared by the author.

CHART No.3



Source: Prepared by the author.

The Social Service as a dependent variable had a total of three independent reagents, which yielded an average each of $M = 5.26, 5.44, 5.44$, respectively, which shows a clear trend towards recognizing the administrative and contribution to the achievement of quality education.

TABLE No. 2

Correlations				
		ITEM 1	ITEM 2	ITEM 3
ITEM 1	Pearson correlation	1	.623 **	.670 **
	Sig. (Bilateral)		.000	.000
	N	174	174	174
ITEM 2	Pearson correlation	.623 **	1	.666 **
	Sig. (Bilateral)	.000		.000
	N	174	174	174
ITEM 3	Pearson correlation	.670 **	.666 **	1
	Sig. (Bilateral)	.000	.000	
	N	174	174	174

** . Correlation is significant at the 0.01 level (bilateral).

Source: Prepared by the author.

The correlations of independent variables yielded results **. **Correlation is significant at the 0.01 level (bilateral)**, which shows that the inferences made on the statistical data for this research have a minimum for each error.

Statistical analyzes yield results that indicate that the administrative processes within the Social Service program impact on the achievement of quality and the implementation of methods, models, procedures and administrative certifications must be important for the achievement of corporate goals.

Recommendations.

At present the institutions that support their recognition in the quality of its programs provide activities that lead to maintain a level of management within a framework of continuous improvement where each and every one of their program to be benefited with activities that maintain an optimal level and operating to fulfill corporate goals.

That is why it is recommended that the programs are always provided with institutional support and resources to keep them at a level of response to the student population and maintain recognition of their contribution to the quality of education students receive.

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