

Post-Covid-19 Pandemic Education Management Training and Classroom Action Research : Mix Methods Approach

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ABSTRACT

In order to achieve the vision of becoming a world-class educational university in the field of education by 2025, UNY needs to increase its competitiveness, especially in improving the quality of its prospective students. To obtain high quality input, branding is one of the key factors that contribute to increasing the competitiveness of universities. The value of a university brand greatly influences the interest of prospective students to study at UNY. In order to increase this competitive advantage, it is necessary to carry out activities to be introduced to the wider community, so that it will produce benefits for improving the quality of the university and the quality of its graduates. In an effort to increase brand awareness in the community, this PPM is proposed in the form of post-COVID-19 education management training and classroom action research (mix methods approach) for school principals in the special area of Yogyakarta. This training will also be used for Doctoral and Master's study programs for teachers in schools and the wider community in general. The training was conducted online for two days.

Kata Kunci: School management training, socialization and promotion, post COVID-19 pandemic, classroom action research