

CREATING SCHOOL IMAGE IN ACCORDANCE WITH PRIVATE SCHOOL PARENTS' EXPECTATONS

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Abstract

Knowing whiat is considered important when choosing a school for their children by parents and clearly defined expectations from the school in this process is especially important for private schools. In this regard, it is thought that this research is going to be a valuable contribution to the lbody of literature, especially for the school managers who wants to define parents' expectations clelarly and guiding them to create a successfully planned school image. This research is performed using case study as a qualitative research design. Working group of this research consists of parents of students that study in different private school's primary levels in Kocaeli, İzmit district and these parents are determined with easily accessible purposive sampling method. Content and descriptive analysis techniques are used in analyzing of data. According to findings that are obtained as a result of data analysis; parents emphasized following notions when they are asked to comment about a school: the ideal school concept, school criteria for parents, expectations from the school and fulfillment of those expectations, school image and management of the image by school managers.

Keywords: Parent, Private School, Expectation of Parents, School Image.