

**AN EVALUATION OF THE COMMUNICATION SKILLS OF  
PRIVATE SCHOOL ADMINISTRATORS IN CAVITE:  
TOWARDS THE ENHANCEMENT OF  
COMMUNICATION SKILLS**

A Doctoral Dissertation  
Presented to  
the Faculty of the  
College of Education Graduate Studies  
De La Salle University - Dasmariñas  
Dasmariñas City, Cavite

In Partial Fulfillment  
of the Requirements for the Degree  
Doctor of Philosophy  
Major in Educational Management

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March 2011

## ABSTRACT

Title of the Research : **AN EVALUATION OF THE COMMUNICATION SKILLS OF PRIVATE SCHOOL ADMINISTRATORS IN CAVITE: TOWARDS ENHANCEMENT OF COMMUNICATION SKILLS**

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Degree : **Doctor of Philosophy**

Major : **Educational Management**

Date of Completion : **March, 2011**

This study employed the descriptive method that assessed the communication effectiveness of the administrators in selected recognized private schools in the Division of Cavite. The conceptual framework was adapted from the theory of Hunt and Grunig (1984) which explains the value of public relation and communication to the organization. The workflow was adopted in the Input-Process-Output model of McCoy (2005) explaining how demographic variables affect the communication effectiveness of a leader. This study evaluated the effectiveness of communication skills employed by the private schools administrators in the selected administrative areas such as: conducting meetings; explaining policies; decision-making; initiating changes; motivating employees; resolving conflicts; and disciplining employees towards the enhancement of their communication skills. It utilized the researcher-designed questionnaire as main tool for gathering data and

was substantiated by a face-to-face interview the questions of which were related to the questions in written questionnaire. A triangulation approach was also used to analyze the existing condition of communication and triangulated the three findings from the survey, face-to-face interview, and the previous study that served as bases in the making of proposed communication cues of the researcher.

The 884 respondents were the primary sources of information in this study. These comprised 15 school directors, 31 principals, 744 full-time teachers, and 94 staff. A multi-stage sampling was applied to determine the possible respondents for this study. It underwent three stages of the process: the first was the identification of private schools in Cavite; second, classification of schools with recognition and permit; and the last stage was the identification of qualified respondents.

Based on the findings of this study, it showed that administrators of private schools in the Division of Cavite are Effective in their communication skills. It also revealed that among the 7 administrative areas where communication skills are needed, conducting meeting obtained the highest evaluation and initiating changes was the lowest. It also revealed that administrators did not give emphasis on the other communication skills such as listening, reading, and gesturing skills.

The findings of this study conclude that conducting meeting is the best administrative area where administrators have employed their effective

communication skills. It also implies that conducting meeting is the primary administrative job of leaders because it is a routinary task and part of their daily itinerary of work. On the other hand, initiating changes seems to be the difficulty of administrators. This implies that recognized private schools in Cavite have already established systems in all educative aspects of school operations aligned to the standard set by the Department of Education. Another fact to consider is the hierarchical and autocratic system governing the privately owned schools.

It also concludes that feedback and feedforward system of communication was not properly observed in the different administrative areas in the schools. Administrators did not give emphasis on other communication skills needed in dealing with the stakeholders such as listening, reading, and gesturing skills.

This research work thereby recommends that the administrators should take concrete steps to utilize the strengths and improve the weaknesses and undesirable practices based on the feedback and findings. They should improve their communication skills and give emphasis on skills particularly the reading, listening, and gesturing skills by attending seminars, workshops or even benchmarking with their colleagues. Proper orientation and workshops should be conducted on feedforward and feedback system and should be observed in the different administrative areas. Trial

implementation of the proposed communication cues could enhance more the administrator's effective communication skills.



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