

Identifying School Reputation

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Abstract

It is well known that schools include different components in their organizational structure and many new ones are being added to this list day by day thanks to new challenges they have to face. The way in which an organization is perceived by internal and external stakeholders is known as the reputation of organization and is a popular research subject since it emerged. The aim of this study is to investigate whether schools have a type of reputation although the term itself has some financial connotations and satisfaction on both staff and customers. For this purpose education managers are targeted to supply us first hand data and qualitative research model is preferred to maintain detailed findings and results. A semi-structured interviewing form has been used as data collecting tool while interviewing 20 education managers 11 of whom are deputies and 9 are headteachers working at different schools by means of both size, type and scope. Consequently it was found that schools have a sort of reputation, but includes some different components than any other organization, the level of school reputation can differ according to some parameters such as school type, location or socio-economic profiles of students and their parents. The most significant result was that especially in secondary schools academic success and graduate profiles are the most and in some cases the only component of reputation and even school managers are not happy with the situation. It was recommended that this study was originally designed with qualitative research model and thus similar studies will be done with quantitative research model or with different target groups.

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