

## **II. ІННОВАЦІЇ У ВИЩІЙ ОСВІТІ: СТРАТЕГІЇ ТА ТЕХНОЛОГІЇ**

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### **PROBLEMS OF DEVELOPMENT OF THE HIGHER EDUCATIONAL IMAGE INSTITUTION AND PERSPECTIVE OF THEIR FEATURES PERCEPTION**

At the end of the twentieth century a socio-economic situation has developed, in which there is a need to revive higher educational institutions to meet the increased demand of the higher educational institution's population. As objective socio-economic, political and socio-cultural prerequisites for this, various researchers distinguish:

- inflexibility, weak response of the state higher education system to the changing socio-economic situation and the society needs;
- the emergence of various organizational and legal forms due to the formation of market relations and the society democratization;
- the emergence of the need to develop new economic approaches to the educational system development;
- expansion of social needs for educational services, the emergence of a certain part of the interests' population in the educational institution's creation of a new type;

- availability of specialists interested in the development and implementation of their own innovative approaches to the educational process;

- insufficient provision by the public sector of niches that have appeared in higher education, such as business education, management, etc.

The higher educational institutions development dictates the search for solutions to the existing problems:

- the rapidly country developing economy, in which the state could not cope with its responsibilities to train the necessary specialists;

- the creation of new universities in large cities of the country, where state higher educational institutions were also concentrated, with the participation of teachers of state universities;

- a constant struggle for survival, active work of the founders of successfully functioning educational institutions that have achieved public recognition in the state system;

- heterogeneity, internal contradictions in the most non-state higher education, generated by the lack of experience and high rates of formation [1].

Thus, there was a need to develop the higher educational institution image, which included:

- initiative, activity and financial independence;

- flexibility and dynamism of development, taking into account the socio-economic and political conditions, the needs of various the population groups;

- accessibility, democracy, individual approach to students, emphasis on independent students' work and the atmosphere creation;

- active introduction into practice of innovations in the content, methods and forms of teaching;

- introduction of new forms of internal structure and management structure.

It is quite natural that the higher educational institution, which has its own image, includes distinctive features, the main of which is dynamism in taking into account and realizing social needs, focusing mainly on socio-economic and humanitarian areas of staff training. This naturally makes it

possible for the state to focus its efforts on supporting state universities that train staff in physical and mathematical, technical and natural science areas.

The functions listed above, which reveal the important social role of the development of the higher educational institution image, can be considered as directions for the further implementation of the possibilities of the higher education sector. At the same time, the implementation of these opportunities is determined by the characteristics of this sector, more precisely, its strengths and weaknesses, their condition, ratio, degree of manifestation, dynamics, as well as various external challenges.

The development of the higher educational institution image in modern conditions is faced with an urgent need to search for new ways of strategic development that will strengthen the objective and subjective prerequisites and conditions for their functioning, eliminate or minimize the effect of destabilizing factors.

The search for new directions of development is also conditioned by external challenges characteristic of the entire education system. The higher education sector in our country has already one common destiny today, they are characterized by both global and national development trends, consolidating and strengthening which universities of various organizational and legal forms jointly ensure the development of the human potential of our country, and through it – the state strengthening and development, raising the higher education prestige.

#### **List of used sources**

1. Kiselev, K.V. Lobbying and education. *University Management: Practice and Analysis*. 2000. No. 2 (13). P. 67–73. URL: <http://umj.ru/index.php/pub/inside/208>. (date of treatment 01/12/2014).