Organization and Management of Educational Work in Universities in the Light of National Strategic Guidelines for the Development of Education

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Abstract. The main issue of the research is the problem of improving the quality of organization and management of educational activities in Russian Universities within the framework of the state youth policy. As part of the comprehensive and effective development of territories, it is necessary to fulfill the requirements to ensure the development of civil initiatives and high moral qualities of future specialists. Taking into account not only national but also international standards, educational activities in Russian Universities are becoming a priority for the strategic development of education in the country. The aim of the study is to develop a system of criteria for improving the quality of educational activities in Russian Universities within the framework of the state youth policy, the development of civic initiatives and high moral qualities of future specialists. The system of criteria should be multi-level, take into account all stages of interaction. The types and principles of social and educational work in the system of vocational education are considered. The article also contains various forms and methods of education currently implemented in Universities. Summary. The project of Interregional public organization of the League of Higher School Teachers aimed at effective organization of educational work in Universities is presented.

1. Introduction

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Russian youth today is about 37 million people aged 14 to 30 years, which is 34 percent of the working-age population of the country [1]. Educational activities among young people have always
played an important role in the Russian system of higher education. By education in the broad sense of the word is understood as a set of effects of all social institutions that form and ensure the transfer of socio-cultural experience, moral norms and values from generation to generation [2]. More specifically, education can be defined as a special educational activity that is aimed at achieving certain educational goals, as well as the solution of specific activities.

2. Materials and methods
A strategically important sphere of human activity in the world is professional education, which allows to solve the contradiction between current trends towards globalization and unification of the social lifestyle and the possible loss of one's identity, of its culture and traditions; between the growing competition in achieving good things of life and success and social equity, principles of justice; between the ever-increasing volume of information and the ability of individuals on its absorption.

General cultural competences are formed much earlier than professional ones and are the basis for the formation of professional competences [3]. Competence approach in the formation of requirements for a specialist in our time makes it possible to determine the necessary set of knowledge and skills that contribute to the development of its independence and responsibility, the ability to participate in the development of public democratic institutions, conflict management, readiness to make joint agreed decisions, understanding and acceptance of different cultures, religions, languages and national traditions, continuous improvement of their own skills, knowledge, professional and personal growth.

The main task at the moment is to develop certain ways of forming basic social values in the minds of young people who will work for progress and limit the negative impact. The formation of values of justice and solidarity among students is a long and complex process. It involves a lot of subjects micro-, meso-, macro-level. [4] The Range of organizations that have a direct impact on the student youth is extensive, but the leading ones are still state Universities in the formation of a state-significant ideology.

Educational legislation in the Russian Federation refers to the tasks of educational institutions not only the training of specialists corresponding to educational programs, but also educational activities, while specific mechanisms for solving educational tasks are not provided.

The implementation of the state program "Patriotic education of citizens of the Russian Federation for 2016-2020" [5] is based on the methods of translation of traditional values and guidelines for young people and students, but the main part of the Program contains a description and strategy for the organization of military-oriented activities and associations. Of course, a significant impact on the formation of personality have educational activities for the development of active citizenship, responsibility for the fate of the Motherland and family, patriotism, but the Program practically does not contain strategic guidelines for educational work for practical use in Universities of the country. It should also be noted that the Federal state educational standards (FGOS) [6], which are currently in force, contain fairly General formulations concerning the Outlook of the graduate.

The implementation of the tasks is possible when focusing on the reserves of the educational system of the University, as it is necessary to integrate education and targeted education of the individual. The student's worldview forms the entire educational process and all its participants, but the Central role in educational activities at the University belongs to teachers.

In the analysis of the theory and practice of educational activity of the teacher the following principles were revealed [7]: humanistic orientation; educational environment; cooperation regionalization; combination of collective and individual work; professional orientation of future specialists on the basis of necessary knowledge, skills and value system. Every day there are new innovative approaches and tools of educational activities, such as flash mobs and "challenges". This approach does not take into account the full potential of social and educational work. In the analysis of [8] works in the field of educational activities, on the basis of existing practices of Russian Universities, the following were identified, the most common types of it and the tasks set for them: Spiritual and moral education; Civil-Patriotic education; Legal education; Professional education; Cultural and aesthetic education; Physical education; Prevention of destructive behavior; Socialization.
of students; Development of student self-government bodies; Psychological and consulting work; Organization of leisure and entertainment activities for students; Social support of students; Educational work in hostels; Ensuring the safety of students.

3. Results and discussion
Most of the research in the pedagogical field is devoted to the analysis of the essence of education in modern conditions, goals, conditions and specifics of the organization of educational activities at the present time. The Russian educational system is currently forming a new culture of education, the features of which include pluralism, a large variety of educational practices, increasing the independence of subjects involved in the educational process, the transition to a personal-activity orientation of training, the organization of the educational environment in the educational institution.

Below are the modern forms and methods of education. [9]

A significant place in the educational and educational process is occupied by seminars and practical forms of training, acting as the main methodological method of teaching. The role of seminars in educational activities is to teach students the skills of teamwork, the formation of tolerance to the opinions of others, contributing to the transfer of existing experience from the older generation to the younger in solving the main tasks of organizational activities and the implementation of fundamental evaluation of learning outcomes. [10]

Educational work should be carried out during lectures, practical training, laboratory work, training and production practices, in the course of individual consultations. [10,11,14]

Business games and trainings were borrowed from foreign forms and models of educational systems [11]. The method of business games and collegial solution of problems and situations are of particular importance in education, in such classes students, divided into groups corresponding to the level of professional knowledge and competencies, theoretical and practical training, make strategic decisions depending on the task of the case [12]. Review of the educational process can be engaged not only teachers, but also practitioners, they can act as moderators of the discussion, directing the discussion and summarizing. [13]

Defending their own opinions and professional dispute in the conditions of the team contribute to the development of students' competence approach in solving urgent problems of the professional industry. The obtained result of the study provided the initial position based on the idea that under the new paradigm of education, the teacher organizes an independent active cognitive activity of the student, acting as a competent consultant and assistant. [10,15]

In this way, the process of education during training in an educational institution expands students' views on themselves and their ability to social action through the development of value-semantic attitude to the profession, reflection of personal and collective experience, the use of ways to prevent mistakes and find ways to overcome them. [12,18]

One of the methods aimed at the knowledge of national cultural values by young people are thematic evenings or events that need to be integrated into the educational environment of the University. It is important to organize an unobtrusive form of events such as celebrations with elements of national or cultural characteristics. Today in society, including among young people, there is a negative attitude to the imposition of value orientations. Therefore, it is necessary to involve competent teachers, psychologists and other participants in the educational process in the development of educational programs and various forms of communication. To attract the attention of students to the traditional forms of educational activities can students communicators who have authority in their environment, team. [16-17]

Another form of education is discussion and communication with the older generation. A number of actions, movements and activities in this area, such as the “Immortal regiment” is already widespread among young people. Meetings with veterans, senior mentors, discussion clubs can be a permanent element of the educational system of the University. Discussions of students with the older generation help to have a more emotional impact on students, teach comparison and analysis, draw conclusions and develop creative activity, form aesthetic taste. [17]
Applicants coming to higher school already have accumulated baggage of spiritual and moral values. The University continues to form a highly effective personality of a young specialist, influencing all stages of the development of moral culture. Separately, it should be noted a variety of forms of communication between students in the educational process. It is interpersonal communication that activates the interaction between the participants in the process. About 65% of information about the interlocutor a person receives not from speech, but through non-verbal means of communication, so effective communication depends on the ability to analyze them. [19]

To improve the effectiveness of interpersonal interaction, various formal and informal forms of communication are used, student debates, discussions, battles can act as such at the University. Finally, one of the most important in modern educational and educational processes is the foreign model of education, which for a considerable time proves its effectiveness. Tutoring originated in English universities around the XIV century (Oxford and Cambridge). Since then, tutoring has become known as a proven form of University mentoring. In Russia, the term "curator" is often used. Curators in cooperation with other teachers form intra-University system of education. [20]

In conclusion, based on a General analysis of the current situation in Universities, it can be concluded that the examples given above do not reflect the overall picture in the educational activities of domestic educational institutions. Most Universities in practice face a number of objective reasons that do not allow to solve the problems of education. These include the problem of human resources (lack or absence of specialists), insufficient material and technical support (funding of programs and activities, lack of facilities, equipment, etc.), insufficient scientific and methodological support (it is necessary to promote advanced teaching experience in educational institutions), as well as insufficient organizational support for educational work in Universities.

Interregional non-governmental organization "League of University Professors" has developed a project "Specialist-Citizen", based on the developed by the authors of the article harmonized model of education of socially responsible and active citizen in the system of higher education. The project is aimed at organizing and improving the efficiency of educational work in universities.

As has been studied above, educational work is an organic part of the educational process of the University, aimed at the implementation of the tasks of formation and development of the culture of the future specialists. At the moment, educational work is carried out by universities on a regular basis in the form of both academic work and extracurricular activities, there are clubs and sections, encouraged socially useful work of students, increases the strength of the volunteer movement, the Institute of curatorship.

The goals of educational work are also declared to be associated with the personal development of the student, professional development and development of models of socially responsible behavior. In the declarative and reporting part, it can be said that educational work is clearly set and this direction of work, usually supervised by the Vice-rector for educational work, is implemented in sufficient volume.

According to Rosstat, at the beginning of the 2017/2018 academic year, 4.25 million students of all levels of higher education were registered in universities and a little more than 245 thousand people of the teaching staff worked. Thus, teachers broadcast their vision of moral and professional values to almost the population of a small country. Moreover, University graduates will become not only highly qualified specialists, but potentially leaders of production teams, in turn influencing the Outlook and civic position of their subordinates. Understanding the impact on young people's words and actions, personal example of a teacher and mentor, we can conclude about the necessity and timeliness of tasks to strengthen attention to issues of education to citizenship of future specialists.

The aim is to create conditions for strengthening the educational component in the activities of higher education institutions.

Tasks:

- to conduct a detailed study of the current state of educational work in universities in the context of regional and sectoral specifics;
• to formulate modern tasks of educational work from the standpoint of the implementation of national projects and the main strategic guidelines for the development of the country;
• develop a set of measures to improve the efficiency of educational work in universities;
• to promote the implementation of the proposed measures, the exchange of experience between universities, the identification and dissemination of best practices, evaluation of the effectiveness of educational work;
• to conduct a large-scale training program for teachers in terms of the organization of educational work;
• consolidation of efforts of all interested departments (employers, universities, Executive and legislative authorities, non-profit organizations, students).

Directions of implementation of the project activities to improve the efficiency of educational work in universities: Health; Labor; Family values; Social responsibility; Creativity; Patriotism, spirituality, cultural values.

Target:
• interuniversity conferences to collect information about the experience of universities in the implementation of educational work (the number depends on the amount of funding);
• publication of a collection of articles on educational work in universities;
• preparation of an electronic publication with recommendations on the organization of educational work in universities;
• carrying out 6 interregional actions in the main directions (health, labor/professional education, family values, social responsibility, creativity, patriotism, spirituality, cultural values).

4. Conclusions
At the moment, the project "Specialist-Citizen" is submitted for consideration to a number of Executive authorities responsible for the education and development of civil society. Interregional non-governmental organization "League of University Professors" [21] believes in the need and usefulness of this project aimed at the effective organization of educational work in Universities. The proposed system of criteria can be used in the Federal program.

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