

# TRANSPARENT INFORMATION ENVIRONMENT: AN INSTRUMENT TO INCREASE CLASSICAL UNIVERSITY EFFECTIVENESS

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Russia currently is in the process of modernization of the vocational education system. Mainly the education system modernization affects the change in conditions of educational institutions financing in terms of teachers salary. The wage system used to be normalized on the basis of rates and loads, but now the payment must be based on a per capita funding, i.e. funds are allocated based on the students' number in an educational institution. Such changes are crisis for educational institutions that must survive until the completion of the reform. Crisis occurs because the previous system adaptation mechanisms under the influence of an environment are no longer applied. Therefore, the crisis is a convenient time for necessary revisions and corrections of system operation purposes, as well as means to achieve them again to raise the efficiency of the control system.

Currently, universities are seeking to keep their teaching staff. The main challenge for educational institutions in Russia now is reduction of teaching staff by tens of percent because of funding cuts on "wages" expenditures. Reduction of staff is highly undesirable for a control measure as management maintain social responsibility principles and increased unemployment among highly qualified personnel would result a negative impact on the region economic development.

At the local level faculties leaders, which are not popular among students, have to "ask" for more time sheets from the university administration not to lay off employees. Consequently, faculties, where the funding situation is more stable, are forced to give time sheets for teachers from other faculties and departments, in order to respect the principles of social responsibility. This involves decreasing of the hourly load for one and increases it to other departments.

Another aspect of the problem is that the situation with a per capita funding does not let to train students for in-demand occupations. This is resulted from the lack of awareness of popular specialties and professions. Sometimes when choosing future profession, applicants are oriented not to the actual data but the rumors about the prestige or highly paid perspectives. Applicants when choosing an educational institution and future educational specialty are mainly interested in two things: get the higher education document, and the possibility of future employment. Moreover, the second case is much less popular.

Higher education cannot exist without the entrants. University management in modern terms is the management of attracting applicants factors, in other words, it is necessary to pursue an active career guidance work and to advertise educational institutions by all affordable ways.

Prospective management decision for the university is the creation of a transparent information environment within the region that would improve the effectiveness of information channels between the local educational services market and the regional labor market. Creating of a transparent information environment based on federal-level Web-portal controlled by head Region University, would construct information links between successful educational decisions and the regional economy. These tools, "tied" to the university, would help to attract students, and as a consequence, would have good impact on teaching staff. And if entrants would choose popular and in-demand specialties all these would also result in the balanced development of the region's economy.

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