

## Features educational and vocational guidance of school youth

*В статті на основі даних соціологічного дослідження аналізуються пізнавальні та професійні орієнтації учнів випускних класів шкіл Івано-Франківської та Тернопільської областей. Виділено пріоритети вибору вузів майбутніми вступниками. Проаналізовано проблему навчання за кордоном та основні джерела отримання інформації випускниками про особливості прийому та навчання у вищих навчальних закладах.*

**Ключові слова:** моніторинг, випускник, ціннісні пріоритети, джерела інформації

The article is based on survey examines educational and professional orientation of students graduating classes of Ivano-Frankivsk and Ternopil regions. Highlight priorities for selecting future university entrants. Analyzed the problem of studying abroad and the main source of information about the features alumni reception and learning in higher education.

Keywords: monitoring, graduate, value priorities, sources of information.

The integration of young people in society is closely related with selection and acquisition of relevant knowledge. Modern realities require constant individual cognitive activity during serial passage of appropriate levels of general and higher education. Educational activities are a factor activation of other activities. During training, the individual acquiring knowledge, along with those masters of vocational and work skills needed in the cognitive, socio-cultural, area. The further destiny of man depends on how well it has learned the basic principles and methods of implementation of the various activities, how well chosen the direction of professional education that best meets its needs, settings, abilities, intellectual and physical abilities [1, 36].

So we can talk about integrity and interdependence and the educational system professional orientations in acquiring higher education. In combination, they must form not only a high level of education, but also the professionalism that requires a specific social and psychological personality traits that make it possible to achieve success in careers. A major problem for today's entrant is the choice of a profession, not only by the criteria of prestige and level of financial income, but the conformity of the intellectual and psychological characteristics and possibilities for self-realization. You also need to consider the dynamics of modern social and economic processes in modern Ukraine and globalization challenges and prospects of development of civilization. For students graduating classes of education among actualized not only the problem of choosing a future profession, but also a higher education institution to its competition. On the other hand, higher education institutions in terms of increased competition in the provision of educational services must carry on active involvement of its applicant. Interdependent interests determined to find

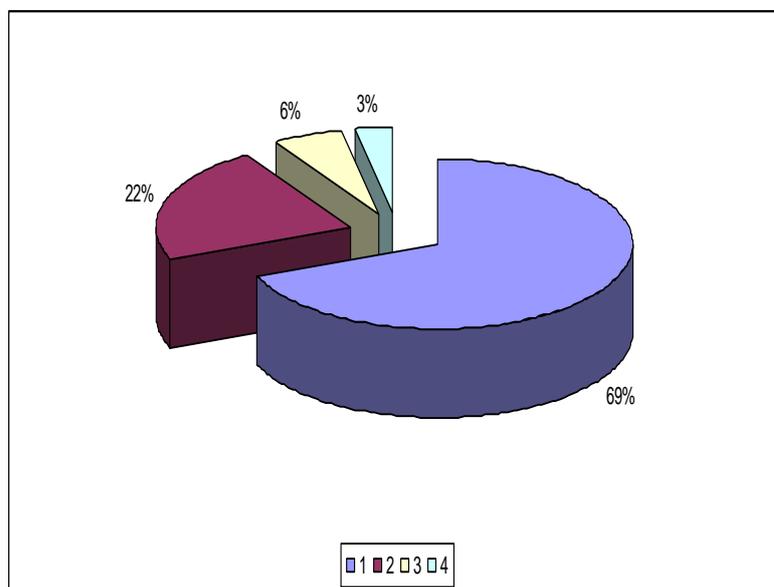
optimal models of career guidance to universities to provide full and with objective information about the benefits of education institutions, determining the most effective channels of distribution. Particular influence the implement of globalization development, which leads to overcome national and state constraints in higher education opportunities. Enhancement of migration processes is increasing the number of Ukrainian graduates who are pursuing higher education abroad. The existing conditions of particular relevance is the problem of improving the efficiency of higher education institutions for the study of educational and professional orientation of , determine their level of readiness for learning in higher education and the choice of priorities for the future place of study. This makes it possible to establish the relationship of student, academic grade school to the university administration and teaching staff, articulating basic expectations and guidance for future applicants. However, any problems are the basis for the improvement of the activities of the institution of higher education on the compliance needs of consumers of educational services. he study of the problems of the educational and professional choices of students graduates classes of general school education was devoted to a sociological study conducted by the Center for Social Research Carpathian National University named after V. Stefanyk. Between 12 to December 16, 2013 by interviewing on the basis of the available sample interviewed in 1200 middle school students Ivano-Frankivsk and Ternopil regions. Objective: to determine the intentions of graduates in teaching in higher education and the priorities of their choice, educational and vocational guidance in educational activities, motivation for learning abroad, sources of information about the features of higher education and their effectiveness. The survey results indicate a growth in the proportion of high school graduates who do not plan to further study at university.

The respondents were asked questions about their plans for entering a higher education institution after secondary school. 69 % of respondents said they would be sure to enter a university, and 22 % of them answered that they are likely to enter the university. 9% of respondents are not going to enter the university. Moreover, the ratio of responses varies in accordance with the schools which were surveyed. In some rural schools, no more than 30 % of graduates, especially boys, do not plan to study at universities, and associate their plans for the future with military service or seeking for a job. The importance of play motivations on the choice of graduate education for a particular university. The choice of the universities associated with the ability to meet specific needs. V. Verbets notes that the assessment of the individual specific social organization is often based on a social perspective as a basis for meeting the needs of [2, 372].

With respect to what the needs are critical to arriving in the learning process and can determine the reasons for choosing the appropriate institution.

### The distributing of answers to the question

"Do you intend to enter a higher education institution after leaving school?" (in%)



***1. yes, I do, I am sure to enter the university; 2. I am likely to enter the university; 3. I am very unlikely to enter the university; 4. I am sure not to enter the university.***

Thus, we can speak about differentiation based on territorial or economic characteristics of their access to higher education for school graduates. Pupils of specialized institutions of secondary education in the main cities of regions have the best opportunities, and pupils from remote rural ungraded schools have the worst opportunities. Inequality of opportunities is defined by material and technical base for studying, the level of teaching and learning accessibility via the Internet or private lessons. The data confirms a trend of increasing inequality of access to specialized secondary and higher education especially for young people of all social backgrounds and reducing the education institute role as an "egalitarian" of social chances. A young person who grew up and got his or her elementary education in the village, when entering a higher education institution without any benefits in case of inequal initial conditions, the quality of secondary education, cultural base, and access to printed and digital information resources, is competing with peers from the city and the result of this competition is predicted [3, p.64].

Motivational grounds play an important role in choosing a proper university by graduates. Regarding the main priorities while choosing the education institution, the most important for students is a high level of teaching - 55 % of the responses, prestige of the institution - 48 % and the absence of corruption - 28 % of the responses. Studying at the university with friends is the least important - 8%, the availability of students' dormitories - 12 %, and an active social life at the

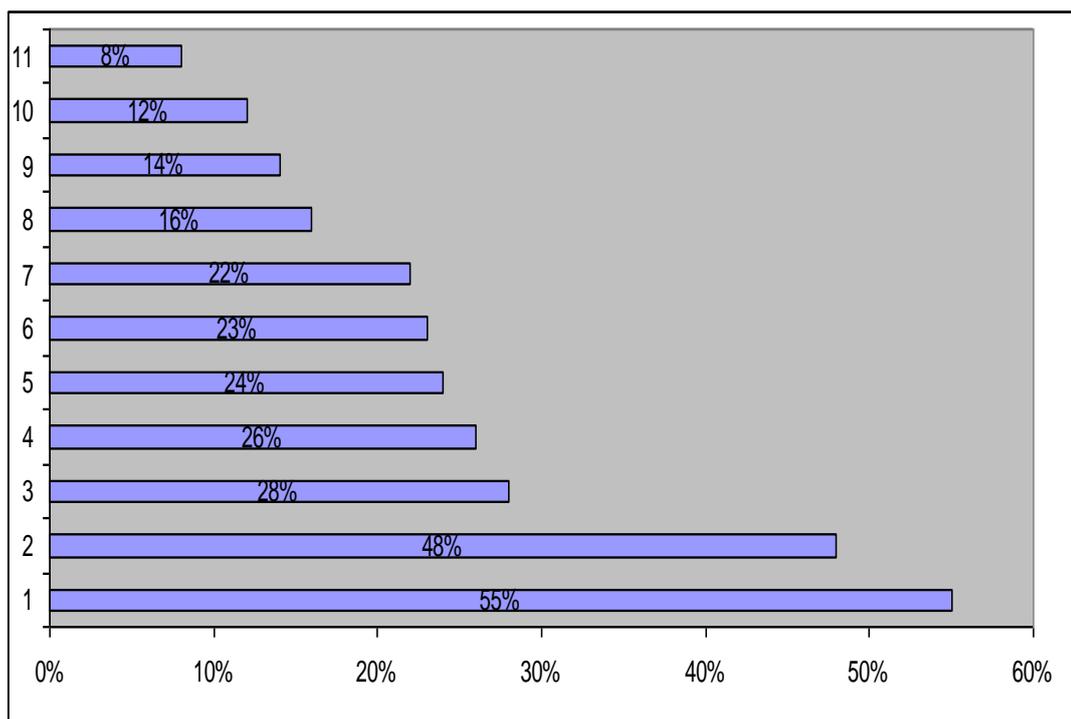
university - 14 % of responses. Thus, the possibility of getting a high-quality piece of knowledge and the lack of corruption pressure are crucial motivational grounds while choosing the education institution.

Draft 2

### The distributing of answers to the question

«Which characteristic is the most significant for you while choosing an education institution?»

(in %, respondents were choosing 3 positions)



**1. a high level of teaching; 2.the university’s prestige; 3. a lack of corruption; 4. tuition fees; 5.location; 6. easiness of studying; 7.parents’ opinion; 8. friends’ recommendations; 9.active social life; 10.availability of dormitories; 11.my friends are studying at the university.**

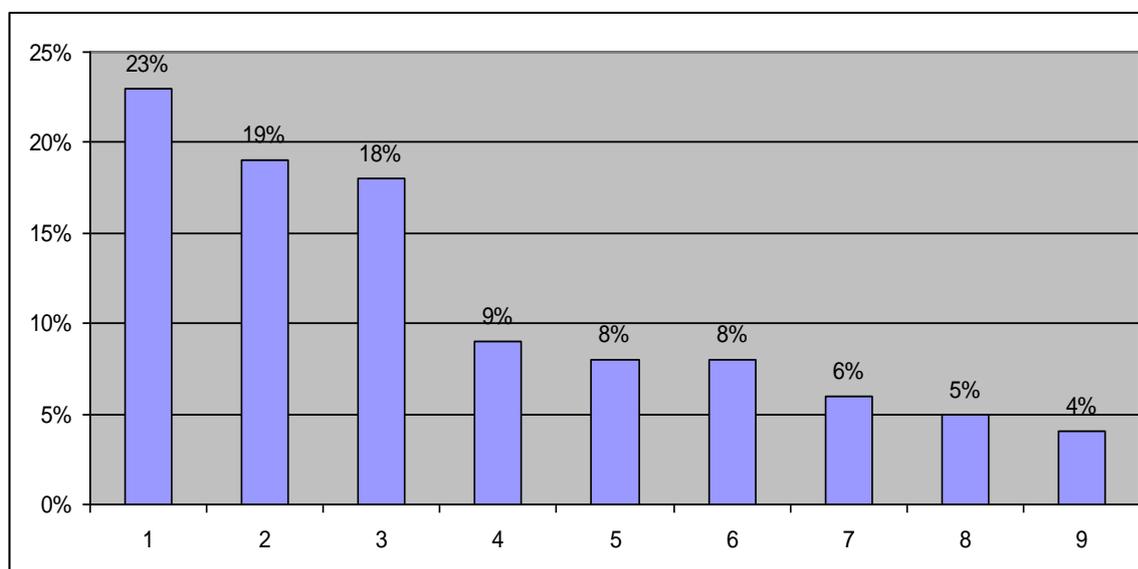
Positions related to the cost of tuition, school location and easiness of studying received votes of respondents almost at the same level - from 26 % to 23 % of the responses. The parents’ opinion about the choice of a certain university is only on the 7th position and got 22%.

There is a strong tendency in a modern Ukrainian educational environment to increase the number of people who are willing to study abroad. During the survey, there was asked a question why a lot of Ukrainians are entering universities in other countries (mainly in Europe).

### The distributing of answers to the question

«Why, in your opinion, a lot of Ukrainians enter the universities abroad»

(in %)



**1.there is a chance to stay for a work in Europe; 2. it's prestige; 3.there is a higher level of teaching there; 4.there is better studying organizing there; 5.the attitude towards students is better there; 6.there is no need to take a maturate exam; 7.it's fashionable; 8.the lack of corruption; 9.there are no entering exams.**

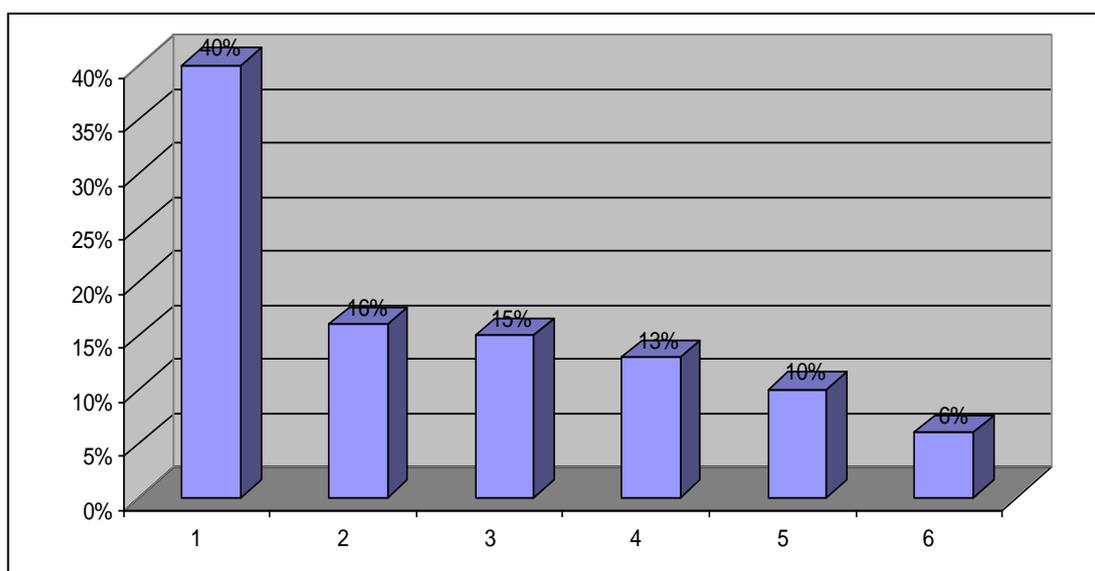
Most of respondents support the idea that Ukrainians are motivated to enter foreign universities by the desire to stay and work in the EU, which is essentially a reflection of the high level of immigration sentiment in the Ukrainian society. The second largest factor - 19% - goes to the prestige of studying at foreign universities. From the other side, attempts to get rid of maturate school exams and entering exams are not recognized as a significant factor of Ukrainians' entering foreign universities – it got only 8 % and 4 % from respondents.

The problem of informing school graduates about the activities of higher education institutions and special aspects of entering their universities were considered during the research. Regarding the sources of the most complete information about higher education institutions, the undisputed leader is communication with current and former students. It was indicated by more than 40 % of respondents. Next informative materials are " open days " - 16 % and publications in mass media - 15% of responses. The least effective are advertising in TV - 6 %, and brochures and ads - 10%. Thus, students prefer informal sources of information about higher education institutions through social networks and personal communication that have the highest level of credibility.

### The distributing of answers to the question

«What information sources about the activities at a higher education institution do you have?»

(in %)

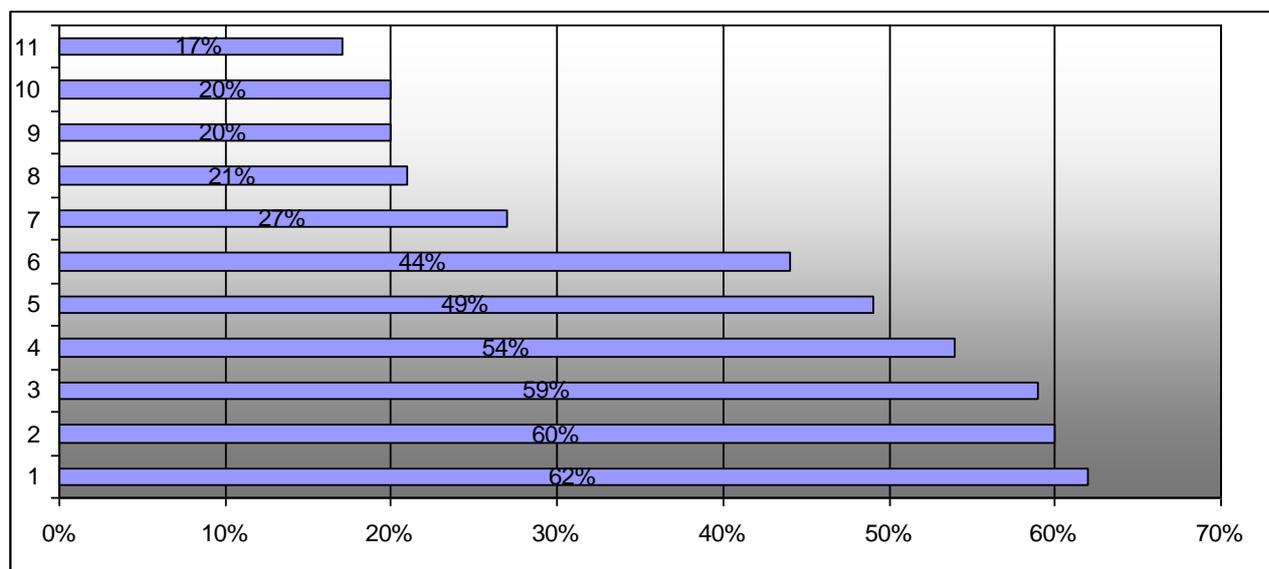


**1.communication with current and former students; 2.open days; 3.publications in mass media; teachers' retellings; 5.booklets and ads; 6.TV spots.**

Ideological orientation of future applicants is as important in the process of choosing a future profession as obtaining complete and accurate information about higher education institutions. Respondents were asked to identify priorities in their lives, which they associate with their future. From the list of 11 areas of life the students had to choose only five. Personal areas received the highest priority: parents and close relatives - 62 %, work and career - 60 %, and free time and hobbies - 59% of responses. Instead, the socially significant spheres evoked much lower level of interest: nature and the environment - 17%, technology - 20%, policy and public life - 20 % of the responses. Such spheres of life as religion and belief took only the eighth position in the ranking of vital areas of priority and were recognized only by 22% of respondents. Arts and culture is considered particularly important for the 27% of respondents. The relatively low importance of their own families - at 49%, is related to the young age of the respondents, for most of them this issue has not yet become paramount yet. A company and friends have a higher priority - at 54% of responses.

### The distributing of answers to the question

«Choose 5 main life spheres, which are the most important for you and with which you associate your future» (in %)



**1.parents and close relatives; 2.job and career; 3.free time and hobbies; 4.a company and friends; 5.a family; 6.school and studying; 7.arts and culture; 8.religion and belief; 9.politics and social life; 10.technology; 11.nature and environment.**

Life orientation is determined by the individual positions value, which are gaining more pragmatic and individualistic orientation in modern Ukrainian society. They encourage the individual to the rational perception of social development in the light of achieving personal success by any means and getting profit now or in the future. Spiritual priorities are losing their positions, low assessment of vital areas of social reality such as politics and public life, nature and the environment, limits the civic activism of the younger generation. To some extent, it is the reason of a declined interest in entering some humanitarian faculties and professions related to environment protection, in our opinion.

The research gives the reasons to make such generalizations:

- orientation for entering a university depends on the location of the school, which is a consequence of the differentiation by material and territorial settlement characteristics;
- a high level of teaching, the prestige of the institution and the absence of corruption are significant factors that motivate to choose a higher education institution;
- the majority of respondents do not recognize the impact of parents as a determinant in choosing their future place of study;

- the increase of Ukrainians number who are willing to study at foreign universities is due to high-immigration sentiment in the society;
- interpersonal communication with current and former students, due to the proliferation of social networks and the growth of network activity of today's youth is a primary source of accurate and complete information for potential applicants about the activities of the university;
- individualized aspects of life are the priority for the majority of respondents, there is a decrease in the importance of social and spiritual priorities. Strengthening of pragmatism and rationalism in youth affects the nature of cognitive interest and professional orientation.

Considering of these special aspects, in our opinion, is an important reason for conducting effective career guidance and qualitative organizing of the entering campaign in higher education institutions.

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