

EMPLOYERS' AND EDUCATIONAL INSTITUTIONS' COOPERATION MONITORING

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The Tver Region has a particular employers' and educational institutions' cooperation experience acquired through the publication of the reference book "The best HEI graduates of the Tver Region", the reference almanac "For those who are looking for work", holding a competitive tender of employers "Commonwealth", the organization of "round tables" concerning the regional human resource potential use problems. But besides the given actions a further stimulation of the cooperation of the labour market representatives and educational services on the ground of the information obtained by means of the given markets' monitoring is possible. The emphasis at the given cooperation should be made on the formation and management of the informational connections and flows, information networks throughout the Tver Region. The given markets' interaction product can be the regional base of the educational institutions and training specialties; the actions aimed at the popularization of the specialties necessary for the regional economy (with the participation of employers); and also the support of the employers' various initiatives to promote the specialties required in the Tver Region. Not a passive perception of the situation and its discussing within the framework of panel discussions and meetings, but an active participation and changing the current situation to positive transformations is very important in the specified problem.

The author of the article, Kuzmina Asya Anatolyevna, was a participant of the contest of the Tver Region's young scientists' research programs of the Tver Region Committee concerning Matters for Young Persons " as part of the target program "Youth of Upper Volga Region by 2006". The purpose of the given project was to formulate the supply in the sphere of realization of effective directions of interdependence of

the labour market and vocational education educational services market. The project was realized on the basis of the Tver Branch of the state educational institution of higher vocational education "The Moscow State University of Economics, Statistics and Information" (MESI) for the period from January, 2007 – to July, 2008.

Let us mention briefly the key moments of the research.

Every region should have a certain quantity of human capital possessing a certain necessary qualitative characteristics for its functioning. The demand and supply balance in the labour market allows the region to possess a necessary economic independence, soundness and development steadiness.

The educational service market performance at the present development stage should solve urgent problems of the activity efficiency promotion in providing the economic balance in the regional economy and the interrelation with other elements of the regional market. Theoretically, the educational complex can provide not only the formation and development of the human capital (its restoration and support at the desired level proceeding from the economy demands), but also the economic system equilibrium. To perform these functions the understanding that not only a personal demand for receiving qualification is satisfied, but also the social want for qualified labour forces. That is why the efficiency of educational services should be estimated by not only the factors of quality and availability, but also the correspondence to the demands on the labour market.

The human resources administration requires a constant monitoring of the labour market and educational service market, among them the data of the demand and supply equation of labour forces on the primary activity and skill level concerning specialties,

branches, territories and also information about the causes of imbalances of the given markets.

In the Tver Region there are significant industrial differences regarding for the surplus/shortage of experts graduated from vocational education institutions. In traditional industries of the Tver Region there is a great shortage of young specialists. The leading position is occupied by the vacancies in such economy branches as: machine building, light industry, agriculture. The wanted vacancies reflect the sectoral structure of employment, where historically the leading position, the “core of economy” is occupied by the industry and agriculture. Employers have to fill vacancies at the expense of both released personnel from other enterprises and attraction of migrants having no necessary professional characteristics. On the other hand, there is an evident surplus of specialists. The leading position in the surplus production of specialists is occupied by the specialties – economics, management, jurisprudence. When commenting the given situation one can mention that the claims of enrollees at the entry to an educational institution of professional education are established at the level of stereotypes, and not on the labour market demands knowledge. The institutions of vocational education being geared to the population needs perform educational services on popular educational programs. But the specified cooperation breaks the labour market needs. That is why theoretical developments on the situation improvement by means of introduction of target preparation of specialists into practice with the direct involvement of enterprises and organizations for the purpose of orientation of the future specialist to the tasks and needs of the Region don't find the proper practical realization.

Undoubtedly, a part of the cumulative demand and cumulative supply in the labour force market is satisfied. But, by virtue of the labour force movement (for a variety of reasons) – a part of the resource turns out to be free and needs to connect the demand and

supply. The current trend to outrun the labour market clearing demand for specialists with higher vocational education at an essential deficit of the number of basic and intermediate vocational education specialists testifies that the market of professional education stops meeting the regional economy requirements concerning the human resources training.

Within the framework of the grant realization there was a polling of heads of vocational education institutions and employers (for the period of September-November, 2007) held. The territorial coverage of the forwarding on the project “Development and realization of educational service and labour markets interdependence monitoring concept within Tver Region” was represented by the data given below.

Into the forwarding there were 70 institutions of vocational education of higher, intermediate and basic levels of training located in 20 cities and 5 small towns of the Tver Region included. From 20 HEIs entered the distribution list – there are 10 state institutions of vocational education (8 branches among them), 10 non-state ones (8 branches among them). From 50 ISEIs included into the forwarding – there are 4 colleges, 15 lycеums, 31 specialized schools. 100 addresses (industry – 61%, agriculture – 30%, service – 9%) were included into the forwarding for employers, territorially represented in 21 cities and 15 rural areas of the Tver Region.

The results analysis of the polling of heads of vocational education institutions of vocational education levels and employers are represented by the following data.

The employers' regard for the perspective of experts demand for the nearest 2-4 years is of great interest. To the employers' mind, the most wanted experts are found out in such branches of economy as: construction, finance and credit, industry (Fig. 1) (listed descending).

The employers polling found out quantitatively predominant age groups of employees (rating on respondents' answers electively) – 45-49 years old, 35-39 years old,

55-59 years old. The data (represented in Fig. 2) can serve to illustrate the debate in MSM, where the fact that the “major part of factory workers approaches to the preretirement age”

is the question of the hour. According to the educational criterion the groups of workers with the intermediate and basic vocational education dominate.

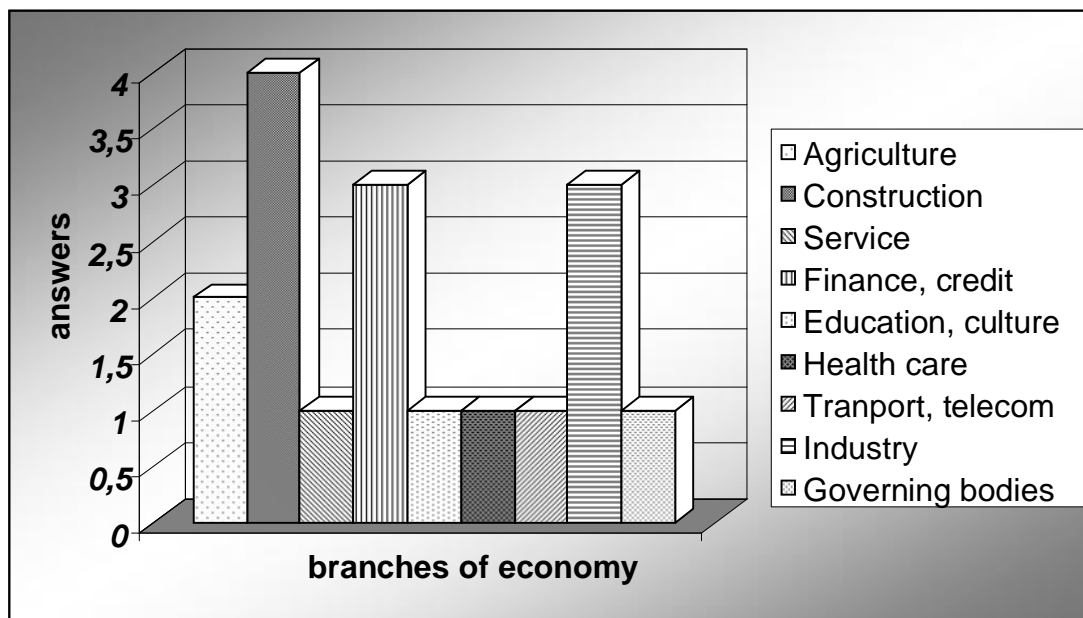


Fig. 1. Results of answering the question of the polling “Which branches of economy experts will be mostly demanded in 2-4 years?”

In the polling addressed to employers and heads of educational institutions there were questions allowing comparing the regard of these groups’ representatives for the “painful points” at the cooperation.

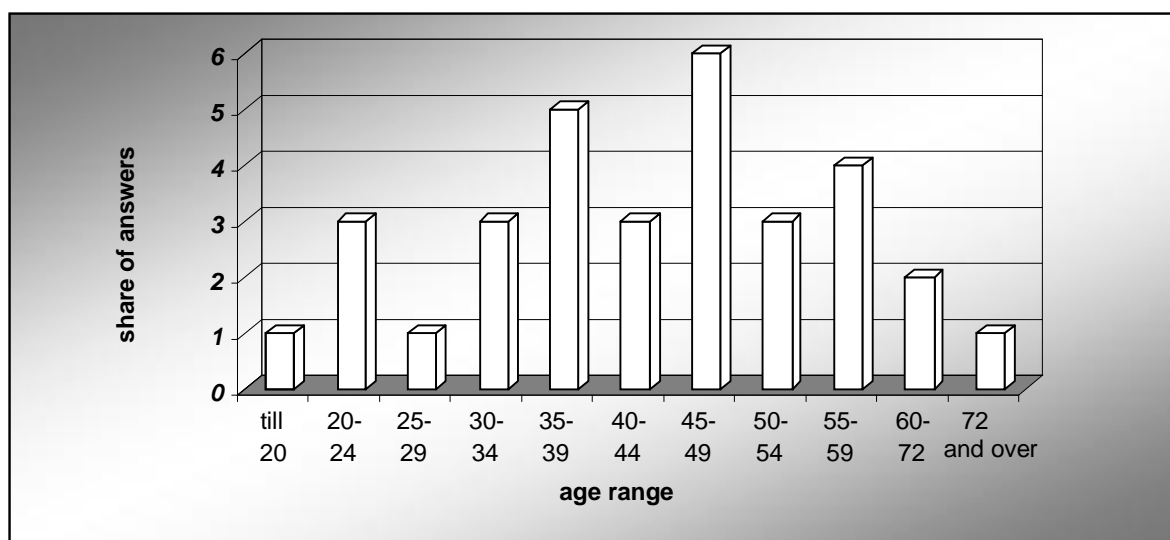


Fig. 2. Results of answering the question of the polling “Determine the dominant age criterion of factory workers.”

The search for new human resources at enterprises is carried out through the “publication in the MSM and internet” – 100% of the respondents’ answers; “through the employment service” and “using the potential of the enterprise (professional development, re-education)” – 62% of the respondents’ answers. Appealing to an educational institution is practiced in 12% of the respondent employers only.

When answering the question “How do you evaluate the employment possibilities of graduates in the labour market?” 100% of the respondents (heads of educational institutions) chose the answer – “They are able to be employed in the regional labour market”. When estimating the young specialists’ competences, 28% of the respondents think that the “knowledge and skills being got correspond to up-to-date requirements of the employer”, and 72% take up the position that the up-to-date requirements of the employer can be satisfied with a further corporate training, but the specialist’s basic skills correspond to the labour market demands”. But when estimating the competences of educational institutions’ graduates coming down to enterprises as employees, the tendencies were depicted, when a “speciality doesn’t correspond to the declared job opening, but there is an experience of work in the given sphere or an allied trade” and “a need for the continuation of training to work at the enterprise”.

Practically all the employers found the deficit of young personnel a problem (87,5% of the answers). An underpayment (62,5% of the answers) and labour conditions dissatisfaction (25% of the answers) are mentioned as the cause of this phenomenon. The obtained data can be commented as follows: there is a pent-up demand and excess offer of labour forces simultaneously in the same professions. On the one hand, the qualification of pretenders does not meet the requirements of employers, and on the other hand, the supposed rate of remuneration doesn’t meet the worker’s wants.

Employers mark out “getting a speciality not associated with a further employment”, “the runoff of young specialists from the region” and also “training on the trades expendable in the regional economy” as problems in the sphere of vocational education. Heads of vocational education institutions marked out other topical problems existing in the area of vocational education. In the comments to the inquiry form there also mentioned the problems not included into the check-list of the offered answers, associated with the demographic situation, teachers’ underpayment, low level of basic (school) training. No one of the respondents chose the answers “getting a speciality is not connected with a further employment” and “low quality of specialists’ training” as a problem, and 14% of the respondents offered the opinion that there are “no evident problems”.

Thus, it is necessary to remember that not only a personal need for a quality training, but a social want to get labour forces meeting the requirements of regional economy at the same time are satisfied, when receiving an educational service.

In the public opinion a check-list of prestigious professions defining the demand for educational services has been formed for several years. But the given “prestigious” rating among applicants and their parents is not annually corrected on the part of the labour market: the population employment according to the branches of economy, personnel production overage, the demand for specialists according to the educational level. The labour market and the market of educational services have no constant information relations.

An objective analysis of the monitoring data of the regional labour and educational services markets will finally allow planning the ways and mechanisms of the given markets’ cooperation for the maximal satisfaction of both educational services consumers’ requirements and regional economy demands for human resources.