

INFORMATION OPENNES OF EDUCATIONAL ORGANIZATIONS IN MODERN RUSSIA

ОТКРЫТОСТЬ ОБРАЗОВАТЕЛЬНЫХ ОРГАНИЗАЦИЙ В СОВРЕМЕННОЙ РОССИИ

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Abstract: Openness of education organizations can be considered as a component of information openness of society. The article overviews content fullness at official web-sites of vocational education organizations against the requirements of regulatory legal acts through the example of those in Sverdlovsk region. Problems arising during web-sites content provision were considered from legislative point of view.

KEYWORDS: VOCATIONAL EDUCATION ORGANIZATIONS, OFFICIAL WEB-SITE, INFORMATION OPENNESS.

1. Introduction

Issues on information openness are widely discussed in all spheres of life: from politics and state administration to the social service of the population. On the one hand, implementation of the principle of information openness in all spheres of life provides access of citizens to information concerning their rights and obligations, ensures transparency of activities of public authorities and educational organizations, the possibility of responsible choice [1], and on the other hand, formalizes the activities of educational organizations and educational authorities. At the same time the adaptability of information openness, based on the use of network information technology, electronic information resources, especially resources of the Internet, acts as a major factor of the openness in modern education, which can be considered as one of the strategies of development of educational organizations. However, as practice shows, this resource is used in certain specific manner and do not always meet the requirements of legal and information culture. The diversity of types and kinds of educational organizations, conditions and requirements of education complicates the process of choice of education for many people. In this situation people search for necessary information using modern computer technology. Factors that stimulate the transition to a new format of interaction between the citizen and society, are: the increased attention from society – the subject of education is interested by each individual; thinking about education – it is a reflections about own future.

Thus, the subject of present research on the one hand, was due the request of the information society for full information about educational organization and on the other hand, the practical necessity of studying the implementation by secondary vocational education organizations the requirements to the information openness at their official websites.

The relevance of this research is confirmed by the following circumstances. First, the most important tools for ensuring information openness of secondary vocational education organizations are the official websites in information and telecommunication network Internet, that meets the requirements of the state educational policy. Secondly, the official website of the educational organization is created in order to inform about its' activities and for interaction with the public. The website enhances a public image of the educational organization, allows to show the success of the educational organization. Thus, the site of educational organization is the visiting card, information leaflet, newsletter and self-promotion that can be considered from the perspective of development strategy. Third, active government policy in a field of information openness of education is manifested by adopted relevant regulatory legal acts, which must be implemented in full in accordance with the established rules.

2. Definition of research problem

An obligatory requirement for availability of official website, strict regulation of its structure and content, clear definition of information content and formats of its' representation defined by modern approach to information support at educational organizations websites. Based on the data prevailing in the

education system of Russia during the last 3-5 years, namely, from monitoring, sociological surveys, conducted by the National research University "Higher school of Economics" it is established that the information openness in education system grows and approaches to 100 %. We can say that in this respect the education sphere is ahead of other social services [2].

However, during analysis of decision efficiency of the state tasks in the field of information openness of secondary vocational education organizations revealed that their openness is not effective enough, which led to the main problem of present research. Practice shows that the regulatory requirements to the content of information important for supplying to the websites of educational institutions at present are not implemented in full. Information needs of citizens in obtaining reliable data on educational organization and the quality of education are stay unmet. So there is a need to study the existing problems in the field of information openness of secondary vocational education organization from the standpoint of development and formalization of such activities.

3. Research methods and their substantiation

The implementation of the information openness in educational institutions is carried out within the frameworks of the Concept of openness of Federal Executive authorities of Russia [3]. The informational openness of educational organizations, as one of the factors of public participation in the management of education and formation of educational policy, ensures rights of consumers of educational services and is one of the most important factors of competitiveness and development of educational organization. Information openness – the list of information, which is subjected to obligatory disclosure by educational organizations. It is necessary to meet the needs of citizens for information concerning the activities of educational organization, as well as for the feedback between educational organization, members of the public and consumers of educational services in order to improve the efficiency and performance of organization's activities. Important tools for implementation of information openness and transparency in secondary vocational educational organization's activities are their official websites. Openness of education is currently one of the key condition for development of education system, as well as the most important condition for realization of the state guarantees of quality education. Information openness is a satisfaction of information needs of consumers of educational services by providing full and accurate information about the organization, its activities, by providing opportunities for the feedback from the consumers of educational services with the purpose of increasing organization's efficiency [4]. Secondary vocational education is provided by educational organizations, usually colleges and technical schools, including in small towns of Russia, which has its own characteristics and specificity [5]. Management of educational organizations of this type is subjected to the specific regulations established by the Federal law No. 273-FZ dated 29 December 2012 "On education in Russian Federation" and other normative legal acts. Paragraph 1 of article 29 of the Federal law No. 273-FZ

defines that "educational institutions provide open and accessible information resources, containing information about their activities, and ensure access to such resources by placing them in the information-telecommunication networks, including at the official website of the educational organization in the Internet. Paragraph 2 of article 29 of the Federal law No. 273-FZ determines the list of required information that must be available and accessible [6]. As an enhancement of article 29 of this law there is paragraph 4 of the resolution of the Russian Federation Government No. 582-III dated 10.07.2013 "On approval of [Rules](#) for submitting information at official website of educational organization in the information-telecommunication network Internet, and information updates about educational organizations" which stipulates that information at the official website can be represented in text and tabular forms, and in the form of copies of documents according to the requirements to the structure of the official website and to the format of the information representation established by the Federal service for supervision in education and science [7]. The main tool of methodological support of secondary vocational education organizations in respect of observance of applicable legislation requirements to publication of information at their official websites is [Rosobrnadzor order](#) No. 785 dated 29.05.2014 "On approval of requirements to the structure of the official website of the educational organization in the information-telecommunication network Internet and the format of information representation" [8]. In accordance with this order the website of the educational organization must include a special section containing following subsections: "General information", "Structure and management bodies educational organization", "Documents", "Education", "Educational standards", "Management. Pedagogical (scientific-pedagogical) staff", "Technical support and equipment of the educational process", "Scholarships and other types of available financial support", "Paid educational services", "Financial and economic activity", "Job vacancies for employment (transfer)". Updating information at the official website of the educational organization is carried out in accordance with amendments to the current legislation, organizational structure of educational organizations, as well as in local regulatory legal acts of the organization. Requirements of Rosobrnadzor order No. 785 dated 29.05.2014 formed the basis of performed research and subsequent analysis of compliance of the official website of secondary vocational education organization to the requirements of the information openness. Using the method of documents analysis 11 approaches for information support of the official website was examined. Each approach includes several sections. Thus 67 sections was analyzed. Using expert interviews method 23 executive employees were interviewed. The aim of the interviews was to identify the attitude to fulfillment of government requirements for information openness at the official websites of secondary vocational education organizations as to a strategy for organization development or as to the way of formalization of organizations' activities. The main criteria for information openness of the official website is the presence of information object at the official website of the secondary vocational education organization. The availability of an information object is a quantitative criterion which describes the fact of placing information on the website. Rating of information object availability has two values: 1 point - available, 0 points - not available. Negative rating means that the information availability has the minimum value. The maximum number of points – 67 points equal to the number of sections for information support at the official website that according to a scoring system is equal to 100 %. On the basis of availability of information a Coefficient of information availability (K) was applied. Analysis of this parameter was carried out according to the criterion of "Availability/absence". The procedure of assessment through the assignment of the Coefficient of information availability was performed for each of the official websites of the educational organizations of secondary vocational education in the Sverdlovsk region out of selected set of sites. An integral assessment of information openness of official websites of educational institutions was calculated in percentage (table.1).

Table 1

Coefficient of information availability			
No.	Criterion	Assessment	Description
1.	K = 90-100 %	High degree of information availability	All set of required data is represented and all required information is available in full
2.	K = 50-90 %	Medium degree of information availability	All set of required data is represented but required information is available not in full
3.	K = 30-50 %	Low degree of information availability	Only fragmentary information is represented

Ranking of information openness of official websites of educational organizations was formed based on calculated K-values from the first to the last in descending order of values of the Coefficient of information availability. In the case that two or more sites have the same K-value, they occupied the same place in the ranking by alphabetical order. Ranking of information openness of the official websites of educational organizations of secondary vocational education was the main result of the present research and determination of problems existence in the structure and content of the website.

4. Results of educational organizations openness research

The research generated a list of 98 secondary vocational education organizations in the Sverdlovsk region, under the competence of the Ministry of General and professional education of Sverdlovsk region. During the process of analysis of informational support documents at the official websites revealed that only 14 educational organizations of secondary vocational education are almost fully submitted the required information on their official websites having information openness over 90%. Six organizations of secondary vocational education have a very low degree of available information and their information openness is less than 50%. Thus 66 educational organizations representing 67% of the total number of examined organizations do not provide version of their official website for visually impaired people, which is prescribed by the letter of Rosobrnadzor No. 07-675 "About forwarding of methodical recommendations on supplying information about educational organization in the public resources taking into account requirements of the legislation of education" [9].

The highest rates of information compliance to the requirements of the legislation showed 6 official websites of educational institutions of secondary vocational education in the Sverdlovsk region, they are: Ekaterinburg Commerce and economic College, Kamensk-Uralsky Polytechnic College, Branchinskiy Electromechanical College, Ural College of construction, architecture and entrepreneurship, Ekaterinburg Energetics College, Ural mining and metallurgical College named after Demidovs. Informational openness of their official websites ranges from 93% to 96%. The lowest number of points according to the analysis of the documents scored two official websites of educational organizations, they are: North teachers College and Sysertskiy Socio-economic College "Rodnik". These educational organizations have the lowest degree of information availability and informational openness of their official websites is 19% and 39% accordingly. The overall quality of researched websites according to the criterion of information availability can be evaluated as "satisfactory". A maximum of 100% achieved none of the participants in ranking. As shown by the analysis of the documents the main reasons is the lack of required information or the required information is provided with violation of applicable legislation requirements to its representation.

Thus, despite the fact that information at the official websites of educational institutions of secondary vocational education of the Sverdlovsk region is close to full openness, however, access of citizens to certain documents and information still remains limited.

Process of documents analysis revealed: lack of critical information about the educational organization, discrepancy of information appearance to specified requirements, irregularity of its updates, which hampered the research process. In progress of the research 23 executive employees were asked before and after the analysis of information openness at the official website the same question: "Do You think that the implementation of the requirements in full to ensure the provision of informational openness at official website is the way of development of educational organization or another formalization of its' activities?". Before the research the majority of answers (76%) of the respondents were inclined towards a strategy of development as they linked the future of educational organization with image, satisfaction of consumers of educational services, competitiveness and public recognition of the success of educational organization and etc. When interviewing after the research the respondents were inclined towards to formalization of the activities, due to understanding by organization's executive employees the need to fulfill government requirements for information openness at the official websites. This will require additional administrative, financial, personnel, technological and technical resources, as well as common understanding by all participants of the educational process the need for compliance of the information provided by the official websites to the applicable legislation.

5. Conclusions and suggestions

The analysis of the 67 sections of the information support at official websites of secondary vocational educational organizations by the example of those in the Sverdlovsk region allowed us to formulate the existing problems, including:

1. Violation of Federal law – information about the activities of education organizations at the official websites is not provided in full.

2. Implementation of provisions of the Federal law № 152-FZ "On personal data" limits the excessive amount of information, so the consumer cannot contact interested structural unit or a particular teacher, since the official website of the organization does not specifies particular contact details. It hinders the feedback between the consumers of educational services with the educational organization.

3. Discontent of information needs of citizens in obtaining reliable information due to incomplete degree of information openness.

4. The need for specialists having new competences, legal and information culture, as well as experienced in information and educational technologies.

In our view, overcoming the problems identified in the research is possible with the formation of structural units responsible for the informational openness in educational organizations, or training specialists who will have the necessary knowledge in the field of information technology, experience in research activities in the field of ensuring access to information about the activities of secondary vocational education organizations. Such specialists needed to be trained in the monitoring of the official websites, and also have the opportunity to participate in seminars and webinars, promptly obtain advices and information support and participate in regional contests for the best website of educational organizations of secondary vocational education. Currently, the information openness of educational institutions should be considered as a powerful vector of development of the organization itself, because when providing information openness then integration of all types of resources occurs: administrative, personnel, technological, technical and social, which are united by a common purpose to obtain the complete and accurate information. The research demonstrates that the website of the educational organization is a powerful technological resource and a tool for ensuring information openness. At the same time all types of

information documents provided on the website must comply with state requirements and applicable legislation, and it requires first of all to study of the regulatory frameworks in this field. Only when these conditions are met, there is a possibility of implementation of full and reliable information openness by the educational organization from the perspective of its' development strategy, ensuring a positive image of the educational organization and formation of new traditions in educational process and pedagogical practice.

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