PROSPECTIVE PLAN FOR THE DEVELOPMENT OF THE GENERAL SECONDARY EDUCATION INSTITUTION AS AN ALGORITHM FOR FORMING THE IMAGE OF THE SCHOOL BY THE NEWLY APPOINTED HEAD

Modern changes in the functioning and development of general secondary education establishments have put the latter in a situation of self-determination, provided independence and autonomy of participants in the educational process during pedagogical, scientific-pedagogical, scientific and/or innovative activities, dissemination of knowledge and information, free publication and use of results of scientific research [1].

In accordance with the Standard Regulations on the competition for the position of the head of a state, communal institution of general secondary education, approved by order of the Ministry of Education and Science of Ukraine № 291 dated 28.03.2018, one of the stages of the competitive selection of the winner is a public and open presentation of a long-term plan for the development of a general secondary educational institution in the state language [2].

Our analysis of the video materials proposed by the applicants for plans / concepts for the development of schools showed that the end result of their implementation is the creation or improvement of the image of the educational institution. At the same time, the majority of applicants partially, and in some cases in full measure, do not have the necessary knowledge for the development and stage-by-stage practical implementation of the planned in the most accessible and effective way.

A clearly built long-term plan or a development concept must become for the new leader a handbook of scientific, methodological, material and technical, management projects, which take into account the demand of all participants in the educational process, should develop strategic and priority directions for the school activities in the coming years, and determine ways of their implementation.

As practice shows, being at this position for the first two years is the most difficult period for a manager. That is why initial training is extremely important at the stage when the person has expressed a desire to participate in the competition for the
position. After passing it, the applicant will already have elementary knowledge of management in education, regulatory support of education, etc. [3]. During this period, he will also develop the marketing approach to the management of an educational institution, which contributes to the creation and formation of a positive image of the educational institution, which facilitates access to the best human, information and financial resources [6].

Image building as a process of image formation is aimed at developing those measures that will identify the educational institution with the declared plan/ concept, and motivate the stakeholders of the institution for effective and efficient cooperation.

As V. Luniachek notices that the needs of the current stage of development of education in Ukraine are a number of models and algorithms for advanced training, including the heads of educational institutions [4].

Having the appropriate skills and means to improve the competitiveness of an educational institution, the leader can effectively use the human potential of the organization to implement the chosen plan/ concept for the development of the school, strengthen the cohesion of his team, and direct employees to achieve a common goal.

We believe that the issue of creating a system of professional training for newly appointed leaders for the development, stage-by-stage implementation, support and adjustment of the long-term plan for the development of a general secondary education institution in order to form a positive image of the school is currently relevant. This is precisely the purpose of pedagogical imageology as a scientific direction which makes it possible to build an algorithm for the implementation of the image of a modern educational institution reasonably in the research way [5].

References: