

N.A. Sinelnikova,

3rd year student

Belgorod State National

Research University

Belgorod, Russia

Scientific adviser: S.V. Hashaeva

PhD in sociology, Associate Professor

Belgorod State National

Research University

Belgorod, Russia

**THE IMPLICATION OF THE SOCIAL DESIGN METHODS FOR
WORKING WITH YOUTH IN BELGOROD REGION
(EXAMPLE OF Belgorod State University)**

***Abstract:** the process of social design in the educational environment is discussed, as well as the analysis of the application of social design methods by the case of young students in Belgorod State University.*

***Keywords:** social design, educational system, professional skills, project office, project management.*

Н.А. Синельникова
Студент 3 курса
Белгородский государственный национальный
исследовательский университет
Россия, г. Белгород
Научный руководитель: С.В. Хашаева
Кандидат социологических наук, доцент
Белгородский государственный национальный
исследовательский университет
Россия, г. Белгород

**ПРИМЕНЕНИЕ СОЦИАЛЬНОГО ПРОЕКТИРОВАНИЯ
В РАБОТЕ С МОЛОДЕЖЬЮ В
БЕЛГОРОДСКОЙ ОБЛАСТИ (НА ПРИМЕРЕ НИУ «БЕЛГУ»)**

Аннотация: в данной статье рассматривается процесс социального проектирования в образовательной среде, а также проведен анализ применения технологий социального проектирования на примере студенческой молодежи НИУ «БелГУ».

Ключевые слова: социальное проектирование, система образования, профессиональные навыки, проектный офис, проектное управление.

Social design is a relatively new phenomenon in Russia. This is a «social tool», which contributes to the developing of targeting skills as well as finding the best ways to achieve the defined goals, and using the available resources effectively. We can observe a great interest in social design within the system of higher education. The modern educational system claims that young people need to be aware of the project management basics. Thanks to the project management, nowadays it is possible to solve such tasks as monitoring new information, developing and drilling certain skills,

consolidating the knowledge, analyzing the theory, putting theory into practice, developing communication skills, as well as research thinking.

Social design at University is the key way to shape both professional and personal competence. The advancement in socio-pedagogical design in Russian educational system dates back to the late 1980s, when the first thesis on social design was published V.P. Bespalko in 1989.

It is worth mentioning that nowadays there is an increased interest in the social design among young people, associations, organizations and movements, governmental structures engaged in the implementation of youth policy.

Social design among young people is encouraged at the Federal and regional levels. One of the items of the «Concept of long-term socio-economic development of the Russian Federation for the period up to 2020» is the implementation of the project management methods in the system of education. The implementation of the state youth policy is actualized by the social design. Every year, the Federal Agency for Youth Affairs («Rosmolodezh») holds a number of competitions for the grant support for the most promising and relevant youth initiatives. Considering the regional cases of socio-pedagogical design, it is possible to boldly state that Belgorod region on the leading edge in the implementation of socio-pedagogical projects.

According to the «Strategy of development of preschool, General and additional education of the Belgorod region for 2013-2020 years» students are already taught the social design basics from in junior school.

There is a Department of Program and Project Activities in the Department of Youth Policy of the Belgorod region.

The Governor of the Belgorod region devotes a sum of money for 20 grants for the implementation of socially significant projects to the «Top of youth of the Belgorod region» annually.

Belgorod State National Research University is an example of successful implementation of social design in the educational sphere.

By the present moment the University has built a general formation intended to implement the social design methods.

There is a High School of Project Management at Belgorod State University, that includes the Center of Project Management. The Center is develops documents that regulate the organization of project management in University, appraises and examines projects, provides support to project proponents, informs of project activities, manages projects, and certifies projects through the Russian national qualification system «PM STANDARD».

Project Office is also functioning at the Belgorod State University supporting the project management process basing on the fundamental principles of project management, focused on achieving the strategic goals defined by the «Program for the development of the Belgorod State National Research University for 2010 – 2019».

Students' online medium under the name of «Suggest Your Project Idea» is a University's contest of students' projects. The web site is available all year round. It has already received 14 student projects. Three of them were encouraged for implementation. Remarkably, one of them called «BSU Tour Itineraries » is social.

Elective courses named «Free Classes of the Project Office of the Institute of Management» and «Project Management Training» are given intermittently, Students are taught the basics of social design there.

Social design of Belgorod State University is international. The annual International Youth School of project management named «Pegasus» has been organized at University in 2013. Students of the Institute of Management and Economics of Belgorod State University had been developing social projects for two years running through the Hanze University of Applied Sciences and the Christian University of Uganda. The projects implied include such as «Online consultation for the academic exchange», «Lean tile production», «International educational space».

Despite the conditions provided contributing to the development of social design in Belgorod State University there is an issue of the lack of students' motivation, unwilling to involve in this activity.

For a complete study of the problem of students' motivation and involnment in social design, we performed a sociological research among students of Belgorod State University (an online survey by means of Google forms). The study involved 150

respondents. We have identified the main reasons why students pay attention to social design.

The main reasons for the involvement of students in social design are: gaining experience (professional skills) 30 %, building new communications 15 %, desire to make a positive contribution to the student environment 15 %, upward mobility 5 %. Thirty five percent of the respondents do not do this activity. Thirty of respondents perceive social design as a way of developing professional skills. 15 % of them note that social design contributes to the construction of new communications. 15 % of students want to make a positive contribution to the student environment. 5 % of respondents say that social design is a tool of the upward mobility. And 30 % of respondents are not involved in this activity.

As a result of the study we identified the main problems, due to which students are not interested in the implementation of socially significant projects: lack of information 27 %, lack of support from the University administration 23.5 %, lack of resources 19 %, lack of the people of the same views 17 %, lack of academic advisers 13.5 %.

Based on the data obtained, we can define the most popular reasons for the lack of the students' interest in social design activities. The most common reason is the lack of a convenient information space 27 %. 23.5 respondents note that there is a problem of lack of support from the administrative body of the University. We can draw a conclusion from this that the communicative space between students and the University administration is poorly built. 19 % emphasize the problem of lack of resources for the implementation of student projects. There are a number of projects among students, but resources are not always provided for their disposal. The next most important reason is the lack of people of the same views 17 %. Unfortunately, in the student environment there is no student-student communication format, which is ineffective for the implementation of social projects, as the project team needs people with different professional skills.

Students highlight the problem of lack of mentoring at the University of 13.5 %, as the academic advisor serves as an agent in building communication between students and the administrative body of the University.

Building on the survey, we can conclude that the students of Belgorod State University are interested in social design, but at the same time they face a number of difficulties. The main ones are the lack of information and communication space. We have developed a project to build up an online communication space as one of the ways to promote the social design for the reason that the Internet provides unique opportunities for the information dissemination. The web site will provide data about grants, recruiting a team for a project, students' contests, academic exchange, internships, vacancies for students, workshops, free lectures, trainings, etc. The space described can be introduced on the social networks, and transmitted on the website of the University.

Summing up, we assert that the social design is aimed at changing both the reality and the people managing a project, and also people who use the product of the project.

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