

WAYS TO IMPROVE THE EMPLOYMENT OF GRADUATES

Antoniuk N.R., Bachinskij V.V., Moskalova C.M. (*Odessa State Academy of Civil Engineering and Architecture*)

Second, after the enrollee recruitment a pronounced problem of educational institutions is employment of graduates. Now, unfortunately, very little attention is given to this problem in the higher educational institutions of Ukraine. Because of this the attractiveness of such educational institutions is reducing for a number of applicants and students.

Seventy percent of graduates are convinced that the lack of professional experience may complicate the employment of young specialists. But most of the employers considered the main barriers are the low level of practical training - 59%, and excessive demands of young people - 40%. Only a fifth of all graduates starting work before obtaining a diploma. The best measure here is by IT people - 25% of graduates get their first experience of constant work in studentship. 39% of graduates find work when watching network and press. The second popular method (31%) an appeal to an acquaintance (Figure 1.).

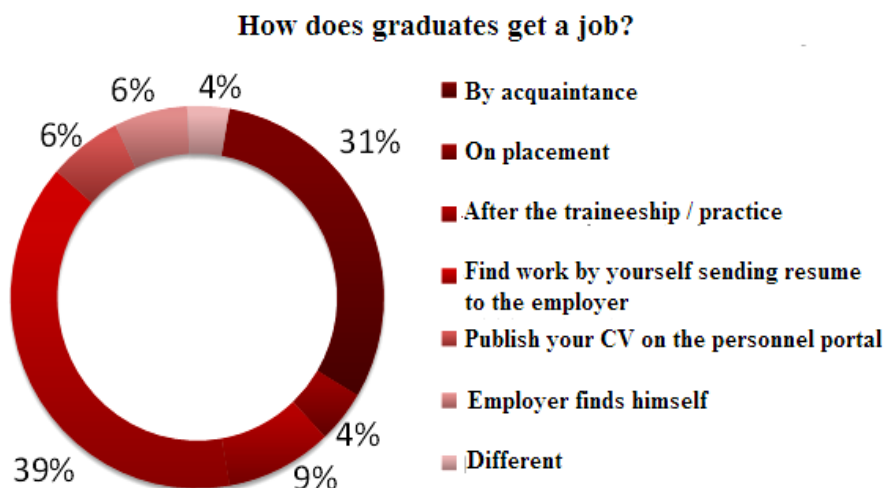


Figure 1. Graduates employment

Employers are now putting forward such requirements, which does not correspond to the average graduate. A striking example - the graduates of colleges and universities, despite the fact that they seem to meet all the necessary requirements. They also have the latest knowledge and computer skills. But they do not have the necessary experience. On this point they do not approach.

However, any company is interested in people who are able to give it anything worthwhile, no matter what it is: brilliant ideas, services, or "connections". A successful leader has always a place for a person having a specific action plan for the business, if it would bring a clear benefit to this company.

In our view, practical steps of solving the employment problems must be as follows:

- The main target installation of universities should be training of competitive specialists able to quickly adapt to the market environment and demand in the labor market. As schools implement the function of a specialist manufacturer, they need to carry out a marketing job function. It is necessary to take care of the practical training and internships in enterprises, with due authority winning students, and ultimately contribute to job placement.
- A special unit at the university should study the demand of potential employers, on this basis, improving curricula. It is unlikely that marketing research data are able existing in the universities Office of the Registrar.
- Maintaining constant feedback with potential employers' university, as a minimum, should facilitate the employment of its graduates. As maximum university can get funds from employers to the development or payments of a particular student.
- Most young professionals shouldn't have knowledge of 3-4 foreign languages in life or sophisticated mathematical techniques, but get a second for the years of study vitally important career. This is except of solving the problem of employment during study helps to plunge into the non-idealized reality, to earn their own money, acquire practical skills, and then successfully manage.
- Lots of opportunities for making money provides to students the activity of their own university, for example, work in the departments and laboratories involved in the organization of exhibitions and seminars, auction sale, training courses, consulting services, work in the kitchen, in the garage, housekeeping unit, with a mandatory payment protection labor. Using own students, not hired workers from outside is always beneficial. This is their home, their alma mater and they will treat to it, much better than the hired people.
- During the process of learning educational establishment can create small academic enterprises with the help of marketing services. Except of solving the

problems of employment, internship, these are sources of new income. And the more these enterprises university will have the more solid earnings, fame, and attractiveness for enrollees.

It is necessary to create all conditions for the maximum interest of educational institutions in the training of skilled staff with the relevant requirements of the labor market. In this regard, universities should be full agents of market place i.e., to sell free their specific services and results (experts) at market prices, as is common, for example, in professional sports. This will be a powerful impulse for the revision of all the forms, methods, curriculum, in spite of the education authorities.

