



«APSP» Meridian» in the region. There is also located and operates Poltava Regional public utility company «Airport-Poltava», which provides the receiving and sending aircraft, its commercial, land and mechanical services, passenger service, baggage service, mail service and cargo service .

Nowadays, it is necessary to involve and implement the national programs, to improve all areas of industry of Poltava region, because there is a great need in modernization of all kinds of transport. Besides, under the current conditions of the development of market relations that progressively increase, it must be paid attention to the effective functioning of transport systems that can be solved by improving their territorial organization.

#### REFERENCES

1. Головне управління статистики у Полтавській області. Транспорт і зв'язок // Статистичний щорічник Полтавської області за 2008 рік. – С. 162–172.
2. Економічне і соціальне становище Полтавської області : Статистичний бюлетень / Державний комітет статистики України, Головне управління статистики у Полтавській області. – Полтава: січень-жовтень 2009 року. – 2009. – С. 45–49.
3. Економічне і соціальне становище Полтавської області : Статистичний бюлетень / Державний комітет статистики України, Головне управління статистики у Полтавській області. – Полтава: січень-квітень 2010 року. – 2010. – С. 39–43.

*Volodymyr Medyanyk*

### **FORMS AND METHODS OF PROFESSIONAL GUIDANCE TO ENSURE THE ENROLLMENT OF ENTRANTS**

The current labor market becomes more demanding to the growing industry and professional training, graduate mobility. These requirements varies depending on how the accelerated pace of renewal processes, equipment, according to the products.

The deterioration of the demographic situation on the one side, and development of educational services, on the another side, led to the decreased number of school students. Prediction of social and demographic development indicates worsening competitive situation in the education market.



Deliberate choice of specialty in modern terms is one of the most important moments in human life, because employment is a major area of self-determination. In modern society, higher education is a mean of self-realization as XXI century is time of professionals. A person spends at work most of own time. Determining the nature and content of professional activity according to the personal abilities and requirements of society is the basis of the formation of life plan for each young person.

The choice of specialty, on the one hand, is an individual affair of each young person, on the another hand has social significance. The impact on the process of selecting a specialty and assistance in this matter is one of the most important tasks. Young people choose professional institutions rarely consciously and deliberately. Especially it deals to higher educational institutions of the II level of state accreditation. In adolescence the influence of parents, environment, circumstances are dominated, especially nowadays, when social problems are as obvious as psychological ones. So the aspects of forms and methods of professional guidance to ensure the enrollment of the Poltava Cooperative College are very important.

All the work of professional cyclic commissions of the Poltava Cooperative College is closely related to career guidance. Organization of professional work among graduates includes such basic issues:

- 1) familiarizing students with information materials about the college;
- 2) development of students' positive attitudes towards types of professional activities;
- 3) formation of stable professional interests.

Aggravation of the situation in the education market leads to search for new forms and methods of career guidance, creative attitude to this case.

Promotional products are designed in the college, each teacher has all the information about admission in 2012 to high school, but it is not enough. Photographs, CD presentations of all specialties should be used to achieve the aim.



The important role in professional orientation belongs to students of the college and their parents. The main argument for entering the college is the employment after graduation, further the study in higher educational establishments, an opportunity to live in a student campus, the ability to engage in meaningful groups, clubs of interests, amateur clubs and sports clubs.

A special schedule for teacher is created that includes regular visits to schools. Visiting the school at the first time teachers try to communicate with the director, teachers, pupils, tell them about college, give the advertising papers and learn about the timing of parental duties. The main task of the next step is visiting the parents' meetings: meeting with parents and pupils, teachers and administration of the school, convincingly telling about the importance of jobs, paying attention to the experience of the pedagogical staff, a strong educational potential.

Students of the college give help in promotional and informational work they spread in their schools announcement for admission to college, conducting interviews with pupils and their friends.

Each year every department organizes meetings with parents and informs about organizational changes (if a new specialty appeared, etc.), which is considered to be also as a method of advertising the college.

After visiting the school, each teacher creates lists of potential entrants and works with them and their parents.

One of the traditional forms of professional guidance is so called "Presentation Day" and cyclic commissions should actively participate: to invite the class pupils, students of technical schools; to update the exhibition (papers, methodological materials).

These methods and forms of professional guidance are effective only when each teacher of the Poltava Cooperative College will accept the importance and necessity of the guidance personally.



Thus, high-quality professional guidance provides a set of competitive entrants.

*Oksana Onopko*

**EXTENDING OF THE RANGE OF SERVICES  
TO THE TERRITORIAL CENTERS  
OF POLTAVA AND KREMENCHUG**

The State has established a network of regional centers to provide for the needs of socially vulnerable layers of population. They implement social support for single and disabled citizens as well as for the disabled who have reached the age of 18 and are incapable to self-service and are in need of assistance. Territorial centers provide a wide range of services, however, the growing of the customers' socio-medical, household and cultural needs determine the creation of new units and innovative services.

The theoretical issues about the increase in social services are reflected in the writings of such scholars as I. Zainishev, L. Dulinova, F. Kuml' and Y. Holostova [2] reveal the development of social services abroad (especially in Austria).

It is important to analyze the design and implementation of social services by the territorial centers of the Poltava region to identify current trends and opportunities for the development.

Territorial centers appeared at the level of regions, districts, districts in cities and towns. They can create the following structural subdivisions in their arrangement:

- Department of social assistance at home;
- Department of socio-home adaptation;
- Department of socio-medical services;
- In-patient department for permanent or temporary residence;
- Department of organization providing address natural and financial aid [1 p. 16].

Nevertheless, (according to the Model provisions on the territorial Center of social services (the supplying of social services), approved by the Decree of the Cabinet of Ministers from 29<sup>th</sup> of December 2009) they can also create other units and services [1].