

THEME: IMPROVING THE ACTIVITIES OF EXTRA-BUDGETARY FUNDS IN THE MANAGEMENT OF GENERAL SECONDARY SCHOOLS

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ABSTRACT

If there is not effective management (marketing) in the education system, the task of planning, organizing, teaching, educating, nurturing, and controlling cannot be effectively accomplished. For management of the system to be effective, such a diversity of interests of all participants in the educational process - students, faculty, teaching staff and administrators, and others, naturally requires the selection of appropriate principles for their management.

Keywords: Marketing of educational services, extra-budgetary funding, advertising, extended day groups, pre-school group, paid clubs on interests, extra educating groups, sponsorship, rent of building , loans, grants.

INTRODUCTION, LITERATURE REVIEW AND DISCUSSION

1. Marketing of educational services and the objective necessity of its organization;
 2. Theoretical bases, functions and organizational and legal bases of development of the market of educational services;
 3. The order of extra-budgetary funding in education and prospects for its improvement;
 4. Attract investments, grants and sponsorship for the development of secondary schools.
- In our country, as well as in the social, economic and political spheres, large-scale deep reforms are being carried out in the field of education. The reorganization of educational development on the basis of world standards has begun. As a result, the adoption of the Law "On Education", the "National Training Program", a number of other laws, government decrees and government decisions on education, which is considered as a logical continuation, led to the introduction of continuity in society. They increase the quality and efficiency of educational institutions and help to organize the content of education at the level of world standards.

Undoubtedly, the main reason why the education system of our country is gaining more and more prestige in the world and is considered as a model for a foreign countries, is closely related to the specific perfection of the training system and the rapid adoption of world best practices.

Without effective management (marketing) in the education system, the task of planning, organizing, teaching, educating, nurturing, and controlling cannot be performed effectively. For the management of the system to be effective, such a diversity of interests of all participants in the educational process - students, faculty, teaching staff and administrators, and others, naturally requires the selection of appropriate principles for their management.

Marketing requires a creative approach with great preparation for the full and proper use of itself, creating great opportunities to solve market and other problems.

The term marketing is derived from the English word "market", which means "market activity". The term appeared in the economic literature in the United States in the late nineteenth century. This emergence and use stems from the need to improve the market management system.

Marketing is a philosophy of market activity and a guide to action at the same time. Creating great opportunities to solve market and other problems requires a great deal of preparation, a creative approach to the full and proper use of marketing itself. The concept of "marketing" covers a wide range of forms and methods. They provide the basis for the ever-changing needs of people, organizations, and society as a whole by sharing.

The perspective of the marketing system is the main and final stage of a comprehensive study of the market. Its main results are based on the economic program. In the context of ongoing socio-economic changes in the country, the process of training, employment and employment of specialists will be especially important in the formation of the labor market.

These problems include the formation of a system of prospects for demand for specialists, the formation of a "portfolio of orders" taking into account the demand for production, the proportion of these requirements to the number of admissions to higher education institutions, regions, professions, revitalization of marketing services. Specialists with higher and secondary special education in the field will decide to develop basic ratios in the ready state.

These basic rules are especially important for higher education in fulfilling the goals and objectives set out in the Laws of the Republic of Uzbekistan "On Education" and "On the National Training Program". Effective governance in education requires collaboration between those responsible for the development and implementation of education policy at the national and institutional levels, faculty and students, the labor sector, higher education institutions and the public.

Quality in education is a multidimensional structure that encompasses all of its functions and activities. In solving quality problems, it is necessary to manage the whole set of factors influencing it in their interconnectedness and at the same time in their action, that is, to use a systematic approach.

An important mechanism for managing an educational institution is the control of its activities by educational service providers - manufacturers (scientific, pedagogical staff) and applicants (students, their parents, customers). The results of self-monitoring serve as the basis for the development and implementation of a higher education institution development plan.

Learning is an effective way to manage the educational process and is a pedagogical communication, persuasion, justification and regular monitoring. In the process of pedagogical communication, the teacher carries out his service duties on education and upbringing. The effectiveness of these depends on the method chosen by the supervisor and the orientation of the students.

Only then will conscious living become the main criterion of social life. In it, a person is a crowd and does not feel the need for a leader at all times, but lives as a consciously free and free-thinking person with his own mind, his own thinking, his own work, his own responsibility. The organized society of such people can never be destroyed by the spiritual, spiritual, false beliefs, shouts and appeals, air slogans they have built. They cannot be distracted from the life goals they have come to know by the command of the mind and the heart.

Marketing is an activity aimed at meeting the needs of consumers and making a profit (there are more than 2,000 definitions)

- We need to look at **marketing in the field of education** from the point of view of the consumer (client) to the object (educational institution and its staff), the process (the main business process is education) vanatija (education and upbringing of the student).

- Marketing is any relationship of the organization with the outside world.

What is the purpose of marketing?

- To conduct a research;
- To identify the target market;
- Customer satisfaction;
- Achieve competitive advantage;
- The task of marketing is to be where the consumer is;
- If your customers spend more time on the Internet and social networks, then school-minded leaders and educators should be able to use these resources, and at the same time reflect on what the threat is (what are the opportunities and barriers to your business).

To increase the attractiveness of marketing and educational institution:

- Advertisement
- PR (social connections)
- Promotion
- Internet
- I also think it affects the customer from the smile of the guard to the perfume of the technician
- First of all, we need to think like a customer, look at our organization and the services we offer through his eyes.

Dealing with marketing is:

- Always think about customer;
- To understand the customer;
- To feel the demands of customer
- Always satisfy the customer.

How to upload information in Mass media?

- If the educational institution has interesting social events outside of school, it is certainly possible to arouse the interest of newspaper and television journalists.
- The educational institution can publish press releases on interesting extracurricular social events, disseminate information through the media.
- The press release will indicate who will hold the event, for whom, for what purpose, the place and date of the event.
- Use words and phrases that do not require special pedagogical knowledge when writing the text.
- Press releases should be accompanied by a number of journalists.

SOURCES FOR FORMATION OF EXTERNAL ADDITIONAL FUNDS:

- Educational services
- Classes with additional training in addition to State educational Standards
- Extended day groups
- School preparation group
- Establishment of paid clubs on interests Таълим йуналишида хизмат кўрсатиш

Extra-educational groups

- Additional educational services are provided in the groups, and in addition to the fact that students are busy at school during the day, in addition to State Educational standards, the following educational courses are provided:
 - Foreign languages (English, German, Korean)
 - Computer literacy
 - Dance, music
 - Theatrical art
 - Geometry and logic
 - Chess, checkers
 - Sports clubs, gymnastics, swimming, and others.

Day extended groups:

- This group is made up of 10-11 students from one class or parallel classes, and homework is prepared at school with the help of a teacher;
- School preparation group;
- "Pochemuchka" - along with the science of fine arts, development of oral speech foreign language and mother tongue - for preschool children;
- "Kichkintoy" - lessons for the development of oral speech and reading, mathematical logic, fine arts, fine arts, oral communication in English, Russian, Uzbek - to prepare 6-year-olds for school.

Paid clubs on interests of pupils:

- Children can learn more in the following groups:
- World English - English based on U.S. textbooks, 16 hours per week, 4 hours per week
- Mathematics along with the concepts of the basics of economic knowledge
- Correction groups (working with gaps).
- Sports sections.

EXTRA-BUDGET ADDITIONAL SOURCES FOR ADDITIONAL FUNDS

- Sponsorship;
- Leasing of premises;
- Organizations;
- Loans, grants;
- Should I start believing?

Let's start with marketing and answer the following questions:

- What kind of educational services does your school provide?
- What is the current material and technical base of your school?
- Are qualified teachers sufficient to provide paid educational services at school?
- What is the expected cost of services in your school?
- What are the benefits?
- Can you enlist the help of parents, guardians or caregivers?

Requirements for the level of marketing of educational services:

- To get acquainted with the Laws "On Education" and "On the National Training Program", Decrees and Resolutions of the President of the Republic of Uzbekistan on the organization and management of general secondary education, Resolutions of the Cabinet of Ministers, decisions and orders of the Ministry of Public Education;

- The content of the Decree of the President of the Republic of Uzbekistan dated September 5, 2018 № PF-5538 "On additional measures to improve the management system of public education";

- The content of the Resolution of the President of the Republic of Uzbekistan dated September 5, 2018 № PP-3931 "On measures to introduce new principles of governance in the public education system";

- Ensuring the implementation of regulations issued by the Ministry of Public Education of the Republic of Uzbekistan within its competence;

- The essence of marketing in the field of education;

- A complex of educational services market;

- Development of pricing policy;

- Offer, implementation and maintenance of services in marketing activities;

- Organization of marketing services in education;

- Finding extra-budgetary funds in educational institutions;

- Control over the development of documents in the educational institution on the basis of normative and legal acts on public administration, financial and economic activities, their proper execution, their legal maintenance.

We need to have the following skills in marketing educational services:

- Effective use of normative documents on financial and economic activity of the educational institution;

- Assess the economic situation in education and find ways to improve it;

- Organization of marketing services in education;

- Development of economic bases of education development;

- Standards for leasing real estate of educational institutions;

- Attracting investments, grants and sponsorship for the development of secondary schools;

- Organizing paid services;

- Distribution of extra-budgetary funds on a regular basis;

- Ensuring the implementation of documents (letters, orders, assignments, orders, recommendations) on the material and technical base of the educational institution, economic, financial and other work, as well as from higher organizations.

The following program of measures for marketing of educational services will be determined:

- Clear definition of goals for educational services;

- Systematic development planning of educational services;

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- Development of strategies and tasks of educational services;

- Development of a plan of educational services;

- Behavior of the leader in the implementation of state policy in the field of public education, the ability to make optimal decisions;

- Organization of paid services;

- The procedure for leasing real estate of educational institutions;

- Attracting investments, grants and sponsorship for the development of secondary schools;

- Attracting crowdfunding funds in the field of education;

- Conclusion of contracts with other business entities of the educational institution;

- Marketing activities of educational institutions in the market of educational services.

Marketing of educational services Communicative competence indicators:

- To be able to communicate and cooperate with their colleagues through various means of information and communication technologies in order to improve the quality of the educational process and meet the educational needs of students;
- Participation in various pedagogical communities in the global network in order to improve the quality of education.
- Indicators of self-development, self-performance competence:
 - To be able to make a plan to improve their professional skills;
 - To be able to identify sources of professional development, select and participate in professional development courses based on the needs of themselves and the institution in which they work;
 - Continuous professional development using information and communication technologies and global network resources;
 - To get acquainted with innovations in management methods, education and the use of information technology in the educational process;
 - Using of various technologies to improve professional (leadership, specialization) activities;
 - Participate in discussions in collegial forums to improve and enhance their professional knowledge and skills.

Indicators of responsibility and flexibility:

- To be able to quickly and easily adapt to various changes and renewal processes taking place in the educational process;
- To be able to adopt new approaches and strategies in education, master them and implement them in their professional practice;
- To be able to take on a variety of new tasks and responsibilities;
- to be responsible for oneself, the community and society;
- Setting and achieving high goals and standards for oneself and the staff of the educational institution.

Indicators of financial and economic competence:

- Understanding the normative documents related to the financial and economic activities of the educational institution and be able to apply them in practice;
- To be able to correctly plan the annual and future budget of the educational institution;
- Understanding the mechanisms of financing an educational institution;
- To be able to analyze the effectiveness of budgetary and extra-budgetary funds in the management of the institution;
- Knowledge of taxes paid to the state budget, other types of mandatory payments and adherence to budget discipline.

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