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## EDUCATIONAL POLICIES AND MANAGEMENT OF EDUCATION - MODERN CHALLENGES

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**Abstract:** The processes of Europeanization and globalization, impose and a new concept in education, defining new educational objectives, and policies.

In the conditions of democratic transition a change is necessary in the management model of the school at all levels. Frederick Taylor ("The father" of scientific governance), justifies the need for professionalization of the management business by making it a profession for certain category of people.

The innovation in the educational system involves development of new technology for school management and its progress.

It is necessary to give a new meaning to the traditional and steady mainstays and at the same time to turn to more and more enforcing innovational trends for bringing up-to-date the whole philosophy for building, functioning of the educational system.

**Keywords:** Education policy, Management, Strategy, Reform, Innovation.

### 1. INTRODUCTION

In the fast-changing realities in terms of Europeanization and globalization, high technology, a new concept of education is necessary that will define new educational objectives and policies.

With the society development and its existing structure has led to a conflict with necessities of the time. This raises the indispensability for innovative adjustments. The permanently changes in the educational system not always lead to quality results. The reasons for this situation could be searched in different directions. As if the most reasonable is still the inadequate training and eagerness of the direct participants in the very changes.

The innovations in education presume developing new technologies for the management of the school and its expansions.

Presented by the European Commission project for a new EU strategy - 'Europe 2020' aims to prepare EU economy for the next decade.

The Lisbon strategy specifies this aim by improving the quality and efficiency of education. It is more competitive and dynamic knowledge-based economy, human capital and its most important component - education and training are becoming a major factor in economic development. The policy imposes upon the state and the businesses to be directed towards investment in human capital. The successful implementation of the education policy under the conditions and criteria of the developed European countries involves a thorough analysis of the education. The "EUROPE2020" strategy is a serious challenge to the Bulgarian educational system for its reform.

In terms of democratic governance educational policy is characterized by:

\* „educational freedom” (in the actual education system conditions). In the adopted "Declaration of freedom of education as a human right" - Helsinki (1991) emphasizes that "educational freedom is also a human right such as the freedom of religion, freedom of science, freedom of art and freedom of the press"<sup>226</sup>

\* pluralism – an essential characteristic of democratic education policy;

\* trait of democratic education policy is the transformation of the school from “state school to citizens school” – i.e. the citizen`s participation in the management of education;

Democratic educational system presumes:

- decentralized local governance of education;
- the most important management decisions to be taken by members of the public, parents, and teachers;<sup>227</sup>

According to UNESCO documents, defining paradigms for education today, one of the current tasks of education is to be of use to people during their transition from a position of dependence on others to conscious and voluntary solidarity to the world around them.

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<sup>226</sup> See. Burgh, H. School autonomy in Europe. Pedagogy, №6.

<sup>227</sup> See. Philipova, N. School legislation and administration, Sofia / Amsterdam, 2003., p.3-8.

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The new concept is suggesting changes relating to:

- \* Education Management - decentralization and ensured participation of civil society in the development, implementation, and monitoring of strategies for educational progress;

- \* suitable educational environment - tolerant, healthy and secure educational environment aimed at promoting individual development; coherent mandatory minimum knowledge and skills; practical educational content; new, attractive forms of learning; measurable learning outcomes; wider uptake of new information and communication technologies;

- \* targeted policies on teacher qualifications and distribution of effective pedagogical practices;

- \* monitoring - establishing systems for effective diagnose of educational attainment and systems for monitoring the activities of teacher and school.<sup>228</sup>

One of the most important functions of the state related to different spheres of public life is to shape education policy. As an essential part of the internal politics of a state, the educational policy is a set of its actions to achieving educational goals. In addition, the education policy is responsible for the proper functioning and development of education itself. Different shapes and similar in content definitions exist in Bulgarian and foreign literature, such as "a comprehensive system of targets, a specific organization, management and development of the educational process"; „the education policy is a policy of the ruling party or parties in respect of the main objectives, principles, and guidelines for the development of educational structures "; "the education policy is a key element of the social policy".<sup>229</sup> As a public policy in the education and as a particular program aimed at amending the status of the education system, the national education policy is implemented through the mechanisms of legislative and executive power.<sup>230</sup> The educational policy is regarded as a phenomenon of the new time state established in the late eighteenth and early nineteenth century. A typical example is the developed and submitted for discussion educational projects during the French Revolution (1789). Organizing and maintaining the school, according to those projects deemed to be a specific state function. The European Union educational policy today is related to "a developing of the European dimension in the educational work; cooperation between educational institutions to enhance the exchange of information; support the mobility of instructors and trainees and others, gives its impact on the educational policies of each of the member states.

From a philosophical point of view the management is a quality, the ability of a system to convert any external action in basic condition and a factor for its own preservation, adapting to it or adapting it to itself. From a sociological perspective, the management is a complex and a conscious purposeful activity that takes into account the impact between object and subject of management. From the standpoint of the system approach, the management is a focused interaction and an impact on an organization to achieve pre-defined targets. From the position of cybernetics, the management is the process of receiving, processing, transmitting information and feedback.

According to Peter Drucker the management is a special kind of activity that turns the disorganized crowd into an effective, purposeful, productive group..... The management is a specific type of activity through which the objectives are set out, the direction is selected, and development efforts of an organization are integrated. "The purpose of the management - to build and maintain the organization, and involves the identification of its following binary mission: to create order, i.e. to regulate what, when, who and why have to do it, on the one hand; and to provide the necessary freedom and relative independence of action of the personnel - to allow the maximum beneficial activity realization and manifestation of human potential on the other hand".<sup>231</sup> Many researchers define management as a science, as far as is done through the accumulated human experience and art because in the specific management practices arise unusual situations, for which the theory of governance does not give us the answer what to do.

Frederick Taylor („the father" of the scientific governance), justifies the need for professionalization of the management business by making it a profession for certain category people.

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<sup>228</sup> See.Vasileva, R. The partnership between formal and informal learning. Map of partnership.- Pedagogy, №8, 2002.; National Programme for Development of School Education and Pre-school education and training 2006-2015.

<sup>229</sup> See.Bijkov, G. Alternative education. - Strategies of education policy book.1,2002; Pedagogy. Plamen Radev, Pl.2007; Ziyatdinova, F. Russian educational policy in the light of overseas, M. 2006.

<sup>230</sup> <http://galintzokov.blogspot.com>.

<sup>231</sup> Stavrev, Sv. Basics of Management. S., 1999,p.11.

<sup>7</sup>Balkanski, P. and P.Karstenie. A reader in school management, theory and methods. Sofia - Amsterdam, 2003,p.9.

<sup>8</sup> Again there, p.9-10.

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The management of the school as a public institution and state structure meets the society necessities and is characterized by duality - external and internal. "The external management is an expression of the unity of the education system and is a major component of the external environment and the social environment of the school. It has a pyramidal, hierarchical nature and symbolizes the state administrative system of education management"<sup>232</sup>

To avoid an excessive regulation from the top down, it is necessary to find a rational measure between centralization and decentralization"<sup>233</sup>.

The reformation ways in our educational system could be achieved by expanding decentralization factors, which creates conditions for democratization of governance, developing creativity and initiative of school teams; training of policy makers in education; more rational unification of the central activities, regional and local governance of education; reforming and normative-methodical improvement of the educational evaluation system; approbation of new models for education management and decision making, conducting experimental work at regional and local level.

The foundation of a new model of management and financing of the educational system should be subordinated to principles such as equality, quality, partnership, competition and accountability. A redefining of the traditional and sustainable mainstays is of necessity, and moreover a targeting towards increasingly trending innovative tendencies to upgrading the overall philosophy of originating, operation and management of our educational system.

#### LITERATURE

[1] See. Burgh, H. School autonomy in Europe. Pedagogy, №6.

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[4] National Programme for Development of School Education and Pre-school education and training 2006-2015.

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[6] Radev, Pl.2007; Ziyatdinova, F. Russian educational policy in the light of overseas, M. 2006.

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<sup>232</sup> Balkanski, P. and P.Karstenie. A reader in school management, theory and methods. Sofia - Amsterdam, 2003,p.9.

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