

EDUCATIONAL MANAGERS AS TRANSLATORS OF CHANGES FOR SUSTAINABLE DEVELOPMENT

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The education in Ukraine during the period of independence is in a continuous process of improvement, reform and modernization, because it is one of the most important areas of society, which determines the development and well-being of the state as a whole. Integration into the European educational space, revival of national values, focus on the demands of society and the labor market, combating socio-economic instability, striving for innovative sustainable development of society and compliance with modern world trends pose new challenges to Ukraine's education system. According to the Law of Ukraine, education is the basis of intellectual, spiritual, physical and cultural development of the individual, his successful socialization, economic well-being, the key to the development of a society united by common values and the state. The National Strategy for Education Development for 2012-2021 says that education is one of the most important areas of state policy of Ukraine, based on the fact that it is a strategic resource for social development in social, economic, cultural and spiritual terms, ensuring national interests, promoting international ties by increasing the authority and image of Ukraine in the international arena and self-realization of every citizen. Inefficiency in the management of the system and educational institutions, insufficient development of self-government of educational institutions, involvement in the management of public institutions, employers and other users of educational services have necessitated changes in the management of educational institutions. And the imperfection of this system, unwillingness to comprehensively address the new challenges facing managers in education, lack of coordination of all services, rethinking the theory of management of educational institutions, the emergence of new management functions and functional responsibilities determine the relevance of management training in this area.

After all, the success of the implementation of reforms, the solution of strategic social tasks defined by the vector of development of the sphere of education of independent Ukraine, first of all, depends on the quality of management carried out in educational institutions and the competence of their leaders. That is why at the turn of the XX-XXI centuries the scientific interest in research in the field of education management has significantly increased, there is a need to develop a theory and implement the practice of educational management. It is a rather complex and multifaceted science, which is quite young and in a few decades has separated into a separate field, combining the achievements of social management, management and schooling. In the scientific world, the concepts of "pedagogical management", teadmus.org 26 "managerial competence of the head", "management", "education management", etc. are increasingly used. The activities of the head of the educational institution should be in line with the leading educational trends of the country and the world. Since the problem of sustainable development affects almost all spheres of life, changes in education to ensure the further development of society are necessary. Since 2005, a decade of education for sustainable development has been declared, and among the main tasks of the UN Economic Commission for Europe Strategy is the acquisition by teachers of knowledge that allows them to include sustainable development issues in the subjects they teach. School leaders need to understand the key principles of the Sustainable Development Strategy and integrate them into the activities of the educational institution. Because the process of transition to sustainable development is global, and a separate country cannot switch to this model as long as other countries remain in within the old schemes of relationships.

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