

MONITORING AND EVALUATION IN THE PROCESS OF SOCIAL PROJECTING

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The article is dedicated to research of the monitoring and evaluation in the process of social projecting. The importance of monitoring and evaluation in public administration is analyzed. The deference of definitions of monitoring and evaluation defined. The necessity of using of monitoring and evaluation in the process of social projecting is grounded.

Key words: public administration, social projecting, monitoring, evaluation, criteria, indicators.

Formulation of the problem. At the current stage of development of the Ukrainian state, issues of ensuring the quality of public administration are becoming increasingly topical. This issue is particularly important in times of crisis and in conditions of state instability. In the process of development and modernization of the country, the methods of monitoring and evaluation are gaining weight in the overall process of reforming all spheres of life of the population. The importance of evaluating activities can not be overestimated today, its significance is high at any stage of management: in determining the goals and objectives of public administration in a particular area, strategic planning, design, etc.

For the first time, the issue of monitoring and evaluation in the management process occurred in the 1960s in the United States, but significant development has only occurred over the past 30 years. The main task of monitoring and evaluation is to collect the necessary information for making relevant decisions. Essence – tracking the process and results of a particular activity. The issues of monitoring and evaluation in the process of social design are also of particular relevance today. At all stages of social engineering, the process of collecting process data and performance indicators, tracking deviations according to goals, timely response to internal and external changes, etc. is extremely important. Misunderstanding of this leads to inevitable and significant losses during the project activity. That is why today it is necessary to study the features of monitoring and evaluation precisely in the process of social design.

Analysis of recent research and publications. Monitoring and evaluation in the public administration system attract both academics and practitioners. These issues were covered by such leading specialists as V. Bakumenko, P. Nadolishniy, P.Y. Surmin, L. L. Pryhodchenko, V.Y. Djuntsyuk, A.Y. Sharov, A.O. Cheban etc.

The questions of monitoring and evaluation in the process of social design are covered both by domestic and foreign scientists. Such problems are dealt with by such leading scientists as Bepalko

O.V., Azarova T.V., Abramov L.K., Autonov AS, Hananshvili N.L., Kuzmin A.V., T. M. Bezverhnyuk, as well as many other researchers.

Selection of previously unsettled parts of the general problem. Despite the high interest in monitoring and evaluation issues in the field of public administration, not enough attention is paid to this problem precisely in the process of social design. The success of the introduction of social design as a modern tool in the system of public administration today depends on its effectiveness and effectiveness. That is why it is necessary to study the evaluation and monitoring in the course of social design.

The purpose of the article. The purpose of the article is the analysis of monitoring and evaluation in the process of social design, which will allow us to investigate how we can use them at each stage in order to timely detect deviations in the design process, adjust the entire process in accordance with internal and external changes.

Presentation of the main research material. Monitoring and evaluation in the process of public administration, preparation and implementation of state reforms, strategies, projects, programs is a key step for ensuring their efficiency and effectiveness.

Valuation in the system of public administration attracts the attention of many scholars. Yes, Prikhodchenko L.L. notes that the value of conducting an assessment of the effectiveness of public administration lies in the fact that it allows to determine: how the selected directions of activity and methods of achieving the declared goals correlate; what are the costs of creating a product (product or service); what result and effect are obtained in the end (current and final), whether consumers receive consumer satisfaction services, etc. In addition, evaluation is a process that requires constant improvement due to the specificity of the appointment: the ability to receive objective information, through which to trace the level of development of the object of evaluation, determine the direction of improvement of the existing state and make adjustments, both in activity and directly in the system itself for

evaluating criteria and indicators. Its application: helps to improve the quality, transparency of government activity, because the results of the evaluation are always available to a wide range of the public [6].

Cheban OI also emphasizes the importance of evaluation in public administration. According to the author, the implementation of national interests and priorities of a programmatic nature – health reform, tax reform, decentralization, etc. should be accompanied by an adequate monitoring and evaluation system that will streamline the process of making managerial decisions, modernize public administration and civil service, more the efficiency of public expenditures [7, p. 159].

As for social design, Autonov AS, Hananshvili NL note that evaluation is an integral part of this process that performs, in our opinion, the following tasks:

- monitor the implementation of the state strategy, program, project, reform, and timely corrective measures;
- to determine the rationality of activities within the framework of the implementation of the strategy (program, project, reform), ie achievement of predetermined goals, especially for making decisions on whether to continue the implementation of one or another measure (project);
- test new approaches to implementation through the implementation of pilot projects with further evaluation of their results (verification of new ideas);
- determine which version of the operational programs or projects provides better results, so that it was subsequently accepted as a worker (selecting the best option from several alternatives);
- to seek understanding of the need for further financing of the project within the framework of the state program (project, strategy, reform) [1, p. 154].

That is, evaluation in social design can be defined as a process of detailed analysis of the results of activities at each stage of this process and their correlation with certain planned indicators in order to determine the level of design efficiency.

We can conclude that the assessment at each stage of social design will enable:

1. Detect deviation from the planned activity, analyze the causes of these deviations, formulate proposals with possible adjustment of strategic and operational plans in accordance with changing environment conditions.
2. The assessment will determine the strategy of further development and activities, taking into account the correction of actions in accordance with external and internal changes, taking into

account the result, which will result in the management decisions made.

3. Influence on the development of the object of social design, the implementation of one or another state program, strategy, implementation of reform, etc.

The evaluation process is closely linked to monitoring, but it is necessary to distinguish between these two concepts, since they are fundamentally different.

So, speaking about the result of social designing, monitoring is also important at all stages of the process. Monitoring is defined as a permanent process of gathering data about the process and indicators of the implementation of the strategy, which are achieved during its implementation. Data obtained in the monitoring process can also be the basis for evaluating the effectiveness of programs within the framework of the strategy.

Determination of monitoring is most accurately provided by Bezpalko O.V. He argues that the meaning of this concept in works on sociology, social work, social pedagogy is defined as:

- systematic collection and processing of information that can be used to improve the decision-making process, as well as to inform the public;
- constant, systematic collection of information by research methods in order to observe the progress of the development of a social phenomenon or process and its prediction;
- the process of monitoring the planning and implementation of planned actions and measures for the purpose of adjustment, evaluation, effective use of funds, achievement of the intended purpose, minimization of negative consequences, determination of possibilities of development and / or repetition of the project;
- the process of continuous accumulation of information from all aspects of the project in order to determine the process of implementation and completion of planned changes, as well as their contribution to the achievement of the set goals;
- research, namely: a repeated research, which is implemented in a combination of several studies (according to a single plan / algorithm, with tools), in a sequence (at certain intervals) and in order to obtain results that characterize the dynamics of changes (object) during study period;
- the process of monitoring the implementation of planned actions and measures in order to correct them, minimize negative consequences, unforeseen situations [4, p. 39].

Today, however, scientific literature often identifies these concepts, which leads to a lack of understanding of the specifics of the use of evaluation and monitoring in the process of social design. Based on the assertions of Berdanova O.,

Vakulenko V., Bepalko O.V. We have formulated the main differences between these two concepts (Table 1):

During the analysis of scientific literature on monitoring and evaluation, it was determined that one of the problems at the present stage of development of our country is the choice of criteria and indicators. From this choice, in essence, the quality of this process depends to a large extent. It is sufficient to note the admission of Prikhodchenko L.L., which states that the complexity of the application of criteria and indicators in the course of evaluation is conditioned by the fact that a change in the criteria for evaluation is required in accordance with changes in objectives, existing standards and recognized values [5, c. 140].

Therefore, based on the statements of certain scholars (Azarov T.V., Abramov LK), we are invited to pay attention to a fairly wide range of issues when choosing the criteria for evaluation in the course of social design, including:

- clarity of the stated goal, objectives, programs, strategies defined during the social design and their correspondence to the capabilities of the institutions that will implement them;
- the logic of the connection between the formulated problem and the stated goal;
- the realism of the goal, the achievement of which is directed by the process of social design;
- Will the implementation of the project, program, strategy for solving the problem be promoted?

- accessibility of results of social designing;
- conformity of the methods, the plan of the project implementation, the program, the strategy in the social design task;
- clarity of criteria for evaluating the results of the social design process;
- Realistic estimates of tasks set;
- availability of support from other organizations, other sponsors;
- competence of performers [2, p. 4-5].

Compliance with these requirements will make the monitoring and evaluation process effective, in particular in the process of social design.

Conclusions from this study and prospects. Through monitoring and evaluation, we will be able to identify problem areas at a time in each stage of social design in order to adjust the entire process. At the same time, they are necessary for the analysis of the situation; the separation of new directions or samples in the design process; justification of the correctness of the decisions; compliance with the plan; improving organization and leadership in the design process; making decisions about human, financial and material resources; measuring achievements in fulfilling the planned tasks and formulating goals; timely response to certain deviations from the plan that arise during the implementation of the plan.

That is why we can assert that monitoring and evaluation is an important component of social design. They are needed both for the design

Table 1

Major differences in monitoring and evaluation

Monitoring	Evaluation
Provides an idea of what is done, what has been done, what changes have changed, what needs to be done to improve the situation, etc.	The idea of how well everything is done, how important the changes have occurred, how much the problem has been solved
Timely detection deviations that will provide timely correction and problem solving	Conducting an analysis of feasibility, profitability, productivity, the effectiveness of programs and types activities
Conducted constantly	Conducted at key stages strategy implementation
Describes implementation problems strategy	Explains the causes of problems realizing the strategy and indicating the ways of them solution
Fixes what happens in the process of social designing in order to compare the existing state of affairs with the desired, that is, actual results activities compared to planned	The reasons for achievement or failure to achieve the set goals are analyzed (causes of failure are analyzed planned results)
Information received used for improvement of work for strategy	The information received is used how to improve work for strategy, and for clarification of plans on future

Source: developed by author by source [3], [4]

process itself and for development strategies, current plans, projects. Any actions require monitoring and evaluation to know how to proceed further, what needs to be changed, and what to keep unchanged. Prospects for further research are the study of monitoring and evaluation methods for their further use in the process of social design.

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