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Staff Potential of Cultural Sphere: Analysis of the Staff Needs and Features of its Formation

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Abstract. Forecasting of the needs in a labor market is considered as an important component of the marketing and as well it's necessary for regulation and control of changes in the field of educational services, for strategic planning of vocational training for staff in the sphere of culture focused on population demand in the region. The aim of this research work is development and approbation of monitoring algorithm for needs in a labor market in cultural sphere. The paper reflects the analysis vocational training prospects in the field of a library science and social and cultural activity taking into account multilevel education on the basis of competence-based approach.

Keywords: profession; experienced staff; education level; social and cultural activity; librarianship; monitoring of qualified staff needs in cultural sphere.

Introduction.

The culture sphere as the specific sphere for creation of a unique product has a number of the features connected with the economic interaction between the population and the institutions of

this sphere, particularly these features, are shown through a labor market and the market of the social and cultural benefits.

The person in these interactions acts, on the one hand, as the consumer of the benefits made by the sphere of culture, and on the other hand, as the owner of creative abilities, knowledge and the skills necessary for the process of production of the specified benefits.

In this case labor markets play a significant role. Nowadays, forecasting of labor needs for the culture sphere is an important component of information necessary for regulation and control of educational services, particularly on strategic planning of vocational training of staff in culture field focused on a demand of the social and cultural benefits of the population in the region.

Methods and tools of the research.

In this research considers two aspects: studying of staff needs in the field of a library science, social and cultural activity and interrelation of quality in providing library and sociocultural services with skills level and vocational training of the workers in these fields. During this research on definition of staff needs in the field of a librarianship and social and cultural activity we applied a method by Delfi included expert and group estimates. First of all, we interrogated a great number of experts independent from each other, and then the results of survey were analysed and conclusions were formulated.

Thus such staff requirement is understood as process of "definitions for qualitative and quantitative structure of the staff in the set period of time" [1].

The content of qualitative requirement is determined of staff needs by categories, professions, level of qualification requirements. This requirement is examined on a basis of: vocational requirements to positions fixed in duty regulations; the staff list of the institutions and its divisions where the structure of positions and workplaces are fixed; documentation regulating various organizational and administrative processes with allocation of requirements for a vocational staff.

The content of quantitative staff need is in determination of calculation number and its comparison with the actual security on a certain planning period.

In quantitative definition of requirement it is distinguished:

- the general requirement is the all number of staff which is necessary for its organization, it is called gross – requirement;

- additional requirement is the number of workers necessary in addition to available number of the basic period, caused by the current needs of the organization, it is called net – requirement. The general requirement in the staff is a summation of quantitative requirement on separate qualitative criteria.

Discussion and analyzing the survey results.

Taking into account that when determining the general requirement of staff needs in the field of a library science and social and cultural activity, level of social and economic development of the region has to be considered, forecasting of personnel requirements for a certain region (not less than five years). The formation of accepting establishments of professional education on this basis define ready experts in the abovementioned fields in 2-3 years for professional schools and lyceums, and 3-4 years for technical schools and colleges or 4-5 years for higher education institutions.

On the other hand, longer prospects of forecasting are impossible in connection with high labour market dynamics, which is very specific characteristic for modern Russia.

According to official data of Federal State Unitary Enterprise «Main Information Calculation Center of Ministry of Culture of Russian Federation», the analysis of staff dynamics in educational level in librarianship showed that the specific weight of workers with the higher education in the total number of librarians in 2010 in comparison with 2009 year increased for 1,2% and made 46,3% of total number. In comparison with 2005 this indicator increased for 5,2%.

In general, there is a growth tendency of librarians with the higher education in eight federal districts of Russia, except the Northwest federal district where this level is decreasing, thus the total number of librarians is increasing.

As for the number of the staff in cultural and leisure institutions, there is a growth tendency of social and cultural workers in Russia with higher education, though the level is very low and it is decreasing. The maximum indicator in dynamics in ten years is the lowest indicator in Volga district: 25,6% (2010), and in Central district it is at the level of 36,8% (2010).

It should be noted, that statistical data available now don't allow to estimate dynamics of employment in a section of vocational structure in the field of a library science and social and cultural activity. It is connected with the programs of social and economic development in regions, which are fulfilled on the data received from government bodies of the state statistics, and reflect employment structure only in a branch section. These data are obviously not enough for planning the system of vocational training.

Results of the research were discussed during online discussion on the official site of Kemerovo State University of Culture and Arts and on interregional scientific and practical conference "Training of qualified personnel in the field of culture: analysis of a state, development prospect" (December 6, 2012).

Unlike theoretical researches on staff needs we identified a necessity of methodical calculation of a labor market for qualified staff directed on ensuring practical result: assessment and adjustment in vocational training in the system of professional education according to perspective requirements of social and economic development of regions, and demands for culture sphere.

Main stages pointed in the research. We believe that to define the qualified staff needs in the field of librarianship and social and cultural activity it is possible to do it through different stages:

- 1 stage: Development of research tools.
- 2 stage: Design and drawing up sample of cultural institutions.
- 3 stage: The preliminary analysis of calculation number of workers in the field of library science and sociocultural activity.
- 4 stage: Implementing and carrying out survey of employers.
- 5 stage: Data input and calculation of expected indicators.
- 6 stage: Interpretation of results.

According to definite algorithm at the first research phase we developed the expert questionnaire for the heads of state authorities in the sphere of culture of districts of the Russian Federation. As well we worked out the survey for consumers of library and sociocultural services (inhabitants of Kuzbass).

Sociological survey of consumers of library and sociocultural services was carried out among inhabitants of Kemerovo region.

At the second stage of the research the sample for carrying out survey was defined. In this survey 26 territorial district of the Russian Federation and municipalities took part in it, that is 94352 persons that makes 12% of inhabitants of the above mentioned districts.

During realization of the third and the subsequent stages there was an analysis results of expert survey for heads of departments and culture managements, heads of the educational institutions which are carrying out vocational training and professional development of staff in the field of a library science and social and cultural activity. It became possible to draw the following conclusions: 96,2% respondents pointed that there is a demand in experts with higher education, 69,2% indicated a necessity of experts with secondary vocational education.

It is important to notice that, doing the forecast for the next 5 years, in most cases employers don't mark out separately need for bachelors and masters, except for 23% of respondents who noted arising need for masters.

This statistics suggests that employers don't mark out distinction in higher education levels (a specialist program, Bachelor's degree, Master's degree).

Practical part of the survey. In general, according to expert survey the analysis of an education level of workers in the sphere of culture showed that the workers with higher education are:

- in the field of social and cultural activity of 21,6%;
- in the field of a library science of 29,5%.

The workers with secondary vocational education have:

- 35,6% of workers in the field of social and cultural activity;

- 24,2% of workers in the field of a library science.

The staff of cultural institutions not having vocational professional education makes:

- 42,8% in the field of social and cultural activity;
- 46,3% in the field of a library science.

It gives the opportunities to speak about existence of staff need with higher education in the field of a library science and social and cultural activity. Expert survey also allowed us to draw a conclusion that 26 territorial districts of the Russian Federation participating in research have the lowest education level of workers of the sphere of culture (Volgograd region, Republic of Khakassia, East Baykalsky region, Tomsk region). Indicators of an education level of workers in the sphere of culture in these districts are presented in the table No. 1.

Table 1. Educational level of cultural sphere workers

Regions of Russian Federation	Average number from the total of workers with higher education		Average number from the total of workers with secondary vocational education		Average number from the total of workers without education	
	Social and Cultural Activity	Library activity	Social and Cultural Activity	Library activity	Social and Cultural Activity	Library activity
Tomsk region	13,1%	19,8%	28,9%	25,6%	58%	54,6%
East Baikal region	19%	18%	37%	30%	44%	52%
Volgograd region	9,5 %		40%		50,5%	
Khakassia	20%		55%		25%	

Footnotes: respondents from Volgograd region and Khakassia didn't point in the survey degree ratio while asking the questions about education level in the social and cultural activity and librarianship.

Data of answers give the opportunity to comment on a situation as follows. In the territory of above-mentioned regions vocational training in specialized educational institutions isn't carried out.

Respondents specify that experts for cultural institutions in the field of a library science and social and cultural activity in Volgograd region are trained at Volgograd State pedagogical University and at Volgograd regional technical school of culture.

In Khakassia this training is conducted by Khakass State University. In East Baykalsky region this training is conducted by TransBaikal State University, Chita branch of East Siberian State Academy of Culture and Arts, TransBaikal regional school of culture.

In Tomsk region such training is conducted at Tomsk State Pedagogical University, Tomsk State University, Tomsk Institute of Business (Department of fine arts).

Taking into account that to define the demand of qualified personnel in culture sphere, it is necessary to consider social and economic development of the region for the next 5 years. With the tool of the survey it is possible to forecast the quantitative changes in the network of cultural institutions.

Answers of respondents showed that planning expansion of cultural institutions. 11,5%, 15,3% of representatives from territorial subjects of the Russian Federation plan a reduction of cultural institutions, 73,2% don't plan any changes in the network of cultural institutions.

According to the question about the system of postgraduate education in the field of library science and sociocultural activity, 57% of respondents note a lack of vocational training on the basis of additional professional education institutes in higher educational institutions. Other respondents (43%) specify existence of the developed system of professional development through the organization of master classes, short-term courses, seminars on the basis of Regional State libraries, the educational and methodical centers, educational institutions.

Sociological survey of consumers of sociocultural and library services was carried out for the purpose of detection of the satisfactory quality of various provided services which depend on level of professionalism and education of staff in cultural institutions.

The question "How often do you visit cultural institution?" has the following respondent answers:

1. Cultural Institutions
 - 1-2 times a week – 25,2%;
 - once a week – 28,1%
 - once semiannually – 27,3%;
 - once a year – 9,7%
 - I don't visit such institutions – 9,7%.
2. Library
 - 1-2 times a week – 17,7%;
 - once a week – 19,2%;
 - once semiannually – 29,3%
 - once a year – 9,2%
 - I don't use library services – 24,6%.

These answers are interpreted as follows: services of cultural institutions are used by inhabitants of Kuzbass once a month (28,1%). Services of libraries are used once in 6 months.

A question concerning leisure preferences: 22,1% of respondents: visit of discos, 19,9% of respondent: participation in creative evenings, 22,1% of respondents: reading books, 10,2% of respondents: reading electronic books, using a library Internet resource, 16,1% of respondents are engaged in creative teams, 9,6% of respondents in the questionnaire specified "another".

It should be noted that services of cultural institutions in the field of sociocultural activity are demanded more (58,1% of number of respondents). More than 32,3% inhabitants of Kuzbass prefer to spend leisure-time at reading books, 9,6% of respondents play sports and use the Internet resource (social networks).

Among inhabitants of Kemerovo region the assessment of quality and a variety of services of cultural institutions on five ball scale was distributed as follows:

- 48,1% of respondents estimated this result as «good»;
- 28,5% – «excellent»;
- 23,4% – «satisfactory».

High level of quality and a variety of cultural institutions services of Kemerovo region is connected with professionalism of workers (opinion of 72,1% respondents). However, 13,3% of respondents, consider that "workers of sociocultural sphere don't have enough professional knowledge" and "they need to get a professional vocational education"; 12,4% of respondents note that employees of cultural institutions don't have enough new and modern knowledge; 2,2% specify that employees of cultural institutions "aren't always friendly with visitors".

On the basis of conducted sociological survey we determined the need of increasing a level of quality and expansion of provided services: for example 23,4% of respondents estimated this indicator as "well". Also there is a need of increasing professional skills level of workers in the field of social and cultural activity and library services, what is designated in answers (27,9% of respondents) according to quality and a variety of services and the characteristic of professional activity of workers.

Stating the results of the research it is possible to draw the following conclusions:

Employee area in sphere of culture in abovementioned regions is characterized by:

1. High demand of workers with higher education;
2. Demand of experts with secondary vocational education;
3. The real state of an education level of workers with higher education in cultural sphere is 21,6%, and in the field of a library science 29,5%;
4. 42,8% of employees have no vocational professional education in the field of sociocultural activity, and 46,3% in the field of a library science.
5. There is a need of increasing level of quality and expansion of provided services, and a demand of professionals with vocational skills of high quality in the sociocultural and library services.

Conclusions.

As a result of the research the assessment of the problem of staff demand in the sphere of culture and librarianship is carried out. Thus we suggested the calculation of the staff forecast requirement for culture sphere and for library activities, using two options:

The first option points an indicator calculation such as "Expected quantitative demand of workers" created on the basis of estimates of employers about prospects of expansion the existing workplaces and creation of new workplaces. At this calculation retirement aspect has to be considered.

The indicator is calculated as a difference of estimated number by predicted year and the real occupied number, and it includes the number of retired workers.

In fact, this indicator will describe the tendencies of vocational system development in the culture sphere. But, assessing the result calculation of employers, some factors of workplaces replacement won't consider:

- retired workers can keep working activity;
- employment expansion/reduction according to professions, specialties, positions which can be unreasonable, or economic (political, social) situation in the country, which can't be realized in the region.

For completion of natural outflow of labor in the countries with intensive type of development annual updating of experts is considered sufficient 4%. Certainly, the staff demand in different branches and for different categories of workers is various, however estimated indicators of intensity of work replacement for new professional experts in the field of culture aren't known. Therefore for all categories of workers it is possible to accept 4% equal personnel updating to provide effective rotation of staff.

The second option is an indicator calculation "Expected high-quality updating of the personnel" which can show an assessment researchers of work replacement dynamics by professions, specialties, positions. Thus it is considered to take into account the intentions of employers for development/reduction according to professions, high-quality education of workers. But, this indicator doesn't take into account retirement aspect. The matter is that the four percent indicator considers natural outflow and labor completion, including retirement/disability/death aspect.

So, the first indicator, considers employment expansion/reduction of professions in culture sphere for the next five years. This indicator of change of a medium-term staff demand accepts extreme values more often and more brightly describes a tendency of profession demand.

The second indicator characterizes employment development taking into account annual updating of qualitative personnel in cultural institutions and by that estimates the size, medium-term demand by positions (according to an education level).

Thus, the received results of calculations must have been considered prospects of development of employment situations in cultural institutions (according to employers) and also macroeconomic tendencies of economy development in culture sphere.

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