Abstract. Problem statement. The research is devoted to the interaction in the training of highly qualified personnel using the means of the information environment. The integration of employers and the college considered as an innovative guideline for the development and formation of future specialists in the real sector of the economy. The authors deal with the issue of information media tools that take into account current trends and innovations in the preparation and formation of college students. Methodology. The analysis of foreign and domestic works on this problem is made. With the help of open resources, the integration of interaction between employers and the college using the means of the information environment is considered. Results. The approaches of employer – college interaction are analyzed using the means of the information environment on the example of the Moscow region in order to increase the professional training of college graduates. Conclusion. Modern requirements in the training of specialists require the college to integrate more widely with employers, who should become interested participants in the educational process. The college has a task – to prepare professional personnel in demand in the labor market. For the successful implementation of this task, it is necessary jointly implement modern approaches in the training of future specialists.

Keywords: digitalization, megatrends, secondary vocational education, labor market, education informatization

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Интеграция подходов взаимодействия «работодатель – колледж» с применением средств информационной среды в контексте подготовки профессиональных кадров

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Аннотация. Постановка проблемы. Изучается взаимодействие в подготовке высококвалифицированных кадров с помощью средств информационной среды. Интеграция работодателей и колледжа рассматривается как инновационный ориентир развития и становления будущих специалистов в реальном секторе экономики. Поднимается вопрос средств информационных сред, учитывающих современные тенденции и нововведения в подготовке и становлении обучающихся колледжа. Методология. Пронализированы зарубежные и отечественные труды по проблематике. С помощью открытых ресурсов изучена интеграция взаимодействия работодателей и колледжа с применением средств информационной среды. Результаты. Представлены подходы взаимодействия «работодатель – колледж» с использованием средств информационной среды на примере Московского региона для улучшения профессиональной подготовки выпускников колледжа. Заключение. Современные требования к подготовке специалистов предполагают более широкую интеграцию колледжа с работодателями, которые должны стать заинтересованными участниками образовательного процесса. Перед колледjem стоит задача – подготовить профессиональные кадры, востребованные на рынке труда. Для успешной реализации поставленной задачи необходима совместная реализация современных подходов в подготовке будущих специалистов.

Ключевые слова: мегатренды, среднее профессиональное образование, рынок труда, информатизация образования

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Problem statement. Global development trends and new requirements of the labor market require the use of modern practical tools in the development of a career direction. The system of secondary vocational education faces a problem in the discrepancy between the competencies of current college graduates and the requirements of potential employers [1]. To solve this problem, it is necessary to integrate new approaches of interaction between employers and professional educational organizations [2].
The works of S.I. Ashmarina, A.M. Izmailova, E.A. Kandrashina [3], A.Yu. Voloshina, O.V. Inshakova [4] and others consider global megatrends and their impact on the education system, which determine the workflow in the future. For the first time, the term “megatrends” was introduced by the American futurist John Nasbit in 1982, the author investigated “the main directions of movement that determine the appearance and essence” [5] of changes in society. Transformation concerns such trends as technological (digitalization, automation) and social (transformation of social institutions, demographic changes). The functional paradigm of education considers the acquisition of new knowledge by a person as a socio-cultural technology that prepares the personnel needed by society [6]. If in the 20th century it was enough to get a specialization that confirmed your knowledge and level of education, then a specialist of the 21st century, regardless of the field of activity, needs to develop: personal qualities, be prepared for the socio-economic situation on the labor market, have the ability to learn/self-educate, develop abilities in emotional and digital literacy [7].

The development of vocational education in the new conditions of labor market transformation poses large-scale tasks to information and communication technologies in order to meet educational needs [8]. This is because the knowledge and skills acquired within the framework of mastering the specialty have a rate of obsolescence and sometimes have nothing to do with the real situation on the labor market [8].

In this regard, employers have a need to reduce the risk of a serious shortage of qualified personnel in their organizations in the future, and to help in the accelerated adaptation of graduates to the needs of business and the economy as a whole [9].

To successfully build a career trajectory in the secondary vocational education, it is necessary to integrate approaches to interaction in the context of “employer – college” at the training stage [10]. On the example of the subject of the Russian Federation, Moscow, organizations were considered (Table), which combine these approaches.

<table>
<thead>
<tr>
<th>Name of the organization</th>
<th>Link</th>
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<tr>
<td>Center “My Career”</td>
<td><a href="https://czn.mos.ru/page/%D1%86%D0%B5%D0%BD%D1%82%D1%80_%D0%BC%D0%BE%D1%8F_%D0%BA%D0%B0%D1%80%D1%8C%D0%B5%D1%80%D0%B0">https://czn.mos.ru/page/центр_моя_карьера</a></td>
<td>Project of the Department of Labor and Social Protection of the population of the city of Moscow. It is a platform for the introduction of innovative approaches and employment technologies, the center offers customized job search services</td>
<td>Implements the program “Pump up a career” – promoting the formation of a conscious approach to choosing a profession, finding a job and building a career for young people from 14 to 35 years old. Assistance in mastering professional skills that are in demand in the labor market</td>
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<td>Center for Professional Qualifications and Employment Promotion “Professional”</td>
<td><a href="https://eduprof.mos.ru/">https://eduprof.mos.ru/</a></td>
<td>The objectives of the professional center are: – vocational training and additional vocational education for adults, including unemployed citizens; – providing high-quality educational services to organizations and individuals;</td>
<td>The created training center “Professional”, where you can get free training, including remotely, in the direction of the Employment Center</td>
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<td>Platform “My Career”</td>
<td><a href="https://career4me.ru/">https://career4me.ru/</a></td>
<td>It is a key tool of the project “Development of Youth Employment Skills in Russia”, which has been implemented by the FOCUS MEDIA Foundation with the support of the City Foundation and the Presidential Grants Fund since 2015. Provides young people with access to online training in communication skills important for employment, self-presentation, interviewing and resume writing, as well as information about potential employers and vacancies. The result of the training is a high-quality resume generated on the platform under the guidance of teachers – curators.</td>
<td>There is a module on the platform – “Current vacancies and internships”, with the help of which a participant of training on the platform can find real opportunities to get their first working experience in their region.</td>
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<td>Project “Professional internships”</td>
<td><a href="https://www.spo.mosmetrood.ru/quest-routes">https://www.spo.mosmetrood.ru/quest-routes</a></td>
<td>A multi-format platform of career guidance events for schoolchildren, students, teachers of metropolitan schools and masters of Moscow colleges. The participants were given the opportunity to get acquainted with the history, production cycle and technologies of Moscow’s leading enterprises, as well as to study in more detail the content of the activities of a number of professions in demand in the modern labor market.</td>
<td>The events are aimed at expanding the capabilities of educational organizations to use the urban environment as the most capacious educational resource in all its variety of forms</td>
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<td>Professions of the metropolis</td>
<td><a href="https://www.spo.mosmetrood.ru/metropolis">https://www.spo.mosmetrood.ru/metropolis</a></td>
<td>The participants of the Career Guidance marathon project “Professions of the metropolis” get acquainted with various areas of professional activity in the capital region, in which specialists are guaranteed to find work in a big city</td>
<td>Professions of the metropolis: employment in the field of IT (passing a professional internship – remotely)</td>
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The use of information environment tools (Figure 1), used in the interaction of employers and colleges for the training of professional personnel, and gives future graduates the following opportunities.

![Figure 1. Result of employer – college integration approach for future graduates of the vocational school](source)

**Methodology.** The methodological basis of the study was the works of Russian and foreign specialists in the field under study, data from websites characterizing activities in the training of professional personnel, which further contribute to the employment of graduates in the labor market.

**Results and discussion.** Studying the integration of approaches of interaction between employers and colleges allows us to highlight that combining study and work allows students to develop professional and social skills demanded by employers, and attracts more proactive and active students interested in building a successful career. The college and employers are links in the same chain of training specialists [11].

The project “Professional internships”, implemented by the City Methodological Center, since 2016, introduces participants to the leading high-tech enterprises of Moscow. To date, 165 thousand people have attended more than 5,000 events, both online and offline, at 700 enterprises, and every year there are more of them [12].

The My Career platform provides services daily not only for job seekers, but also for employers to find new employees with the appropriate competence, as well as a set of skills and abilities.

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<td>SoftSkills2035 Club</td>
<td><a href="https://www.spo.mosmetro.ru/softskills">https://www.spo.mosmetro.ru/softskills</a></td>
<td>A unique open space for the development of future competencies</td>
<td>The projects are held in the following formats:</td>
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<td>– foresight sessions;</td>
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<td>– strategic sessions (immersion in the Agile philosophy);</td>
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<td>– trainings;</td>
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<td>– TED intensive</td>
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<td></td>
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<td>“Territory of professions”</td>
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<tr>
<td>Technograd at VDNH “Career Development Center”</td>
<td><a href="https://technograd.moscow/">https://technograd.moscow/</a></td>
<td>Professional navigation and assistance of career consultants</td>
<td>Completion of additional education courses, free of charge, pre-register</td>
</tr>
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</table>

Source: compiled by the authors.
For successful integration between employers and applicants from among college students, it is necessary to register on the website mos.ru to log in to the mycareer.moscow website and use the services:

1. “Pump up your career” – available for young people from 14 to 35 years old, this service is provided in the form presented at Figure 2.

![Figure 2. Assistance provided by the service “Pump up your career”](image)

- conducting career guidance testing;
- improvement of universal skills (soft skills) necessary in any job;
- selection of vacancies corresponding to age and education

Source: compiled by the authors.

2. “Affordable work” – for persons with disabilities, an individual job search strategy is drawn up and support at all stages, assistance is provided in adapting to the workplace [13].

3. “Self-development” – this module on the My Career platform gives you the opportunity to evaluate your abilities by making the right choice, namely: take part in webinars, study video tutorials (adapted for people with hearing impairment), pass career guidance testing, and get a psychologist’s advice and the help of a career consultant [14].

Within the framework of agreements between the center “My Career” and colleges of Moscow in the 2022/2023 academic year, classes are held on the course program “Career Management”. These classes are necessary to improve the efficiency of employment of students and college graduates. In the classroom, students learn the basics of career growth, learn to build an individual career trajectory, as well as competently make up a portfolio.

Taking into account all the above, it is necessary to strengthen the influence of the employer on the educational process, with the possibility to adjust the request for training in a specific specialty and qualification, namely, to form a system of advanced education [15]. These criteria are relevant if we take into account that changes are happening rapidly, and the number of necessary skills is constantly growing [16].

To analyze and make a forecast of the personnel needs of economic sectors, taking into account the emergence of new and changes in existing labor functions of employees of all professional qualification groups, including in real terms and
taking into account the demographic situation [17]. The results of the study can be used at meetings of departments in the areas of training in colleges, methodological meetings, in order to involve all participants in the educational process in the training of professional personnel.

**Conclusion.** High-quality and modern education, as well as the ability to apply the acquired knowledge are necessary conditions for successful professional activity. Thus, it is obvious that the system of secondary vocational education cannot develop today as a closed system.

Studying the chosen profession, within the framework of professional internships, gives students a unique opportunity to gain new experience and improve professional skills from leading representatives of the capital's companies. The effectiveness of cooperation between the college and the employer in the interests of improving the quality of professional training will increase significantly if all participants in the educational process are interested in improving basic and professional competencies that meet the requirements of the modern labor market.

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DIGITAL EDUCATIONAL ENVIRONMENT