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**The evaluation effectiveness of the university professor's activities
by rating system**

Abstract: The development issues of market relations in the field of higher education in order to improve the quality of learning services are shown in this article. The introduction of credit learning technology allows to stimulate students' cognitive activity, strengthens motivation and increases academic mobility. The process is analyzed, the ways of solution to the problems in condition of functioning of the credit system of the students are proposed. It is revealed how to strengthen the motivational activity of another key figure in the educational process - the university professor. Because the quality of the teaching staff is also the quality of the knowledge obtained by students. In conditions of the credit-rating system, not only students earn points, but university professors have to prove and improve their skills, which is assessed by the scores. Not only competence but also the professor's salary is assessed by the rating method.

Key words: Rating system, education quality assessment, learning service, university professor's rating.

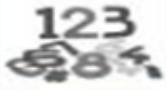
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Introduction. As the world practice has demonstrated, education and science are recognized as the most important priorities of the national strategy for the development of countries. Meanwhile, in general, the society has not allocated sufficient resources for higher education, which allows resolving satisfactorily the issues of the society itself. According to UNESCO experts, this situation is connected with the tendency of approach to this problem from the point of view, as if educational institutions are economic enterprises, goods producing industries and sale services [1]. This approach is created by the application of market principles based on freedom of choice and competition that are not directly applicable to higher education, since education is not an economic branch, its products are not identical with financial categories, it is itself a key function of existence and development society.

The commercialization in the educational and scientific spheres is caused by state role changes in these areas, knowledge is becoming a specific commodity that plays a mutually beneficial role in the cost system and consumer society.

According to the World Bank, Kazakhstan's education expenditures on GDP (Gross Domestic Product) are 2.8%, it is less than Iran's (2.9%), Russia is (3.8%), but it is more than Afghanistan (2, 5%).

We rank 127th in the general ranking of the level of education expenditure from 153 countries. According to the official MES report, over 40% of 15-year-olds were not able to complete second-level assignments in PISA tests, while in the countries of the Economic Commonwealth the figure is around 20% [2].

2009		2012
405 points (53rd place)		432 points (49th place)
400 points (58th place)		425 points (52nd place)
390 points (59 place)		393 points (63rd place)

Picture 1 - Kazakhstan's results according to the International Program on the Evaluation of Students' Educational Achievement (PISA)

Thus a reorientation to the solution of main task of modern education is necessary: it is the training of specialists who are able to adapt quickly and successfully in the difficult situations and make the right decisions in any situations even the most extraordinary situations.

According to the modern studies, conducted both here and abroad, the intellectual level of students is falling, because of computer technologies, simplifying the search for necessary information, which leads to certain degradation of mental activity. This especially has an impact on the study of the disciplines of the mathematical and natural-educational cycle [3,4].

To date, among all the problems associated with changing social and economic relations, the formation of Kazakhstan's market economy and entry into life of all the necessary attributes of a market economy, including such a primary factor of self-sufficiency and a pledge of prosperity, which is competition, the commercialization of the educational sphere has been the most controversial issue. Until recently, education and commerce were perceived by society as antagonistic concepts. In the public mind there was a persistent conviction against market relations in the educational activity.

Method. The realization of the market entities of the economy of Kazakhstan has fundamentally changed the priorities in the activity of the country's higher school. The ultimate goal remains the same - the training of a highly qualified specialist in demand on the labor market. However, the ways to achieve this goal have changed significantly.

Whereas previously all the attention of the teaching staff was focused on the quality of the educational and methodological and scientific organization of the educational process and the staffing of highly qualified lecturers but today the faculty need take care of filling the classrooms with student contingents, i.e. the professors' career guidance activities are increasing.

The economic situation has a significant impact on the emerging labor market and identifies the irregularities of the available structure of labor staffs to the public needs. The growth of unemployment affects the younger generation, graduates of universities. Therefore, the goal of the teaching staff is not only to provide the necessary knowledge, but also taking into account the demand to prepare a competitive, able to learn, a modern specialist. Since 2004 the three-level system of training personnel (bachelor-master-doctor of philosophy) has been implemented in our university in accordance with the Bologna Agreement using the credit-rating system of training which has given dynamism to the introduction of new educational technologies, the activation of teaching methods, the introduction of elective academic disciplines that approximate the traditional academic fundamentalism to the realities of the labor market needs.

The introduction of credit learning technology allows to stimulate cognitive activity of students, strengthens motivation and increases the academic mobility. But how to strengthen the motivational activity of another key figure in the educational process – a university professor? This is because the quality of the teaching staff is also the quality of the knowledge obtained by the students. Not only competence, but also the professor's salary is assessed by the rating method.

Since 2007 these so-called questionnaires to determine the teacher's rating have been tested at the university, in which an attempt has been made to evaluate all the activities of the professor in scores. For this purpose, indicators of the rating have been developed, it was consisted of scores on academic work,

teaching and research work, research work with students, career guidance work and educational work, according to the sections of the professor's individual plan approved at the beginning of the academic year.

Results and Discussion. Since 2008, an additional payment of teaching work has been introduced, according to the earning points, a payment from 0 to 30% has been done on the basic salary. Year after year the indicators have been improved, these were discussed and raised by the teaching staff of the departments, the proposals submitted by the teaching staff for improving the accounting and those activities that had not been previously entered in the questionnaire were taken into account, but were implemented by teachers, for example, participation in various commissions, publications in high-ranking journals, included in the databases Clarivate Analytics, Scopus, Elsevier, Springer Link, with a quartet, etc.

Table 1 – University professor's rating questionnaire

№	Group / indicator name	Unit of measurement	Number of units.	Grade, points			Document application numbers
				Per unit	maximum	Total	
1.	Research and innovation activities				1034,0		
1.1.	Participation in funded research						
1.2.	Edition of the monograph:						
1.3.	Training of scientific personnel:						
1.4.	Scientific publications:						
1.4.1.	in periodicals included in the database Clarivate Analytics, Scopus, Elsevier, Springer Link, with quartile:Q1- Q4						
...							
1.5.	Obtaining of protection documents for intellectual property:						
1.6.	Introduction of scientific results in the production based on research results						
1.7.	Advanced training and testing of scientific results:						
2.	Teaching activity and educational-methodical work				362,0		
2.1.	Including video lectures in the educational process	Topic					
2.2.	Conducting classes in the online mode	Subject					
2.3.	Results of the survey of students on the quality of teaching discipline:						
2.5.	Open door classes and seminars:						
2.7.	Publication of educational and methodical literature:						
...							
3.	Work with students				151,0		
3.1.	Good curatorial work	-					
3.3.	Holding of meetings, poetry events, competitions, conferences, sports games, subject Olympiad and other educational activities:						
3.5.	Cultural and sport events achievement of the group						
4.	Development support of JSC "KATU named after S. Seifullin"				394,0		
4.16.	Participation in the Council's work, commissions, committees, working groups:						
...							
TOTAL RATING:					1 941,0		

There was a new section in the questionnaire where the points taken from the teacher for various infringements which were fixed in the orders or protocols of the corresponding commissions were summed up. Such questionnaires were filled by professors twice a year according to the terms of the educational process, but last few years they are filled once at the end of the academic year.

This way not only students earn credits, but also university professors must prove and improve their skills, which is evaluated by the rankings, checked by the commissions at the faculties and the corresponding university commission in summarizing up the rating.

Table 1 shows the form of the questionnaire to define the teacher's rating with scores, which are taken according to the sections of the teacher's individual work plan. The introduction of a rating system for education quality of assessment naturally influenced the teaching and methodological support of the educational process. The number of textbooks, teaching aids and educational-methodical complexes developed by the teaching staff has increased. If earlier there were problems with the plan for the publication of educational and methodological literature, now there are limits on number and types of UML publications. The bank of electronic textbooks and electronic educational and methodical complexes has significantly increased.

The scientific research work at the departments was improved. Not only the participation of teaching staff in funded scientific programs, the grants of international and republican level won, but all kinds of scientific research are encouraged. Of course, the conducting scientific works make a significant contribution to the development of the professional level of the employee, his competence in the chosen scientific direction, since now the monographs, the publication of articles in journals and collections of international, republican and university conferences, participation in conferences, symposiums and other events of different levels are recorded in points. A significant contribution to the rating is made by the introduction of research results into the industry or to the enterprise.

An important part of research is engagement of students to scientific and research work. The management of scientific work, both students and schoolchildren, is taken into account. The preparation of students with reports at the conferences publication of joint reports, participation in the competitions of student scientific works, as well as receiving awards - diplomas, medals, diplomas for scientific contribution is evaluated. The number of student scientific papers and reports has increased since this system of assessing the quality of teaching staff was introduced.

The vocational guidance work of the university teacher is an important role in the activity of the teacher with the introduction of market relations. The number of points that the teacher earned for this section depends on the number of students and undergraduates who have chosen the university and specialty as a result of his explanatory work. Moreover, in recent years, the payment on the rating system has become significantly to depend on how actively the teacher takes part in career guidance work. This is understandable, because if students do not go to the university, then there will be no one to teach, and consequently the teaching staff is significantly reduced. But on the other hand the most important reason of the formation of the student contingent is the so-called rating of the educational institution, defined by the quality of the educational process, the quality of the knowledge gained, the competent management of the management personnel, the demand for specialties in the labor market. Under the influence of Western technology according to the rating technology of education, our universities are moving to the institution of tutors and advisers - however, as before, all this is combined with the system of supervision as the basis for the educational work of students. This section takes into account the work of the teacher, as the curator of the group, and other aspects of the educational work of the teacher-mentor. In addition, this section also takes into account other forms of organizational and creative work with students.

Conclusion. In the rating system of assessing the quality of teaching there are fine sanctions for various kinds of violations recorded in orders and protocols of the relevant commissions,

including for the unreliability of the information provided, confirming this or that type of activity.

To assess the quality of the teacher's work on the level of knowledge of graduates is not always possible, because such a criterion integrates the results of the work of many employees, and it is very difficult to single out the contribution of an individual teacher. In this case, the system of assessing the quality of the teacher's work is the panacea that allows you to assess the contribution of a particular teacher and serves as one of the most important tools for managing the quality of education. The development and implementation of a teacher assessment system in our university helped to improve the quality of the educational services provided, S. Seifullin Kazakh Agrotechnical University is on the leading positions among the universities of the Republic of Kazakhstan, gaining high ratings, serves to improve the payment of labor, improve management practices.

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Рейтинг көрсеткішімен оқытушы жұмысының тиімділігі бағалау

Аннотация. Бұл мақалада білім беру қызметінің сапасын арттыру мақсатында жоғары білім саласындағы нарықтық қатынастардың дамуы қарастырылады. Кредиттік оқыту технологиясын енгізу студенттердің танымдық белсенділігін белсендіреді, ынталандырады және академиялық ұтқырлықты арттырады. Оқу үрдісіне талдау жүргізіледі, студенттердің кредиттік жүйесінің жұмыс жасау жағдайындағы проблемаларды шешу жолдары ұсынылады. Оқу үрдісіндегі басты тұлға-оқытушының уәждемелік қызметін қалай күшейту керектігі анықталды. Профессорлық-оқытушылар құрамының сапасы да студенттердің білім сапасы болып табылады. Кредиттік-рейтингтік жүйеде тек студенттер ғана рейтинг жинамайды, сонымен қатар оқытушылар да жұмыстары бағаланатын рейтинг жинап өздерінің біліктіліктерін дәлелдеуі және жетілдіруі керек. Оқытушының құзыреті ғана емес жалақысы да рейтингтік әдіспен бағаланады.

Түйін сөздер: рейтинг жүйесі, білім беру сапасын бағалау, білім беру қызметі, оқытушы рейтингісі.

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**Оценка эффективности деятельности преподавателя
рейтинговым показателем**

Аннотация. В статье рассматриваются вопросы развития рыночных отношений в области высшего образования с целью повышения качества образовательных услуг. Введение кредитной технологии обучения позволяет стимулировать познавательную деятельность студентов, усиливает мотивацию и повышает академическую мобильность. Проводится анализ процесса, предлагаются пути решения проблем в условиях функционирования кредитной системы обучения студентов. Выявляется, каким образом можно усилить мотивационную деятельность другой ключевой фигуры образовательного процесса – преподавателя.

Качество профессорско-преподавательского состава – это и качество полученных учащимися знаний. В условиях кредитно-рейтинговой системы не только студенты зарабатывают кредиты, но и педагоги должны доказывать и повышать свою квалификацию, которая оценивается с помощью набранного рейтинга. Причем рейтинговым методом оценивается не только компетентность преподавателя, от результатов его применения зависит и зарплата преподавателя.

Ключевые слова: рейтинговая система, оценка качества образования, образовательная услуга, рейтинг преподавателя.

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