

NON-GOVERNMENTAL ORGANIZATIONS SEGMENT OF THE CULTURE AND ART SPHERE: SITUATION IN ODESSA REGION

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1. Introduction

Collapse of the former socialist camp of the Central Europe and decade of post-Soviet republics served, as the beginning of new world arrangement in world space. By this end, big tasks are to re-orient education for deepening of cooperation between expanding different world countries and countries-neighbors by region.

Ukraine inherited from the USSR a wide network of state-run cultural infrastructure. New cultural institutions were formed in many regions. This segment began rapidly develop over the past few years, but growth in number of operating in field of culture and art are not accompanied by quality in their content activities. There are numerous cultural institutions, but they are still managed by the old generation of administrators, who are unable and unwilling to adjust to the changed economic and political situation to new European situation. Administrators opened to best practices have insufficient opportunities for professional development and obtaining of know-how. Hence, the inadequacy of Ukrainian cultural institutions to contemporary needs as well as managers' incapability to formulate and to implement new strategies.

2. Summary of the basic material

2.1. Analysis of situation

Cultural and arts education is defined as one of the main objectives in recent governmental programs for cultural development in Ukraine. Management training courses provided by the State institutes for staff of culture/arts institutions have not yet been updated to take into account the changing requirements of modern society. Some independent Centers for Arts Management were created, but the main problem of the cultural management education is still outdated curricula.

Functioning of culture and art spheres differ in Ukraine and abroad, where most of such organizations are in the non-profit segment as the most efficient under market conditions. Mass media and entertainment organizations, information technology are mainly commercial businesses. In Ukraine, on the contrary - the majority of cultural institutions are State owned (about 50% of the total number of organizations) [1, pp. 23 - 30].

Especially controversial situation is in the non-governmental organizations (NGOs) in non-profit segment of the culture and art sphere of Ukraine. New multi-functional cultural institutions were formed in many regions, like cultural, folk and craft centers, club-museums, club-libraries, etc. This segment began rapidly develop over the past few years, but growth in number of NGOs operating in field of culture and art are not accompanied by quality in their content activities. During the last years, several non-governmental centers and private associations appeared in Odessa and Odessa region as well.

One of the main problems of these institutions is personnel: only about 5% of all clubs and cultural centers, especially in the rural areas, are provided with modern technology, and only 60% of the staff are specialists in cultural management, 6% of whom have higher education [2].

This is due to the fact that the focus of the education system in Ukraine is on training artistic professionals in sphere of culture and art, while outside the focus remains the matter for training managers in this sphere.

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2.1. Reasons for the situation

There are two reasons for such situation: national and regional.

Reasons nationwide character are:

- 1) The training system in Ukraine is still in based on the s. Soviet administrative system, which does not allow to clearly define the management and creative elements in culture [3].

Due to the fact that the actor independently performs administrative functions in relation to own work, the creative process suffers from this situation. In one case, he would totally switch to administration and ceases to create highly artistic product. In another, he seeks to obtain additional experience and skills in management culture through training. The received knowledge lead actor to understand that the successful existence of the either individual or creative team in the field of culture requires different of management and creative responsibilities.

We think, that thanks to such understanding the strong creative unions “manager / administrator - talented artist” is possible. In one case it is possible when gifted artist is skillful manager, but this combination is very rare.

- 2) The political impact factor is too great on the activities of NGOs in the field of culture in Ukraine: increase in number of NGOs is most active during the election campaign - many organizations are created especially for the propaganda of individual political leaders.

Regional reasons are:

- 1) The activities of most NGOs of sphere of culture in the Odessa region is not aimed at long-term existence and has no strategic prospective: art events and cultural actions, mostly do not have a long-term effect - sporadic impact on public opinion and the urban community reduce the importance of these events.

These NGOs do not have the motivation to education, because they had created initially as organization affiliated either to business - structures, political parties or government units, or specifically founded for single project. Therefore such structures, are interested in ad hoc management training without long-lasting effect.

- 2) The activities of most NGOs has no true diversity: the event is often repeated - the semantic and artistic content is the same, but under different names, at different times and in different spaces, which creates only the illusion of activity and diversity of NGOs in the field of art and culture. In addition, 80% of cases of actions carried out under the auspices of various institutions (government, public, private, NGO, etc.) are chaotic, haphazard, uncoordinated and often overlap in time with each other, making it difficult to attract and involve all interested parties (stakeholders).

This indicates that there is no single agreed plan of cultural mass-events of the Odessa region, based on the established and approved the development strategy of the city / region in accordance with the cultural politics of the country and in conformity with European priorities.

These facts indicate either a low awareness of European standards, rules, laws or a lack of basic training of NGOs members operating in the field of culture and art. Coordination of stakeholders' activities (NGOs, government structures and business) with use of the best international experience in building civil society, requires special training of personnel for this sphere.

3. Stakeholders in the sphere of culture and art

In the sphere of culture and art of the Odessa region within the last 2 years there are three groups of stakeholders:

- 1) Informal groups created by representatives of the underground and subculture (without legal registration of their associations). There are mobile and are potential students for training, but they promote a nihilistic views on the education system as such (mostly volunteer, representatives of young generation).
- 2) Formal associations, were the understanding of the necessity of special knowledge, but they

consider that their competence is perfect (mostly representatives of s. Soviet administrative system).

- 3) Public institutions and NGOs providing services in the field of management training, but they are equipped with the outdated curricula f.i. such method as a master - class is often replaced by the general meeting and training or seminar/workshop is delivered as a classical lecture.

Above listed 3 groups of stakeholders are featured by insufficient level of special training.

Lack of integrated special education and professional knowledge in culture administrative trainings leads to the fact that the organizations and the promoters of cultural events incorrectly positioned and distort the role of cultural managers in the development of this sphere.

There are some examples:

- Sometimes you can find just funny “invented” job position, f.i. “manager of the Arts”, “manager on the culture”, “and marketing manager for the event” etc.
- One-time event or short term action are often entitled as project, mixing and replacing the two different concepts: the “project” and “one-time action-event”.
- Some of cultural events are unreasonably entitled by organizers as “unique”, “single”, “organized for the first time in Ukraine”, while often misinforming the public that events are international.
- In some cases, organizers of cultural events cannot explain the reason, aim and the need for a cultural event, as well as to define objectives and specific results. Therefore the relevance of activities is reduced to just opportunity “get together party to share indefinite experiences”.

Thus, education of a new generation of cultural managers is still urgent problem of Ukraine, and Odessa region in particular. The Bologna Process started in Ukraine in 2005, after signing the Declaration in the city of Bergen where a list of institutions selected as pilot ones was signed. However, there are no art high schools taking part in experiment: artists do not take part in international seminars and meetings regarding the reform of higher education. In this regard, formation of an integrated cultural managers training is still an actual problem.

Taking into account above stated it is important to highlight the problems of cultural managers training for NGOs. This training may be conducted in two training models:

- 1) Formal education: public education in the colleges and higher educational institutions of State ownership and private education in the colleges and higher educational institutions of private ownership;
- 2) Informal education: various courses, faculty training, employment centers, training - centers, etc. both public and private ownership.

From our point of view, NGOs providing services in the field of cultural managers training should function keeping the balance between formal and informal education.

4. Conclusion

It is assumed that difficulties in the training of trainers for cultural management may be due to the lack of:

- consolidation of NGOs with State education institutions, research institutes resulting in that trainers team at NGOs have insufficient training skill;
- consolidation of NGOs with international professional institutions: the lack of a coherent system for training not just teachers, but coaches specializing, namely as a cultural managers;
- recruiting and identifying trainees / students for management training in the field of culture and art;
- basic knowledge in the field of management by the trainees / students of artistic professions (artists, singer, actor, musician, etc.);
- basic knowledge about the specificity of work in the field of culture and art among the administrator/manager trainees / students (managers of foreign economic activity, PR - managers, HR managers, etc.);
- selecting of training methods for managers in the field of culture and art;

- reasonable balance between theoretical knowledge and practical skills;
- experience in the application of interactive learning technologies, modern training techniques.

To improve situation following main directions of cultural administrators training, in particular in Odessa region, are:

- regular distribution of information about different educational programs, projects, initiatives;
- promoting views and understanding that success either individual artist or creative team depends mostly on the professional manager/administrator work;
- adaptation best practice of business training to art / cultural management sphere;
- intensification of the exchange of international experience;
- increase mobility of culture administrators from different countries [4, pp. 23 - 30].

NGOs operating in cultural management training as well as realizing own culture projects are good facilitators in solution of above stated, since they combine theory and practice.

From our point of view, these NGOs should bridge regional and local administrations, private and state cultural institutions, private commercial organizations, various foundations both in Ukraine and abroad, state educational institutions.

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Summary

New cultural institutions were formed in many regions. This segment began rapidly develop over the past few years, but growth in number of operating in field of culture and art are not accompanied by quality in their content activities. Hence, the inadequacy of Ukrainian cultural institutions to contemporary needs as well as managers' incapability to formulate and to implement new strategies. Especially controversial situation is in the non-governmental organizations (NGOs) in non-profit segment of the culture and art sphere of Ukraine. During the last years, several non-governmental centers and private associations appeared in Odessa and Odessa region as well. One of the main problems of these institutions is personnel. This is due to the fact that the focus of the education system in Ukraine is on training artistic professionals in sphere of culture and art, while outside the focus remains the matter for training managers in this sphere. Education of a new generation of cultural managers is urgent problem of Ukraine, and Odessa region in particular.

Key words: non-governmental organizations (NGOs); culture and art sphere; cultural management; education.

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