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## **SOCIAL MISSION UNIVERSITY IN CONSTRUCTION OF A COMFORTABLE HOUSE IN CITIES WITH HISTORICAL HERITAGE**

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**Abstract.** Social mission university in the construction of a comfortable home in cities with historical heritage requires the active participation of higher education in the life of society. Universities create a reserve of trust in themselves, acting as a competent non-profit partner, which attracts applicants, and also uses the gained practical experience of social partnership in organizing scientific research and in the learning process.

**Keywords.** higher education, social mission, university, historical heritage.

For most countries, the development of education is a critical component of government policy. In modern conditions, universities are becoming one of the key institutions for the development of any society; education in a broad sense is considered as an investment in its development. At the level of the state and the general public, there is growing concern about the adequacy of the quality of education and training, and the economic and social profitability of funds invested in education. Intensive emergence, development and penetration into the 21st century. in all spheres of human activity, new technologies are globally changing the structure and nature of modern industrial production and the economy. This leads to the emergence of fundamentally new products, services, technological solutions and, as a consequence, the constant emergence of new specialties and professions. The rapidly changing realities of the modern world are becoming global challenges to the new European system of higher education and its core – the classical university. The question of what content of education will correspond to tomorrow is becoming a pressing topic and a kind of “catalyst” in educational reforms in many countries. The result is the emergence of a new generation of universities, a significant expansion of their purpose and mission. Since the 60s. of the last century, one of the main measures of the activities of universities is their social usefulness and social relevance. Universities must respond quickly and effectively to public demands regarding the products they produce. Under the new principles of social structure, the university must interact with society only on the terms of the commodity-money exchange of the products it produces. This interaction is very diverse and constitutes a new, so-called social mission of the university. A university is an institution of higher education that systematically makes efforts to overcome limitations in three areas - knowledge generation, teaching and transforming knowledge into practice - by initiating new activities, transforming the internal environment and modifying interaction with the external environment [4]. The main activities of such a university are the training of innovating specialists, the production and transfer of innovative products to interested public entities on a reimbursable basis, the commercialization of educational products, attracting external material and financial resources for the development of the university, the creation of innovative infrastructure facilities, the formation of an entrepreneurial culture of employees and students, etc. This transformation of universities causes changes in their internal institutional environment, primarily in university management, which is aimed at maximizing the commercialization of educational products, searching for sources of providing the university with financial, material, human resources, and developing the entrepreneurial mission. Previously, higher education institutions solved only state and departmental problems. Their main functions were vocational training and research activities. The problem of education (primarily higher education) is that the overwhelming number of high school graduates do not meet the requirements of higher education, and that does not meet the requirements of entrepreneurs [2]. However, in the mid-2000s. education is being modernized. First of all, we are talking about the development of entrepreneurial activity in universities. International experience convincingly demonstrates how thoughtful and active interaction between a university and the local community can change the life of a university and its perception in society. A close connection with the local community for higher education is an opportunity to bring education closer to the realities of modern life, improve the quality of education, and strengthen its practical orientation, especially in cities with a historical heritage. In this regard, the social mission of the university has been actively developing recently, which, along with the entrepreneurial one, has a significant social component [1]. It is the strategic

development and practical implementation of the mission of universities that is assigned the function that ensures innovative regional development. At the same time, such social activity can provide continuous (continued) education and technology transfer, beneficial not only to students, but also to local authorities and regional businesses. And as I have already noted, the social mission of the university presupposes the active participation of higher education in the life of society. Universities create a reserve of trust in themselves, acting as a competent non-profit partner, which attracts applicants, and also uses the gained practical experience of social partnership in organizing scientific research and in the learning process. Students, in turn, have the opportunity to apply academic knowledge and obtain additional qualifications outside the walls of an academic institution [3]. Social activity prepares a student for future professional activity, contributes to the development of the student's personality, develops his communicative competencies, develops skills of responsible behavior in society, and educates a citizen. The role of the university in the development of local communities and the regional environment is to solve the following key tasks:

1. As a leading partner of the largest industrial enterprises, service organizations in the educational and scientific fields, it carries out:
  - ✓ training and retraining of personnel for leading enterprises in the region;
  - ✓ creation of a comprehensive system of measures to respond to the needs of industrial enterprises and organizations in order to increase the competitiveness of graduates and timely adjustment of educational programs;
  - ✓ conducting scientific research;
  - ✓ organizing information interaction between representatives of business, youth and the scientific community.
2. As a socially responsible participant in the socio-economic development of the territory, it carries out:
  - ✓ organizing and conducting educational activities aimed at developing an active life position, moral and patriotic education of young people;
  - ✓ participation in the implementation of socially significant events for the region and city;
  - ✓ interaction with public organizations in the implementation of socially significant projects;
  - ✓ expanding the participation of university representatives in the activities of professional organizations, associations and associations of the region, representing the interests of key sectors of the economy;
  - ✓ implementation of lifelong education, from schoolchildren (in order to maintain a constant dialogue with future applicants and their parents), to short-term courses, advanced training and professional retraining of enterprise employees and adults in accordance with the needs of regional development.
3. As a partner of regional government bodies and local governments, to provide assistance in resolving the following issues:
  - ✓ monitoring the state of affairs in the social and environmental sphere, preparing analytical reviews and assessing risks in terms of socio-economic development, its innovative potential, and the environmental situation;
  - ✓ monitoring of the socio-political climate of the region;
  - ✓ participation in public councils under government and management bodies at various levels, development and examination of key documents for territorial and sectoral socio-economic development;
  - ✓ consulting and methodological assistance to authorities and management on issues of strategic planning of territorial and sectoral development, etc. [5].

The transition to an innovative path of development is impossible without training new generations of specialists who have the necessary qualitatively new professional competencies, which, in turn, requires the rapid development of the higher education system. For universities, the opportunity to develop lies in the following - to become needed by the community in which they exist, i.e. actively develop a social mission in cities with historical heritage. It is the strategic development and practical implementation of the university's social mission that will ensure its active participation in the innovative development of the region. At the same time, such social activity will bring education closer to the realities of modern life, improve its quality, strengthen its practical orientation, ensure continuous (continued) education and technology transfer, beneficial not only to students, but also to local authorities and regional businesses. The creative economy, the latest technologies and modern labor organization require qualities from workers that go far beyond the scope of highly specialized training. The main criteria for the value of a specialist today are multidisciplinary and creative thinking. The strategic objective of training is the development of transprofessional competencies. This requires an individual and differentiated approach to the student in order to develop his unique qualities and abilities, using all available forms and technologies of education and sources of competencies. Only such an ideology will allow the university to strengthen its advantages in the education services market, attract private investment, valuable employees and students.

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