

EFFECTIVENESS CRITERIA OF NGOS PERFORMANCE (BY THE EXAMPLE OF THE STUDENT'S GOVERNMENT)

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The role of non-governmental and non-profit organizations rise permanently in Ukraine. They role is to protect human rights and realize their interests. The more NGOs exist, the more important in terms of management to be able to assess their effectiveness, their strengths and weaknesses. At the same time, there are no precise methods for evaluating the effectiveness of NGOs. The purpose of this work – is to formulate theoretically evaluation methods and test them on the example of the student government at SSU, including student government of the IFSK department.

In terms of management student deanery as an organization, that have to express interests of students – is a typical NGO. It is non-profit and non-governmental (it is not subordinate to the department administration) has a clear structure and goals that unite members of the organization.

The procedure for evaluation of NGOs has two components: economic and social. The economic component is based on the analysis of financial stability and independence of such organizations, and hence on evaluation of the financial results of its activity. And social component is based on evaluating of social effect of the work performed, which is consist in how NGO performs the function of protection of the rights of its members and the function of the realization of their specific interests for which its members are united. Therefore, we have formulated nine basic performance effectiveness criteria students deanery.

1. Effectiveness of interaction with the authorities. You can measure the number of regulatory and legal initiatives brought for consideration in the executive and representative bodies of the university.

2. The effectiveness of civil education - the criterion of efficiency associated with the formation in the minds of students understanding of the importance of human rights and for their protection; dissemination of knowledge about the possibilities of demand and obtain from the head performance of his duties and to counter abuse.

3. The effectiveness of individual education (including of specific manifestations of human distress), legal and technical advice; assistance in finding ideas and projects; teaching staff; informational support.

4. Realization of the social needs of its members, solving specific problems, including the organization of educational process.

5. Protection the rights of its members, that is the creation of private and public goods, because reduction of number of oppressions is the main step, that lead to the formation of civil society.

6. "Transparency" of activities, awareness of NGO members on its activities, full access to information about the activities of the NGO, its opportunities, successes and failures.

7. Financial independence. It is important to determine which financial resources and from where the organization receives. The worst option - is receiving funds from the administration of university or faculty.

8. Formal performance indices. As the auxiliary performance effectiveness criteria can serve such formal features of organization as: structuring, large membership base, mobile and competent asset, certainty of strategies and concrete program of action.

9. Social universality, that is, the tendency to compromise in interaction with people who are not members of the organization or with other NGOs.

Obviously, the more public and private goods created by NGO, the more effective it is. Despite the non-commercial nature of the student dean, the production private goods itself can be measured as the economic efficiency of the NGO.

Also important is its ability to win grants that ensure the holding of activities, which students deanery is supposed to perform. In addition, students evaluate the usefulness of self-government, that the economic and social benefits of participation and cooperation with them, including on how it manages human and financial resources for the creation of public and private goods.

Thus, the effectiveness of the student's deanery as NGO is determined by the ratio of evaluation of its performance effectiveness to the size of the human and financial costs. The organization should conduct transparent activities and maintain constant communication with its members, so that despite all the difficulties and limitations have their approval and support.

That is why we consider that the greatest weight in evaluating of the effectiveness of the NGO's performance must have the public opinion of its members. The public opinion about the number and the quality of its work on all listed criteria (this opinion is determined using polls). The full amount of points earned by the organization of these criteria (objective quantity of produced goods and subjective assessment of the quality of the organization's members) can accurately and impartially evaluate and compare the performance of different NGOs.

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