

**MINISTRY OF EDUCATION AND SCIENCE OF THE REPUBLIC OF
KAZAKHSTAN
ABAI KAZAKH NATIONAL PEDAGOGICAL UNIVERSITY**



**REPORT
on the results of the activities of
NJSC "Abai Kazakh National Pedagogical University"
for the 2020/2021 academic year**

Almaty,

Contents

General information 3

1. Development of educational program 6

1.1 Improving the management of educational programs 6

1.2 Accreditation of educational programs and national rankings 8

2. Center for Academic Excellence 12

2.1 Contingent of students 12

2.2 Academic work 15

2.3 Employment of graduates 17

2.4 Questionnaire 20

2.5 Library stock 22

3. Transformation into a national research university 25

4. Internationalization and international recognition 28

4.1 The international cooperation 28

4.2 The international recognition 31

5. Formation of the concept of personality "Tolyk Adam"..... 33

6. A University with a Social Responsibility 35

7. Digital University 36

8. Implementation of the horizontal-cyclic structure of the University 39

9. HR-development of the university 40

10. Modernization of Infrastructure 42

11. Proactive Marketing 43

12. Financial activities 45

Expecting outcomes 45

General information

KazNPU named after Abai, is Kazakhstan's first higher educational institution, having been in operation since 1928. Today, the university operates in six areas of education: pedagogical sciences; art and humanities; social sciences; journalism and information; business, management and law; natural sciences; mathematics and statistics; and information and communication technologies.

KazNPU named after Abai has a university management system developed in accordance with the legislation of the Republic of Kazakhstan, the Articles of Association of KazNPU named after Abai (approved No. 412 dated April 27, 2012, amendments and additions to the Articles of Association of KazNPU named after Abai No. 1185 dated November 11, 2016), and regulations on structural divisions, approved by the rector on the basis of the principle of collegiality.

The forms of collegial corporate governance of the University are the Supervisory Board, Academic Council, and Rectorate, acting in accordance with the approved regulations and rules for organizing work (election procedure and composition, powers, etc.). Management decisions are made at collegiate body meetings based on a thorough analysis and discussion of information, with the goal of further improving educational, scientific, and methodological research and educational work; improving the quality of educational services provided; and improving the social and living conditions of students. Constant monitoring and analysis of the quality of management decision execution is carried out.

During the reporting period, the university's educational operations were carried out by 7 specialized and 1 faculty educational institutes:

- Pedagogy and psychology
- Mathematics, physics and computer science
- Philology and multilingual education
- Natural Sciences and geography
- History and law
- Arts, culture and sports
- Sorbonne - Kazakhstan Institute
- Faculty for foreign citizens and pre-university training (Foundation)

There are 30 departments in education and the Military Department.

In addition, the creative laboratory "Art Education", the Pedagogical STEM Park, the UNESCO Chair of Pedagogy, the Scientific Library, the Center for Career Guidance and Student Admission, the Alumni Association, the Center for Advanced Studies and Distance Education, the Testing Center, the Center "Rukhani Zhangyru" (Scientific practical center "Implementation of the Latin script", Center "Tulgatanu named after M. Gabdullina", Department "Assembly of the People of Kazakhstan"), Mediation Center for Prevention and Resolution of Disputes and Conflicts, Al-Farabi Education Center, Center for Psychological Support of University Development, Center project development G-Global and the Great Silk Road, the Center for Young Akyns-Improvisers named after O. Dosbosynov), the Shapagat Digital Student Service Center, the Ulagat Publishing House, the Abai TV Studio, the Smart Students Coworking Center, the Health

Center, the Food Center, Sports club, Call-center. As well as the offices of "Izgilik elshisi-Accelerator of goodness", the office of "Parasat", the Cabinet of "Abai", and the Cabinet named after academician R. Syzdyk.

The University features 14 dissertation councils representing 20 specializations, including the Council of Young Scientists, Veterans Council, and Student Administration.

The concept of management, which is currently being developed at KazNPU named after Abai, is based on the implementation of new approaches to the management of a higher educational institution. The need for these measures is determined by the objectives of achieving the strategic goals of development and effective management of the University to ensure the quality and competitiveness of education at the national and international levels.

The university operates in three languages in 225 educational programs (EP) in the 2020/21 academic year, including 112 bachelor's degree EPs, 77 graduate EPs, and 36 doctoral EPs, 123 of which are in education and 102 of which are non-core.

The Sorbonne-Kazakhstan Institute is an international educational project implemented by KazNPU named after Abai and the Scientific Center for Higher Education "Sorbonne of the City of Paris" (PRES Sorbonne Paris Cité) since 2014. The Institute offers six double-diploma programs.

The University's activities are carried out in accordance with the Laws of the Republic of Kazakhstan "On Education", "On the Status of a Teacher", "On Science", "On Non-Commercial Organizations", "On Joint Stock Companies", by the State Program for the Development of Education of the Republic of Kazakhstan "On State Property" for 2020-2025.

The republican state enterprise with economic management rights "KazNPU named after Abai" was converted to a non-profit joint-stock company on June 5, 2020, in accordance with the order of the Chairman of the State Property and Privatization Committee of the Ministry of Finance of the Republic of Kazakhstan. The NJSC "KazNPU named after Abai" Board of Directors (BoD) was established in accordance with the order of the Minister of Education and Science of the Republic of Kazakhstan dated September 23, 2020 No. 408 and consists of 11 members. The Board of Directors provides corporate management of the University in accordance with the legislation of the Republic of Kazakhstan.

The reorganization of the Republican State Enterprise on the right of economic management "Kazakh National Pedagogical University named after Abai" into the Non-Commercial Joint Stock Company "Kazakh National Pedagogical University named after Abai" was carried out in accordance with the Decree of the Government of the Republic of Kazakhstan dated October 11, 2019 No. 752 "On some issues of higher educational institutions of the Ministry of

Education and Science of the Republic of Kazakhstan”, Order of the Chairman of the State Property and Privatization Committee of the Ministry of Finance of the Republic of Kazakhstan dated June 5, 2020 No. 351 “On the establishment of a non-profit joint-stock company “Kazakh National Pedagogical University named after Abai”, approved by the Articles of Association (order dated June 5, 2020 No. 351), Non-Commercial Joint Stock Company “Kazakh National Pedagogical University named after Abai” was registered with the Department of Justice of the city of Almaty on 07/03/2020. On the basis of Order No. 408 dated September 23, 2020 “On issues of the board of directors of certain non-profit joint-stock companies” of the Ministry of Education and Science of the Republic of Kazakhstan, the Board of Directors of the Company was elected.

The university continued to carry out the 12 strategic directions of the Abai University Development Strategy for 2020–2025 during the reporting year:

1. Development of educational programs
2. Abai University-Center for Academic Excellence
3. Transformation into a national research university
4. Internationalization and international positioning
5. Personality Formation "Tolyk Adam"
6. A University with a Social Responsibility
7. Digital University
8. Implementation of the horizontal-cyclic structure of the University
9. HR-development of the university (talent management)
10. Modernization of the infrastructure of the university
11. Abai University's proactive marketing and brand renewal
12. Financial support for the Development Strategy. Risk assessment.

The university is ranked in national and international rankings. The university comes in 1st in the NAOKO National Ranking of the Best Pedagogical Universities of Kazakhstan in 2021, is in the TOP-20 of the NAOKO National Ranking of Demand for Universities in the Republic of Kazakhstan, comes in 4th in the NAAR General Ranking of the Republic of Kazakhstan, and comes in 1st in the KAZSEE National Ranking for Innovation and Academic Excellence.

The institution participates in reputable international rankings in an effort to improve the quality and competitiveness of educational services. In accordance with the 2020/21 results, KazNPU named after Abai holds the following positions:

- in the QS World University Ranking-2022–position 551–560, 5th place among Kazakhstan universities (2021–601-650);
- in the QS Graduate Employability Rankings 2022–position 501+, 2nd place among Kazakhstan universities;
- in the UI Green Metric World University Rankings 2021–position 659.

1. Development of educational program

1.1 Improving the management of educational programs

The KazNPU named after Abai is systematically working to enhance the caliber and efficacy of educational programs as part of enhancing academic independence and competitiveness at the national and Central Asian levels.

In the 2020/21 academic year, KazNPU named after Abai, being the leading scientific and educational center in the field of higher and postgraduate education in the Republic of Kazakhstan, carries out educational activities in 3 languages: Kazakh, Russian, and English, in 6 areas:

- Pedagogical Sciences
- Arts and Humanities
- Social Sciences, Journalism and Information
- Business, management and law
- Natural sciences, mathematics and statistics
- Information and Communication Technologies

The number of active EPs at the university is 225 (112 bachelor's degree EPs, 77 graduate EPs, and 36 doctoral EPs), of which 123 are in education and 166 are non-core.

Educational programs are developed in accordance with the National Qualifications Framework, 19 Professional Standards, in particular, all pedagogical EPs, in accordance with the PS, "Teacher" and the Sectoral Qualification Framework for Education. All educational programs are entered into as a single register in the IS ESUVO MES RK.

The admission of students for the 1st year in 2020 was carried out according to 206 educational programs, of which 104 bachelor's degree programs, 75 master's degree programs, and 27 doctoral studies.

Table 1.1

Number of EPs for the 2020/2021 academic year

2020/2021 academic year	Total EP	Pedagogical programs	Admission
Total	225	123	206
Bachelor's degree	112	60	104
Master's degree	77	37	75
Doctoral degree	36	26	27

KazNPU named after Abai promotes English language training for teachers and the improvement of teaching disciplines via the use of new innovative technologies, and it also views English as a tool for teaching particular disciplines. During the reporting year, 12 EP programs for English training personnel were developed:

1. Pedagogy of preschool education and training (English);

2. Primary education in English;
3. Physics in English;
4. Computer science in English;
5. Chemistry in English;
6. Biology in English;
7. Foreign language: two foreign languages;
8. Foreign language: two foreign languages;
9. Informatics in English (1.5 years);
10. Physics - Informatics;
11. History in English in English
12. Chemistry - Biology in English.

The University is preparing for 17 double-degree programs, including: bachelor's degree – 5, master's degree – 11, doctoral studies-1:

- Pomeranian Academy in Slupsk (Poland) – 5 (3 bachelors', 2 master's);
- Sorbonne University Paris-13-1 (master's);
- INALCO University (France) – 2 (master's degree);
- International IT University (Kazakhstan)-1 (master's degree);
- Moscow Pedagogical State University (Russia) – 1 (bachelor's degree);
- University of Lorraine (France) – 3 (1 bachelor's, 2 master's);
- University of Poitiers (France) – 2 (1 bachelor's degree, 1 master's degree);
- Yogyakarta State University (Indonesia) – 1 (doctorate);
- Krasnoyarsk State Pedagogical University. V.P. Astafieva (Russia) – 1 (master's degree).

Training is underway for the retraining program for teachers, "Postgraduate Pedagogical Education (PGCE)":

- for persons with higher education of a non-pedagogical profile;
- for persons with technical and vocational education of a non-pedagogical profile.

The institution has developed 134 educational programs to prepare the next generation of teachers using the Major-Minor and Double Major principles.

In the 2020/2021 academic year, a total of 15 additional Minor programs have been prepared, including 11 for teacher training.

Major-Minor educational programs provide graduates with maximal career prospects while also increasing the university's competitiveness, export potential, and international status. Minor has the advantages of interdisciplinarity, competency expansion, and employer interest.

The anticipated learning goals in all KazNPU named after Abai academic programs contribute to the construction of a personal stance and attitude of the graduate, based on the principles of consciousness and academic honesty.

Extensive effort is being done at the KazNPU named after Abai to train teachers for small-scale schools. The university implements Double Major

programs when a future teacher receives knowledge that gives him the opportunity to teach two subjects. In the 2020/2021 academic year, 14 Double Major programs were launched as part of the Double Major scheme to train teachers in small-class institutions.

Dual Education. The Regulation on Dual Education has been developed, which regulates the process of dual education as part of continuous teaching practice for graduate students for two semesters, in the amount of 15 credits (4/2).

Since the 2020/2021 academic year, the Regulation on dual education has been introduced and developed, as part of continuous teaching internship for students 2nd year - 5/1: 5 days of study, 1 day of internship; 3 course - 3/3: 3 days of training, 3 days of internship; 4th year - blended learning (interactive module (2 weeks) + Dual Education module (13 weeks) at the beginning and middle of the semester) and internship throughout the year.

As a result, 297 graduate students of a pedagogical profile were employed before completing their studies.

During the 2020/2021 academic year, 2,492 University student interns did internships in schools as part of their ongoing teaching practice. There were 3516 open lessons and 1817 school events.

During the 2019/2020 academic year, 356 University teachers worked 30 hours at the school. 34 special elective courses and 184 lectures for students were held; 148 seminars and master classes for school teachers were held; and 65 online lessons were developed and posted on YouTube and Facebook. Under the guidance of the teaching staff of the University, 374 schoolchildren took part in olympiads and competitions, of which 102 became winners. 61 EPs were updated with the participation of school teachers. 10 branches have been opened in schools; 96 contracts and 123 memorandums have been concluded with schools.

1.2 Accreditation of educational programs and national rankings

Institutional and specialized (program) accreditation is one of the acknowledged techniques for assessing the quality of educational services supplied by a university.

KazNPU named after Abai cooperates with Kazakhstan accreditation agencies: IAAR, IQAA, KAZSEE.

- 1st place in Kazakhstan's National Ranking of the Best Pedagogical Universities in 2021 (IQAA);
- 4th place in the TOP-20 National Ranking of Demand for Universities in the Republic of Kazakhstan-2021: General Ranking of the Republic of Kazakhstan (IAAR);
- 1st place in institutional ranking in the areas of bachelor's degree educational programs in the direction of "Pedagogical Sciences" (IAAR);

- 4th place in institutional rating by areas of master's degree programs in the direction of "Pedagogical Sciences" (IAAR);
- 1st place in institutional ranking in the areas of educational programs and doctoral studies in the direction of "Pedagogical Sciences" (IAAR);
- 1st place in Kazakhstan 2050-National Institutional Ranking for Innovation and Academic Excellence (KAZSEE).

Accreditation of educational programs for the 2020/2021 academic year.

The total number of accredited EPs for a period of 5 years was 23, of which bachelor's programs - 6, master's programs - 7, PhD degree - 10. The EP is accredited by the agency according to the versions of IQAA, KazSee (table 2.3).

Table 1.2

Accredited programs by IQAA agency

№	Institutional/Program Accreditation	Accreditation period
1	8D01701-Kazakh language and literature	04.07.2021-03.07.2026
2	8D01702-Russian language and literature	04.07.2021– 03.07.2026
3	8D01601-History	04.07.2021– 03.07.2026
4	8D01510-Chemistry	04.07.2021– 03.07.2026
5	8D01513-Biology	04.07.2021– 03.07.2026
6	8D01515-Geography	04.07.2021– 03.07.2026
7	8D01403-Art Education (Fine Arts)	04.07.2021– 03.07.2026

Table 1.3

Accredited programs by KAZSEE agency

№	Educational program	Accreditation period
1	7M05302- Physics	18.06.21-17.06.26
2	8D05302- Physics	18.06.21-17.06.26
3	8D05401-Mathematics	18.06.21-17.06.26
4	6B01601-History	21.12.2021-20.12.2026
5	6B01701-Kazakh language and literature	21.12.2021-20.12.2026
6	6B01702-Russian language and literature	21.12.2021-20.12.2026
7	6B01703-Foreign language: two foreign languages	21.12.2021-20.12.2026
8	6B01704-Kazakh language and literature in non-Kazakh language schools	21.12.2021-20.12.2026
9	6B01705-Russian language and literature in non-Russian language schools	21.12.2021-20.12.2026
10	7M01601-History	21.12.2021-20.12.2026
11	7M01701-Kazakh language and literature	21.12.2021-20.12.2026
12	7M01702-Russian language and literature	21.12.2021-20.12.2026
13	7M01703- Foreign language: two foreign languages	21.12.2021-20.12.2026

14	7M01704-Kazakh language and literature in non-Kazakh language schools	21.12.2021-20.12.2026
15	7M01705-Russian language and literature in non-Russian language schools	21.12.2021-20.12.2026
16	8D02304-Linguistics	21.12.2021-20.12.2026

It is planned to accredit 16 EPs at the stage of implementation by the IAAR agency in the next academic year, 2021/2022.

For 2021/2022, it is planned to carry out accreditation of 20 EPs, depending on the funding of the university.

Rating of NCE "Atameken" for educational programs for 2021 (2020/2021 academic year).

The results of the National Chamber of Entrepreneurs "Atameken" ranking were revealed on December 29, 2020. The rating of NCE "Atameken" was based on 17 criteria, including the percentage of employed graduates and their average pay; the length of the job searches after graduation; and an assessment of program relevancy, career prospects, and student achievements.

In total, 33 bachelor's degree educational programs of KazNPU named after Abai took part. 13 educational programs are among the top 10. At the same time, the EP "Chemistry" in pedagogical sciences of our university turned out to be the most popular. That is, in the context of Kazakhstan, this educational program is the leader among other universities and took first place. The employment rate of graduates in this EP was 100%.

The top 20 included 8 educational programs. Top 21 includes 7 educational programs.

Detailed information about the ranking of educational programs of the university is available on the website of NCE "Atameken" <https://almaty.atameken.kz>

Table 1.4

Rating of NCE "Atameken" for educational programs for 2021 (2020-2021 academic year)

№	Educational program	Place in the ranking of EP
Pedagogical Sciences		
1	Chemistry	1
2	Geography	4
3	Russian language and literature	4
4	Fine arts and drawing	5
5	Informatics	6

6	Preschool education and training	8
7	Physics	9
8	Mathematics	14
9	Kazakh language and literature	15
10	History	15
11	Pedagogy and methodology of primary education	17
12	Biology	19
13	Defectology	19
14	Pedagogy and psychology	28
15	Two foreign languages	45
Natural Sciences		
16	Biology	10
17	Informatics	18
18	Ecology	29
19	Information Systems	39
Law		
20	International law	8
21	Jurisprudence	44
Arts and Humanities		
22	Foreign philology	6
23	Fashion Design	6
24	Architectural Design	7
25	Graphic Design	7
Social Sciences, Journalism and Information		
26	Psychology	13
Business, management and law		
27	Management	21
28	Finance	64

2. Center for Academic Excellence

2.1 Contingent of students

The total contingent of the university in the 2020/2021 academic year was a total of 16,848 students, including:

- bachelor's degree: 14,848 people, or 88% of the total contingent, of which: full-time education-12,232 people, including on a state educational grant of 7,605, on a paid basis of 6,508 people; 148 people for part-time education, including 148 people on a paid basis; 1486 people for DOT-1486, including 1486 people on a paid basis;
- master's degree: 1450 people (9%), 1214 on state order and 236 on a paid basis;

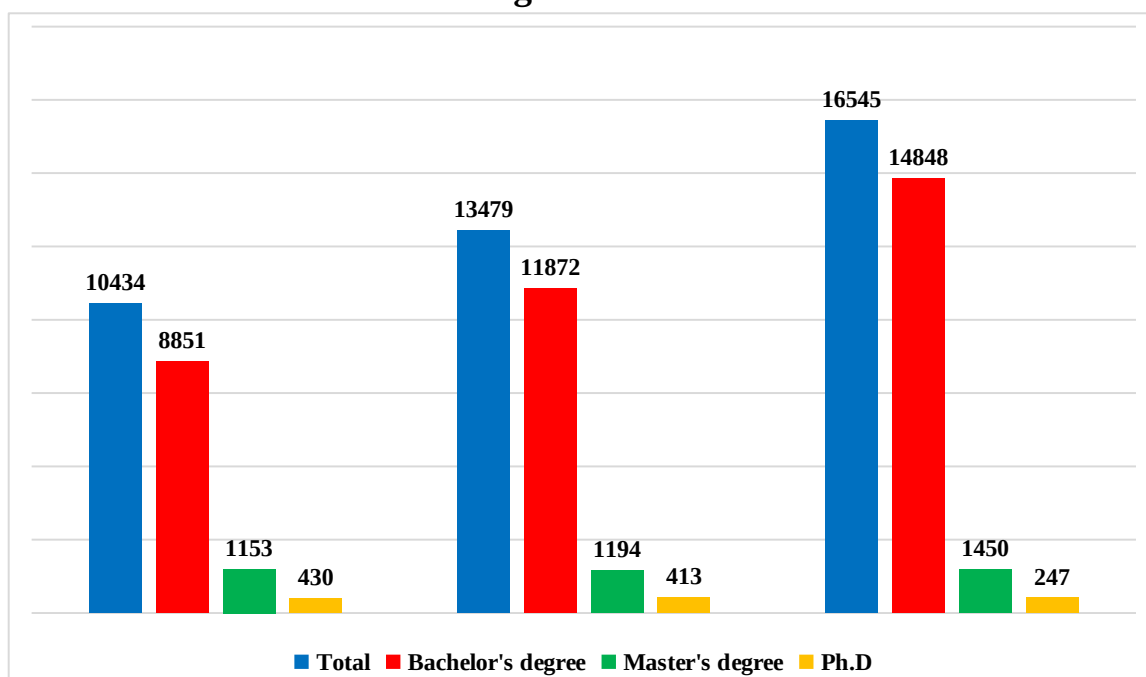
- doctoral degree: 247 people (3%), of which 217 on a state order and 30 people on a paid basis.

7,605 people study on educational grants. The contingent of bachelor's degree students is 88%, postgraduate education is 12%. The contingent of foreign students is 465 people, or 3% of the total.

The contingent of students by level of education over the past three years is shown in Diagram 3.1.

Diagram 2.1

Contingent of students



According to a study of enrollment at the university during the last three academic years, there are now 29% more students than there were in the academic year 2019/2020. Although from 2018 to 2020 the total number of students in postgraduate education has increased, their share in the total contingent has decreased and amounted to 12% in the 2020/2021 academic year (2019/2020-15%, 2018/2019-19%, 2017/2018-19.4%).

Admission 2020: 6,587 people, including bachelor's degree s: 5,703; master's: 826; doctoral: 58 people, which is 24% more than in 2019 (4,381 people).

Admission 2019: 4,381 people, which is 20% more than in 2018 (3,654 people).

Admission in 2018: 3,654 people, which is 41% more than in 2017 (2,589 people).

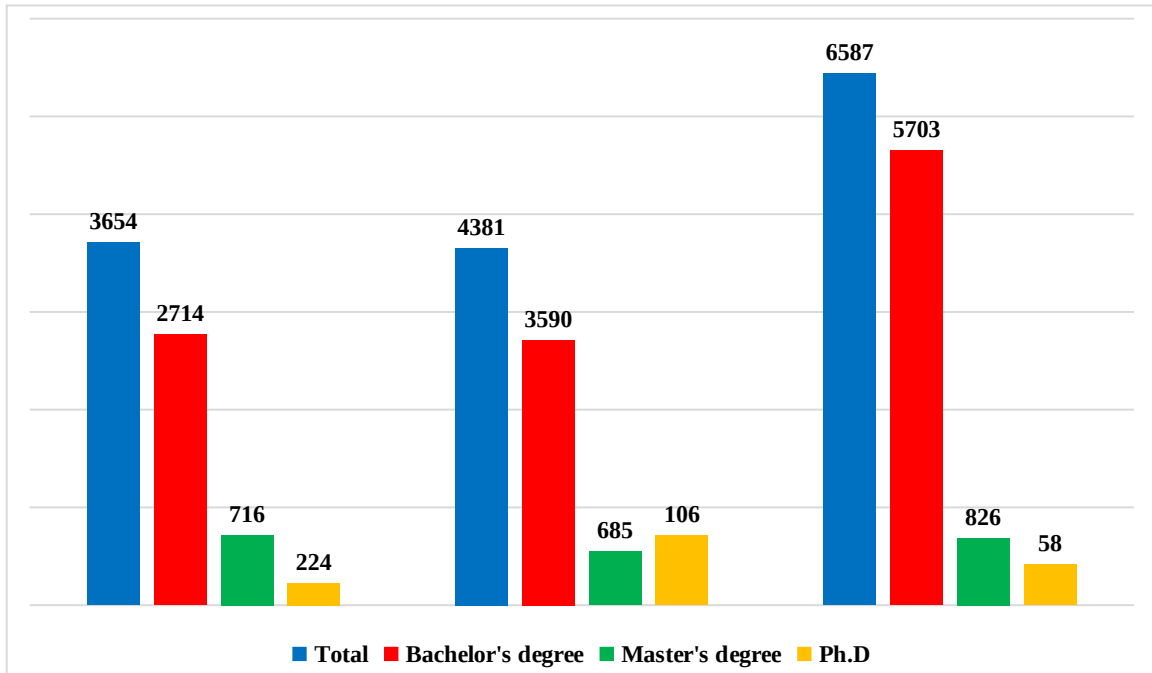
There is a positive trend in the average score of applicants in recent years: 2018-89; 2019-90.2; 2020-90.5 points.

Talent Acquisition.

In 2020, 466 "Altyn Belgi" holders were enrolled in the first year (compared to 318 in 2019); school graduates with a certificate with honors-480 (compared to 182 in 2019); and college graduates with a diploma with honors-99 (compared to 44 in 2019).

Diagram 2.2

Admission for 2018-2020



Number of students studying in English.

In the 2020/2021 academic year, there were 278 students enrolled in pedagogical educational programs in natural sciences in English, including:

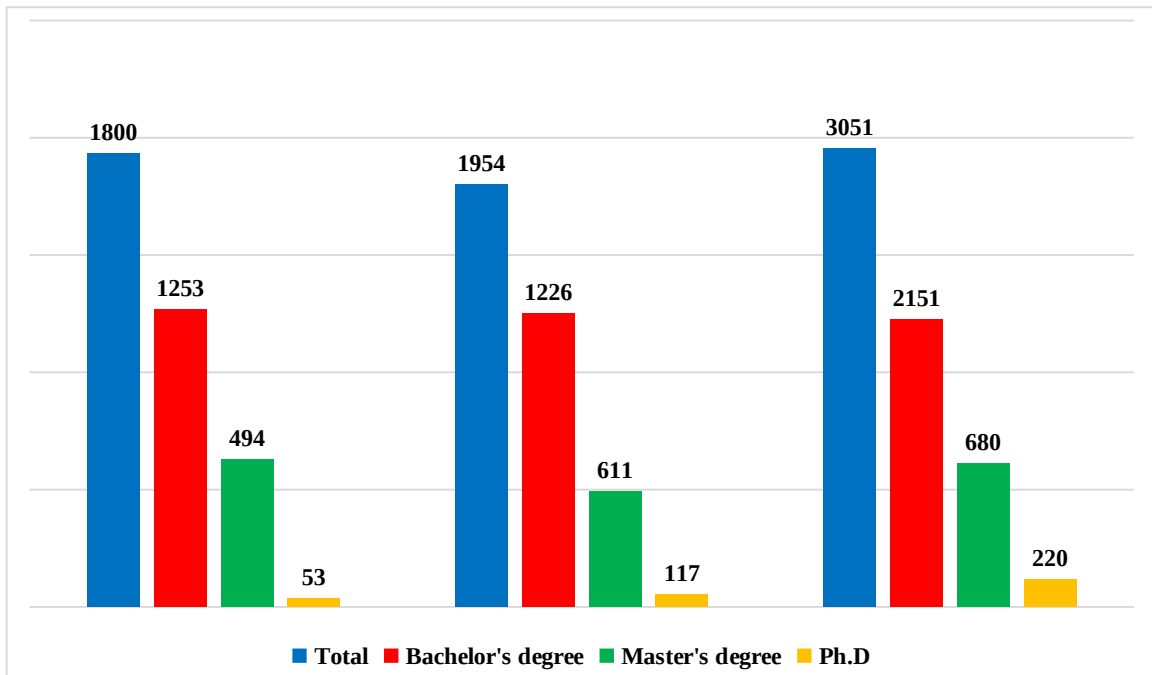
- 1st year-15 people, including: "Physics" - 8, "Informatics" - 2, "Chemistry" - 3, "Biology" - 2;
- 2nd year-94 people, including: "Physics" - 13, "Chemistry" - 23, "Computer Science" - 18, "Biology" - 40;
- 3rd year-110 people, including: "Physics" - 25, "Chemistry" - 21, "Informatics" - 8, "Biology"- 56;
- 4th year-59 people, including: "Physics" - 18, "Chemistry" - 9, "Biology" - 32.

In the 2020/2021 academic year, 12 people enrolled the new educational program "**Primary Education in English**".

3051 specialists graduated in 2021: 2151 bachelors (of which 265 graduates obtained honors degrees, or 21%), 680 masters, and 220 Ph.D.

Diagram 2.3

Graduation for 2018-2020



2.2 Academic work.

KazNPU named after Abai is a multidisciplinary center for training scientific, scientific and pedagogical personnel in the fields of pedagogical education, business, management and law, information and communication technologies, art, and humanitarian, social and natural sciences.

During the reporting period, the University's educational activities were carried out in accordance with the state obligatory standards for higher and postgraduate education. The organization of the educational process was implemented through working curricula and educational programs in accordance with the approved Academic calendar.

A new version of the Code of Academic Integrity has been developed and approved (posted on the University website). Advisors hold sessions at the start of each study group to familiarize and explain the fundamental principles of academic honesty.

The University has been running the Resource Center for Inclusive Education for universities in the Republic of Kazakhstan since 2012. The Virtual Laboratory of Inclusive Education for Teachers and Practitioners was opened in April 2020.

For students with exceptional educational requirements, intra-university legal support of the educational process is offered. Methodological Recommendations and Distance Learning Rules were produced during the reporting period.

This category of students is provided with social assistance (discounts for education, free medical care, volunteer support), a barrier-free environment has been created (ramps, handrails, elevators, tactile paths, etc.); and a version of the university website for the visually impaired. Special equipment has been installed (for students with visual and hearing impairments: a special "reading machine", "SARACE", a digital talking book for individual use DAISY-player, Joyce NVDA

screen access program, webcams for lip-reading communication, etc.). In the learning process, a comprehensive psychological and pedagogical, informational, and adaptive support is provided.

Organization of the educational process, control and evaluation of students' knowledge.

By the decision of the Academic Council of the University (protocol No. 1 dated August 27, 2021), the percentage of knowledge control forms "test" - 40%, "written" - 50%, "oral" - 10%.

The winter test session of the 2020/2021 academic year included 13,470 students, including 10,861 bachelor's degree s, 1,158 master's students, and 390 doctoral students. 13,470 students (without graduation courses) participated in the spring session of the 2020/2021 academic year, comprising 10,861 bachelor's degree students and 1,158 master students.

Academic achievement for the last 3 years by level of education is presented in Table 3.1:

Table 2.1

Student achievement (%)

Degree	2018/2019		2019/2020		2020/2021	
	Winter	Spring	Winter	Spring	Winter	Spring
Bachelor's degree	76	76	84	94	85	85
Master's degree	91	91	90	96	97	97

Professional practices are carried out based on the training direction. Students in the pedagogical profile of training engage in continuous pedagogical practice throughout their studies. Practice-oriented training has been implemented at KazNPU named after Abai in order to improve teacher education:

In educational programs with a pedagogical profile, the volume of practices has been increased to 20 academic credits (33 ECTS), specifically:

- on 1st year – 2 ECTS
- on 2nd year– 4 ECTS
- on 3rd year – 8 ECTS
- on 4th year – 19 ECTS

Pedagogical practices are implemented in the format of continuous practice for 6 semesters, from the third to the eighth semester.

Since the 2019/2020 academic year, a new form of continuous teaching practice (dual training) has been implemented for graduate students for two semesters, in the amount of 15 credits (4/2): 4 days a week - practice, 2 days - theoretical training.

In the 2020/2021 academic year, continuous teaching practice for students with elements of dual education was introduced: 2nd year - 5/1: 5 days of study, 1 day of practice; 3 course - 3/3: 3 days of training, 3 days of practice; 4th year - blended learning (interactive module (2 weeks) + DL module (13 weeks) at the

beginning and middle of the semester) and practice throughout the year.

Students are fully provided with the bases of industrial and pedagogical practice, for the passage of which the University maintains a social partnership with educational institutions (kindergartens, secondary schools, gymnasiums, lyceums, specialized schools, correctional boarding schools, colleges), financial institutions, law enforcement agencies, enterprises and organizations.

The bases of practice for students of a pedagogical profile are distinguished by a high level of qualification and pedagogical professionalism of pedagogical workers, in-depth study of specialized disciplines, modern material, technical and information and communication equipment, etc. Internship contributes to an increase in the level of professional competence, the development of creative initiative and skill of graduates, future teachers. It is practiced by students to conduct open lessons, which are attended by teaching staff, the leadership of the University, district departments of education in Almaty.

The total number of pedagogical students who completed educational, pedagogical and pedagogical internships in the 2020/2021 academic year amounted to 8730 students (1st year - 3219 people, 2nd year - 1963 people, 3rd year - 2031 people, 4th year - 1517 people). 244 contracts and 107 memorandums were signed for the internship. The passage of teaching practice by students makes it possible to implement the principle of practice-oriented learning, involves a deeper mastery of practical skills, at the same time, providing assistance to educational institutions with a shortage of teachers, contributes to the early employment of graduates.

Students of master's and doctoral Ph.D. according to the Academic calendar of the 2020/2021 academic year, they underwent pedagogical and research internship.

2.3 Employment of graduates.

In order to employ graduates, the University annually holds traditional Job Fairs. The Graduate-2021 Job Fair was attended by education departments and school directors of the Almaty region, the cities of Nur-Sultan, Almaty, Pavlodar, the Baldauren Regional Educational Center, the educational portal www.bilimland.kz. According to the results of the fair, today the teachers of mathematics, physics, computer science, elementary grades, employees of preschool education institutions are most in demand.

For the employment of KazNPU named after Abai graduates, the Mansap mobile application has been developed and implemented, which allows the graduate to find vacancies at the place of residence and find a job without outside interference, and the employer to save time when looking for the right specialist.

In 2020, it was employed: 95% of graduates, in 2020, 208 graduate students by the time they graduated from the University were employed in schools at the place of teaching practice.

In 2021, it was employed: 97% of graduates, in 2021, 210 graduate students by the time they graduated from the University were employed in schools at the place of teaching practice.

For the 2020/2021 academic year, KazNPU named after Abai has 244 partnerships with employers, of which 232 are state organizations.

Graduation and employment of graduates for the last 3 years is presented in 3 tables 2.2, 2.3, 2.4:

Table 2.2

Employment of graduates for 2019

Degree	Release 2019	Release of 2019 under the state order	Total employed (%)	Employed under the state order (%)
Bachelor's degree:	1253	476	1215 (97%)	458 (96%)
Master's degree:	494	438	479 (97%)	419 (95%)
PhD	53	37	53 (100%)	37 (100%)
TOTAL	1800	951	1747 (97%)	914 (96%)

Table 2.3

Employment of graduates for 2020

Degree	Release 2020	Release of 2020 under the state order	Total employed (%)	Employed under the state order (%)
Bachelor's degree:	1226	455	1147 (94%)	431 (95%)
Master's degree:	611	565	593 (97%)	533 (94%)
PhD	117	113	117 (100%)	113 (100%)
TOTAL	1954	1133	1857 (95%)	1077 (95%)

Table 2.4

Employment of graduates for 2021

Degree	Release 2021	Release of 2021 under the state order	Total employed (%)	Employed under the state order (%)
Bachelor's degree:	2151	862	2062 (95%)	819 (95%)
Master's degree:	680	421	485 (95%)	401 (95%)
PhD	220	200	220 (100%)	200 (100%)
TOTAL	2910	1483	2767 (97%)	1311 (88%)

By 2025, KazNPU named after Abai aims to become a center of academic excellence. The advantage of Abai University is that the university offers opportunities for quality education to everyone and at any age. The ability to identify promising competencies is defined as the institutional responsibility of the university.

KazNPU named after Abai took part in the republican initiative to create 15 Centers of academic excellence of universities, improve the status of higher education, strengthen the material and technical base, and train highly qualified specialists for a scientific and technological breakthrough.

Abai University, in order to implement the concept of Life-Long Learning, provides the opportunity for conscious learning throughout life for personal or professional reasons, regardless of age.

KazNPU named after Abai has developed a Project to create a School of Management in Education by 2023, the purpose of which is to optimally and creatively solve pedagogical problems using knowledge about the individual characteristics of the brain organization of higher mental functions.

The university set the task of creating an interdisciplinary school of inclusive pedagogy by 2021. This task was not completed because the project requires material investments. At the moment, the implementation of the task is distributed over the years, a detailed implementation project has been developed until 2024.

Abai University has developed the project "Laboratory: "Media Lab S-3". The purpose of the methodological laboratory of natural subjects for small-class schools is to prepare future teachers of natural subjects for work in the UGS, to create conditions for the formation of creative activity of students in the educational process when preparing for pedagogical educational programs for bachelor's degree (6B01515-Geography, 6B01513-Biology, 6B01510-Chemistry), magistracy (7M01515 - Geography, 6M01513-Biology, 6M01510-Chemistry), doctoral studies (8D01515 - Geography, 6D01513 - Biology, 6D01510 - Chemistry) and research work of students, bachelor's degree s and doctoral students.

In 2021, a set of events was completed to conduct online master classes, olympiads, competitions, etc. with UGS students.

The University is creating a Center for Teaching Excellence in the direction of Meta-subject training of teachers of general education schools.

In the 2020-2021 academic year, 108 employees of regional and district methodological offices underwent advanced training according to the plans of course events of the CTC and DO (in the 2018-2019 academic year, 48 employees of the RCC were trained, in the 2019-2020 academic year, 22 employees of the RCC were trained).

Since the 2018-2019 academic year, Winter and Summer Schools have become traditional at the university for the teaching staff of Abai University.

In the 2020/2021 academic year, work was carried out to improve the teaching and research competencies of the teaching staff of Abai University:

- **Summer online school:** “Digital Teacher”, 730 teachers of the University, 60 teachers of schools in Almaty were trained;
- **Summer school:** “Experience and problems of higher pedagogical education”, 1047 participants;
- **Winter school:** “Pedagogical education in the format of distance learning”, 1127 participants.

The "Silver University" Abai University was created - an educational space for teaching adults: computer literacy and IT skills courses, art courses, language courses, various needlework techniques, fitness, dancing, a psychological and pedagogical school, the basics of financial literacy, etc. Within the framework of "Silver University" held art courses, various needlework techniques, fitness and dance courses. Department of Music Education and Choreography in the sports complex of KazNPU named after Abai, teacher E.S. Omin conducted fitness aerobics. However, due to restrictions caused by the pandemic (Covid-19) and quarantine, it was suspended.

Through deeper cooperation with schools and the development of networked professional pedagogical communities, the Abai University Academy of Teaching Excellence serves as a center for research, development and dissemination of innovations in the education system of Kazakhstan, such as new types of schools and innovative methods, etc.

In April 2021, the design of diplomas of our own sample for bachelor's and master's degrees was approved with a QR code containing a link to the diploma verification page, the diploma number is represented by an 11-digit unique digital code.

2.4 Questionnaire.

In order to study the level of satisfaction of students with the quality of educational activities and further work to improve the educational services provided, an appropriate diagnostic toolkit was developed - the questionnaire "Assessment of the content of the training course and its teaching". A survey of students was organized and took place in 2 stages: from October 14 to 16, 2020 and February 13 to 19, 2021.

The purpose of the survey is to identify the degree of satisfaction of students with the quality of teaching academic disciplines and the professional skills of teachers in a pandemic. One of the main tasks of the survey is to assess satisfaction with the quality of teaching at the university.

The online form of the questionnaire was created using Google forms and distributed via a mobile phone to the general chat of students in the form of a link to the questionnaire. Informing about the survey was carried out with the help of department employees. The survey involved students in 133 EPs (Table 1) 2, 3, 4 bachelor's degree courses and 1, 2 master's courses. The total number of respondents was 3997 students (bachelor's degree - 3605, master's degree - 392).

Conclusions that can be drawn from the analysis of the survey of students:

1. Take measures to improve the quality of teaching a number of academic disciplines.
2. Discuss the shortcomings in the quality of teaching of academic disciplines.
3. Provide effective scientific guidance to teachers.
4. Work on the shortcomings in the organization of practice.
5. Heads of structural divisions of the university:
 - discuss the results of the survey in their teams.
 - develop specific measures to eliminate the shortcomings noted by students in their activities.
 - to strengthen the work on attracting students to the research work of students.

Also in April 2021, a survey was organized “Satisfaction of Teachers with working conditions at KazNPU named after Abai”. The purpose of the study is to assess the satisfaction of teachers of KazNPU named after Abai with working conditions. The main objectives of the study are: to identify the features of labor motivation of university teachers; determining the degree of satisfaction of teachers with various aspects of work; generalized proposals and recommendations for improving working conditions; development of recommendations for improving the working conditions of teaching staff. The methodological basis is a mass survey of university teachers. The survey was conducted in the form of an online survey of teachers using a specially designed questionnaire. The online application form was created using Google Forms. In total, 771 teaching staff or 73% of teachers from the total number of teaching staff in 9 structural divisions of the university were surveyed.

The results of the survey show that the motivating factors for teachers of KazNPU named after Abai are the possibility of self-realization and the importance of interpersonal relationships in the team (every second). Every third university teacher notes the importance of such factors as the prestige of work at the university and the proposed working conditions (schedule, location of the university, vacation time, etc.). It should be noted that most teachers are not motivated by economic incentives. Thus, on the basis of the study, it is possible to recommend the need to improve working conditions both in the university as a

whole and in its individual divisions. In particular, this concerns the equipping of classrooms, laboratories with modern technical teaching aids, the availability and provision of computer, Internet resources and office equipment, social support for teachers, social and domestic aspects of labor activity (cloakrooms, toilets, canteens).

2.5 Library stock.

The scientific library of KazNPU named after Abai is a center for the dissemination of knowledge, a center for spiritual and intellectual development. The scientific library is a structural subdivision of the university, which provides students and faculty with modern educational, methodological and scientific publications, as well as fiction. Conducts current informing the departments about the arrival of new information resources (books, magazines in electronic and traditional form). Provides access to foreign databases.

Information and methodological support of the educational process is carried out by the scientific library. There are memorandums of cooperation with the Central Library Service of Almaty, the Republican Scientific and Technical Library, the Republican Scientific and Pedagogical Library, cooperation agreements with the Republican State Enterprise on the Right of Economic Management "Gylym Ordasy" of the Science Committee of the Ministry of Education and Science of the Republic of Kazakhstan, libraries of Kazakhstan universities.

The book fund of the library is presented in various fields of knowledge, corresponding to the profile of the University in the state, Russian and foreign languages.

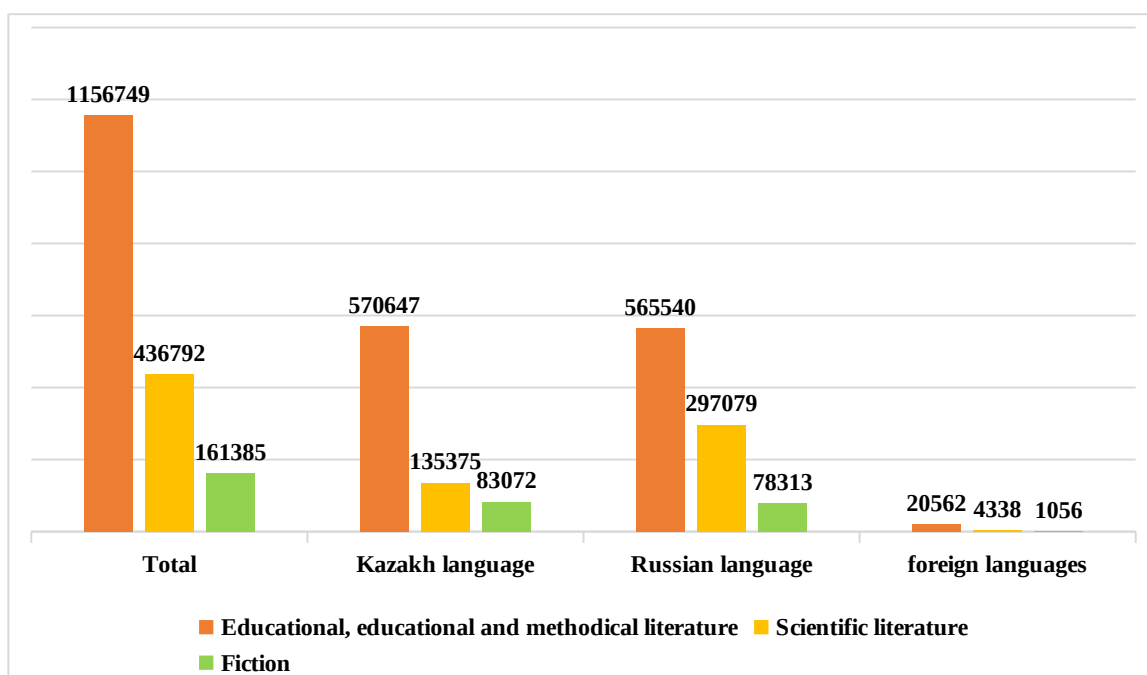
The main book fund of the library in the reporting period is 1,756,012 copies of educational and educational-methodical, scientific and fiction publications, journals, dissertations, electronic textbooks, including 789,094 copies in the state language, 940,932 in Russian, in foreign languages – 25,986, including:

- educational, educational and methodical literature 1,156,749 copies (66% of the total fund), including in Kazakh - 570,647, in Russian - 565,540, in foreign languages - 20,562;
- scientific literature - 436,822 copies (25% of the total fund), of which in Kazakh - 135,375, in Russian - 297,079, in foreign languages - 4,338;
- fiction - 162,441 copies (9% of the total fund): in Kazakh - 83,072, in Russian - 78,313, in foreign languages - 1,056.

The amount of educational, scientific, fiction is given in diagram 2.4.

Diagram 2.4

The amount of educational, educational and methodical, scientific, fiction



For the 2020/2021 academic year, the library fund was replenished with 12,960 copies of literature of 211 titles, including: in the state language - 7,036, in Russian - 1,516, in foreign languages - 4,408. 4,006 copies of publications of the teaching staff of the University, in the state language - 2602, in Russian - 746, in English - 658.

The number of registered users is 13,565, including students - 11,968, teaching staff - 670; daily visits averaged 800 - 1000 users; number of visits - 189,910; the number of issued literature - 806 950 copies. The reading rooms of the university library work not only in academic buildings, but also in 5 student dormitories, which are allocated 1 743 copies of literature.

Library users have the opportunity to use the global information network Internet. Access to external electronic resources is provided: full-text databases of the Kazakhstan National Electronic Library (KazNEB) www.kazneb.kz, Republican Interuniversity Electronic Library (RMEB) www.rmeb.kz, electronic library "Epigraph", "LantarTrade", RSL "Library of Dissertations", Scopus abstract database, Elsevier company, Plenipotentiary.com.: www.polpred.com, "Online Willey", EBS "IPRvooks", Oxford University Press www.Universitypressscholarship.com. Library users via the Internet have remote access to the library's electronic catalog (library.kaznpu.kz).

The electronic library is available to all users through the local network of the University at library.kaznpu.kz. The search for the necessary document does not require a special installation of the program on a personal computer through the J-IRBIS automated library and information system; it is displayed in a virtual exhibition on the library's website along with a list of new literature received. The electronic catalog has 98,509 entries.

A fund of electronic resources is remotely available, which is 1,337,143 items.

The library provides the following electronic services:

- access to the library's own electronic catalogue, full-text database and bibliographic database;
- translation of documents and literature on electronic media;
- access to remote electronic resources, network resources;
- digitization of documents;
- putting down the UDC index (universal decimal classification);
- printout of electronic copies;
- delivery of ordered documents via electronic communication channels;
- electronic delivery of documents from the resources of other libraries;
- holding online webinars;
- preparing and conducting presentations.
- library catalogue, full-text database and bibliographic database;

For the 2020/2021 academic year, 6875 users, students, Bachelor's degrees, doctoral students, and a teacher were registered.

The general statistics of visits by users of electronic resources amounted to 121,907 site visits for the 2020/2021 academic year.

Currently, the library has switched to the updated J-IRBIS program, in connection with which work is underway to convert and edit the database. The database is updated at the same time. Editing of the converted KABIS database in IRBIS continues. 863 entries corrected; inventory numbers and barcodes of 91,849 copies of literature were checked. Work continues on the digitization of the only, few copies, rare literature, periodicals. On average, 12 books are digitized during a working day. For the 2020/2021 academic year, 865 book titles (10% of the book fund) were digitized.

In the 2020/2021 academic year, 123 information and bibliographic classes were held, which were attended by 3485 people; 47 book exhibitions, 3,845 editions were arranged; 1710 different bibliographic references were made, 321 titles of periodicals, 87 scientific collections were described; to the electronic database.

9 (full text) names of scientific journals from 2017-2020 were entered in the database "Journals" in full text.

386 full-text newspaper articles have been entered into the database "Card file of articles". Work continues on the preparation of a new database based on the materials of the collections of scientific conferences held at the university.

The International Online Conference "Modern Technologies in the Conditions of Inclusive Education" was held.

On the occasion of the 180th anniversary of Ybyrai Altynsarin, an informative evening "Dala konyrauy" was held together with the Department of the Pedagogical Cycle of the Institute of Pedagogy and Psychology. The current exhibition "Ulymyzdyn ulykty ustazy Ybyrai" has been designed.

7 online webinars were held, 1502 applications were completed via electronic document delivery; received 15 certificates for participation in online webinars; downloaded from various electronic library systems 731 copies of books and 350 copies of scientific journals.

The main task of the library is to contribute to the formation of the personality of the student of cultural heritage. To achieve this goal, the library during the academic year organized book exhibitions on loan in accordance with the calendar of significant and memorable dates and the plan of educational work of the university, provided consulting assistance to teachers, university staff in holding mass events, competitions, conferences, seminars and other events.

3. Transformation into a national research university

Transformation into a national research university is one of the priority areas of activity and the most important vector of development of KazNPU named after Abai.

In the Development Strategy of Abai University for 2020-2025. the task was set to transform KazNPU named after Abai into a national research university by 2023. According to the developed university development project, in the 2020/2021 academic year, KazNPU named after Abai was transformed into a national research university.

KazNPU named after Abai has created conditions for the functioning of the research ecosystem. There is a Scientific and Innovation Park, 11 scientific and scientific and methodological centers, 5 scientific laboratories, and a pedagogical STEM park.

Research projects in progress in 2020 both within the framework of the state order of the Ministry of Education and Science of the Republic of Kazakhstan, and on intra-university grants, they correspond to the priority areas for the development of domestic science for completed projects in 2028-2020 and projects that started for the 2021-2023 period:

- Scientific foundations of "Mangilik El" (Education of the XXI century, fundamental and applied research in the field of the humanities);
- Research in education and science;
- Research in the social and human sciences;
- Scientific research in the field of natural sciences;
- Rational use of natural resources, including water resources, geology, processing, new materials and technologies, safe products and structures;
- Information, telecommunication and space technologies;
- Energy and mechanical engineering.

The members of the National Scientific Councils in the 2020/2021 academic year are the scientists of KazNPU named after Abai - Abylkasymova A.E. (NNS Research in Education and Science), Akhmetov B.S. (NNS "Information, communication and space technologies"), Khamzina Zh.A. (NNS "Research in the field of social sciences and humanities").

The high potential is confirmed by the fact that the university scientists were included in the General rating of the best 50 teaching staff of universities in the Republic of Kazakhstan: Bekturov E.A. (8th place) - chemistry, Kosov V.N. (24th place) - physics.

The holders of the state scientific scholarship, who made an outstanding contribution to the development of science and technology in 2020, are Doctor of Law, Professor Buribaev E.A., PhD doctor, postdoctoral student Dostilek D.

According to the results of the competition "The best teacher of the university - 2020" became the winners of Ph.D. professor Abdigapbarova U.M. and Ph.D. and about. Professor Kakimova L.Sh.

Doctor of Philosophy (PhD) S.G. Belous in 2020 became the absolute winner of the International Competition for Young Teachers of the CIS Member Countries "Pedagogical Start-2020", with the right to internship at a foreign partner university of Moscow State Pedagogical University.

Master student of the 2nd year Ospanova S. specialty 7M01702 - Russian language and literature was awarded the Scholarship of the President of the Republic of Kazakhstan N.A. Nazarbayev (Nur-Sultan, MES RK, 11/06/2020, No. 471. Supervisor Professor D.D. Shaybakova).

In order to further develop the scientific potential of the university, competitions are held for filling the positions of research professor and postdoctoral fellow. In 2020, 7 postdoctoral fellows were accepted to these positions.

KazNPU named after Abai is the owner of an independent award "Leader in publication activity in the Web of Science Core Collection over the past 5 years among pedagogical universities of the Republic of Kazakhstan" according to the international information and analytical platform Web of Science. In 2020, a total of 165 articles were published in foreign journals with an impact factor, including 32 articles on the WoS scale, 133 articles on Scopus. A significant indicator is the citation of authors and the increase in the number of authors with the Hirsche index - 286 university teachers. In 2020, Clarivate Analytics recognized Doctor of Law, Professor E.A. Buribaev as the best author in the field of humanities and social sciences.

11 foresight sessions were held in supervised areas of teacher training:

- on the development of the network master's program "Pedagogy and Psychology" (Pedagogical measurements), together with the Moscow State Pedagogical University (Russia) (February, 2021);
- on topical issues of distance education - online meetings with the participation of leading specialists in educators and psychologists in order to exchange experience (19.02.2021);

- on the preparation and examination of educational programs (29.03.2021);
- according to the experience of Hungarian conductologists of the Institute of Conductive Development - A. Pete.

As part of research activities, funding for projects increased by 1.8 times.

The following projects were implemented at KazNPU named after Abai in 2020:

- Projects under grants of the Ministry of Education and Science of the Republic of Kazakhstan - 29 for 258.3 million tenge.
- Contractual projects - 2 for 39.2 million tenge.
- Joint projects with the Higher School of Economics -5 for 50 million tenge.
- Tripartite international project - 1 for 15 million tenge.
- Integration projects with the Research Institute of the Republic of Kazakhstan - 15 for 50 million tenge.
- NC and NL NIP projects - 7 for 24 million 165 thousand tenge.

As part of the commercialization of the results of scientific and scientific and technical activities under the World Bank competition, at the end of 2020, the project "Development of integrated technologies for micro-hydraulic and wind power plants for the production of heat and electricity" was completed in the amount of 83 million 750 thousand tenge.

The commercialization department of the RNTD conducted additional educational courses with an income of 1 million 65 thousand tenge, in 2020 the Erasmus + project was won, KazDual, KazNPU received 73 thousand euros.

The management of the university pays great attention to the science of young scientists. Due to quarantine restrictions, the annual internal competition for young scientists was held at the end of 2020, 12 projects for a total of 28.5 million tenge were identified for funding in 2021. In addition, it should be noted that in 2020, in general, 2 students, 6 Bachelor's degrees, 41 doctoral students took part in all grant funding projects of the Ministry of Education and Science of the Republic of Kazakhstan, integration projects with republican research institutes and NIP projects of the university.

The teaching staff of the university participated in 11 joint projects with foreign partners.

Based on the results of project activities, teachers received 3 patents and 60 copyright certificates in 2020.

Research work of students.

The departments prepare students and Bachelor's degrees for participation in international and republican olympiads and competitions. 26 students became the

winners of international olympiads and competitions in 2020. The winners of the Republican Olympiads and competitions in 2020 were 89 people.

The university has 14 Dissertation Councils for the defense of a PhD doctoral dissertation in the field, which includes 32 professors of the university. On the basis of the dissertations of KazNPU named after Abai, together with doctoral students from other universities, 11 dissertations were defended.

4. Internationalization and international recognition

4.1 The international cooperation

The international activities of the university are aimed at expanding international contacts, creating international centers, conducting joint projects and research, attracting foreign students and teachers, contributing to the image of KazNPU named after Abai as a leader in teacher education in the CIS, a driver of the country's development.

International cooperation in the field of education and science is carried out within the framework of international agreements concluded by KazNPU named after Abai with foreign scientific and educational institutions and organizations.

During the 2020-2021 academic year, the university signed more than 140 international contracts/agreements with universities in 33 countries, including 20 contracts with universities included in the TOP-500 of the Academic Ranking of World Universities (ARWU). Among them are such partner universities: (University of Pennsylvania (USA), University of Tsukuba (Japan), Friedrich Alexander University in Erlangen and Nuremberg (Germany), Peking United University (China), etc.).

Internationalization of education. As part of the initiative of the Ministry of Education and Science of the Republic of Kazakhstan “Development of an educational hub in Central Asia and modernization of science”, the University is intensifying marketing campaigns to attract foreign students from the CIS countries, China, Mongolia, and Korea. To this end, systematic work is being carried out to improve the image of Abai University in the international educational space, the prestige and attractiveness of education, including the demand for educational programs, the quality of educational services, favorable socio-cultural and living conditions.

Participation in international educational projects:

- American Councils project for 2020-2021;
- UNESCO scientific project implemented jointly with Okayama University for 2021-2024 “Promoting teacher education on climate change issues through cooperation between Asian centers of excellence in education for sustainable development” (Japan);
- project with the University of California at Sacramento (USA) “Evidence-Based Teacher Training and Organizational Culture”, US-Kazakhstan University Partnership Program;

- the Erasmus + KAZDUAL project "Implementation of a dual system in Kazakhstan", with the participation of European and Kazakhstan institutions of education and accreditation;
- the World Bank project “Russian Education Assistance for Development Program”;
- German-Kazakh joint project GEKAVOC.

International joint research projects have been implemented within the framework of international programs:

- 11 Erasmus+ MKM programs with universities in France, Lithuania, Romania, Germany, Slovakia, Poland and Turkey;
- 2 DAAD programs with Heidelberg Pedagogical University;
- 4 MEVLANA programs with the Universities of Niide, Ahi Evran, Marmara, Mugla.

In the 2020-2021 academic year, the contingent of foreign students amounted to 333 people (2.6%) from 12 countries of the world.

Particular attention is paid to the formation of a favorable and comfortable atmosphere of friendship and cooperation between foreign and Kazakh students, joint student activities, acquaintance of foreign students with the culture, history, traditions and customs of the Kazakh people. Foreign students are active participants in cultural, educational, scientific, and sporting events, as well as concerts, festivals, conferences, round tables, forums, seminars, and debates, among other things. A varied and interesting extracurricular life enables foreign students to quickly adapt to new circumstances and achieve success in learning Russian and Kazakh languages. Systematic work in this direction improves not only the efficiency of the educational process, but also the image of KazNPU named after Abai.

The strategic objective of KazNPU named after Abai is to attract foreign students by 2025 in the amount of 10% of the total contingent of students. To achieve this goal, the University intends to develop double-degree education, expand the training of teachers with knowledge of the English language, introduce new prestigious educational programs, provide students with educational services, socio-cultural and living conditions at the level of world standards.

International educational centers of Abai. Six worldwide educational facilities bearing Abai's name have been established by the university in China, Vietnam, Turkey, Russia, and Poland:

- Abai Center at the Ili Pedagogical University (PRC, 2011);
- Abai Center for Culture and Science at Hanoi National Pedagogical University (Vietnam, 2013);
- Abai Center for Culture and Science at Ho Chi Minh Pedagogical University (Vietnam, 2013);
- Center of the Kazakh language and culture named after Abai at Erzincan University (Turkey, 2013);
- Kazakh-Russian center of culture and science named after Abai at the Moscow Pedagogical State University (Russia, 2019);

- Abai Center of Kazakh Culture and Science at the Pomeranian Academy in Slupsk (Poland, 2019).

The 175th anniversary of Abai Kunanbayev was celebrated with a number of activities that included both domestic and international participants. The total number of events held is 40, among them: a round table "Abai and Pushkin" (Kazakh National Pedagogical University named after Abai and Chinese-Korean companies), international online webinars "Abai and Pushkin - the consonance of cultures", "Abai centers - a cultural bridge between countries", "Abai in different languages", "Abai is the son of humanity", the international round table "Abai recognized by the world", the challenge "Kozimnin karasy" performed by foreign students, etc.

KazNPU named after Abai considers the internationalization of education as the creation of conditions under which universities get the opportunity to mutually enrich knowledge, technology, experience, resources and cultural traditions.

External (outgoing) academic mobility of students.

As part of the program of external academic mobility on the basis of bilateral agreements, in the spring semester of the 2020-2021 academic year, **30 students** were trained in foreign partner universities in a remote format:

- 3 students - online double-degree education at the University of Lorraine (France) in the spring semester of 2020-2021 academic year;
- 11 students - online training as part of a double-degree education at the Pomeranian Academy in Slupsk (Poland) in the spring semester of the 2020-2021 academic year;
- 10 students - online education at Adam Mickiewicz University (Poland) in the spring semester of 2020-2021 academic year in a distance format;
- 2 students - online education at the University of Tsukuba (Japan) in the spring semester of 2020-2021 academic year;
- 1 master's degree student - online education at Vilnius University (Lithuania) in the spring semester of the 2020-2021 academic year;
- 3 students - online education at the Moscow City Pedagogical University (RF) in the spring semester 2020-2021 academic year.

Internal (incoming) academic mobility of students.

As part of the internal academic mobility program, on the basis of bilateral agreements with regional universities of Kazakhstan, in the spring semester of the 2020-2021 academic year, 10 students completed online training at KazNPU named after Abai from Aktobe University named after S. Baishev and Atyrau State University named after Kh. Dosmukhamedov.

Scientific internship of master's degree students.

According to the State Compulsory Standard of Postgraduate Education dated May 13, 2016 No. 292, as well as within the framework of the research work of a master student (experimental research work of a master student), the individual work plan of a master student provides for a mandatory scientific internship in scientific organizations or organizations, relevant industries or fields

of activity. On the basis of interuniversity agreements, 344 Bachelor's degrees of KazNPU named after Abai passed foreign scientific internships in an online format at such foreign universities as: Vytautas the Great University (Vilnius, Lithuania), Pomeranian Academy of Slupsk (Poland), Moscow City Pedagogical University (RF).

External (incoming) academic mobility of teaching staff.

As part of the program "Attracting foreign professors to the universities of the Republic of Kazakhstan" to give a course of lectures and conduct master classes in an online format for students of KazNPU named after Abai in the 2020-2021 academic year, 23 foreign lecturers from such foreign partner universities as: Sorbonne University (France), University of Perpignan Via Domitia (France); Szent Istvan University (Hungary), Omsk Humanitarian Academy (Russia) Tallinn University (Estonia), Academy of Special Pedagogy named after Maria Grzegorzewska (Poland), Peoples' Friendship University of Russia (RF), Kazan Federal University (RF), Moscow City Pedagogical University (RF), Armenian State Pedagogical University named after Khachatur Abovyan (Armenia), Akdeniz University (Turkey), Grodno State University named after Yanka Kupala (Belarus), Al-Azhar University (Egypt), National University of Uzbekistan named after Mirzo Ulugbek (Uzbekistan).

Internal (incoming) academic mobility of teaching staff.

The motivation for the teaching staff and staff of the University is the results of passing competitions and receiving scholarships from various international organizations. As part of the program "Attracting foreign teachers to universities in Belarus", 2 teachers of the department "Jurisprudence" went to Grodno State University named after Yanka Kupala (Belarus) to give a course of lectures in the spring semester 2020-2021 year.

For the 2020/2021 academic year, as part of a joint international project, in order to participate in international symposiums, scientific conferences and round tables, 27 teachers in their scientific areas completed an internship at 8 European universities on external (outgoing) academic mobility University of California Sacramento (USA), University Lorraine (France), University of Leipzig (Germany), Y. Kupala State University of Grodno (Belarus), Moscow City Pedagogical University (RF), Istanbul University (Turkey), Gazi University (Turkey).

KazNPU named after Abai submitted a total of 8 applications for participation in the Bolashak international scholarship program in 2020. The scholarships were awarded to two workers of the Department of International Cooperation based on the results of the competitive selection process.

1. Tajieva Marzhan, University of Bristol (Great Britain).
2. Aliyadin Zhaniya, University of Nottingham (Great Britain).

4.2 The international recognition

International rankings of universities are one of the important tools for assessing the quality of services provided at the international, regional and local levels.

International rankings play an important role in improving the competitiveness of universities, give a public assessment in the global context of the scientific and educational activities of universities, assess the quality of student preparation for professional activities, and show how entrepreneurial and international activities are carried out in universities. In addition, it helps applicants in choosing a university and study program.

Abai University currently occupies a leading position in teacher education in Kazakhstan, trains highly qualified specialists and is recognized within the country and strives for regional leadership in Central Asia.

KazNPU named after Abai participates in authoritative international university rankings.

Abai University participates in QS:

- QS World University Rankings
- QS EECA University Rankings
- QS WUR Ranking by Subject
- QS Employability Rankings
- QS ESG Metric
- QS Stars University Ranking

Quacquarelli Symonds World University Rankings (QS) is a leading global higher education company providing services to the global higher education sector, whose mission is to help future students and working professionals make the right education and skills development choices that will enable them to succeed in their careers and lives anywhere in the world.

Abai University participates in Times Higher Education (THE):

- Times Higher Education Impact Rankings
- Times Higher Education World University by Subject

The Times Higher Education World University Rankings (THE) is a global ranking of world universities that ranks universities that are active in research in all their areas of activity: teaching, research, knowledge transfers and international interaction.

RankPro Worldwide Professional University Rankings is an international professional ranking of universities, compiled on the basis of the opinions and assessments of the highest level experts - professors of various universities.

UI Green Metric World University Rankings is an Indonesian ranking system that aims to provide online survey results on the current status and policies of green campus and sustainability at universities around the world.

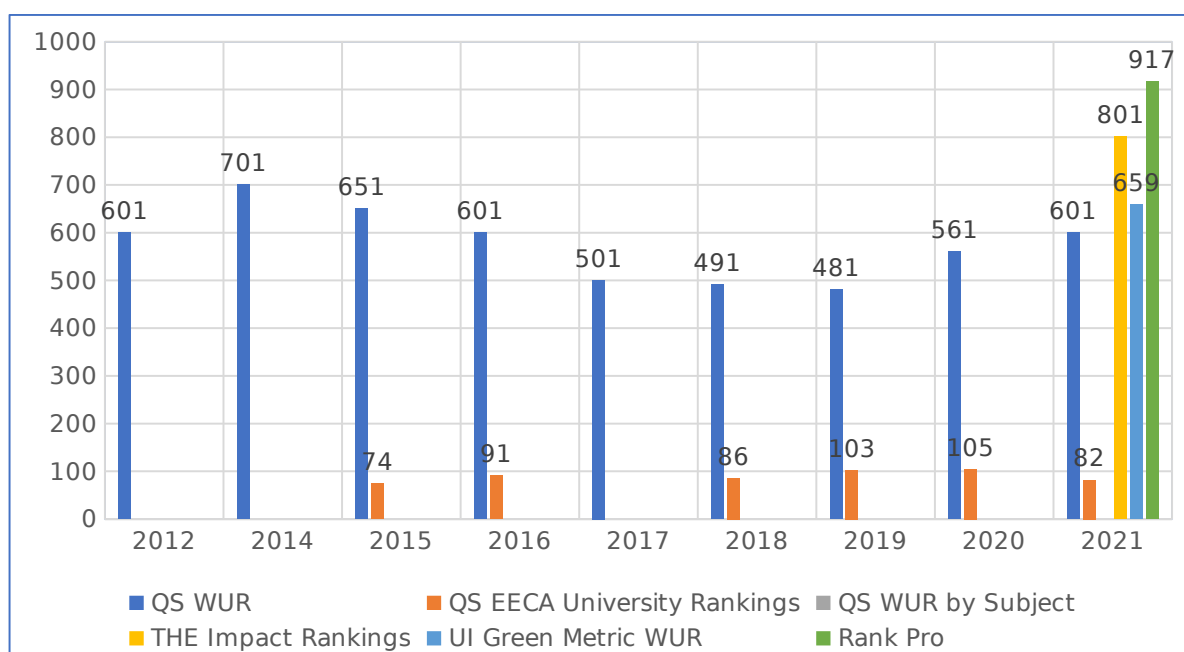
Each of these ratings has a general (institutional) version, subject (special) versions (including those generalized by areas), and some also regional versions.

According to the results of 2021, in the world scientific and educational space, KazNPU named after Abai occupies the following positions:

- **551-560** position in **QS World University Ranking-2022**, **5th** place among Kazakhstan universities (**601-650** position in 2021);
- **501+** position in **QS Graduate Employability Rankings 2022**, **2nd** place among Kazakhstan universities;
- **659** position in **UI Green Metric World University Rankings 2021**, **8th** place among Kazakhstan universities;
- **70** position in **QS EECA University Rankings 2022**, **4th** place among Kazakhstan universities (**82** position for 2021);
- **917** position in **RankPro Worldwide Professional University Rankings 2021**, **6th** place among Kazakhstan universities.

Diagram 4.1

International rankings (2012-2021)



KazNPU named after Abai consistently and systematically improves its position in authoritative international rankings in accordance with the requirements of standards, increasing the "visibility" of the university in the global educational space, as demonstrated by the diagram above.

5. Formation of the concept of personality "Tolyk Adam"

The educational and social work of the university is based on the following priority areas:

- national education.
- Improving the system of student self-government.
- Increasing the creative potential of youth.
- Development of the volunteer movement.
- Policy of academic honesty.
- Work on social support.
- Sport is a healthy lifestyle.

A wide range of events was held as part of the Rukhani Zhangyru program:

- "Tugan zher" - 9;
- "Latin alipbiine koshu" - 5;
- "Kazakhstannyn kyeli geography" - 1;
- "Student for men Bachelor's degree tardyn ulttyk sanasyn kalyptastyru" - 25;
- The project of Zhana humanitarian bilim: "100 Zhana okulyk" - 3;
- "Abai tanu zhana beleste" - 13;
- "Zhyr alyby - Zhambyl" - 5;
- "100 zhana esim - Tulgatanu" - 10;
- "Zhahandagy qazirgi kazak madenieti" - 2;
- "Uly dala zhastary" - 8.

In June 2021, an international scientific and practical online conference “Kazakhstannyn tauelsizdigi zhane ruhani-madeni kundulyktar” was organized under the “Tugan zher” project.

For the purpose of a deeper study of the heritage of Abai, broadening the horizons and spiritual development of the younger generation, the project "Abai tanu zhana beleste" was implemented. Under this project, 13 events were held in the year of Abai. In May 2021, on the occasion of the 175th anniversary of Zhambyl ZhAbai ev, a children's competition "Zhambyl Umiti" was organized.

In order to educate the younger generation on the example of outstanding personalities of Kazakhstan, the project “Kornekti tulgalardy zertteu-zerdeleu” was implemented. At the same time, under the project “Zhana humanitarian bilim: 100 zhana okulyk”, the publication of the series “Uly dala tulgalary” continues:

- Ancient Turks and other Kazakhs / Omarbekov t.-Almaty: Ulagat, 2020;
- Kazakh khans / Omarbekov t. - Almaty: Ulagat, 2020.
- Kazakh Bi-Chechens / Tebegenov t. - Almaty: Ulagat, 2020;
- Kazakh thinkers / Smagulova S.-Almaty: Ulagat, 2020;
- Public and state figures / Abzhanov Kh., Nurymbetova, Almaty: Ulagat, 2020;
- Kazakh batyrs / Abzhanov Kh., Nurymbetova city - Almaty: Ulagat, 2021;

- Akyn zhyrau / Ibraeva A.-Almaty: Ulagat, 2021;
- Alash arystary / Smagulova S.-Almaty: Ulagat, 2021;
- Personality lessons / Naribaev K., Mukatova D., Naribaeva N., Beisembaeva A. - Almaty: Ulagat, 2021;
- Son of the great steppe. Collection of memoirs about K. Naribaev / Nurymbetova, D. Mukatova, M. Naribaeva, A. Beisembaeva - Almaty: Ulagat, 2021.

In order to improve the status of the state language and ensure its sustainability, the project “Latin alipbiine koshu” was implemented. Within the framework of the project, conferences, seminars, round tables, an educational webinar “Latin alipbiine koshu - ulttyk sananyng zhangyruy” were held.

As part of the celebration of the 30th anniversary of the independence of the Republic of Kazakhstan, in educational work, attention was focused on increasing patriotism, spirituality and ideological orientation, ongoing activities, including popularization of the heritage of outstanding personalities.

Significant dates:

- 180th anniversary of Ybyrai Altynsarin
- 175th anniversary of Abai Kunanbaev
- 175th anniversary of Zhambyl Zhabaev
- 155th anniversary of Alikhan Bukeikhanov
- 150th anniversary of Khadzhimukan Munaitpasov

As part of the celebration of the 30th anniversary of the independence of the Republic of Kazakhstan in the field of education and educational work, 49 events are planned, including 10 international, 6 republicans, 6 cities, 27 within the university. Of these, 38 projects were implemented within the framework of the Rukhani Zhangyru program.

6. A University with a Social Responsibility

In the process of distance learning, talented youth from among the students achieved high results, winning prizes at international student projects, republican scientific conferences and competitions "Talents of the Mugalim -2020", "Zhas tilshiler forumy". With the direct assistance of the Social and Educational Work Department, 23 new student clubs were opened and the content of the ethical code of teachers, staff and students was updated.

The combined team of the Jas Times University achieved the best result in the IQ Almaty intellectual program, and the Everest student club also took the 3rd place in the Zhaidarman Life project. 80 university students who were active in the political and cultural life of the country were awarded diplomas on behalf of Elbasy Nursultan Abishevich Nazarbayev, chairman of the NurOtan party.

In order to activate and diversify the youth volunteer movement, it is planned to organize and implement activities in the following areas: pedagogical, inclusive, environmental, digital, cultural, legal volunteering, and the following social projects are being implemented:

- Izgilik elshisi / Accelerator of goodness - 17 universities of the Republic of Kazakhstan
- "Plant a tree"
- "Kedergisiz keleshek"

In order to counteract corruption and ensure a policy of academic honesty, the Parasat Center has been opened and successfully operates at the university. In the 2020-2021 academic year, this center, together with the Social and Educational Work Department, implemented the following activities:

- Meetings of students with the participation of the university administration before the winter and summer examination sessions,
- City round table "Adaldyk alany",
- Competition for the best drawing "Corruption through the eyes of children",
- A set of measures of the Republican Project Office "Sanaly Urpak".

In the 2020-2021 academic year, social benefits were provided to 1237 students - discounts (10% - 100%), the total amount of discounts in tuition fees amounted to 270,591,035 tenge. Of these, 17 orphans received free education in social categories, 24 students with special educational needs, 1020 students from socially vulnerable categories of the population. 33 orphans were assigned financial compensation for nutrition, 11 orphans were provided with free accommodation in university dormitories, 13 orphan graduates were paid cash compensation in the amount of 127,923 tenge and a one-time allowance in the amount of 11,668 tenge.

During the summer holidays, 35 students were involved in temporary work in the student labor group. In addition, 15 students were included in the selection committee, 80 student volunteers were involved in the work on the population census of the Medeu district.

In order to popularize mass sports among young people, 15 events were organized: 13 universities and 2 citywide competitions. According to the results of the XI Summer Universiade, university students - athletes won a total of 167 medals, of which 18 were gold, 47 silver, 102 bronze, thus taking 3rd place in the team standings among 60 teams from other higher educational institutions.

7. Digital University

Global digitalization trends and related innovative processes have a

significant impact on the Kazakhstan education system, which leads to a change in the structure of the educational process, its organizational formats and the applied pedagogical technologies and methods. KazNPU named after Abai successfully adapts the education system for the digital generation, surrounded by a dense digital environment. Based on the concept of "Ecosystem of learning" (Learning Ecosystem), the university is rethinking the learning process in connection with the rapid development of information technologies, systems and resources used, including in the field of education.

Information and technical equipment of the educational process.

Computer classes are equipped with 10th generation Core I5 computers, HP laserjet-2055 printers, Canon MF4410 scanners, Epson multimedia projectors; classrooms - interactive panels - Smart, IQ Board, laboratories - modern teaching and laboratory equipment. The University has scientific and educational laboratories: educational and scientific physics and technology, molecular physics, atomic and nuclear physics, optics, digital microelectronics, morphology and physiology, etc. Special audio and video systems, computers, microphones, interactive panels are installed in the language laboratories.

Verification of bachelor's theses and master's theses for anti-plagiarism is integrated into the IS "Univer 2.0". For the examination testing, the active network equipment was replaced, the local network was debugged in all departments of the University.

Informational resources.

The digital infrastructure of the University includes broadband Internet, network and server equipment, a fleet of computer equipment and peripheral equipment, digital services and resources. The computer park of the University consists of 1453 computers, of which more than 1000 units are used in the educational process. In the reporting period, 115 units of computers were updated in computer classes (40 units - TsT, 45 units - ISK, 9 units - IMFI, 14 units - IIKiS, 7 units - for the audience of the System for recording video lectures and conducting online classes). Computer classes are equipped with modern computer technology based on Intel Core I5, 10th generation and peripheral equipment.

There is a corporate telecommunications network based on fiber optic communication lines and switching and server equipment (Microsoft Teams, Zoom). The main communication lines between the buildings are based on fiber optic communication lines (FOCL), operate at a speed of 1 Gbit/s, provide fast exchange of data streams between all educational buildings, the bandwidth of high-speed Internet access increases annually.

In the reporting period, the number of installed Wi-Fi access points is 89

units, in 2021 there are a total of 31 units installed, a total of 170 access points are planned to be installed, which provide coverage for all buildings and dormitories of the University, the Internet speed has been increased to 800 Mbps.

New network equipment was purchased to replace worn-out main case switches, new server equipment for addition and partial replacement. Work has been carried out to plan the modernization of the server room in accordance with the necessary standards for its arrangement. To ensure the security of server infrastructure facilities, the server topology has been improved to enhance the reliability and guarantee the continuous operation of all server equipment, as well as to centrally troubleshoot problems that arise on servers and in the local network for educational buildings.

The University has a permanent representation in the Internet space - a web portal under a second-level domain name: <https://abaiuniversity.edu.kz>.

IS "UNIVER 2.0" includes the following digital services:

- the work of the selection committee, the order for enrollment, monitoring;
- management of the contingent of students;
- management of educational activities;
- testing of students;
- formation of examination tickets;
- schedule of classes, exams;
- management of educational and methodological support;
- monitoring, reports;
- support service, system administration;
- integrated module with ESUVO, NOBD;
- a system for checking bachelor's theses and master's theses for anti-plagiarism;
- automation of distribution and issuance of places in the hostel;
- integrated proctoring system Aero;
- integrated IS Oqylyk.

In the 2020/2021 academic year, as part of the digitalization of educational activities: a transition was made to online learning mode, the Microsoft Office 365 platform was introduced for teaching staff and students; control and measurement of knowledge: proctoring control of knowledge, "Anti-plagiarism" is used; management activities: the EDMS "Documentolog" is used; extracurricular activities: automated issuance of student certificates with a QR code, automated distribution of places in the hostel, online acceptance of applicants' documents.

By improving the digital infrastructure, KazNPU named after Abai consistently modernizes the educational process, integrating the activities of the

university into the global standards and trends of modern digital education. In this direction, the university has achieved the following results:

- The transition to digitalization of management processes has been completed
- An information-analytical system has been introduced, which integrates: IS "UNIVER 2.0", proctoring system Aero, IS "Anti-plagiarism", IS Oqylyk.
- The digital infrastructure of the university has been updated.
- In connection with the transition to online learning, the management of the educational process has been improved.
- Digital transformation meets the requirements of protecting network infrastructure and data, ensuring information security of data.

8. Implementation of the horizontal-cyclic structure of the University

The university has been running a trial project called "Horizontal Cyclic Organizational Structure" (HCOS) since September 2020. The project's major purpose is to investigate the prospect of redesigning the organizational structure by introducing elements of self-government, democratizing management procedures, and involving personnel in all aspects of the university's activities.

The HCOS was divided into two structural divisions within the framework of the project: The Institute of Pedagogy and Psychology and the Institute of Natural Science and Geography. On January 1, 2021, an experiment to further apply the HCOS in other institutions was planned.

During the HCOS implementation, the Institute of Pedagogy and Psychology set the following goals:

- Transition to a horizontal cyclic organizational structure.
- Development of innovation and research infrastructure of the Institute.
- Formation of a system for preparing initiative projects of teaching staff.
- The development of a mechanism for involving 80% of the teaching staff in research activities.
- Scaling and dissemination of scientific results.
- Training for digital-age teachers who possess new forms and technologies of education, as well as a solid theoretical foundation and high professional personal motivation.

The Institute of Pedagogy and Psychology established project groups to work on the "Graduate Model" and the EP's development and updating. Employers' requests, global trends, and identified needs were all analyzed and assessed. Educational programs, including those with dual learning components, have been developed, including within the framework of the KazDual project. As a result,

program concepts were determined, as well as the number of relevant programs: new - 8, updated – 31.

A joint project "Selection and evaluation of educational innovations and conducting a pedagogical experiment" was implemented with the Higher School of Economics (Russia, Moscow).

Implemented a project in collaboration with The Education University of Hong Kong to form a strategic partnership to support the development, transfer, and/or implementation of innovative practices, as well as joint initiatives that promote collaboration, mutual learning, and experience exchange.

In order to improve academic excellence, the Institute of Pedagogy and Psychology aims to provide students with the following skills: practice orientation, digital pedagogy, blended learning, result orientation, humanization of education, and research competencies.

The teaching staff of the Institute of Pedagogy and Psychology published 795 articles in the 2020 academic year (compared to 636 in 2019).

The Institute of Natural Science and Geography implemented projects to develop educational programs in the following blocks as part of the HCOS implementation:

- Practice-oriented training;
- Master classes, seminar of professionals;
- Accreditation of EP;
- Transfer of excellence, mentoring

Taking into account the global COVID pandemic and the transition of education to an online format, a scientific and methodological seminar "Online learning. Basic principles of training organization".

A project to develop the Mentoring School was launched within the framework of the HSOS. The following are the primary requirements for this project:

- Replenishment of teaching staff by young specialists;
- Graduates of doctoral and master's programs;
- Teaching staff capable of helping young professionals become professionals;
- Professors are the best path to success for young teachers;
- Through mentoring there is a transfer of the best methods and best practices, knowledge transfer.

According to the analysis of the library fund, the provision of the EP with the latest educational, educational and methodical literature has significantly increased.

The proctoring of teaching practice for 3rd and 4th year students, 2nd year undergraduates, as well as 2nd year doctoral students in the specialties of chemistry, biology, geography has been introduced.

3rd year students attended teachers' classes, and 4th year students, 2nd year undergraduates and 2nd year doctoral students conducted classes according to the schedule, in an online format. Schedules of classes were drawn up in advance, according to the links sent to them, control of their classes was carried out.

A city online forum for graduates "Mamandykty durys tandau - tabysty omirdin kilti" was held.

9. HR-development of the university

The University's personnel strategy is one of its top goals. Work on the establishment and development of teaching staff personnel potential as a strategic resource for development is an essential component of people management.

In the 2020/21 academic year, the University employs 1281 teachers, with 1096 (85%) working full-time. Scientific and educational activities were carried out by 146 doctors of sciences, professors (13%), 348 candidates of sciences, associate professors (27%), and 101 Ph.D. (7%).

The teaching staff is recruited in accordance with the staffing table. The quantitative and qualitative composition of the teaching staff of the university corresponds to the requirements of the Ministry of Education and Science of the Republic of Kazakhstan.

Systematic work is being carried out to rejuvenate the teaching staff in general and with academic degrees and titles, especially, a personnel reserve of KazNPU named after Abai is being formed. A feature of the staffing of the teaching staff of the University is academic continuity, training through the involvement of masters of science and Ph.D. in scientific and pedagogical activity. Over the past three years, the number of Ph.D. doctors has been increasing, with 2018 adding 40 people (5%), 2019 adding 55 people (7%), and 2020 adding 67 people (7%).

Table 9.1

Quantitative and qualitative composition of the teaching staff for 2018-2021.

Academic year	Total	Staff	Doctor of Science s, Professor	PhD, Associate Professor	Ph.D.	% degree	Average age with academic degrees, and positions
2018/2019	797	731	135	293	40	63	52
2019/2020	918	795	136	301	55	62	51
2020/2021	1281	1096	146	348	101	55	48

Table 9.2

Number of administrative and management personnel

for 2018-2021

Academic year	AMP
2018/2019	290
2019/2020	285
2020/2021	261

A quantitative and qualitative analysis of the teaching staff, timekeeping of the working hours of administrative and management personnel (AMP), and teaching and support staff (TSS) of the were carried out in the 2020/2021 academic year.

New qualification requirements for attracting teaching staff, a new Regulation on holding a competition for filling vacant positions of teaching staff, and tender documentation (candidate questionnaire) have been developed. A quantitative assessment of indicators by type of activity of candidates has been introduced.

A new regulation on hosting a competition to fill teaching staff vacancies as well as new qualification standards for recruiting teachers and tender documents (candidate questionnaire) have all been developed. There has been an introduction of a quantitative analysis of possible activity indicators. Additionally, the regulations for the personnel reserve have been developed.

The corporate culture's guiding principles and core values are discovered and developed in order to put the corporate culture model into practice. A business calendar for 2021 was created and published in 3 languages (Abai "The Book of Words").

10. Modernization of Infrastructure

KazNPU named after Abai has sufficient material and financial assets that provide the possibility of providing educational services. The material and technical support includes the appropriate educational and auxiliary areas for the educational process, the necessary infrastructure, the provision of the educational process, the necessary infrastructure, the provision of the educational process with computer and office equipment, a sufficient amount of educational materials. The dynamics of the development of material and technical resources is generally positive.

The University has on its balance buildings and structures for various purposes with a total area of 87,129.6 square meter.

The educational process is carried out in 15 educational buildings, including 374 classrooms, 81 educational and scientific laboratories and workshops, 52 specialized rooms, 37 computer classes, 9 language laboratories and the Scientific Library - 1,700,000+ copies of educational material. The total volume of the classroom fund is 54,315.5 square meter.

For physical education, active recreation, the formation of a healthy lifestyle, the educational and sports complex named after M. Auezov (sports halls, football field, running tracks, parade ground for military training) with a total area of 17,000 square meters.

To provide preventive and emergency medical care, there is a Health Center, in the educational and sports complex named after M. Auezov and educational buildings No.1, No.5, No.10 there are medical centers for first aid. Canteens and buffets with a total area of 986.62 square meter work in educational buildings to organize student meals.

Student dormitories.

The University has 5 comfortable dormitories for non-resident students for 1397 beds with a total area of 17,159.6 square meter, equipped with residential and household rooms, lounges, reading rooms, computer classes, showers. All hostels have Wi-Fi access. Provided with a hostel - 1935 students from other cities, 156 beds are rented in the hostel of the Kazakh Medical University of Continuing Education.

To solve the problem of providing students with student housing, the University, together with an investor, launched a project to build a new hostel for 349 people on a site allocated by the city administration along Shukhov Street in the Medeu district of Almaty. The necessary technical documentation is currently being developed. Construction is scheduled to start in September 2022.

The passage of various types of practice, as well as the rest of students, is organized at the Ustaz Training and Production Complex on the northern coast of the Kapchagai reservoir.

It should be emphasized that the infrastructure of the University requires serious financial investments, in particular, for the improvement of the territory of the University, the overhaul and reconstruction of student dormitories, the construction of new dormitories, the creation of new laboratories, SMART classrooms, as well as such "green" spaces as Open-spaces .co-working. art zone, etc.

Further strengthening and development of the infrastructure of the University is associated with the transition of the university to international standards for the provision of educational services and the development of services to create more comfortable learning conditions, in accordance with the principles of the concept of a "green" university and integration with the SDGs.

11. Proactive Marketing

In connection with global trends in the field of education, almost everywhere in organizations of higher and postgraduate education, marketing tools are used to assess and forecast the demand for their services, to inform target audiences, form public opinion and improve competitive positions.

KazNPU named after Abai, in a competitive environment, develops a strategy of pro-active marketing of educational services, within which the goals and objectives of the university are determined, a description of its consumers and target audiences, as well as the competitive advantages of educational programs with which the university enters the market. Therefore, the main direction and objectives are to increase competitiveness by combining efforts in the field of communications with strategic target audiences; increasing the efficiency of university brand promotion in the academic and business environment at the international and national levels; increasing the recognition of the university by forming, developing and promoting its image, strengthening a positive reputation; building and implementing a modern approach to working with applicants, their parents and teachers as a priority group of the public, improving the quality of admission to the university, and etc.

Picture 11.1

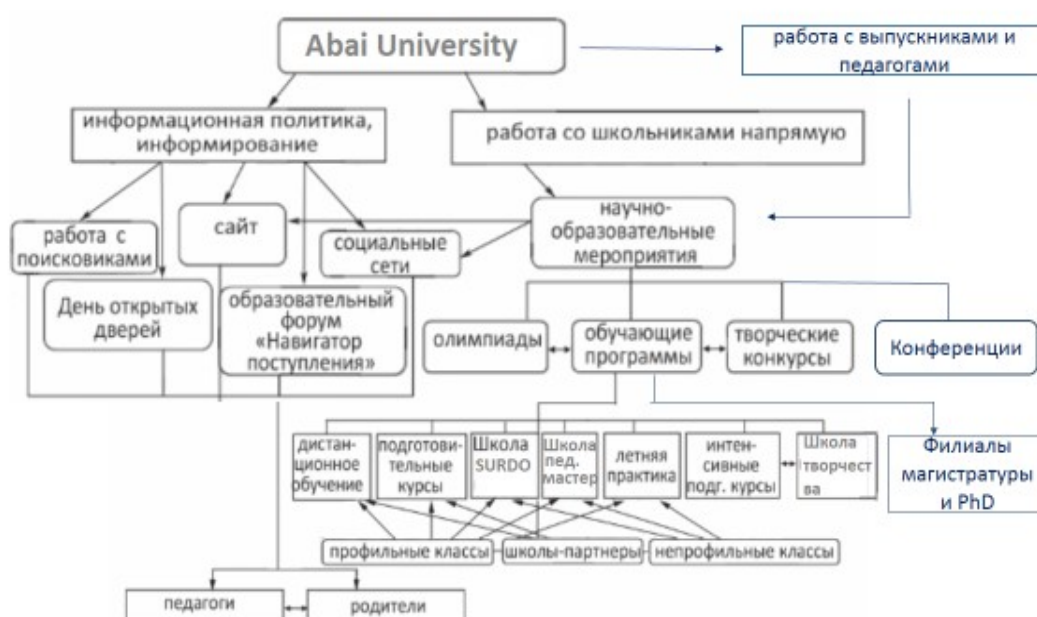


Рис. 1. Система привлечения абитуриентов

The beneficial effect of marketing activities is the steady demand for the educational product of the university on the part of applicants, employment opportunities and career growth of graduates, the level of qualification of young specialists that meets the needs of the consumer. In connection with the specifics of the provision of educational services (complexity, consumer participation, the continuity of the process of creating a service and its consumption), among

marketing tools, relationship marketing tools are of particular importance. They include managing the value of the service, its significance for the consumer; management of the subjective perception of the service, the formation of a stable positive image of the service; consumer loyalty management.

To this end, KazNPU named after Abai is actively working to further expand and introduce new forms and tools of digital marketing, the purpose of which is to create a clear, attractive image of the university in the eyes of existing and potential customers. The key areas of digital marketing work are both attracting subscribers that match the target audience and increasing engagement (likes, comments, page views); this is the broadcast of a key message and emotional mood to subscribers in groups through targeted advertising; this is an increase in the loyalty of subscribers through direct communication in comments and private messages, etc.

Given the need to attract not only Kazakhstan applicants, the marketing department annually works to internationalize the composition of students by participating in international educational exhibitions. In this connection, on February 23-28, 2021, representatives of KazNPU named after Abai during a working trip visited Karakalpak State University named after Berdakh in Nukus, Uzbekistan, where, as a result of business meetings, cooperation agreements were signed.

A promising direction of the marketing strategy of KazNPU named after Abai is the concentration of resources on new promising research areas with an emphasis on the development of the most productive areas (research mainstream). Resource support should be provided primarily to promising research areas with a strong international component (neuropedagogy, educational analytics, digital and evidence-based pedagogy, artificial intelligence in education, etc.). Based on the results of these studies, it becomes possible to conduct training seminars for the leadership of schools and colleges. The conclusion of agreements with the best pedagogical universities in the world for exchange and internships will also work for the added value of the services provided by the university in the field of education.

12. Financial activities

KazNPU named after Abai conducts its activities in the field of providing educational services in the areas of training: education, natural sciences, humanities, art, law, social sciences, business, agricultural, technical sciences, and technologies. Specialists are trained in accordance with the state's mandated educational standards. The quality of education is given a lot of consideration through the use of cutting-edge teaching strategies, instructional materials, and technical support for the educational process in accordance with state standards for compulsory education.

KazNPU named after Abai has a modern material and technical base, staffed with highly qualified teaching staff. All this ensures the training of specialists of the highest level. Higher and postgraduate education is provided free of charge, entirely at the expense of the state educational system.

The executed assets and liabilities for 2020 total 4,907,773.0 thousand tenge. For 2020, the execution income is 7,381,037.0 thousand tenge, while the expenses are 6,478,739.0 thousand tenge. The net profit amounted to 902,298.0 thousand tenge.

Table 12.1

Financial ratio indicators for 2018-2020

Name	2018	2019	2020
Income	4 983 713	5 771 397	7 381 037
including state order	2 794 701	3 507 081	4 465 040
Expenses	4 907 556	5 547 617	6 478 739
Profit	76 157	223 781	902 298

Expecting outcomes

During the reporting period, as part of the implementation of all components of the Abai University development strategy, a wide range of measures was implemented to improve the quality of educational services. Based on the monitoring results, the development strategy is expected to be adjusted and the following results are expected:

- Productive teachers.
- Functioning categorization system for teaching staff.
- More than half of the teaching staff are involved in funded research.
- The teaching staff are united in research groups with an active scientific agenda.
- Expansion of postgraduate education programs.
- More than 2-fold increase in profile master's programs.
- Increase in doctoral programs to 750 students (5% of the total).
- Widespread use of hybrid learning format.
- Relevant research.
- Prevalence of applied, empirical research with real impact.
- Efficient Research Support Infrastructure.
- Formed culture of attracting grant funding.
- Highly professional and moral graduates.
- Abai University graduate is a role model for students and colleagues.
- Interesting and meaningful student life.

