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**STATE REGULATION OF HIGHER EDUCATION
IN TERMS OF DEMOCRATIZATION OF PUBLIC RELATIONS IN UKRAINE**

The current trend of democratization of public relations, which leads to the changing role of the state in the management of public affairs, as well as the specifics of the higher education, which outlines the appropriate regulatory limits of state intervention, participation of state and public organizations in administration make it possible to talk about the process of state regulation of higher education as a special form of governance, which is carried out without direct interference in the activities of legal relations in education and is a system of socio-economic, political, legal and organizational forms and methods of influence on educational subjects of relationships that create optimal conditions for efficient functioning of legal education and in order to achieve their goals. The main aspects of this process are:

- decentralization of higher education administration, redistribution of functions and powers between state government institutions, expansion of authorities of self-administration in higher education;
- intensification of cooperation between government and society, providing state-public nature of regulation and control in higher education;
- autonomy of higher education institutions;
- optimization of the network of higher education institutions, their conformation to the needs of the economy and demands of labor market;
- providing high quality of services, conformance with international standards;
- diversification of funding of higher education;
- creation of new public standards of higher education, coordination of qualification characteristics, standards and curriculum with educational and skill requirements of jobs;
- innovative development of higher education, new information, management and computer technology;
- strengthening of the integration of higher education, science, manufacturing, research and innovation components in structure of higher education;
- creation of systems for monitoring the effectiveness of management decisions and their impact on the quality of education;
- democratization of administrative procedures in the field of higher education, including: the procedure of appointing heads of universities, their certification, licensing procedures, certification and university accreditation, control and supervision procedures, etc.

