The exigence of private sector in social services

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Abstract

Social services consist of a wide domain that include child care and development and care for the elderly. Thus, social workers are expected to be equipped with knowledge and to possess the capacity to hold this knowledge. They are also expected to possess personality traits that are predisposed to the profession besides their professional knowledge due to the scope of social work. Social services, on the other hand, include proving assistance for individuals, groups and societies to reach the highest possible level of social, spiritual and physical prosperity. In other words, social services are a field that includes the services and programs that aim to remove the poverty and inequalities among individuals, groups and communities that arise due to structural and environmental conditions or that are beyond their control, to prevent the problems that arise from the changing social conditions, to improve the human resources, and to acquire individual, familial and social welfare. There are two types of social service organizations; one includes those established by the state and the other is the organizations founded by the private sector. Since social workers serve several domains such as families, individuals, groups and children, the exigence of the private sector presence in the field is quite clear.

Keywords: Social services, private sector, businesses.

1. Introduction

The world develops quite rapidly and changes in a multidimensional manner. There are divergent interpretations proposed via different perspectives on the direction and nature of this change. However, there is a consensus on the continuity and the increasing rate of the change. Lifelong education is an educational approach that increasingly becomes significant in addressing the new learning needs that emerged in human life due to this rapid changes (Bağcı, 2010). Naturally, social services, a field of activity centered on individuals and society, is affected by this change.

Social services are the full range of activities undertaken by social workers and other professionals to help improve the health and well-being of individuals, prevent their dependency on other individuals and improve their self-sufficiency and successfully fulfill the social functions of individuals, families, groups and communities in strengthening the family ties (Berkün, 2010). Social services aim the development of the full potential of every individual, enrichment of the individual's life and prevention of dysfunctions. Social work is focused on problem solving as a profession. Social workers strive to liberate socially disadvantaged individuals and groups, defenseless and oppressed individuals from social inequalities.

Social services consist of a wide domain that include child care and development and care for the elderly. Thus, social workers are expected to be equipped with knowledge and to possess the capacity to hold this knowledge. They are also expected to possess personality traits that are predisposed to the profession besides their professional knowledge due to the scope of social work. Therefore, those wishing to pursue a career in social services need to make decisions by analyzing and evaluating the content, multi-faceted structure and public-oriented structure, individual traits and environmental conditions of the field without ignoring the position and effects of the career on human life. Furthermore, social workers, who focus on problem solving with the intention of serving the society, should be informed about the profession, and aware of the vocational difficulties as well as its positive aspects such as the internal satisfaction (Özdemir and Aras, 2015).

Social services, on the other hand, include proving assistance for individuals, groups and societies to reach the highest possible level of social, spiritual and physical prosperity. In other words, social services are a field that includes the services and programs that aim to remove the poverty and inequalities among individuals, groups and communities that arise due to structural and environmental conditions or that are beyond their control, to prevent the problems that arise from the changing social conditions, to improve the human resources, and

to acquire individual, familial and social welfare. In this definition, the context of social services is broadened to include social security (Dilik, 1980). Social service businesses are organizations that are responsible for fulfilling social requirements and established with the aim of resolving social problems with welfare policies. There are two types of social service organizations; one includes those established by the state and the other is the organizations founded by independent individuals or groups. However, it is obvious that the common objectives of these organizations include providing benefits for the society and the differences only exist in their managements styles the roles of the managers. Independent social services enterprises have a more volatile structure when compared to others. Furthermore, they are affected by environmental competition, may experience disagreements about the expectations of the stakeholders, and various problems with the state and the individuals who benefit from their services and suppliers. Public social service enterprises are generally enterprises that are organized with a centralized and bureaucratic structure, with little opportunity for independent work, more influenced by the government's budgetary and social policies, difficult to adapt to changes, and often run by appointed staff rather than workers and managers who are field experts (Mano-Negrin, 2003).

With the establishment of the General Directorate of Social Services within the Ministry of Health and Social Assistance (MHSA) in 1963, the first step towards the institutionalization of the concept of social services was taken in Turkey. Subsequently, in 1983, Social Services and Child Protection Agency was established by Law No. 2828. The institution was initially attached to MHSA, then it was attached to the Prime Ministry, then to the Ministry of Labor and Social Security and then to the Prime Ministry again. Today, social services are conducted by the Ministry of Family and Social Policies (Göksal and Pala, 2015).

Social services education in Turkey started with the Social Services Academy established in 1961 under the "United Nations Technical Assistance Program" and with the enactment of the Law No. 7355 (Cilga, 2001).

Social services education was provided only at Hacettepe University in Turkey until the establishment of Social Services Department at Başkent University, Faculty of Health Sciences in 2002-2003. After 2002, several Social Services departments were established in newly founded colleges (Bağcı, 2015).

Ministry of Family and Social Policies provides social services in boarding institutions via child protection institutions for children who are in need of protection and are under protection. Main boarding social services institutions for children that serve the abovementioned purpose are kindergartens, orphanages, love homes, children's homes,

protection, care and rehabilitation centers, and care and social rehabilitation centers (Bargal and Schmid, 2012).

Furthermore, it was requested to pay necessary attention to the completion of the work and procedures related to the enrollment of children in the preschool, primary, junior high and high school education, leaving no unenrolled children, enrollment of 60-66 months old children with adequate age and developmental characteristics for primary school in primary schools, continuation of the children who are 60-66 months old or older and certified as not suitable physically and mentally for the primary school by health institutions in preschool education (Bargal, Schmid, 2012). Social services businesses provide a variety of psychological, social and economic assistance to individuals in need, while working hard to meet the needs of individuals, families, groups and societies and to maximize social welfare (Gray and Webb, 2013).

The concept of social services can be considered as the whole structure that should be established to achieve the highest possible levels of social, psychological and physical welfare for individuals, groups and communities. In other words, social services are a field that includes the services and programs that aim to remove the poverty and inequalities among individuals, groups and communities that arise due to structural and environmental conditions or that are beyond their control, to prevent the problems that arise from the changing social conditions, to improve the human resources, and to acquire individual, familial and social welfare (Dilik, 1980). Therefore, reinterpretation of the conceptual and practical framework of social services is necessary to follow the social change and transformation.

It is evident that it is not possible to maintain all activities in a constantly changing environment, considering that the general objective of social services is to sustain the existence of the individual in the society and to develop an environment where the individual could perform her or his duties for the society (ÇHGM, 2014). Thus, it is clear that individuals and organizations that conduct social services have certain responsibilities. Therefore, it is inevitable to carry out these responsibilities, which include a broad domain related to following and creating innovations, with utmost care for certain personal and environmental elements (Bayraktaroğlu and Adıgüzel, 2015).

Similar to all other sectors, innovation is important in social services (Djellal and Gallouj, 2012). Social services organizations working with innovative techniques and methods would result in an effective and quality product that would lead to customer satisfaction. Thus, thanks to long-term planning and integration of innovations, organizations in the sector would assume corporate identities (Türkdoğan et al., 2010). It became inevitable

to approach the subject within this context and focus on innovative policies. On the other hand, ignorance of new developments by the organizations would reduce their life span, increasing the benefit costs of social services. Social service organizations with the mission of reaching out to those who are in need conduct activities that aim to support both financial and non-financial requirements. All social service activities are non-profit work and financed by either the state or sponsors and volunteers. Furthermore, social service providers should adapt their business practices, services they provide or products they produce based on changing conditions (Tutak et al., 2010). In addition, every employee and especially the administrators in the sector have serious duties to create the processes that would meet and sustain the changing requirements of the groups they serve. They should have the ability to overcome the obstacles they would face while conducting their duties and be risk takers. Innovations and change usher resistance. Faced with these resistance, social service organizations with a team spirit and innovative organizational culture have significant tasks to accomplish.

Organizations with responsibilities to fulfill social needs and established with the aim of resolving the social, cultural and cultural problems of the society are called social services enterprises (Bargal and Schmid, 2012). The staff of these enterprises should be specialized and with impeccable education. The education can be provided by in-service training as well. The said in-service training should be well-designed. Various instructional methods and techniques such as visualization, concretization and modeling can be used (Tutak and Güler, 2012; Tutak and Güder, 2014). There are two different types of social service organizations; publicly funded social service enterprises and social service enterprises that were established and managed by independent individuals or groups. These different structures share the task of providing public benefits. However, there are differences in administrative methods and the roles managers play between these two types of organizations (İç and Tutak, 2018). State social service enterprises are generally organized with a centralized and bureaucratic structure, with little opportunities to conduct independent work and more influenced by the government's budgetary and social policies, experiencing difficulties in adapting to changes, often run by appointed staff rather than expert staff and administrator (Mano-Negrin, 2003; Aydoğdu ve Tutak, 2017). On the other hand, private sector-funded social service enterprises are affected by the competition in the environment due to their volatile structure. Furthermore, the expectations of the stakeholders vary and from time to time these organizations might experience various problems with the state, individuals that they serve and their suppliers.

2. Conclusion

In conclusion, the Ministry of Family and Social Policies provide services for a wide range of groups such as children, individuals with disabilities, women and the elderly, and the ministry is also expected to develop policies related to services for these groups. Thus, it is necessary for the Ministry to coordinate national policies and strategies, to conduct social services and assistance activities for the disadvantaged groups, and to provide cooperation and coordination among related public institutions and voluntary organizations (Elmacı, 2017). The facts mentioned above demonstrates the exigence of the private sector for social services.

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