Characteristic Development of Universities and Characteristic Construction of Libraries

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Keywords: Characteristic development, Wealth management, Construction of university libraries, Discipline librarians, "Industry, university and research"

Abstract: The fundamental way for the university to pursue excellence and success is to promote the characteristic development and construction of universities. Based on the features of the characteristic development of wealth management in Shandong Technology and Business University, this paper puts forward the corresponding tentative ideas of construction of characteristic library in colleges and universities. Starting from the orientation of the characteristic development of the schools, this paper analyzes how to combine the characteristic development of schools with the necessity, importance and feasibility of construction of the characteristic libraries of the universities and colleges from three different levels of industry, university and research, and puts forward the tentative ideas and measures of construction of the characteristic libraries, and provides a valuable and feasible scheme for the education and characteristic development of universities and colleges and construction of the characteristic library of the universities and colleges.

1. Introduction

The education of colleges and universities can be divided into three levels of industry, university and research. However, at present, either the "double first-class" colleges and universities or ordinary colleges and universities lay emphasis on "research, university and industry". In the era of knowledge explosion, how to provide accurate services for teachers and students in the vast literature and massive information, and how to provide assistance for the characteristic development of universities, put forward new challenges for the construction of university libraries. The concept of traditional libraries "big and complete", "small and complete", "I have what other people have, I do not have what other people do not have" can no longer meet the multi-level needs of modern universities "research, university and industry" for materials, information and knowledge. Whether the university libraries can provide valuable information for the characteristic development of schools, for the disciplines, fields, especially for the characteristic disciplines, for the advantageous disciplines, highlighting the information service characteristics of "I have what other people have, I do not have what other people do not have", is an important topic for the construction of the university libraries. There are different levels of readers in colleges and universities, including undergraduate students, master students, doctoral students, double-professionally-titled teachers, ordinary undergraduate course teachers, graduate tutors, doctoral tutors, discipline backbones and discipline leaders. Hierarchical service is the inevitable choice for university libraries. This paper will discuss the characteristic construction of university libraries from three levels "research, university and industry".

2. University Libraries Serve Scientific Research

2.1 Problems of University Libraries at home and Abroad in Serving Scientific Research

2.1.1 The Discipline Service is Vague in Orientation and not Comprehensive

For domestic university libraries, the lending libraries and reading room are basically set up according to the literature, science and engineering, etc.. Some well-known universities and new

libraries of some universities are set up more carefully, based on economics, law, education, literature, history, science, engineering, medicine, management, art, etc., which results in a librarian facing multiple colleges and many disciplines. Therefore, it is impossible to achieve full coverage in terms of discipline service. Many colleges and universities are still in the early stage of construction, only building the service platform for key disciplines of the colleges and universities, but not involving all disciplines [5].

2.1.1 Failure to Solve the Contradiction between the Breadth and Depth of Scientific Research Service

Due to the sharp increase in the publication volume and price of literature publications, the annual price of some famous large databases in the electronic resources increases in the form of percentage steadfastly, the scale of the school is expanded, the library is transformed, the scale of the library is expanded, the equipment is increased and maintained, and the reading environment is optimized….However, schools, especially ordinary colleges and universities, generally lack funds invested in libraries, and the contradiction between the breadth and depth of scientific research services cannot be solved.

2.1.2 Librarian's Quality is not High

The librarians of domestic colleges and universities has no discipline background and their professional background is single. In some colleges and universities, especially in some ordinary colleges and universities, quite a number of librarians are family members who are arranged for introduction of talents. The staff structure is complex, the overall quality of the librarians is relatively poor, and the professional level is relatively low, so it is impossible to evaluate the work quality of the librarians. The passion and enthusiasm of the librarians are not high, and many people are just gatekeepers of the reading room! It is more unlikely to provide high-quality services for the discipline.

2.1.3 The Form of Reference Rooms (branches) of Secondary Colleges is Greater than the Content

At present, the reference rooms (branches) of secondary colleges among colleges and universities is basically a traditional service mode, mainly providing paper literatures. It is impossible to provide a comprehensive service due to the limitations of hardware equipment, capital and environment; Librarians of secondary colleges have lower general professional level than school librarians; The service time of the reference rooms of the secondary colleges is the normal working time, which brings great inconvenience to the researchers.

2.2 Construction Ideas and Suggestions of Characteristic Scientific Research Service for Wealth Management in the Library of Shandong Technology and Business University

When the library is being expanded, transformed or re-planned, the following considerations should be made: Firstly, classify according to the traditional disciplines, such as economics, management, engineering, science, law, foreign language, education and literature, etc.. Secondly, adopt lending libraries except for some special libraries. Thirdly, divide the library into several parts, and then make secondary distribution according to the secondary colleges and the number of disciplines and specialties owned by the secondary colleges (considering the characteristics of disciplines and specialties), as well as the characteristic direction of disciplines, the number of scientific research teams and characteristic specialties above the school level. Fourthly, the book reading room should be slightly refined, and should be established at the first level of discipline which should be in the charge of a special librarian. Meanwhile, the reading room at this level should be divided into multiple reading rooms according to "research, university and industry", i.e. ordinary reading area, academic reading room, teaching reading room, teaching practice, innovation and entrepreneurship reading room. When planning and designing, there should be room for the development of the schools, the secondary colleges and the disciplines.

In the construction of academic reading room or reading area, we will adopt the following

methods: Firstly, the reading room is jointly managed by the librarian, the discipline secretary and the person in charge of the wealth management discipline. The person in charge of the wealth management discipline is mainly responsible for providing books, periodicals, electronic resources, databases and others in the literature demand scope. The librarian is responsible for purchasing, platform construction information collection and daily management. Secondly, the number of directions of the materials and periodical databases involved in the academic reading room should not exceed 6. In terms of academic discipline, we must also overcome the greed of "big and complete", "small and complete", "I have what other people have, I do not have what other people do not have", and have the concept of "I have what other people do not have, what I have is superior to what other people have". In particular, some ordinary colleges and universities recruit in these years, only emphasizing the degree, not the direction. It is necessary for us to guide them to join the team, do a good job in the integration of academic directions, and not to fight alone. Thirdly, we need to build a team on the basis of disciplines for the characteristics of the school level and well-known disciplines or scholars at home and abroad. There should be a leader and discipline backbone workshop near the academic reading room, and a small seminar room that can accommodate 10 to 20 people. The seminar room should have whiteboard, projection equipment and be able to provide those needed by scientific research at any time. There should be a special small characteristic reading room and a discipline secretary. The discipline secretary must be a professional in the direction. The secretary has a working position in the small characteristic reading room. The secretary is responsible for the construction of characteristic reading room together with doctoral students, master students and librarians in the team, including: Firstly, it is the construction of books, periodicals and other paper literatures in the direction (team). Secondly, it is the website construction of the direction (team), including: Construction of electronic resources, database and other literature resources platform for scientific research activities; The column of wealth management research status is set up, which should include the introduction of discipline research and direction contents, letting people know what you are doing, and the introduction of wealth management research status at home and abroad (who is doing it? How well is it?) There should be academic exchanges (information of academic conferences at home and abroad, mutual visits of experts) and information of our academic activities. Thirdly, it is to keep and digitize the photos of the team's academic activities, lecture notes of academic activities, handouts, rare books, manuscripts, research plans, research results and data files of the team and other paper materials and provide them on the Internet free of charge (non-confidential part), publicize your own characteristics to let others know what you are doing; How well it is. The library should not only plan a role in providing service support for the scientific research and learning of school teachers and students, but also take the responsibility for publicizing the research results of its own school teachers and students and school characteristics, so as to expand the popularity and influence of the school and the library and the utilization rate of characteristic resources.

3. University Libraries Serve Teaching

With the continuous change of teaching modes, the teaching modes of colleges and universities are added continuously from the traditional mode to new mode including more online learning, hybrid learning, MOOC, collaborative learning, and gradually changing the mode of curriculum organization. Group learning and community activities become the trend. With the change of teaching and learning modes, libraries need to provide new services to support students' learning process [4]. The library teaching reading room must be jointly managed by the librarian, the professional teacher in charge and the discipline leader. In terms of the guarantee of the library materials and document information resources, it should be compatible with the specialty setting, and should be connected with the development of the discipline. The professional teacher in charge and the discipline leader are responsible for the formulation of the required information content. The librarian is responsible for the daily management and platform construction. The reading room should have enough places for students' self-study. We do not recommend to build super large self-study rooms in the libraries, and places for students' self-study should be scattered to each

reading room. The self-study positions of the reading room should also be scattered and not centralized. The librarian has the responsibility to guide students to study in the corresponding reading rooms. Accordingly, teacher guidance room, learning seminar room, personal learning room and micro-teacher should be built near the corresponding reading room. The library will play a positive role in promoting the transformation of students' learning mode from teachers' active teaching to discussion guidance and independent learning. The university library is not only a place for storing and borrowing information resources, but also a compound service space integrating information demand, learning, research, exchange and even achievement release.

4. University Libraries Serve Society

If the talents cultivated in universities can not be accepted by the society, our education is not successful. To cultivate people useful to the society is not only the business of teachers, but library services can play a key role. The library teaching practice (innovation and entrepreneurship) reading room should be jointly managed by the librarian and the discipline director, the wealth management specialty director, the double-professionally-titled teachers and the enterprise personnel. The librarian is responsible for providing the latest information of the industry from the latest scientific research results to the product development at home and abroad. For entrepreneurship and innovation, it is necessary to help entrepreneurs to make business plans, carry out market research, seek capital investment, explore community cooperation, understand intellectual property issues, design product prototypes, carry out normal operation [7], and provide database, market research and competition and platform construction for enterprises and businesses. Libraries should provide "wealth maker space" for entrepreneurs and innovators. Libraries should take advantage of geographical convenience, give full play to the advantages of technology and information resources of university libraries, actively participate in the research and development of local wealth management literature resources and the construction of wealth management resource base, explore the value of local wealth literature resources, make contributions to the development of local economy, and actively strive for the participation of government and social resources, such as establishing wealth management exhibition hall in cooperation with enterprises to display the latest technologies and application, etc. The characteristics of a school should not only be the characteristics of one aspect of "research, university and industry", but also its own characteristics in three aspects of "research, university and industry". The university libraries should take the responsibility of the publicity and promotion of the characteristics of the school's wealth management, actively apply the scientific research and teaching achievements to the industry and society, especially the incubation and industrialization of high-tech achievements.

5. The Role of Libraries in the Characteristics of School Wealth Management

The reconstruction of university libraries' service support mode in the three levels of "research, university and industry" solves the problem of ambiguity of discipline service positioning, specifies the characteristics of school wealth management, clarifies the characteristics of school, characteristic disciplines and high-level scientific research team support services, solves the contradiction between the breadth and depth of scientific research services, effectively promotes the integration of school resources and vigorously promotes the integration of academic directions of wealth management discipline. It solves the problem of insufficient discipline librarians. As the structure of librarian team is complex, the overall quality of librarians is relatively poor and the professional level is low due to special factors and historical problems, and it is difficult to have discipline librarians meeting the requirement because the introduction and training time is long and difference in the same discipline of different directions is great. The management mode of reading room designed by us solves this problem. We suggest to abolish the scattered reference rooms of secondary colleges and concentrate them in the same place to be managed by the library in a unified way as a part of the library, so as to avoid the duplication of resources and the low utilization and idleness of a large number of resources.

6. Conclusion

The characteristic development of universities forces the university libraries to change the service mode. The characteristic construction of university libraries promotes and supports the characteristic development of universities. Whether it is the establishment of secondary colleges and the distribution of disciplines at the college level, or the construction of secondary colleges and disciplines in their characteristics and teams, the characteristics of universities should not only be reflected in one aspect of scientific research, teaching or employment, but also in the three aspects of "research, university and industry". Libraries should promote the mutual promotion of three aspects, especially the industrialization of scientific research and teaching achievements of the universities, which will be the goal of our future work.

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