Innovation Management of University Library under the New Situation

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Abstract. University Library is the Documentation and Information Center universities, academic institutions for teaching and research services for students increase their knowledge, providing an excellent environment for reading service center. Innovation Management of University Library under the New Situation is discussed in this article, in order to improve the quality and level of service for readers.

Introduction

In the 21st century, with the new technological revolution and the growing information society, information has become an important factor in human progress, in developed countries the information seen as promoting technological progress and economic development indispensable investment, therefore, library management and service levels increasingly shows its importance. Library Services is to obtain knowledge of the track in passing, is to get citizens to improve the quality of the finishing, the reader needs to be in order to obtain satisfactory results, it is to obtain the value of life achieve joy, university library and its services is facing challenges, and trends in order to explore the law library services work better ensure that libraries play their own role and function, it is necessary for further discussion in this regard [1].

Library management innovation is the library of new ideas, new technology, new method of portfolio management system or organization, technology and culture and other aspects of the redesign, implementation and evaluation of selection to promote integrated library management system and continuously improve the effectiveness of the process [1]. Library management innovation, "the concept of innovation management first, followed by New models and methods to library management, and the third to innovation management effectiveness".

Management Development Trend of University Library in the New Period

College Library is the school's Documentation and Information Center, is an academic institution for teaching and scientific research services, school information and social information important base. Works at the University Libraries are an important part of school teaching and scientific research work [2]. Construction and development of the University Libraries and the construction and development of schools should adapt, its level is an important indicator of the overall level of the school. It reflects the service, educational and academic and other characteristics. Its readership homogeneity constituted common feature information needs stability, plasticity information behavior, information use of rhythm and so on.

Digital technology is a prime target for enhanced services led the University Library. In the 21st century is a digital library, digital library are the main features of the modern technical level. Meanwhile, with the new technological revolution and the growing information society, information has become an important factor in human progress, the university library and its services are also faced with many challenges [2]. Therefore, in order to meet the needs of readers, keep pace with the progress of the times, university libraries rely on network information resources to collect, organize and classify the divisions, in order to provide relevant information to the user and recommend, to meet user demand for information. At the same time, the use of advanced information processing technology and computer terminals provide users with convenient and efficient information services, information resources in electronic form multiple databases, hypertext and multimedia presence,

which is deepening and extension of the traditional library functions [3]. Therefore, the service-oriented digital library should be a prime target for Construction of Digital Library in Higher Education, which also service oriented universities digital library construction and higher requirements.

Advocacy service oriented is the responsibility of the University Library evolving. Colleges and universities are the core of social dissemination of knowledge, talent-intensive, with a multidisciplinary, information rich, full advantage of the information [3]. As University Library colleges teaching and research base and information and intelligence center, in terms of hardware premises conditions, the application of modern scientific and technological achievements, etc. have also been greatly improved, which also led us to the University Library Service Thinking led innovation. From a practical point of view, today's information age, the rapid development of new things, any backward, unable to meet the needs of social progress, do not plan innovative services are faced with the dilemma of being eliminated. Libraries in developing students' information literacy ability, continue to meet the needs of the reader services, shorten the gap between college graduates and society, etc. served more bounden duty and burden. Therefore, to achieve standardization of library management model fundamentally, should the concept of service innovation behind and focus on the diversification of forms of service. University Library only based on these special background and environment service innovation, use of new technologies, and effectively improve the quality and level of service, the maximum to meet the needs of readers, literature information to provide effective protection for teaching and research schools and other services in order to complete the new era of social development given its own special mission and responsibility [3].

Advocacy service oriented library service history of innovation is inevitable. First, to improve the conditions of the University Library has created hardware service innovation [4]. In the information age, the library as an information center, its significance lies not only the existence of the collection and circulation of a large amount of information is more important is to carry out in-depth processing of information for readers to provide targeted information and services in a timely manner. Currently, the University Library premises of conditions in terms of hardware, the application of modern scientific and technological achievements and so have undergone tremendous changes. The new equipment, technology and libraries are gradually building a new site, especially extensive application of modern computer technology, multimedia technology, network technology enables the University Library has entered into digital and network era. University Library in its "modern" feature is by no means alone in its external conditions and forms of work to reflect, but also rely on its services to prove, such proof is bound to be achieved through service innovation.

Competitive requirements of the times to strengthen guidance services Innovative Library. Today's society is a competitive society, competition is needed is science, the need is innovation, and science itself requires innovative thinking, we can say: no innovation, no development. Whether actively implement the whole of society to implement the scientific concept of development, efforts to build a harmonious society, adhere to the people-oriented service concept process, or seeking development in the fierce competition in the process, businesses must be liberated and innovation through ideas ideas to achieve scientific development and value of the industry, at this point, of course, the University Library is no exception [4]. Meanwhile, the University Library shoulder cultivates high-quality professional and technical personnel and scientific research two major tasks. Correspondingly, the core mission of the University Library is to provide the university's teaching and research services. In our human resources strategy and the implementation of scientific development, innovation and development process, the required training for the country as a high-quality, creative talent cradle, cutting-edge scientific research and knowledge innovation and an important base for international exchange window of universities, both in teaching or in the scientific research must be innovative. As the university's teaching and research that serve as the core mission of the University Library, is bound to innovation in the service [5].

University Library under the New Situation Management Innovation

Actively improve the overall quality Librarians. Higher education to train high-quality personnel, the development and utilization of information resources is inseparable from the library, university library for teaching, research and service duty-bound to strive to become a strong backing of higher education [5]. Documentation and Information Center as "navigator" of librarians, must continue to improve business skills, improve their overall quality, in order to adapt to the new changes in the development environment. Meanwhile librarians must improve their morality, knowledge structure, service level, business skills, manners and communication skills directly affect the quality of service for reader's basic quality.

Open all the time and collection of resources to maximize meets the needs of readers. Library Services is the first principle of the principle of openness, openness is a prerequisite for the service, not open then there is no service at all. Including resource open, open for public service personnel and opening museum [3]. Now a lot like opening University Library is only suitable for school students, credit card entry, the knowledge seekers outside the school turned away. This opening is a narrow opening, and the identity of universities pole do not match.

In addition many of our University Library also retained sample stacks, because the sample is not open stacks, sample stacks of books has become a "dead letter." This is the implementation of the "book-centered: instead of" people-oriented. "

Innovative service concept. If a library of some sort through their own uniqueness: either a certain size and holdings, or an information product, or some special services, the formation of differential advantage in the same industry, then this is the advantage to use the information service concept (shown in fig. 1). University Library Service to highlight the features and characteristics of the service. Featured collections, special services, special events, environment and other characteristics can be formed Characteristic Modern College Library Service. University Library Service has its own unique norms and values; the sum of these norms and values is the library culture [5].
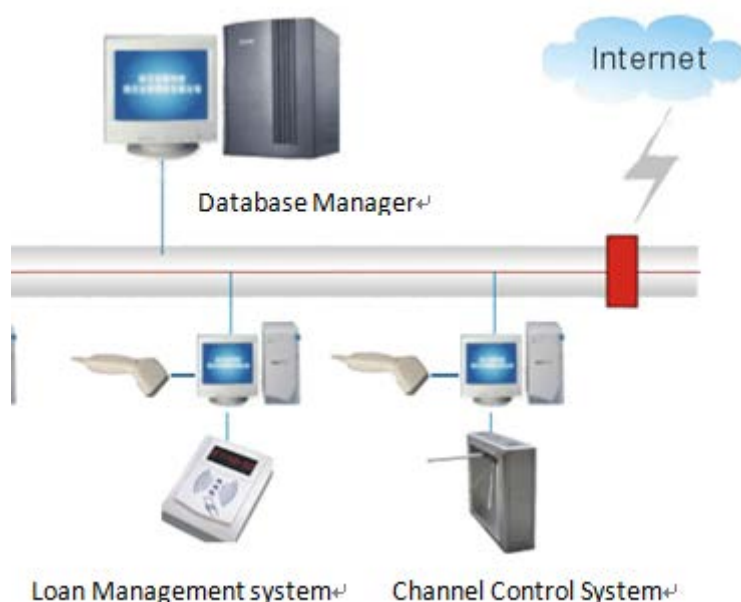

Fig.1 Information service concept

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knowledge structure, service level, business skills, manners and communication skills directly affect the quality of service for reader's basic quality. Librarians rotation system implemented library literature information collection, classification, consulting and other work reading has close ties with each other, properly implement rotation system, help librarians understand the whole picture library, establish the overall awareness . Librarian University Library Circulation Department by working in the stacks, carefully understand the needs of readers every day to borrow, borrow traffic statistics all kinds of books, and regularly make reports available to the purchasing department as an adjustment textbook policy basis [6].

Improve digital library management mode. With the popularity of information networks, many schools have established corresponding digital library, which greatly enriched the literature of library resources, breaking the physical boundaries of the library, the library implements remote services to meet the various needs of users. However, the current situation is that electronic preview room Internet Cafe, due to the off-campus Internet cafes charging cheaper than first choice became not computer savvy, so people really need cannot find a seat [2]. Coupled with the system for a long time is not updated so that the digital library cannot be better to play its due role.

Focus on the exchange with readers, and create a harmonious cultural atmosphere. Harmonious Library can coordinate the human environment, the physical environment and management culture, and many other factors libraries. To enhance Librarians sincere spirit of service [4]; enhance the interaction between readers and library; stimulate reading knowledge of enthusiastic readers; beautiful built environment, rich natural resources, full of cultural atmosphere of the treasure trove of information resources.

Summary

Under the information days, people's desire can be human science knowledge civilization and progress of the power source. University Library, to meet the students' knowledge, the growing demand for information is an important means of human knowledge production, dissemination, use, reflecting the growing social and spiritual values. Therefore, in the information age, libraries to innovative management model for knowledge acquisition in order to adapt to modern needs and achieve disseminate knowledge and information resources, promote innovation and progress and scientific knowledge of human civilization.

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