Role Change and Team Building for Embedded Subject Librarian of Teaching-research University in Embedded Subject Service Mode

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Keywords: Teaching-research university, Embedded subject service mode, Embedded subject librarian, Team building

Abstract: The carrying out of embedded subject service in the teaching-research universities makes embedded subject librarian role change. In this paper, starting from the point of requirement and challenges on embedded subject librarian brought by embedded subject service of teaching-research universities.

Introduction

With the introduction of the concept of embedded subject service and the carrying out of application practice the concept of embedded embedded subject librarians gets more attention. Embedded embedded subject librarian refers to librarians who own relevant academic background and professional knowledge, in ubiquitous knowledge environment, they can provide deep service of teaching or scientific research or other aspects for the users, according to the actual needs of users, or with the help of a certain means of information technology and information method to embed in the user's physical space and virtual space. Embedded subject service has become a new trend in the development of the current university library subject service. Domestic experts and scholars have explored the development pattern from of embedded subject service from different angles, but the discussion on the building of subject librarian team is not much.

From the content and pattern of embedded subject service to talk about the necessity of embedded embedded subject librarian role change, embedded subject service puts forward higher requirements for the university's team building of embedded subject librarian.

The development of electronic research and virtual research environment has brought new challenges to the library traditional service mode, and with the transformation of service mode, the role of the embedded subject librarians in university library will change accordingly. Traditional embedded subject librarian is just the'liaison' between the library and scientific research personnel, however the embedding into the user and the needed process for embeded user are the main characteristics of the embedded embedded subject librarian. Therefore, embedded subject librarians need a shift from the traditional literature service to knowledge information service oriented to meeting the needs of users, with the help of technical means to lead and guide users, to integrated into the discipline team of scientific research personnel, so as to achieve the deep information interaction with the scientific research personnel.

The salient feature of embedded subject librarian service is to regard users' needs as the center, rather than regard the library itself as the center; Embedded subject librarians should be embedded

in the user's workplace, rather than the library workplace; Embedded subject librarian is an expert in information services, rather than generalists; it not only depends on the library skills, but also have the knowledge of the field; Mainly provides the analysis and synthesis of information, rather than a simple document delivery; Stand in point of view of user's work , rather than break away from the user perspective; Provide a reliable consulting services, rather than traditional service in general. For requirements changes, the role of embedded embedded subject librarians must have corresponding comprehensive quality and knowledge ability. Taking embedded subject service as one example: At the beginning of the project declaration, embedded subject librarians should be able to provide researchers with subject retrieval and project review about the research background and significance of content; In the process of project, embedded subject librarian can provide scientific research personnel with the domestic and foreign research dynamic and related data analysis in for timely; In thesis writing and project concluding, embedded subject librarians can provide researchers with information retrieval and guidelines as well as the organization of data and so on. In the above entire service process of embedded subject librarian taking embedded project as an example, embedded subject librarians need to always keep in close contact with customer and understand their information needs and service requirements at any time, further more, it is more necessary to track the academic development trend of this discipline both at home and abroad timely and discuss specific issues, which may involved in the process of project research, thus in the precondition of meeting the users' information demand to improve the library's information service level knowledge. In order to achieve this purpose, embedded subject librarian must know related discipline or professional background, tracking the frontier and progress of the discipline-related field, be familiar with the subject construction and development direction and the distribution of the information resources of academic disciplines, which should not only has stronger information retrieval, information retrieval, information analysis, information mining and information comprehensive utilization ability, but also can apply it skillfully to subject service, complete the selection, organization, distribution and utilization of subject resources. In addition, for the successful completion of the discipline embedding, it also needs strong ability of interpersonal communication and language communication, and so on. These professional quality ability, knowledge service ability, communication ability and so on undoubtedly put forward higher request for embedded subject librarians themselves, and put forward severe challenges for embedded subject librarian's continuing education, selection, construction, etc.

The Key of Embedded Subject Librarian Team Building in the Mode of Teaching Research University Embedded Subject Services

Embedded embedded subject librarian themselves are not only the practitioners of subject service, but also the direct   implementer of embedded subject service concept, therefore it is very important for the construction of embedded subject librarian team. Of course embedded subject service is a systematical project, embedded discipline official team building also cannot happen overnight, and we need to complete it from multiple aspects and a variety of channels.

Library and embedded subject librarian's perception for embedded services, embedded subject service is the inevitable trend of subject service development, however a lot of leaders and librarians in universities have insufficient understanding for that. They usually to usurp the role of managers, and do not good at taking active service; Aging of the thinking way, are not able to keep pace with times and the development of subject service, and often stay in the era of planned economy; Be used to the service mode   'Waiting, dependence, Asking' .The key is that they don't realize that digital library network times is the time of challenges and opportunities

coexisting, and most users are used to getting the information they need through internet or other network media, and library already no longer is the only information carrier.

So the university library must emancipate the mind, renew the idea, set up the service philosophy People-oriented, Customer First', take the initiative to strengthen the connection between the library and the users, closely track the user process and embed the subject service and the user process effectively by improving service quality and providing users with personalized, humanized service, only by this, can we makes the library in an impregnable position in such intense market competition.

The Building of Subject Service System and Mechanism in the Mode of Teaching Research University Embedded Subject Service If the university library want to change service concept and change traditional passive service to active service with the aid of discipline, they need to establish related embedded subject service mechanism to support the construction of embedded embedded subject librarian team and the implementation of embedded subject service by combining actual supporting measures.[5]Therefore, libraries need to offer a great support by funds and policy, which includes building new embedded subject service system and mechanism in library, which not only should consider the post requirement, post quantity setting, treatment level and rewards and punishment regulations of embedded subject librarian , but also consider the specialization, personalization or integration of embedding to the user and the scientific research process for new subject service formation.

Selection System of Embeded Subject Librarian in the Mode of Teaching Research University Embedded Subject Service Here it is need to find out what librarians are suit for embedded embedded subject librarians, namely embedded subject librarian qualification certification issue. Many countries take recognition of qualifications system for embedded subject librarians, who not only need to have a master's degree in library, but also need the relevant professional disciplines background. In addition, it is also need to consider that the embedded embedded subject librarians should be full-time or part-time, from discipline team selection or library personal selection, namely the problem of positions-qualitative. If the configuration of embedded embedded subject librarian is insufficient, we can consider importing talents from internal or external.

Continuous education of Embeded Subject Librarian in the Mode of Teaching Research University Embedded Subject Service In order to constantly improve the professional basic skills and professional quality of embedded librarians, it is necessary to strengthen continuing education for select object, which needs to hold various kinds of duty to continue education for embedded subject librarian, such as on-the-job focusing continuing education, continuing education and learning, including the guidance of senior embedded subject librarian, and interlibrary peer academic exchanges; To strengthen its ability of cooperating with the team ,attend the intented core subject curriculum of service field, or participate in academic conferences related to this discipline. The building of embedded subject librarian team should go gradually with a goal according to the actual situation and gradually improve the comprehensive quality of librarians' team.

The teachers in discipline-team, by means of embedding disciplines service to improve business ability of librarian themselves in the mode of teaching research university embedded subject service usually has a strong academic background, but not every teacher owns the information literacy level.

Therefore, embedded subject librarians need to take the initiative to merge and embedded into the

team, with the aid of to improve their information literacy level, thus helping with teaching and scientific research. But because most teachers have heavy scientific research and teaching tasks, embedded subject librarian also need to seek a breakthrough point if they want to embedded into the discipline team, for which they can learn from some universities from home and abroad. According to the notification of information commissioner continuing education informed by embedded subject librarian, interdisciplinary team send the young teachers to participate in the information commissioner's special continuous education, and after continue education and examination qualified, power of attorney will be signed by the discipline team leader with the library, and then the information commissioner can exercise the authorization of the library, to complete all needed information service work for scientific research team. Through the advance of the plan, the library not only realize the plan of discipline team high-end information literacy promotion, but also take dertain extension and expansion of subject services, thereby enhancing the library subject service ability.

The main service carried out by embedded embedded subject librarian are: taking cooperation according to the needs of the users, discussing face to face the requirements of information and services and providing the required results with the scientific research backbone, attending meetings related with users' professional fields, teaching or study and discussion, tracking or participating in user's electronic communication, such as email, wikis, blogs and other network work space and so on. The carring out of these works can not only truly embedded subject service and meet the demand of users, but also can improve their ability of subject service. As the role of teacher's partner, they need to participate in physical and virtual teaching. We can know that, in order to play a role in the transformation of library service, embedded subject librarian must meet the following requirements: Owning strong interpersonal skills, having strong sense of teamwork and enthusiasm of personalized services; Keeping a keen insight, understanding the related characteristic of discipline and team, laying foundation for successfully integrating with subject groups. Embedded subject librarian need to strengthen the consciousness of self growth and through active learning to quickly improve their knowledge structure, their professional skills and enlarge professional background, besides, in specific subject areas, try to find, consider, research and solve the problem and taking use of speciality to provide comprehensive and deep information services.

Conclusion

Embedded subject service in teaching-research university has gotten more and more recognition and various universities library has also made a positive beneficial exploration in practice. At the time of realizing embedded services should keep pace with the Times and has important significance for current library survival and development, the library must be explicit on embedded service strategy and direction, actively cultivate embedded embedded subject librarian and promote the transform of embedded subject librarians to embedded service, besides, embedded subject librarian must also to quickly adapt to this change in ability and let users trust and recognize embedded services through the service ability and service effect. Although this transformation needs a process, it must accelerate this transition as soon as possible, the library and subject librarian must also be equipped with the appropriate sense of urgency and crisis to make the library, in the new era, have new service competitive advantage, influence and prestige, thus to endowed library's mission and value with new meaning. Embedded subject service in a lot of university library is still facing many difficulties in the concrete operation, however, the university library should adopt flexible ways and forms to carry out the corresponding subject service without sticking to tradition, boldly and innovatively according to their specific school situation.

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