

Research on the Problems and Countermeasures of University Libraries in Targeted Poverty Alleviation

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Abstract—Against the background of “Double First-Class” construction, targeted poverty alleviation by university libraries is both the fulfillment of social responsibility and the embodiment of socialized service. This paper expounds the role of university libraries in targeted poverty alleviation as well as problems therein, and puts forward countermeasures and suggestions so that university libraries can make solid stride on the path of targeted poverty alleviation and provide firm and full knowledge guarantee and intellectual support for targeted poverty alleviation.

Keywords—targeted poverty alleviation; university libraries; problems; countermeasures

I. INTRODUCTION

Since the introduction of the idea of targeted poverty alleviation in 2013, the Central Committee has attached great importance to the work of targeted poverty alleviation. At the 39th collective study organized by the political bureau of the CPC central committee in February 2017, general secretary Xi Jinping proposed to better implement targeted poverty reduction and alleviation measures to ensure reaching the goal of poverty alleviation as scheduled. [1]

According to the financial report from CCTV (China Central Television), at the national poverty alleviation and development work conference, Liu Yongfu, director of the State Council Leading Group Office of Poverty Alleviation and Development, says that solid progress has been made in the key work concerning the poverty alleviation in 2018 and annual task has been completed on all sides. It is expected that over 10million rural residents will be lifted out of poverty, poverty will be eliminated in about 280 poor countries and regions and 2.8 million will be relocated from inhospitable areas. For six consecutive years, China has over-fulfilled tens of thousands of poverty reduction tasks. Besides, according to the news iqilu.com on August 10, 2018, the reporter learned from the press conference on the implementation of the three-year plan on winning the battle against poverty that the fight against poverty is the basic task and the landmark index for building a moderately prosperous society in an all-round way. In the past two years, 2.344 million in Shandong province have been lifted out of poverty and decisive progress has been achieved in the fight against poverty.

As an important bearer, aggregator and transmitter of all kinds of cultural, scientific and technological knowledge, library is a bridgehead for the implementation of targeted poverty alleviation in culture, science and technology. For the library, it is not only a mission but also a practical need to get engaged into the target poverty alleviation in culture, science and technology. [2] And it is on the basis of regional or specific themes that university libraries design their respective ideas of targeted poverty alleviation and construct management and assistance models of targeted poverty alleviation, all of which have become research hotspots. [2]

Against the background of “Double First-Class” construction, targeted poverty alleviation by university libraries is both the fulfillment of social responsibility and the embodiment of socialized service. This paper expounds the role of university libraries in targeted poverty alleviation as well as problems therein, and puts forward countermeasures and suggestions so that university libraries can make solid stride on the path of targeted poverty alleviation and provide firm and full knowledge guarantee and intellectual support for targeted poverty alleviation.

II. THE ROLE OF UNIVERSITY LIBRARIES IN TARGETED POVERTY ALLEVIATION

It is the concrete embodiment of the function of social service for universities to take part in the targeted poverty alleviation. In recent years, the participation of the libraries has contributed to the transformation of targeted poverty alleviation from extensive to intensive so as to efficiently improve the precision and effectiveness.

Besides, the partaking of university libraries in targeted poverty alleviation can give strong support for its development. The function of community service of university libraries was mentioned in the newly revised *Regulations for Libraries of Ordinary Colleges and Universities* issued by the Ministry of Education in 2016. And the *Notice on “Nationwide Reading” in 2016* issued by Library Society of China requires university libraries should respond to the national call of poverty alleviation, make full use of talents in library and library resources, strengthen the practical application of science and technology, and provide intellectual support for regional poverty alleviation by holding reading activities. [3]

Through the very rich digital information database, university libraries can collect and update information without the limitation of time and space in the process of partaking in targeted poverty. On the one hand, university libraries can establish traditionally multi-level and multi-objective databases of targeted poverty alleviation according to age, education, and reasons for poverty of the poor, and work out a plan of targeted poverty alleviation which is more scientific, reasonable and more consistent with the time to ensure that the alleviation work is well targeted and well done. On the other hand, by involving in the poverty alleviation, university libraries can promote their own continuous innovation and development in service and bring more information resources into the university libraries resources.

The participation of university libraries in targeted poverty alleviation can improve the condition in which the government often focuses on poverty alleviation with economic programs but ignores poverty alleviation of culture. With the participation of the university libraries, the proportion of culture poverty alleviation has increased, which provides rich spiritual nourishment for the vast number of poor people. [4]

III. PROBLEMS IN THE PARTICIPATION OF UNIVERSITY LIBRARIES IN TARGETED POVERTY ALLEVIATION

A. *The Target Identification Is Not Precise Enough in Targeted Poverty Alleviation and Some Research Outcomes Don't Embody the Principle of Precision*

As general secretary Xi Jinping put forward the idea of targeted poverty alleviation, *The Action Plan to Establish the Working Mechanism of Targeted Poverty Alleviation* issued by the State Council Leading Group Office of Poverty Alleviation and Development has taken the targeted poverty alleviation as the new working mechanism and goal of China's poverty alleviation system. It points out that poverty households and villages should be identified, helped, managed and assessed precisely.

In June, 2015, general secretary Xi proposed the "six principles of precision", namely, precise poverty alleviation target, precise program management, precise fund utilization, precise measures connected to the each household, and precise dispatch of cadres to each village according to different realities, which further enriched the connotation of targeted poverty alleviation and made it easier for workers to operate. [5] From those, it can be seen that the thought of "precision" runs through the whole process of targeted poverty alleviation and provides overall leadership. However, due to the lack of effective preliminary investigation, university libraries don't take further research about targets' education, reasons for poverty, special needs and etc. Therefore, the identification of poverty-stricken targets is not precise enough. At present, most university libraries adopt the general and extensive modes such as "culture activities holding designed for all the poor", the aim of which is to have the poverty alleviation targets learn and improve their thinking patterns in a passive way. But without being well targeted, those modes don't embody the principle of

precision in input of resources in poor areas and assistance of libraries in resources platform, websites building and relevant equipment provided for poor areas. As a result, libraries' service is not good and fails to meet the expectations of targeted poverty alleviation. In addition, the research outcomes of university libraries on targeted poverty alleviation are still in an initial stage. University libraries should continue to optimize the service scheme of targeted poverty alleviation, innovate in service mode of targeted poverty alleviation, identify and located precisely the targets of precise poverty alleviation and provide corresponding service according to their actual needs.

B. *The Mechanism of Management and Performance Assessment Is Not Perfect in the Process of the Involvement of University Libraries in the Targeted Poverty Alleviation*

Precision is the guiding principle for the library to carry out the work concerning precise culture of poverty alleviation, in the context of which precise identification is the premise, precise assistance is the key and the precise management the guarantee. [6]

From those, it can be seen that precise management is an extremely important part of targeted poverty alleviation. However, the mechanism of precision and performance evaluation is not perfect in university libraries' participation in targeted poverty alleviation. The current criterion are mostly limited to the volumes of books donated, the number of libraries donated and the amount of fund for the poverty alleviation, whereas the specific needs and regional needs of poverty alleviation targets are waiting to be met, and the targeted assistance plan requires to be further implemented. All in all, the resources of poverty alleviation are not allocated reasonably, the targets of poverty alleviation are not identified precisely and the few progress have been made in the poverty alleviation for the mechanism of management and evaluation is not perfect in university libraries' participation in poverty alleviation.

C. *University Libraries Don't Behave Well in the Coordinated Cooperation with the Relevant Departments in Some Regions*

Owing to regional development imbalance and the lack of talents in some regions, cooperation between universities and relevant departments in poverty alleviation is not well coordinated. Some institutions don't have close contact and communication with university libraries. Thus, it is difficult for libraries to play its role. And lots of concrete work has not been carried out. Many concrete projects are formalistic without persons in charge. All those affect the poverty alleviation work in a negative way.

IV. COUNTERMEASURES AND SUGGESTIONS FOR UNIVERSITY LIBRARIES IN TARGETED POVERTY ALLEVIATION

A. *University Libraries Should Make Clear the Group of Poverty Alleviation and Identify Precisely the Targets of Precise Poverty Alleviation*

"Precision is the key to the poverty alleviation and development. The success of the work depends on precision." Precise identification is the basis and premise of targeted poverty alleviation. Therefore, an effective poverty identification mechanism should be established with the seamless close contacts with persons in charge and the manager the rural libraries. [7] To begin with, university libraries should conduct field research in poverty-stricken areas for information collection and processing. University libraries must connect themselves frequently with other departments to build and share information data with local government and organizations at the grass-roots. And university libraries should also collect comprehensively the information about the regional needs and work development in the process of targeted poverty alleviation by geographical location, have an in-depth analysis and processing about targets' age, education and reasons for poverty and establish archives for poverty alleviation after classifying the information. Also, university libraries should build databases of targeted poverty alleviation and give action plans for that. All of these can ensure that targets of poverty alleviation can be identified and located precisely with Internet and Internet technology.

In addition, university libraries should attach much importance to providing assistance for regional cultural construction and development not only in material aspect but also in non-material aspect. It is necessary for university libraries to expand their influences in the work about targeted poverty alleviation, co-establish the targeted poverty alleviation system with government sectors and other cultural institutions and promote the standardized, long-term development of targeted poverty alleviation. This way solid groundwork can be laid for improving the effectiveness of targeted poverty alleviation. [8]

B. *University Libraries Should Optimize the Modes of Poverty Alleviation When Taking Part in the Targeted Poverty Alleviation*

After university libraries precisely identify the targets of poverty alleviation, they should establish new channels for input of poverty alleviation information, optimize the modes of poverty alleviation and design programs and action plans for poverty alleviation in accordance with the classified achieves and database established for poverty alleviation, which shall lay groundwork for the design and execution of programs for poverty alleviation. In the case that some difficulties and problems arise from the programs, university libraries can provide such counseling service as necessary expert reports and market research to the advantage of document information resources. Besides, when the programs for poverty alleviation run into problems in workers and professional capabilities, university libraries can

provide service such as direct training and indirect training. For example, university libraries can provide direct training for the staffs in charge of rural libraries and travelling libraries.

Besides, university libraries can provide mobile reading service for poverty alleviation targets, taking advantage of mobile library resources purchased and guide these people to make full use of those resources to read. University libraries should develop multi-level and characteristic activities for poverty alleviation. Also, university libraries should make every effort to transform the modes of poverty alleviation from general to specific, which can greatly improve the quality and effectiveness of targeted poverty alleviation.

C. *University Libraries Should Cooperate with Regional Libraries and Work Together in Targeted Poverty Alleviation*

In targeted poverty alleviation, university libraries should cooperate and work together with local museums, archives and other institutions, especially regional libraries in poverty-stricken areas. University libraries should make full use of rich library resources and provide community service. In the cultural life of poor people, university libraries can not only donate money to build rural libraries and put on performances in rural areas, but also deepen the service further and continue to make innovation in building platforms for people's cultural life. For example, on the basis of the university's unified regulations and concrete programs requirements, guided by information needs of targeted poverty alleviation, Sichuan Agricultural University Library establishes a comprehensive platform for information service. This platform provides effective information resources guarantee for targeted poverty alleviation in four aspects: resources, technology, personnel and town and village service. [9]

In addition, taking advantage of abundant library information resources, university libraries can provide science and technology, information resources, professional training, technology consultation and other resources for local libraries. They can also provide distant technology consultation for local libraries though QQ, Wechat, e-mail, hot line for culture of poverty alleviation and so on.

D. *University Libraries Should Make Full Use of the Network of Poverty Alleviation and Facilitate Targeted Poverty Alleviation*

Against the background of "Double First-Class" project, it is an inevitable need that university libraries keep up with the trend of big data era, take digitalization as the direction of targeted poverty alleviation and build the network of poverty alleviation; and utilize the network to keep track of the utilization of project fund of poverty alleviation according to the special needs of poverty alleviation targets. Besides, making clear specific needs of poverty alleviation targets should be incorporated into the innovation of poverty-alleviation. Sticking to the idea of targeted service, university should also provide better and more targeted service so that

the people living below the poverty line can really gain a sense of achievement and happiness.

E. Suggestions

In the process of targeted poverty alleviation by university libraries, it is found that farmer's information literacy education in rural areas is worthy of attention.

The research and development of farmer's information literacy lag far behind the development of the information era and can't meet the needs of China's new countryside construction. "The project of rural distant education with 11.1 billion", the 13th Five-year Plan for the Fight against Poverty and the 13th Five-year Development Plan for National Informatization in Agriculture and Rural Areas, all aim at improving farmers' information literacy in various ways, direct or indirect. However, corresponding educational plan and standards have not been developed. But foreign countries like America attaches great importance to setting information literacy standards. In 2003, American Agricultural Association and Association for Educational Communications and Technology worked together to have set some standards on American farmers' information literacy.[10] And Swiss, Germany and Russian have all designed educational plan through departments related to education. Therefore, in targeted poverty alleviation, university libraries should make in-depth research and take advantage of abundant library resources to maximize the potential of talents in universities to the fullest. And they should also learn from foreign advanced educational plans and standards of farmers' literacy, set up that of our country, considering the demand of domestic countryside construction and make contributions to the fight against poverty with precise measures.

In targeted poverty alleviation participated by university libraries, it is suggested that necessary place for cultural activities and equipment be provided. This can be provided by, for example, public libraries, cultural centers, museums and farmers' book stores.

In addition, in 2015, the central government introduced the *Interim Procedures for Special Funds for Local Public Cultural Service System Subsidized by the Central Government* and *Opinions on How the Government Does Well to Purchase Public Cultural Service from Social Forces*, which guarantee targeted poverty alleviation fund allocation in the form of a contract.

V. CONCLUSION

As the concept of "targeted poverty alleviation" is proposed by the Central Party Committee and the State Council, how to put targeted poverty alleviation into practice has been closely connected with the smooth achievement of the following great and strategic goals: the construction of moderately prosperous society in an all-round way and the two centenary goals.

With advantages in talents and library resources, university libraries perform the historic mission of cultural transmission and take part in targeted poverty alleviation. In

terms of culture poverty alleviation, they give guidance for people in poverty, develop talents with information literacy and establish service platforms. They further help people in poverty acquire knowledge and provide firm knowledge guarantees and intellectual support for culture of poverty alleviation.

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