

Role of University Libraries+ in the Campus Culture Construction

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Abstract: Library, as an important part of school education, is one of the visible cultural forms. It plays an important role in the construction of university campus culture, greatly affecting the school spirit and learning style. Library+ refers to a construction mechanism of campus culture of “three aspects of education” based on department linkage. The work proposed that university libraries should carry out multi-level activities with other departments to establish the organization management by exploring the important role of library+ in the construction of campus culture. [1]The leading role of the Steering Committee of University Libraries should be given full play for the supervision and diversified integration, thus establishing the long-term mechanism of campus culture.

Confusion of the current role of libraries in the campus culture construction

Campus culture is the embodiment of the comprehensive strength of a school, a unique culture gradually formed in the long-term school-running practice, and a group culture of campus spirit and civilized behavior. It aims at the cultivation of people, with the fundamental purpose of developing university students. As the knowledge center, learning center, cultural center and the second classroom, library needs to not only create a good cultural atmosphere, but also become the digger, inheritor and anticipator in the campus culture construction. Making full use of library in the campus culture construction is the subject of university management as well as the topic that library managers should face.

We have discussed the challenges faced by university libraries in the campus culture construction for many years. Some colleges and universities have paid lots of money to present the visible cultural phenomenon in physical forms—making some quotes by famous people or celebrity portraits, etc. Can the school mottos, school songs, school flags and art festivals constitute and highlight the whole of campus culture? At present, the severe simplification of culture is a prominent phenomenon among university students. A large number of classic masterpieces have been laid aside and neglected, while popular books are pursued as treasures. The intrusion of culture snack from the network culture has a great temptation for simple-minded young students. This causes not only the great waste to the library resources, but also the great harms to the educational guidance, knowledge dissemination and taste cultivation, which has a profound negative impact on the campus culture construction.

Library cultures can be divided into explicit culture and hidden culture. The former includes the internal and external natural environment as well as the activities of campus culture; the latter includes the library style (i.e., management system) and interpersonal relationship (containing the

relationships between librarians/ librarians and readers). Both cultures are closely related to the construction of campus culture.

Explicit culture of library

Library environment includes the physical and mental environments, which are indispensable. The former should have the external environment reflecting special appearance design, layout and surrounding environment as well as the elegant, quiet and clean internal environment. The readers in library can naturally integrate into an open, equal and comfortable reading environment, and can feel the power of knowledge and human civilization. Libraries guide undergraduates to attentively read for practice through colorful reading promotion, which disseminates knowledge and imperceptibly enhances the campus culture education.

The satisfactory service provided by librarians is a mental environment. High-quality services can make readers close to libraries, so librarians should inherit the admiration of knowledge treasure, with the eternal belief of regarding knowledge as life, fairness as responsibility, and readers as honored guests.[2]

Implicit culture of library

Human-based management is the service concept of modern development, and it is an inevitable trend for university libraries to provide readers a comprehensive, diversified service mode. The scale of library collection, the different characteristics of literature and the nature of service are used to reasonably set up the posts and establish the reasonable, standardized regulations and management methods that are in line with timeliness, openness, shareability and information service of library.

Librarians and readers should establish the interpersonal relationship of campus with friendship, trust, concern, responsibility and harmony. Respecting rights and needs of readers and enriching the spiritual life of campus culture, the campus culture system should be constructed by the staff.

Connotation definition of library+

The campus culture construction is a complex systematic project involving all aspects of university. Its work concept is to focus on cultural construction and make use of culture carriers for mutual promotion. As one of three pillars of university education, library has the closest relationship with the campus culture construction. It should undertake the heavy responsibility of campus culture construction and support the colorful cultural activities with its unique functions and characteristics. Therefore, library+ refers to the campus culture construction mechanism of “three aspects of education” based on department linkage.

Library + department linkage + social groups

Library should make full use of its own collection, the relevant school organizations (Steering Committee of University Libraries, Office of Student Affairs, Chinese Communist Youth League Committee, etc.) and the social force to expand the activities. Universities can establish the Working Committee of Library taking the vice president in charge of the library as the group leader, and the vice presidents of secondary colleges (departments) as the members. Based on the revision of the talent training program by the Office of Academic Affairs, the amount of borrowed books each semester needs to be re-stipulated—students are required to download a certain amount of document literature, and all professional teachers should provide a bibliography for students to borrow. When conducting the annual evaluation and the construction of study style, the Office of Students Affairs should take the amount of borrowed books as a measure of evaluation, with the promotion from top to bottom [3].

University library and social groups should jointly promote reading and set up the reader class of social practice. Love and attention are used to guide the happy and wise reading of undergraduates. It not only has a good effect on the forming of good teaching style and learning style, but also applies

the learned knowledge to social practice. Students need to participate in nationwide reading as the main force with long-term persistence.

Library + three aspects of education

At present, university libraries have removed paper books to make more space for the new modules such as the rest space and maker lab, gradually shifting their focus from books to service and education. The work of librarians also undergoes a huge transformation from the collection and processing of paper books to the guidance of readers to master the effective access to information resources, namely the guidance and control of reading. It includes the entire process of libraries from interview to intelligence consultation.[4]

The three aspects of library education include the environment-based education (containing material and mental environments), knowledge-based education and management-based education.

Environment-based education

University libraries provide wide, clean and quiet material environment (interior design), which allow readers to walk out beyond the substances. Librarians provide satisfactory services, which refers to the mental environment. The professional ethics, proficient skill, thoughtful service, decent language and heart-felt smile of librarians form a powerful appeal to the readers, which makes the libraries as the second classroom for readers. A good library, with the influence character by environment, is a good way for readers to become talented as well as the cultural environment of self motivation, self discipline and self management.

Knowledge-based education

Library, based on the objective of school personnel cultivation and the construction of discipline and specialty, should perform the procurement, classification, and rational layout of paper resource and electronic resource for teaching and scientific research. Students should read more good books under guidance, which is determined by librarians. They should not only make full use of the rich library collection to satisfy readers in various ways, but also guide the readers with the correct outlook on life, world outlook and value concept. Besides, the following things should be completed: teaching students how to behave, learn and think.

Management-based education

The management of university librarians mainly includes the managements of library resource, librarians and readers. The readers' demands are the motivation and goal of library work, and the libraries should make full use of their educational function while formulating the duties of the staff and the Rules and Regulations. The Readers Handbook emphasizes the harmonious development of the individual autonomy and the borrowing order of libraries, and the readers can enjoy the rights of lending, knowing, supervision and participation in the libraries, which realizes the mutual interaction between managers and subordinates.[5] The better the people-oriented theory is embodied in the service between teachers and students, the greater the educational function.

Role and deficiency of the library+ in the construction of university campus culture

Library + Yiban

In 2004, the Party Central Committee and the State Council put forward the requirements of universities to occupy the cyber ideological and political education. Yiban is a comprehensive online interactive platform for university students, which provides education, teaching, life services, culture and entertainment. As the most active platform for learning and communication, it integrates the mainstream Web 2.0 application such as sociality, forum, Weibo and blog, and provides the one-stop service of customized education and information for teachers and students. [6]The application and development of its official account enhances the autonomy and flexibility of Yiban, and the dual identity of managers and developers enhance the online construction achievements. The service tenet

and function realization of the Yiban platform coincide with the knowledge dissemination and information service of the university libraries. On the one hand, embedding library-related functions into the Yiban platform expands the service mode of university libraries and promotes the campus network culture. On the other hand, it provides a quick way for readers to obtain documental information. New situation has been created with the reading space personalized, deepened and extended. [7]

Library + innovation activities

The campus culture construction emphasizes the combination of brand building and education/discipline construction and development. To win students' attention and participation, the activities should be constantly innovated. For example, Sanming University fully taps local cultural resources, highlighting campus culture connotation and brand culture. Based on the school-running and regional characteristics, a series of complete systems of campus culture activities have been established to serve the animation festival with the principle of cultivation in learning, practice in competition and achievement in activities [8]. Baise University is located in Baise City, Guangxi Zhuang Autonomous Region, lying in the upper reaches of the Pearl River system. It is the frontier transportation junction of Yunnan, Guizhou and Guangxi Provinces as well as the frontier of the two-way opening between China and ASEAN (Association of Southeast Asian Nations), with seven localized nationalities of Zhuang, Han, Miao, Yao, Gelao, Hui and Yi. Relying on the local culture, 2017 Reading Festival of the library of Baise University carried out the folkway sharing session, and the students read and interpreted the classics in different local dialects. While experiencing traditional culture, they could hear voices from different nations.

Library+ to improve the level and taste of campus culture activities

Libraries realize the construction of campus culture through the reader education and services, healthy spiritual products and self-education environment. The taste of campus culture reflects the comprehensive campus education environment from campus system culture, spiritual culture and material culture. [9] Besides optimizing the environment and using school brand to explore potential, university libraries create cultural features to display the competitive cultural products. Moral education, intellectual education and aesthetic education are infiltrated into campus culture activities through careful design and organization of content-rich, novel and attractive reading festival. The quality of students is expanded to make them feel and understand in the activities, thus sublimating the moral realm, enriching the spiritual life and edifying the thoughts and feelings.

Library+ librarian construction

The librarians with heart-and-soul service can create comfort and nature, which is more attractive to readers compared to the luxurious decoration and majestic building. [10]Service is inseparable from the support of real skills, and librarians in any position must establish the concept of "service first" and "supreme readers". The educational level should be constantly improved in theory and business, and the professionalization of librarians can be realized by mastering the library digitalization and the network knowledge and skills as well as enhancing the professional moral quality and service level.

Librarians directly face the students at work, with their behaviors concerned by the latter. Therefore, the words and deeds are more important—librarians should standardize the behaviors of readers by their behaviors, and educate students imperceptibly.

Thinking on the optimization of library+

The long-term mechanism for campus culture is the key to its scientific development. The people-oriented management respects the main role of teachers and students. The strong interior cohesion is formed by the combination of inheritance and innovation and the creation of comfortable learning environment and harmonious interpersonal environment for the development of all the work.

Establishing the complete system culture and implementing humanistic management

Colleges and universities should establish a long-term mechanism for unified planning and deployment according to the Party's educational policy and regulations. Based on the specific content of management, the responsibilities of departments are refined to guide the teachers and students for the correct world outlook, outlook on life and value concept, thus exerting the educational function of campus culture. Libraries should improve the management rules and regulations with situations. Leaders should be the first in implementing the system without discrimination, and make full use of department directors and student groups for management democracy and harmonious environment.

Establishing a sound assessment and supervision mechanism for overall planning

The long-term mechanism of campus culture construction refers to the operation mode and function coordination among the factors of campus culture for the comprehensive, coordinated and sustainable development of campus culture. [4] University libraries can establish a leading group for the overall planning, supervision and implementation of campus culture construction based on the reality. The openness of library affairs is promoted, with the democratic management system improved. The department heads should formulate the practical work rating index system to implement the detailed regulations and targeted measures and quantify the assessment criteria. The performance of campus culture construction is incorporated into inspection and assessment and evaluation, avoiding formalism. Besides, the requirements are proposed for the connotation and evaluation criteria of the examination items. The librarians are mobilized from policies and systems for the campus culture construction—rewarding the librarians with good performance.

Ensuring fund investment for the completion of tasks

To incorporate the campus culture construction into school development planning, the leaders should focus on the important position and role of libraries in the campus culture construction. In the relevant policies, they should provide assistance for the financing of project activities, and increase the investment in manpower, financial resources and material resources to ensure the proportion of relevant funds. For the development of tasks and the fund sources of library activities, the financial supports from the superior, the public, social groups etc. should be winned in addition to the special funds allocated by the school.

As the main front of the literature resources center, public activity education and cultural exchange, university libraries play an important role in the construction of campus culture. Its service quality directly affects the development of teaching and scientific research and the quality of students. Campus culture construction is a task that is common, important and long-term. There are still many problems that need to be practiced and considered. Therefore, the long-term development of colleges and universities needs the diversified service potential and the complete long-term mechanism of campus culture.

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