Research on the Participation of Local University Libraries in Community Public Cultural Services

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Abstract. With the demand of social development in the new era, the position of local university libraries in the construction of community public cultural services is increasingly prominent. This paper focuses on the local university libraries, combines the advantages of the local university libraries to participate in the community public cultural services, analyzes the problems of the local university libraries to participate in the construction of community cultural services, and puts forward the effective strategies of the local university libraries to participate in the community public cultural services.

1. Introduction

In December 2015, issued by the Ministry of Education of ordinary colleges and universities library procedures explicitly pointed out that university library should give full play to the school personnel training, scientific research, social services and the role of cultural inheritance innovation, actively participate in all kinds of resources sharing, giving full play to the advantages of information resources and professional services, services for the society. In August 2017, the ministry of culture issued “much starker choices—and graver consequences-in” public digital culture construction planning in the stressed: "much starker choices-and graver consequences-in" period, is the basic completed the sprint phase of modern system of public cultural services. Public digital culture construction is an important task to speed up the construction of a modern system of public cultural services, which brought new challenges and opportunities for college libraries.

Under such a new situation, the construction of community public culture and the public's demand for cultural information are increasing day by day. In particular, under the circumstance that the collection of documents in public libraries in various regions is limited and the supply of documents and information is seriously insufficient, the call for university libraries to participate in social public services is increasingly strong. In terms of local university libraries, how to meet the development of information society requirement, give full play to their strengths, overcome their own management block disadvantage, creatively to carry out the service work, gradually expand public services, to achieve social development brings the opportunity and the challenge of new era, this is an important subject that university library personnel must study seriously and need to solve urgently.

2. The Significance of Local University Libraries' Participation In Community Public Cultural Services

2.1 It is the Duty of Local University Libraries to Serve the Society

In university library provide service for the teaching and scientific research of the school teachers and students at the same time, according to the library collection, manpower, facilities, etc., close combination with the demand of local political, economic and cultural development, actively to the social public to provide a certain level, the scope of the literature information service, allowing them to use the library collection of all kinds of information resources and information facilities, so as to realize information resources sharing and maximize social benefits. This is the social service
of the local university library. Local university libraries are obliged to disseminate the information stored in their collections to the public, and it is their bounden duty to serve the society.

2.2 Local University Libraries have the Advantage of Serving Social Development

The local university library is the regional political, economic and cultural center, which is very convenient for the local university library to go out of the campus, integrate into the local society, and serve the local economic and cultural construction. By opening to the local public and providing document information services to the off-campus, the local university library can exert a strong radiation effect on the regional economic and cultural construction.

2.3 It is the Need of Social Development for Local University Libraries to Serve the Society

The constant demand of innovative talents for knowledge and information is the driving force for the socialization of university library service, and the socialization service of local university library is the need of lifelong education, learning-oriented society and two-oriented society construction. It is not only the inevitable trend of the time, but also the long-term expectation of the local public. It is also an important way for local universities to feed the local society and gain the support of the local society.

3. Advantages of Local University Libraries Participating in Community Public Cultural Services

Because of its geographical relationship and abundant document information resources, local university libraries have great advantages in the construction of community public cultural services. Therefore, local university libraries should take the initiative to actively participate in the construction of community public cultural services on the premise of ensuring the teaching and research needs of teachers and students, so as to enable local people to fully enjoy the public cultural rights, so as to continuously improve citizens' cultural literacy and civilization.

3.1 Local University Libraries have Abundant Library Collection Information Resources

According to incomplete statistics, there are nearly three thousand university libraries in China, which cover a wide range of subjects, including literature, history, philosophy and art, business administration, law and education, science, industry, agriculture and medicine. Some university libraries with rapid development set up huge electronic information databases, set up a variety of online retrieval terminals, and undertake all kinds of online retrieval services. These are incomparable to the community public cultural service institutions at the grass-roots level, and also provide a strong resource guarantee for university libraries to participate in the construction of community public cultural services.

3.2 Local University Libraries have Human Resources of Good Professional Quality

With the rapid development of education in China, people's cultural and educational levels have been greatly improved. At the same time, with the expansion of college enrollment year by year, more and more highly educated professionals have been sent to the society. The working team of the local university library is developing towards the direction of specialization and higher education. They have professional knowledge accomplishment and good vocational ability, which provide talent guarantee for satisfying the teaching and scientific research work of colleges and universities and guarantee for participating in the community public cultural service.

3.3 Local University Libraries are Equipped with Advanced Management Techniques and Sound Facilities

With the rapid development of China's social modernization, local university libraries have also accelerated the construction process, with a large amount of literature collections, diversified carrier forms, and the combination of physical and virtual collections. At the same time, digital library construction has also been accelerated, and office automation and computer intelligent system
management have been widely realized. For example: books self-help management system, multimedia reading room, university resource sharing platform and document information resource search system. Therefore, the local university libraries have realized digitalization, intelligence, network and automation management, greatly improved the service conditions and service efficiency, and reached a new level of service.

4. The Participation of Local University Libraries in Community Public Cultural Services

Because between university libraries and community public cultural institutions management system, operation mode and service consciousness of the subjective and objective factors, such as local university library in the construction of public cultural services in the community are to be cautious, and interaction with the exchange of community public culture closely enough, mainly embodied in the aspect of theory research and practice is not much. The resource advantage of university library has not been given full play.

4.1 Backward Thinking

Due to the management system and other reasons, the university library does not have close contact with the resident, and the cooperation with the local area is more in the economic field, thinking more about how to turn the scientific research results into economic benefits, ignoring the advantages of co-construction with the community culture and resources. At the same time, university library staff are not very active in providing services to people outside the university. Firstly, because the university does not require the library to have the obligation to participate in the community public cultural services, it is not within the scope of responsibility to provide services to the community. Second, off-campus services mean the same pay but additional hours and work. Finally, university libraries are conservative in ideology and cognition, holding that public cultural service is the responsibility of institutions related to public culture and has nothing to do with themselves.

4.2 Management Difficulty Increases

Open to the community, the university library is bound to conflict with the interests of teachers and students. First, community readers borrow books and periodicals and other resources. Although the utilization rate is improved, it also speeds up the damage of books and periodicals and increases the difficulty of procurement. Second, there is a lack of training for people in the community to enter the library. Once they enter the campus library to borrow books and periodicals, they will inevitably cause the disorderly placement of books and periodicals, which will increase the difficulty of management. Third, due to the safety concerns of students and teachers, many colleges and universities conduct semi-closed management, with guards on duty, and outsiders need to be registered in, which results in the insufficient convenience for people in and out of the community.

4.3 Shortage of Human and Material Resources

Due to various reasons, the university library staff is relatively less and the university's teaching and research work is urgent. Carrying out services outside the school undoubtedly increases the work task and virtually hinders the harmonious development of interaction and communication with the community public cultural service agencies. At the same time, participating in the construction of community public cultural service system inevitably involves the problem of capital investment. There is no law on the support of specific operation costs, which can only be solved through coordination and communication between the government, universities and other relevant departments.

5. Strategies for Local University Libraries to Participate in Community Public Cultural Services

Due to the uneven development scale and level of local university libraries in various regions, it
is necessary to consider the situation of self-construction, choose the appropriate cooperation mode and mode, and seriously carry out information resource services when participating in the construction of community public cultural services. At the same time, it is also necessary to coordinate and communicate with local government departments and community cultural institutions to jointly play a role in the vigorous development of local public cultural construction.

5.1 Actively Establish a Resource-Sharing Platform with the Community Public Cultural Service Department

Today, with the rapid development of information technology, science and technology are changing with each passing day, and any library cannot meet users’ demands for document resources and information. In order to meet the needs of the public, university libraries need to form alliances with community libraries, science and technology museums and other cultural institutions to build platforms for resource co-construction and sharing, improve the breadth and depth of information dissemination, and better provide intellectual support and information security for community development. In the network information environment, alliance group can jointly purchase expensive databases, carry out consulting services, and jointly develop databases, so as to realize joint procurement, document delivery, online cataloging and other functions. University libraries can also take advantage of their own advantages to train relevant staff in the community, effectively improve the situation of weak foundation and insufficient resources of cultural venues at the community level, and provide effective services for the community.

5.2 Scientific Demonstration and Provision of Literature Resource Service Planning to the Community

In recent years, the utilization rate of some literature resources in university libraries is not high, which is related to the distribution of study energy of current university students. Due to the pressure of various qualification examinations, the library rate of relevant professional books is high, and all kinds of literary classics and popular books are also favored by students. In addition, some general science and encyclopedia are rarely read. With the rapid increase of the number of Internet users in China, the paper document resources are becoming idle and wasted. Therefore, local university libraries should stagger the borrowing time of teachers and students and the community public on the premise of satisfying the literature demand of teachers and students of the school, and open them to the community public for free, so as to improve the utilization rate of resources and promote the development of community public cultural services, so as to achieve win-win results.

5.3 Supporting and Assisting the Development of Community Public Cultural Institutions

University libraries can take the form of one-to-one assistance to support and help community public cultural institutions from the aspects of technology, equipment and business. In terms of resources and equipment, university libraries can donate some of the literature resources and equipment with low utilization rate and weak professionalism to grassroots venues through the form of assistance and support. At the same time, in terms of technology and management, it helps the grassroots venues to provide professional guidance, establish collection database, and standardize the management of literature and information resources. Through these forms, to help the community grassroots cultural venues standardized service operation and quality service to the community.

5.4 Build Characteristic Database According to the Daily Needs of Community Public

Local characteristics reflect the characteristics of a region's development and condense the profound political, economic, cultural and historical changes of a region. Local characteristic literature is the valuable memory and effective inheritance of local characteristic. Many local university libraries have their own collection features, with special databases. And a regional development community library, owns the local literature are often and complement each other in university library, and thus the two should be combined to jointly develop, rely on modern technology and equipment, make unified cataloguing and indexing, establish and improve the local
literature full-text database, with both local and professional characteristics of the database resource center, common information guarantee for local economic development.

5.5 Carry out Public Cultural Service Activities in Combination with Community Public Life

With the rapid development of the social and economic situation, people's material life has been greatly improved, and their demand for spiritual life is also increasing. Therefore, rich and colorful cultural activities should be carried out to meet the growing spiritual and cultural needs of the public. Cooperate with local public libraries to carry out various reading activities to create a reading atmosphere. Such as use holiday reading, reading month activities, which are held in the reading activities, set up a new shop, making reading recommendation list, a variety of forms such as works exhibitions, work together for good to benefit the public reading position, make the good habit of reading become citizen, strive to build a learning society, so as to continuously enhance the level of citizens' cultural quality.

6. Conclusion

At present, countries attached great importance to developing the public cultural service system. In this context, local university libraries should seize the opportunity, advancing with the time, according to their own situation, choose suitable for their own patterns, actively participate in the community in the construction of public cultural service system, to update the service concept, the transformation of the mode of service, innovation, service content, in order to better play to their own advantages, promote rapid development of community public cultural services.

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