Inter-urban library as a service center for specialists of the agro-industrial complex

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Abstract. The article is devoted to the research of the inter-urban library role as a center for individual and mass library-information services for specialists in the agro-industrial complex. The work experience of the Volgograd region with agricultural literature is presented and the ways to overcome the problematic field of documentary funds replenishment, the information technologies usage in the technological processes of inter-urban libraries, and the service system management in the region are outlined.

1. Introduction
Agrarian production of the Volgograd region is one of the main branches of economic activity, and the region is among the leading agro-industrial complexes in the country in terms of the agricultural production volume. The region is located in the zone of risky farming, therefore, this area is receiving increased attention.

In the Volgograd region in each of the 33 districts of the region there are inter-urban libraries. Inter-urban central libraries and branch libraries have funds of agricultural literature, which have been collected for a long time and include periodicals, reference and encyclopedic publications, monographs, textbooks, a reference and bibliographic apparatus has been created. One of the work directions of such libraries is information services for agro-industrial complex specialists on the basis of cooperation agreements.

Unfortunately, it is not a priority, as shown by the analysis of the libraries annual reports.

2. Materials and methods
The requirements for specialists of the agro-industrial complex (AIC), the level of their information requests and needs indicates the demand for their close interaction with interurban libraries, which, in turn, must meet the specialists needs using modern service technologies and innovative methods of information delivering. Libraries in regional districts serve as rural information centers, indicating the need to strengthen the library information function. This requires the information content increasing and the document fund updating.

Among the problems faced by libraries, are the following:
- the aging of the fund of agricultural literature and lack of full-fledged acquisition;
- libraries low interaction activity between the main information consumers and the methodological center of Volgograd regional universal scientific library named after M. Gorky in their consulting and methodological activities with the inter-urban libraries staff;
- lack of sustainable demand for agricultural literature;
- lack of specialized knowledge of the basics of agro-industrial economics among employees to conduct industry bibliographic searches;
- lack of a unified electronic fund of all settlement libraries on this subject.

The profile category of users often needs information containing specific recommendations and advice, business factual data, commercial and financial nature in accordance with stable requests, Days of
Information, Days of Specialists, selective information distribution, differentiated service of a number of specialists and management of all levels, organization of various conversations, literature reviews.

Recently, the form of an information dossier has become widespread, including materials on a specific topic from various sources: factographic, including digital, full-text photocopies of documents, articles, specially prepared reviews, as well as kind of digests containing a summary of the main articles from the periodical on a specific topic [3].

Traditional and new forms and informing methods are used selectively depending on the situation, request types, the capabilities of their own fund and library funds.

A gradual transition from addressless mass information to problem-oriented one, designed for individual users and specific groups of readers, on clearly formulated topics and problems began. Such information can be current, on predetermined topics, or in a proactive notification mode. The latter is especially important for the managerial staff, businessmen, farmers, brokerage business workers. The information subject communicated to consumers by means of proactive notification is different: from legislative and professional-production to opportunistic and social-domestic.

The agricultural literature subject area has expanded. It covers both general problems of the agro-industrial complex reorganization and specific practical issues of state farms and collective farms common property privatization, rural entrepreneurship development, skillful farms management experience, their mechanization, accounting system in agricultural stock companies and partnerships and much more.

A significant part of information resources are library publications of the scientific and technical information bodies. The system of bibliographic information on agriculture has a multi-level structure, providing information to the rural library. Publications prepared by libraries and bodies of scientific and technical information of the federal (all-Russian) level (bibliographic, abstractive, overview, express information) cover all branches of agriculture and reflect the literature published in Russia and other countries CIS in Russian.

The main sectoral bibliographic and methodological center for agriculture is the Central Scientific Agricultural Library (CSAL) [4]. The Central Scientific Agricultural Library publishes current branch bibliographic indexes, various professional and production bibliographic manuals on current subjects, and compiles indexes on ordered topics. At the regional level bibliographic information on agriculture is created by universal scientific libraries, as well as preserved territorial centers of scientific and technical information [3].

The libraries activity as service centers for specialists in the agro-industrial complex has received additional opportunities since the specialized information centers creation on the libraries basis using the Internet capabilities which compensates for the lack of new specialized literature. The interlibrary pass possibilities, electronic document delivery services and open access full-text network resources are actively used. Here, the leading source for obtaining full-text electronic versions of periodicals is the Scientific Electronic Library (SEL), the platform of which provides more than 2500 Russian scientific and technical journals (of which more than 1300 are in the public domain).

3. Results and discussion

Libraries of Elansky, Zhirnovsky, Kalachevsky Kotelnikovsky, Novoanninsky, Pallasovsky, Ilovinsky districts of the region are quite active in informing the agro-industrial complex specialists. Libraries mainly use individual and collective information in accordance with the specialists’ requests; Information Days, Specialist Days, and Specialist Self-training Days are held.

So, in Rudnyansky, Sredneakhtubinsky, Staropoltavsky, Frolovsky districts the method of individual information is used, the subscribers of which are the districts and settlements heads, agricultural specialists (economists, livestock specialists, agronomists, veterinarians), departments heads, entrepreneurs, farmers, students of agricultural educational institutions.

Among the most popular subjects at the present time the following can be distinguished: economic and legal aspects of management, taxation and lending, land legislation, pricing policy, private plot activity, etc.

Informing group forms include events designed for a specific group of specialists of the same profile or industry. These are thematic and industry exhibitions, oral and written literature reviews, lectures by specialists, bibliographic lists, etc.

Among the complex events held by the libraries of Elansky, Mikhailovsky, Leninsky districts, one can single out the Days of Information, the Days of the Specialist ("Problems and prospects for the agricultural development", "Modern technologies in the agro-industrial complex", "Legislation in the agricultural sphere).
Self-study days are held both on the library basis and directly in the organization. Usually there are thematic collections of new literature, periodicals with bookmarks of articles, bibliographic manuals, a list of periodicals that are in the district. When such Days are held in the library, the specialists are introduced and provided with the relevant sections of the systematic catalog and systematic index card articles, maintain a card index of information specialists needs. In the Mikhailovsky District, there is a program "Library - Business Information Center", which includes information and bibliographic services for agricultural specialists. The centers use both traditional and non-traditional forms of work and a consulting service is organized. For specialists in Danilovsky, Kamyshevinsky, Kletsky, Nekhaevsky districts bibliographic lists are compiled, which include analytical descriptions of articles from their periodicals, inform about new literature acquisitions, lists of Internet resources are created and their monthly distribution is carried out at the users’ request.

Libraries are expanding their service area by using social media to create their own pages.

4. Conclusion

Among the recommendations to libraries for information services improving for specialists, we can note the following:
- to include a section "Library and bibliographic services for agro-industrial complex specialists" in the libraries work plans;
- to have in inter-urban libraries a consolidated card index of agro-industrial complex specialists and their information requests;
- in order to attract specialists to use the information and electronic resources available in the library (the "Consultant Plus" system), Internet resources more actively, send mailing by e-mail;
- to use the potential of the Volgograd regional universal scientific library named after M. Gorky, which is a methodological center for settlement libraries, and to conduct joint events with the leading specialists involvement (in on-line format).

References

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