

The Strategic Planning and Implementation Strategy of Local University Libraries In the New Period

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Abstract

In the face of “demise of library”, library should make strategic plan scientifically and seek the road of sustainable development with the spirit of reform and innovation. In this strategy, the library needs to create the best form the physical and virtual learning space, to provide service differentiation, optimize the management mode of scientific long-term planning, effective implementation strategy, and carry out it.

Key words: Local University Libraries, Strategic Planning, Implement Strategies, a hub of information, maker-space

Strategic planning is the development goal of the organization and it is the standard of assessment, which can ensure the sustainable development of the organization. Recently, the new technology has a great impact on the library, so the “demise of library” [1] has emerged. In the presence of new period and new challenge, library should establish strategic planning scientifically and explore the road of sustainable development with the spirit of reform and innovation. Strategic planning have different library, such as public library, university library and professional library. Now, we make analysis and research focus on the local university library’s strategic planning.

1. The SWOT analysis of Local University Library strategic environment

	Strengths (S)	Weaknesses (W)
Internal environment factors	<ul style="list-style-type: none"> A large collection of books The infrastructure has improved Librarians have a certain ability to serve 	<ul style="list-style-type: none"> Technology decline Be restricted by management mechanism Librarian quality needs to be improved
	Opportunities (O)	Threats (T)
External environment factors	<ul style="list-style-type: none"> National financial support Country is concerned about library cause A lot of readers Produce certain influence in the local area 	<ul style="list-style-type: none"> Information company is booming Transformation of reading methods Restricted fund

Advantage analysis: Country raises annual appropriation of university library over the recent years, so libraries have an economy to support, which more relaxed and more fixed than before. Several years ago, country pushed cultural construction, the hardware facilities of university has improved. Such as central air-conditioning, comfortable chairs and tables, convenient equipment, Wireless network and computer, because of their existence, constructing a beautiful, comfortable and convenient environment. College expansion policy make a expansion of students who is studying in the university, causing the lack of bedroom, because opening hours of university library is long, for undergraduate student, library is the best learning environment, so the population of readers still at a high level. Country has various library societies, meanwhile the country is advocating “nation wide reading” [2] and “lifelong learning”, government is very concerned about the development of library of library cause. It collects some books, such as electronic resources, paper resources, self-established resources, after a long time of accumulation, library owns a certain readers service experience. Data provider only understand their own resources, and they own a part of resources, but library is collect resource from multiple provider, so it owns richer resource document type, quantity and refer to years.

Disadvantage analysis: Nowadays, technology companies are boom, with quantity and large scale. For example, in China, including CNKL, Superstar, WanFang, in foreign countries, including isi web of knowledge, Springer. They have been owned a large number of Chinese and English e-books and electronic journals. Library is play a main role of a connected of data providers and readers at now, namely libraries purchase resource by use funds, then reader receive it from library. Imagine if one day, country allocate funds to readers directly, then readers skip library and deal with data providers directly, this is terrible, with the promulgation of electronics and the development of communication technology, people have a more convenient way to obtain electronic resources, and change in reading habits, people are used to acquiring information by internet, the role of the physical library has been weakened.

Summary and analysis: If library want to in an invincible position in competition, it need to develop dominant factor and to overcome vulnerability factor, using opportunity factor, resolving menace, considering the past, basing on the present and focusing on the future. Library need to build best physical and virtual learning space, providing service differentiation, optimizing management mode, carrying out scientific and long term plan, making effective strategy and carrying out it.

2. University Library's strategic goal

Serving the providers is a ultimate aim to library, to subscribers get more information in less time, to knowledge be widely spread ,applied and received. Besides, local university library should be the best local learning center and a hub of information. Specifically, the development target in 2017~2021 is: take it into hybrid library[3];open it to the society, become a learning and service institution for public, to be a place for academic exchange; continue to strengthen collection of resources, integration and reveal, improve knowledge sharing space[4] that a part of “entrepreneurship people invention”, establish maker space[5],embrace the idea of “readers the first”, promote service level, towards knowledge service; join in library consortium, promote service level together, contribute to constructing library strategy for achieve strategic goal.

3. Implementation strategy

3.1 Resources construction

Library service is based on resource. After years of collection, library has formed a certain scale, but it still lack a lot of books. Making up shortage of lack of books by multi-channel, and using limited funds to choose the best resource for readers' demand, that's the basis of the library's work. Library also need to integrate the collected resource, to reveal it's connotation, and to process the knowledge. Only by make it easier to be founded, retried and used, can we raise our advantages that compare to information company. We can build a database with some organizations, such as government, museum, archives and establishment, then combining it to a knowledge base. Data provider is our helper, not a substitute.

3.2 Construction for Physics Library

One of the main elements that attract readers in library is cultural atmosphere, which includes traditional reading atmosphere and modern technical one. “I have to carry with me my heavy computer all the way from my dorm to library due to computer programming requiring certain operating environment,” a girl who majors in IT said, “but I think it's worth so, because nowhere else has a better atmosphere than it does.” Tranquil surroundings with intense learning environment is what we call advantage by nature of libraries. Still, readers also need to engage themselves to the increasingly-developing new technology. Libraries can make readers get to acknowledge new technology and enable them produce and share with each other their works to stimulate inspiration by creating maker-space, and letting readers experience new technologies such as 3d printer, Google wearable tech, handhold device, or designing operating environment for software by themselves. Our goal is to make library an optimal place to study, where it is more comfortable than home and more convenient than office.

3.3 Providing Services

Services that are friendly and efficient can shorten the gap between the readers and libraries. Therefore, readers would enjoy staying in libraries, on the other hands, are supposed to be well-informed of readers' demands and provide corresponding services. Libraries should offer support, for instance, for writings to readers and help set the stage for their possible publications. By various means including document delivery to search information readers need as much as possible, so as to fulfill individual demands. Resources in colleges are funded by government and it is reasonable to be open to society as a whole. Apart from receiving readers from society [6], colleges should initiative to contact with social organizations and grasp their needs for information, and meanwhile compile knowledge handbook, letting professional teachers make elaborate explanations and push information to companies, government departments and community in rural areas.

3.4 Activities in Libraries

In order to build a pleasurable learning environment and to improve communication between readers and their learning efficiency, libraries must launch activities frequently, such as hold reading parties, borrowing billboards as well as seminars painting and photo exhibitions. Activities like building living libraries are also good choices.

3.5 The Training about librarians

Librarians mostly are composed of families who family member work in university, their educational level is not high. The implementation of postponed retirement policy make aging of staff structure in all library. Recently new technology acquires rapid development, actually show that librarians' knowledge level is behind the development of technology. Training librarians on skill is the most economical and effective way which can improve work efficiency, the most will be bear by library, if training outside the workplace ,library afford 70 percent of cost. A model of "lifelong learning" gradually coming into being.

3.6 Leader have an insight into society, institute the strategy about accident timely.

The development of library is closely related to the new technology, new policy and new event, but the emergence of new things are unpredictable, so library's leaders should pay attention to the change which happened in internal and external environment at any time, looking for opportunities for development, instituting or adjusting strategic planning, so that library will be develop in a very healthy way.

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