

Capacity-building Path of Chinese University's Librarians Based on SWOT Analysis in Digital Age

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Abstract: With the development of science and technology, people's reading preferences have changed, and the traditional library can no longer meet the needs of contemporary readers. And the compound library combining digitization and tradition came into being. In the digital age, libraries are facing severe challenges, and there is an urgent need for a group of high-ability librarians. The author uses SWOT to analyze the current situation of Chinese university's librarians, and puts forward some abilities that librarian should have, in order to promote the sustainable and benign development of the library.

Keywords: SWOT analysis; University Librarians; Capacity-building; Digital age

1. Introduction

Today's society has been highly informationized. Information society is a highly developed society. When the human society develops to a certain stage, it will enter into informatization. Informatization is based on digital technology, computer technology and other advanced technologies. It can enable human beings to obtain and transmit the achievements of social civilization in a more convenient way. In the information society, the current situation of social development puts forward higher requirements for each industry, which leads to increasingly fierce competition in various industries, until the survival of the fittest. In order to better adapt to social progress, keep up with the pace of the times and promote the development of the library, the library has also been seeking changes. The development of the library requires not only the development decision of the library leaders, but also the adaptation of excellent librarians. Therefore, a librarian with high comprehensive quality is very important to the development of the library. As a member of the library, librarians should also make progress, actively learn, and improve their comprehensive abilities in order to better serve readers^[1]. This is not only the demand of the times, but also the key to the high-quality development of libraries^[2]. Therefore, analyzing the advantages and disadvantages of librarians at present, knowing the bottleneck of their professional development, and according to their own characteristics and the requirements of today's society, putting forward appropriate quality improvement measures can promote the ability of librarians.

2. Analysis of the current situation of university's librarians in China

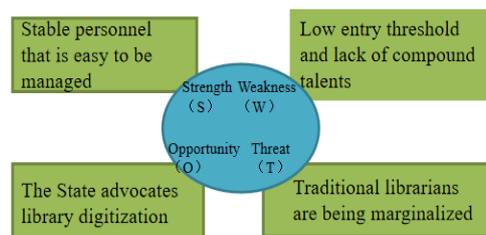


Figure 1: The SWOT analysis diagram

SWOT analysis is to analyze and enumerate the internal and external advantages and disadvantages faced by librarians, so as to help us clearly grasp the most real situation.

Figure 1 generally shows the SWOT analysis of university's librarians.

2.1 S (Strength)

The library staff are stable and their responsibilities are clearly definite. At present, the librarians of Chinese universities are basically lifelong teachers, so the personnel are very stable, which is conducive to the personnel management of the library. In the library, there are librarians who are responsible for books' selection, procurement, acceptance and classification, and librarians who are responsible for readers' book borrowing, and librarians who are responsible for the maintenance of library's network system, and librarians who are responsible for the management of books and readers in the reading room, etc. Everyone performs their respective duties and has formed a relatively stable personnel system. But at the same time, we should know that personnel stability has two sides, for too stable librarian structure is not conducive to reform.

2.2 W (Weakness)

At present, many university libraries have low entry threshold and low educational requirements for librarians, resulting in uneven comprehensive quality and low social recognition of librarians. The librarian in the eyes of many students is the person responsible for borrowing and returning books, and the librarian in the eyes of teachers in other departments is a relaxed and suitable position for the elderly. These stereotypes seriously underestimate the real value of librarians.

2.3 O (Opportunity)

Chinese national library has put forward the developmental strategy of "prospering the library with talents, strengthening the library with science and technology and building the library with services". The Ministry of Culture also implemented the Developmental Plan of National Public Library in 2017, which is clearly proposed to strengthen the construction of digital service facilities of public libraries. These can let us know that the determination of the country to develop digital libraries, which is an opportunity for university's librarians.

2.4 T (Threat)

The operation of traditional libraries has a long history. The personnel reform of librarians has always been a difficult problem, and many reformers were unable to do anything about it. But now it is a digital era with the vigorous development of various high technologies. The arrival of informational technology promotes that every library must look directly at its own shortcomings and think if all librarians' work is to simply borrow and return books, then this kind of post is not necessary in the digital age, and this position will be marginalized sooner or later.

3. The path of building the capacity of university's librarians

According to the above SWOT analysis, librarians must take a comprehensive capacity-building path in the current digital age, and the professional capacity-building mechanism of librarians needs to be improved^[3].

3.1 The combination of SW (combine strength and weakness, which is shown as Figure 2)

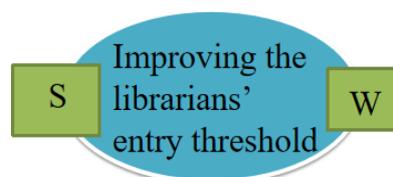


Figure 2: The combination of SW

The university's library should raise the librarian's entry threshold, control the librarian's entrance quality and do a good job in librarian's management. Librarians in the digital age must break people's current inherent thinking. And librarians need to have the relative knowledge about the library and work with certificates. For example, American universities require candidates to have professional qualification certificates when recruiting librarians. The professional accreditation of librarians in the United States mainly includes the master's degrees in Information Science and Library Science recognized by the American Library Association. And the professional qualification certification of various librarians is also recognized. In addition, American universities will also put forward corresponding requirements for librarians' candidates, such as the requirement of computer's information search and foreign language's ability ^[4].

However, at present, most university's libraries in China do not have the requirements of corresponding professional qualification when recruiting librarians, which leads to the impression that librarians are idle posts in the eyes of many people. So in order to guarantee the quality of employing librarians in the process of refreshing librarians group, we must insist on the basic requirements for new librarians, recruit high-quality talents and introduce qualified fresh blood.

3.2 The combination of WT (combine weakness and threat, which is shown as Figure 3)

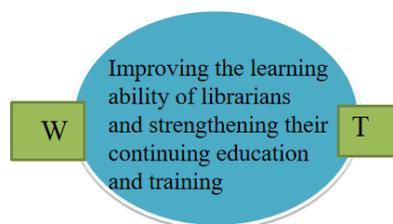


Figure 3: The combination of WT

It is necessary to improve the learning ability of librarians and strengthen the continuing training of librarians. Lifelong learning has formed a consensus all over the world as early as the 1990 s. Everyone in society should carry out continuous learning to meet the developmental requirements of the times and the needs of personal career's development. On the one hand, librarians can actively participate in various training projects and professional skills' competitions organized by the university or library, and also should participate in some academic conferences organized by other units. By participating in these training, librarians can see their shortcomings in their work, and then carry out special exercises to improve their comprehensive working ability. On the other hand, librarians can use the rich learning channels on the network to carry out self-study according to their own situation, change passive learning into active learning to enrich their ability and keep up with the pace of the times.

3.3 The combination of ST (combine strength and threat, which is shown as Figure 4)

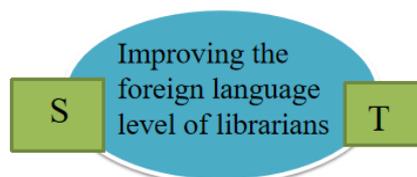


Figure 4: The combination of ST

It is important to improve the librarian's foreign language ability and cultivate versatile librarians on the basis of clear responsibilities ^[5]. The world has developed into the 21st century, the exchanges between countries are becoming more and more frequent, and all kinds of transnational information's sharing and the social mobility of worldwide people have become normalized.

On the one hand, the State advocates going out and bringing in. We need to touch and understand the cutting-edge academic trends abroad in order to achieve academic inclusiveness, get in touch with foreign advanced scientific ideas and concepts, broaden Chinese vision and enhance Chinese knowledge. As the concentration of university culture, library contains the culture of all countries in the world. Therefore, improving the foreign language ability of librarians can make it more convenient to collect and compile foreign books on shelves.

On the other hand, librarians are also a card for universities to communicate with the outside world. Improving the foreign language ability of librarians can not only make librarians better understand the latest books' information in the world, but also make librarians more smoothly serve foreign teachers and students.

3.4 The combination of OT (combine opportunity and threat, which is shown as Figure 5)

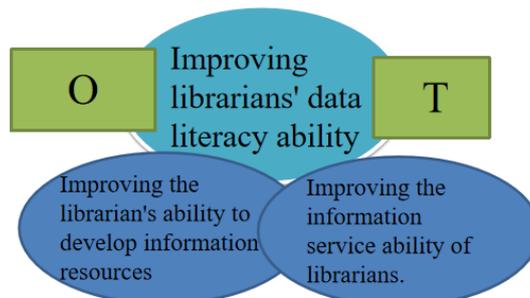


Figure 5: The combination of OT

This is to improve librarians' ability of data literacy. The ability of data literacy here refers to people's ability to effectively obtain and correctly use data, which includes ability of exploiting the information resources and the ability of information service.

Firstly, we should improve librarians' ability to exploit information resources^[6]. Today's era is an era of rapid development, and various cultural achievements are pouring in like a continuous spring. The quantity of literature's output is great, and the update iteration speed is also fast, but the quality of literature is uneven. There are good literature, also bad literature. Besides, the proportion of digital literature in the library is also increasing, and the kind of literature's resources is becoming more and more diversified. Facing so much literature, readers need to find the information they need quickly and accurately. This requires librarians to improve the exploiting ability of information resources and truly become the manager and leader of information resources. Librarians need to integrate the information resources of literature, integrate digital resources and paper documents, and provide good book's information for readers.

Secondly, we ought to improve librarians' ability of information service. On the one hand, the library in the digital age has added a variety of service platforms and databases. Librarians should not only serve readers in the library, but also serve network readers. Many readers directly complete reading and borrowing books, conducting the document inquiry through the online system^[7]. Therefore, librarians need to improve their ability of information service, master the necessary computer knowledge, information retrieval ability and data analysis ability. On the other hand, the librarians of the management should give full play to the data service ability of the management post. For example, library should provide targeted admission guidelines for new teachers and freshmen, let them quickly learn how to use the library's function better. At the same time, we can redesign the book's layout, staffing, facility renewal and other matters in the library according to the statistical data such as readers' times of visiting the library and borrowing habits, so as to better serve readers^[8].

4. Conclusion

As a great man said, "the wheel of history rolls forward, and those who can't keep up will become laggards and will be eliminated by history. History will only care for those who are firm, enterprising and fighting, rather than waiting for those who hesitate, slack and fear difficulties." This applies to librarians in digital age. Only by continuously improving librarian's ability, can they not be abandoned by the society, and promote the sustainable development of the library.

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