

The Library Service Orientation and Coping Strategies in the Context of Occupational Education

ORIENTATION DU SERVICE DE LA BIBLIOTHEQUE ET STRATEGIES D'ADAPTION DANS LE CONTEXTE DE L'EDUCATION PROFESSIONNELLE

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Abstract

Today, the occupational education is needed not only by the graduates but also by the development of our society. The occupational education provides a new space for the university library in Re-positioning and development. So the libraries should conform to the situation and do entrepreneurship education and the role service orientation conversion. The university libraries have some unique advantages of enterprise education, so they have the mission and responsibilities of training creative and enterprise talents. The author points that the university library should take measures to serve the enterprise education, such as: exploring resources, establishing a platform for enterprise education, setting up relevant courses etc.

Key words: Occupational education; University library; Service strategy

Résumé

Aujourd'hui, l'enseignement professionnel est nécessaire non seulement par les diplômés, mais aussi par le développement de notre société. L'enseignement professionnel offre un nouvel espace pour la bibliothèque universitaire de Re-positionnement et de développement. Ainsi les bibliothèques doivent être conformes à la situation et faire enseignement de l'entrepreneuriat et la conversion d'orientation rôle de service. Les bibliothèques universitaires ont certains avantages uniques de formation à l'entreprise, de sorte qu'ils ont la mission et les responsabilités de la formation des talents créatifs et

d'entreprise. L'auteur que la bibliothèque de l'université devraient prendre des mesures pour servir à l'éducation de l'entreprise, tels que: l'exploration des ressources, établir une plateforme de formation à l'entreprise, la mise en place des cours pertinent... etc.

Mots clés: Education Professionnelle; Bibliothèque Universitaire; Stratégie de service

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INTRODUCTION

Innovation and technology development are essential at any time for any country, father more, education is the most important strategy. But now, our higher education also faces many crisis, the new view that "Knowledge is Useless" has generated. According to statistics of China Education News, there are about 840,000 high school graduates giving up the college entrance examination in 2009, mainly due to the difficult employment. And also according to statistics, in 2009 there are 5.92 million university graduates, coupled with no previous employment ones, there should have tens millions of unemployment students. Graduate enrollment is only a temporary strategy to transfer the current job pressure to the future. Moreover, these after-graduate students also face the problem of difficult employment (YU Dongxue, 2009).

Enterprise can inspire employment, but the vast majority of university graduates can not do the work. The backward of enterprise education, and the shortage of entrepreneurial talent, that's our current situation. In developed countries, enterprise education has been throughout the primary school to university education.

But in China, it has not formed a perfect pilot education system in universities. American scholar Colin • Boar pointed out that people should master three “education passport” in future: one is the academic, another is the professional, and the third is about dedication and pioneering skills. Therefore, enterprise awareness, spirit and skills are important to students in the present and future.

The important task of universities is to provide the community with innovative, entrepreneurial talents, those talented persons are not only “in demand” in the job market, but also they should become independent entrepreneurs, so as to create more productivity and jobs for society. So it is imperative to carry out enterprise education for individual students and our society.

As a teaching and research center, the university library has plenty of information about entrepreneurship education. The main problem for the libraries is how to seize this developing opportunity to play their role and advantages fully. This is a serious and urgent issue for the University Libraries.

1. ROLE OF UNIVERSITY LIBRARIES

The library is facing a profound transformation revolution, as the information technology influences all areas of positive social. We are concerned that the impact of information technology would lead to a library crisis. We are worrying about the rich internet resources would lead to the loss of a large number of readers. We are also worrying about the core business of libraries will gradually lose their competitive edge. And we are worrying about the foundation would be decadent in our hands ... Therefore, as a growing organism, regardless of when and where, the libraries should constantly adjust the development strategy in order to gain momentum.

Today we know clearly that libraries are facing many challenges. The biggest one is not the technology but the challenge of library strategies and methods. All these new factors, such as new demands, new service, new knowledge and new technology, prompt the libraries to re-positioning, so as that the libraries should search for development opportunities in the information technology environment. If we still look at the library as only a place from which people can borrow books, it only shows that we have advanced technology, but we lack advanced ideas, and we use modern equipment to do old works.

Therefore, the development of university libraries should consistent with the school's teaching and research, and at the same time, they should have forward-looking. They should be advocates and sponsors of the new model trend. They also should be leaders instead of a follower in academic world. In the context of entrepreneurship education, the libraries should be re-positioned and they should take a variety of service mode so as to grasp new business opportunities for the development.

To this end, the role of university librarians should be converted. They should be the advocates, communicators, educators of entrepreneurship education besides the borrowers. They also should be the collectors of business information. They should take responsibility to the students' spirit and consciousness of the entrepreneurship. And they also can guide the practice.

2. OCCUPATIONAL EDUCATION AND UNIVERSITY LIBRARY

Occupational education is different from other education. It is based on the vocational education, and at the same time it maybe higher than the specialized subject. Broadly speaking, the purpose of occupational education is to train students the basic quality of the education business; it includes business awareness, business knowledge, entrepreneurship, entrepreneurial quality, and etc.

Entrepreneurship education is a kind of multi-complex system involving in a variety of disciplines and capabilities. It is a new thing but facing with the huge demand. Compared with the United States, we lack the scientific system and authority of education materials, and also the university teachers are also restricted the development of entrepreneurship education. But in America, university faculties often have both entrepreneurial academic background, and the practical business experience. But in China, at these points, we are really backward. Our Ministry of Education has organized a few of training courses, and has only trained hundreds of teachers. But for more than 2,000 colleges and universities in China this is no doubt drop in the bucket (LI, 2009). And moreover, we are facing many problems such as understanding of the deviation, the shortage of funds etc; no one can know when the entrepreneurship education can really carry out. Moreover, the core of entrepreneurship education is the awareness and ability, rather than a simple transfer of skills. So the ability needs a kind of process, it is not enough to learn from classroom, it depends upon the comprehensive knowledge and variety of business practices.

The library has plenty of information on entrepreneurship education. So university library has the unique advantage to assume the mission and responsibilities of enterprise education. In addition, the advanced equipment, the abroad learning space and the complex personnel structures, all of these can provides a good condition for the entrepreneurship education.

3. LIBRARY MEASURES FOR ENTREPRENEURSHIP EDUCATION

3.1 Changing the Service Mode

Post-crisis era is a time full of difficulties and

opportunities. Entrepreneurship education provides a new space for the University Library development. There is no doubt that it is full of age sense to promote entrepreneurship, spread entrepreneurial culture, update business concepts, pass on methods of enterprise and train entrepreneurial ability. Therefore, the library should be permeated with the idea of entrepreneurship education: from books, newspapers subscribed to the layout and structure of the museum; from introduction of the media productions to consulting services of librarian; from related Special lecture to scientific theme Service. In order to adapt the new situation, university librarians must continue to learn new knowledge, input new ideas, accept new things and acquire new technology. This is the only way to keep up with the age and play our due role in the entrepreneurship education (WANG, 2009).

In library, the utilization of the printed books and journals reduces gradually, and the traditional reference service declines too, so that, the mode of service and works in library should be changed. In background of the occupational education, the research learning mode should be adopted, and the information literacy is the basic security. Therefore, it is important for the library to enhance the information literacy education, to raise the information awareness of teachers and students, and their capacity of acquisition.

Although, at present, the lesson of information retrieval has been set up in many universities, but most of them are belong to elective courses. The students also limited to the commencement of higher level, have few hours to the class. They also pay little attention to it, and just want to get credits. The other problem is that we have no full-time and Professional teachers. Most of them come from librarians. Although they have the searching experience, but the teaching level needs to be improved.

An effective way of improving the users' information literacy is the implementation of "embedded librarians". This kind of service mode requires librarians come out of the library, and go among the teachers and students to participate their teaching and research. By embedded teaching, students can understand the academic courses previously and other related professional information and knowledge. And they can know clearly about the relevant library collection resources. And by this method, they can enhance the self-learning ability, and the ability to obtain

information and innovation. In America, the embedded teaching service has been very common. In Cornell University, the librarians would give lessons in one or two class for a course (LIAO, JIANG, 2008). In Syracuse University library, there are about half of the librarians have been to the teaching departments, to participate in various research projects of schools. They try to use the library resources to create more values.

3.2 Setting up Education Courses

The essential knowledge structure of enterprise education can be divided into professional and technical knowledge, management expertise and comprehensive knowledge. For the school students, course of study can only give them technical expertise. They need to obtain the other knowledge through other means. The independent school faculties have their own teaching and research tasks, if the colleges set up their own business education courses; it is no doubt a waste of manpower, material and other resources. The libraries have incomparable advantages with other departments in information resources, organization and coordination, human resources, physical space and other areas.

The library can set up business education courses just like the information literacy education courses. Moreover, the two courses are closely related, regardless of innovation or entrepreneurship; we need to have some kind of "consciousness", which comes from information. And information is the prerequisite to access knowledge and abilities.

Of course, the formation of teachers, curriculum system, teaching mode and many other teaching factors also need to be explored in depth; after all, the enterprise teaching is new things to the library.

3.3 Resources Development and Utilization

For a student, curriculum role is just a guide. If you want to obtain much knowledge, you should make good use of libraries. Each reader has the key to the treasures of knowledge fairly, the problem is that he can use it or not. I made a questionnaire survey on 225 students about professional of civil Engineering and mechanical automation (Table 1). The survey data shows that 60.4% of people DO NOT go to the social stacks or reading -room, only 15.6% of people often go there; however, most of them go there to read novels or some books like

Table 1
The Questionnaire on Science and Engineering Students Reading

Questions	Options and results			
whether go to Social stacks or not	never(136, 60.4%)	rarely(54,24%)	often(35,15.6%)	
the purpose of going to Social Stacks	Reading novels (135, 60%)	Literature (45,20%)	Management Information (26,11.6%)	Searching economy, market, etc. (19,8.4%)
having business sense or not	yes(126,56%)	no(99, 44%)		

entertainment, accounting for about 60%; 20% of people chose to read management and economics books; few

people consciously access to markets and marketing, public relations, business regulation and other information.

So the main task of the library is to start the integration of education information, or to open a special enterprise education reference room. Libraries should take various measures to help readers to discover information, get use of knowledge. Libraries can also recommend to students some books or information about the small business professional, factory production and management, to make them know about some production and management knowledge to prepare for future business knowledge reserves. College libraries should expand the non-professional knowledge, can buy some books and business information, such as creation science, technical innovation for creating psychology, markets and marketing, public relations, business regulation etc., so that students can master the basic knowledge of business.

3.4 Establishing Business Service Platform

We can build a disaggregated and complete platform for entrepreneurship education. So we can open up a Column of relational policies and regulations of state or local government; and describe the various qualifications to obtain business approval procedures to provide the most basic business common sense for entrepreneurs (BAO, 2009). We also can advocate entrepreneurship of role models in the column, whose stories can inspire students.

In addition, college libraries can deliver business information and conduct business advisory services. Libraries can take advantage of equipment, information and personnel to understand the market demand and collect all information available to provide a large number of innovative, practical, time-sensitive business information to university students.

3.5 Carrying Out Entrepreneurship Training

Cooperative Education is a new mode of education cooperated by schools, businesses and scientific research institutes, combining with the theoretical study and practical, training practical ability and innovation of students. Cooperative education is the best way to train innovative and entrepreneurial talents. And it provides a practical base for enterprise education. Libraries can also invite experts from the joint venture to give lectures on the new materials and products, new equipment and new technologies, and also they can take part of the teaching task.

In addition, course of lectures is an extension of classroom teaching, because teaching is a process of

imparting knowledge, but lectures is more a process of influencing and nurturing thought and consciousness. Libraries can also organize various seminars, inviting experts and scholars from all related walks of life, to motivate and inspire students by their personal experience and vivid cases, to improve the overall quality of student entrepreneurs. Students can learn in the actual environment and accumulate experience.

CONCLUSION

In post-crisis era, talent is the key to solve economic problems. Caving out a career needs thoughts and ideas rather than money, but where does the ideology come from? Zhang Lu, the student-CEO once said: "it is not easy indeed, you must know about the law, management, computer, accounting, marketing and other aspects of the knowledge, knowledge from professional and classroom is very scarce, but fortunately, we have the library which is a university without borders"^[6]. This remark is not only a recognition of the role of the library, but also the encouragement to the librarians. In the post-crisis era, in the times of training high-quality innovative talents, university library's mission and responsibilities are duty-bound.

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