

## Research on Education Service Innovation of University Library under the Perspective of First-class Talent Cultivating

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**Abstract:** The cultivation of first-class talents is an important task of higher education in China, and education service is the basic responsibility of university libraries. Under the perspective of first-class talents cultivating, how to display the era mission of university library and provide first-class library education service which is suitable for first-class talents cultivating is an important subject that university library needs to face at present. The article based on the aim of cultivating first-class talents of universities, attempts to further play the undergraduate education service function of the university library in five aspects, which include information literacy education, moral education, culture education, practice education, profession education, to innovate the education service of the university library, promote the first-class undergraduate education in the university, help realize first-class talents cultivating.

### 1. Introduction

With the increasing competitiveness of science and technology in the world, in order to further realize China's strategy of strengthening the country with higher education and improving the core competitiveness of the country, in 2015, the State Council issued the "Overall Plan for Promoting the Construction of World-Class Universities and First-Class Disciplines", which clearly stated that China's higher education should take the cultivation of first-class talents as an important task<sup>[1]</sup>. In 2017, the government also mentioned in the work report of the 19th National Congress that China's higher education reform should be based on cultivating virtue and cultivating talents and comprehensively improving the cultivating ability of university talents. In 2018, the Ministry of Education issued a call for first-class undergraduate education, proposing to achieve first-class talents cultivating with the development of first-class undergraduate education. To this end, China's universities should comprehensively examine themselves, highlight the core position of undergraduate education in talents cultivating, coordinate the education resources and forces of all parties in the university, carry out undergraduate education in an all-round way, improve the ability of undergraduate talents cultivating, and achieve first-class talents cultivating.

As an important educational service institution for universities, the construction and development of libraries should echo the construction and development of universities. Therefore, at this moment, the question of how to provide first-class education services that are compatible with the cultivation of first-class talent in universities is a problem that university libraries need to seriously consider. This paper aims to further explore the undergraduate education service function of university libraries, innovate university library education services, promote first-class undergraduate education in universities, and help cultivate first-class talents.

## **2. First-class Talents Cultivation and University Library Education Services**

### **2.1 First-Class Talents for Cultivating**

The so-called "first-class talents" refer to talents with first-class character and first-class ability<sup>[2]</sup>, first-class character is reflected in first-class humanistic qualities and moral sentiments, and first-class ability is reflected in first-class learning, thinking, and practical ability. In 2017, the Ministry of Education proposed in the "Implementation Measures for Coordinating and Promoting the Construction of World-Class Universities and First-Class Disciplines (Provisional)" that China's universities should take cultivating virtue and cultivating talents as the fundamental task, focus on cultivating all kinds of application-oriented, innovative, and compound talents with a sense of historical mission and social responsibility, and full of practical ability and innovative spirit"<sup>[3]</sup>, which clearly defined first-class talents with Chinese characteristics. As the most fundamental content of higher education, undergraduate education is essentially aimed at cultivating talents, and first-class undergraduate talents are the basic characteristics of first-class universities. To this end, in 2018, the Ministry of Education proposed that China's higher education should achieve first-class talent cultivation through the construction of high-level undergraduate education, pointing out the implementation path for cultivating China's first-class talent. Subsequently, Chen Baosheng, then Minister of Education, proposed that all kinds of mechanisms, facilities, resource allocation, and development of core competitiveness of universities should be directed toward undergraduate education<sup>[4]</sup>. The Ministry of Education document (Jiaogao [2018] No. 2) also requires universities to promote innovation in education systems, environments, processes, resources, and methods to accelerate the construction of high-level undergraduate education, improve the cultivation capacity of talents<sup>[5]</sup>, and create conditions for the cultivation of first-class talents in China.

To this end, China's universities should take the fundamental task of cultivating virtue and cultivating talents, take the development of first-class undergraduate education as the base point, coordinate the education forces and resources of all parties in university, establish a comprehensive education concept, build a new pattern and new environment of all-round, whole-process and all-staff participate in education, improve the knowledge structure of undergraduates, and make them have good ideological and moral, humanistic literacy, scientific literacy, practical ability, and innovation ability, so as to achieve first-class talents cultivating.

### **2.2 University Library Education Services**

The essence of education is the combination of teaching and cultivating, and both are indispensable. The cultivation of first-class talents requires cohesion within universities to jointly educate talents. As the knowledge resource center and educational service organization of universities, the library not only disseminates the cultural knowledge of disciplines but also carries special educational service functions, such as improving the literacy of university students, the inheritance of moral culture, and the cultivation of practical innovation ability. The Ministry of Education's "Regulations for Libraries of Ordinary Universities" also pointed out that education is the main responsibility of libraries and libraries should fully play the role of the second classroom in the cultivation of university talents<sup>[6]</sup>.

Currently, education services have become the focus of domestic university libraries, with themes involving resource education, information literacy education, environmental education, space education and other aspects, and the education practices of Peking University, Tsinghua University, Shanghai Jiao Tong University, and other university libraries have also become domestic models<sup>[7]</sup>. In the face of the new requirements of national talents cultivating in the new era, library education services have also received new contents, libraries should change their service thinking in time, actively serve the overall situation of university transformation and development, and realize the enhancement of the value of education services. In 2018, the Ministry of Education University Library and Information Working Committee specially established an undergraduate education support group, which is intended

to promote the innovation of university library service functions, ensure first-class undergraduate education in universities, and cultivate first-class talents<sup>[8]</sup>.

### **3. Innovation in Education Services for University Libraries under the Perspective of First-Class Talents Cultivating**

In summary, under the perspective of cultivating first-class talents, insisting on cultivating talents with virtue, promoting first-class undergraduate education, and helping undergraduates cultivate ideological morality, scientific research literacy, humanistic literacy, practical ability, and innovation ability also constitute the new goal of the current university library education service. To this end, the library should scientifically plan the development strategy, actively explore the elements of education, optimize the path of education, develop and innovate undergraduate information literacy education, moral education, cultural education, practical education, and vocational education services, and help cultivate first-class talents.

#### **3.1 Education in Information Literacy**

Information literacy is one of the necessary comprehensive qualities for contemporary undergraduates, and information literacy education is the main educational function of university libraries, so as to realize the improvement of undergraduate learning, practice, innovation ability, scientific spirit, and scientific research literacy. The cultivation of first-class talents has presented new requirements for the undergraduate education system of universities, and library information literacy education should also be actively changed.

(1) Establish an information literacy education center. Libraries should attach great importance to undergraduate information literacy education, take the initiative to unite other educational forces in university, establish information literacy education center, study first-class talents cultivating goals, innovate the undergraduate information literacy education system, build a resource base for information literacy education for undergraduates, and seek to set information literacy as an assessment index for undergraduate cultivating, so as to improve the understanding of universities on library information literacy education. Peking University, Tongji University, and other university libraries have established supporting departments for information literacy education, and relevant information literacy education has also been carried out very well.

(2) Innovate educational content and models. Investigate the information behaviors and learning needs of undergraduates, and innovate information literacy education content and education models accordingly. The educational content should pay attention to the cultivation of undergraduate learning literacy, data literacy, academic literacy, and scientific research literacy, in order to promote comprehensive quality improvement of undergraduates. The education models should also tend to be diversified, and teach students at different levels and types according to their aptitude. Fudan University Library has built an information literacy education model of "basic training + professional lectures + scheduled class meetings + homework guidance" for undergraduates.

(3) Diversified educational activities. In addition to traditional retrieval competitions and scientific research competitions and information literacy education activities can regularly hold by learning salons and academic seminars to promote undergraduate learning and scientific research experience sharing, and set up "undergraduate research awards" and "undergraduate thesis awards" to encourage undergraduates to participate in scientific research. The "Undergraduate Research Award" is also an important way for many university libraries in the United States to improve the information literacy of undergraduates.

(4) Diversified educational methods. Information literacy education methods seek to combine offline and online, supplemented by a variety of educational media to meet the diverse learning needs of undergraduates and improve learning efficiency. At the same time, strengthen the introduction and

training of professional information literacy education librarians to ensure the quality of information literacy education.

### **3.2 Moral Education**

Cultivating virtue-oriented talents is the core of current talent cultivation work in universities, which is intended to help undergraduates establish a correct view of morality, the rule of law, values, and outlook on life, and create excellent successors to the socialist cause. As a center for the dissemination of spiritual culture in universities, the library's main responsibility is moral education. Under the perspective of first-class talent cultivating, libraries should develop and innovate moral education based on "cultivating talents with virtue", run moral education through the entire process of library services, give full play to their own resource advantages and cultivated university spirit, carry out role model education, resource education, and action education, and help undergraduate moral literacy cultivation.

(1) Example of education. The good moral literacy of librarians will have the most direct impact on undergraduates, the library should also pay attention to the reeducation of librarians' ideological, moral, professional qualities, and set up examples, endorse the moral education image of the library, achieve role model education. At the same time, the library should establish a working mechanism for undergraduate moral education, accurately align with the university's education mechanism, and unite multiple forces in university to promote the moral education of undergraduates.

(2) Resource education. The collection is the main tone of the moral education atmosphere of the library. It is necessary to fully investigate the demands for moral education literature resources in universities, strengthen the construction of high-quality books and periodical resources, and provide documentary guarantee for the development of undergraduate moral education. At present, red culture, classic culture, and traditional cultural resources are the preferred themes for the construction of moral education resources in domestic university libraries.

(3) Space education. Give full play to the advantages of space education, open up morals. Education space by setting up celebrity book houses and classic book reading rooms, and strengthening the decoration and publicity of moral education culture in the library space, creating a moral education cultural atmosphere, and subtly transmitting moral education culture to undergraduates. The Mingde Book House in the Library of East China University of Science and Technology is a new type of moral reading and activity space specially created for undergraduates

(4) Action education. Innovate moral education activities, shape moral education brands, and enhance the effect of moral education. The red culture theme education of Sichuan University Library is the moral education innovation for undergraduates, Xi'an Foreign Affairs University Library focuses on the personality development of undergraduates, integrates moral education content into information literacy education.

### **3.3 Cultural Education**

Cultural education aims to cultivate undergraduate humanistic qualities so that they have a certain humanistic heritage and national responsibility. The cultivation of first-class talents requires universities to educate talents with culture. As a center for the collection and dissemination of university cultural culture, the library is an important carrier of the inheritance and cultural education of advanced culture in universities. Under the perspective of first-class talents, libraries should make use of their advanced cultural resources, cultural spaces, and cultural activities to educate talents, guide and shape talents, and cultivate the humanistic qualities of undergraduates.

(1) Build an environment for cultural education. The library should clearly understand that undergraduate cultural education is its important responsibility and, in coordination with the humanistic literacy education mechanism of universities, strengthen the construction of cultural education literature, space resources, and the cultural atmosphere of space and environment in the library. When

necessary, build physical or virtual cultural space resources to achieve cultural education everywhere. Such as the "Cultural Workshop" of Peking University Library.

(2) Build a foundation for cultural education. Cooperate with relevant departments of the university to make use of the library's advantages in literature and space resources to build a base for undergraduate cultural education and effectively play the role of the library as the main position of cultural education. The reading space of the Zhejiang University Library is a cultural youth reading center jointly built by the library and the Youth League Committee.

(3) Multicultural education activities. such as cultural exhibitions, cultural lectures, Cultural competitions, etc., to promote and inherit excellent traditional culture, cultivate the humanistic qualities of undergraduates. The "Wen Xue tang Cultural Education" activity of Tongji University Library and the "Family Discipline Reading Together" activity of Capital Normal University Library can be described as models of cultural education in university libraries.

(4) Combination of cultural education and discipline. Endow discipline activities with cultural characteristics and promote the innovative development of cultural education. For example, the Zhejiang University Library has opened a series of cultural lectures on humanities to enrich the spiritual life of undergraduates and improve the cultural literacy of undergraduates.

### **3.4 Practice Education**

Practical education aims to stimulate undergraduate learning interest and learning potential through practical activities such as social investigation and job exercise, and to cultivate undergraduate practical and innovative ability. At present, the emphasis on teaching over practice is the shortcoming of China's undergraduate education, and the cultivation of first-class talent requires universities to carry out practical education, strengthen the integration of knowledge and action, and pay attention to the cultivation of practice and innovation ability for undergraduates. As one of the platforms for practical education for universities, libraries must actively participate in them.

(1) Create conditions for practical education. Libraries should combine the goal of practical education of undergraduates in universities, build various practical tools, equipment, and space resources, and create conditions for practical education of undergraduates. Additionally, the library should also commit itself to building a practical education system for undergraduates, building a platform for undergraduate practical education, and building a base for practical education for undergraduates, to effectively play the role of a practical education platform for universities. The volunteer service practice education service platform of the Wuhan University of Science and Technology Library, and the scientific research training base of the Southeast University of Science and Technology Library, all focus on expanding undergraduate practical experience.

(2) Provide practical education positions. Based on the library's various service functions and service positions, set up student librarians, work-study assistants, volunteers and other positions to allow undergraduates to participate in library work, provide them with opportunities for cognitive practice and employment internship, and establish training, guidance, assessment, incentive, and other mechanisms for undergraduates to participate in practice. The Ministry of Education's "Regulations for Libraries of Ordinary Universities" also clearly states that university libraries should create social practice opportunities and conditions for undergraduates and carry out practical education by setting up undergraduate librarian positions and recruiting undergraduate volunteers.

(3) Innovative practice education activities. Strengthen the design of undergraduate practical education, innovate practical education projects, and design differentiated and personalized practical education activities around the disciplinary background and practical requirements of undergraduates. The Southeast University Library has developed experimental undergraduate teaching service projects around undergraduate learning, and the Anhui University Library has also held innovation and operation creative competitions for undergraduates based on the requirements of "double innovation"<sup>[9]</sup>.

### **3.5 Career Education**

Career education in universities aims to use relevant theoretical knowledge to promote win-win cooperation between university graduates and employers through classroom teaching, information consultation, and other means. At present, the development of vocational education in China's universities is generally insufficient, and application ability and professional quality are the basic elements of first-class talents in China's universities, and it is imperative to strengthen the vocational education work in China's universities. Under the perspective of cultivating first-class talent, the library should develop and innovate vocational education services to help cultivate application-oriented undergraduate talents.

(1) Guaranty of vocational education resources. Libraries should combine the goals of vocational education for undergraduates, purchase literature resources related to vocational education and employment guidance, and build a collection of special resources for vocational education, ensure the demands for vocational education resources for undergraduates, optimize the knowledge structure of undergraduates, and cultivate professional awareness and professional quality of undergraduates.

(2) Develop a vocational education system. Give full play to the advantages of quality literacy education teachers, cooperate with other vocational education forces, design and develop undergraduate vocational education system, and conduct systematic, comprehensive, and progressive vocational education for undergraduates through online courses, lectures, training, and other forms. The content involves employment situation analysis, employment information acquisition, career planning, job skills, interview skills training, etc., to cultivate undergraduates' job competitiveness and career planning ability.

(3) Build a vocational education platform. Collect, collate, and share resources such as employment-related policies and regulations, industry information, enterprise information, vocational skills training, vocational examinations, and employment experience. When necessary, according to the university's subject characteristics, university-running positioning, and industry development, it can build or purchase a special database of exclusive vocational education to provide convenient services for undergraduate employment.

(4) Innovative vocational education activities. Organize career guidance lectures, employment knowledge competitions, experience sharing meetings, entrepreneurship salons, innovation and entrepreneurship competitions, and other activities to deepen undergraduate professional education. In 2020, the "China Science Cup, University Students' Employment Skills and Knowledge Competition" held by the National Library Industry Association is a model for university libraries to carry out and serve students' vocational education<sup>[10]</sup>.

## **4. The Guarantee for University Library Education Services under the Perspective of First-Class Talents Cultivating Innovation**

The cultivation of first-class talents requires first-class library education services, and first-class library education services are inseparable from first-class library construction. To this end, university libraries must strengthen their own construction in terms of mechanisms, concepts, and resources to ensure that first-class education services support the cultivation of first-class talents.

### **4.1 Service Mechanism**

The education service is a systematic project that requires general planning and top-level design. Libraries should combine the requirements of undergraduate talents cultivating in universities, put forward specific educational service purposes and measures, re-plan institutional settings and resource allocation, and establish a working mechanism for undergraduate education services, formulate educational service guidelines, standardize job responsibilities, service processes, service contents, and evaluation mechanisms, etc., to ensure the effectiveness of various educational services in libraries.

## **4.2 Service Concept**

The concept is the guidance of library education service, under the perspective of first-class talents cultivating, the library should establish and strengthen the work concept of "cultivating talents with virtue, serving and educating talents" based on service demand orientation, implement the national first-class talent cultivating requirements, and establish an active service awareness, track and analyze the service needs and expectations of university teachers and students, timely adjust resource allocation, deepen service contents, innovate service models, and improve teacher and student satisfaction.

## **4.3 Service Resources**

Resources are the foundation of library education services, and for the cultivation of first-class talents in universities, libraries should adjust the direction and planning of resource construction in a timely manner. The collection of literature resources should be optimized and adjusted according to the requirements of undergraduate education in universities, ensure the construction of space resources and equipment resources required for various teaching and research services, build a team of librarians with complete professional skills, reasonable knowledge structure, and strong willingness to serve, so as to provide resource guarantee for the cultivation of first-class talents in universities.

## **4.4 Service Cooperation**

Education services involve many links and elements that require internal and external linkage and synergy. The library should pay attention to the collaboration within the library, consolidate the advantages of various departments, improve the efficiency of undergraduate education services, and actively cooperate with various education departments on campus, and seek the support of industry associations, library distributors, and other social institutions. Only by establishing a long-term cooperation mechanism of linkage and synergy can we effectively integrate the educational forces of all parties inside and outside the university and form a strong joint force of undergraduate education.

## **4.5 Service Innovation**

Innovation is the constant theme of library services, under the perspective of first-class talents cultivating, libraries should combine the changes in the service environment and user needs in the process of undergraduate education in universities, and continuously optimize the path and service contents of undergraduate education with the help of big data, cloud computing, artificial intelligence and other technologies, innovate and extend services, and actively use WeChat, Weibo and other new media technologies to promote undergraduate education services, improve service efficiency, and deepen education services.

## **5. Conclusion**

From the perspective of first-class talent cultivation, providing first-class library education services for university talent cultivation is the unavoidable mission of university libraries. University libraries should closely focus on the requirements of first-class talent cultivating in universities, further play their own special education service functions on the basis of traditional education services, and develop and innovate undergraduate information literacy education, moral education, cultural education, practical education, and vocational education services. Earnestly fulfill the responsibilities of the times, promote first-class undergraduate education in universities, and help cultivate first-class talents.

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