

Measures to Cultivate Innovative and Entrepreneurial Talents in University Library

Yuan Gao

Library of Jilin Agricultural Science and Technology University, Jilin, Jilin, China

gaoyuan0123@126.com

Keywords: University library, Innovative and entrepreneurial talents, Information literacy, Reading promotion activities

Abstract: Although the university library does not teach directly as the teaching department, it also has the function of educating people. The state strongly calls for the cultivation of innovative and entrepreneurial talents, university libraries can participate in the cultivation of innovative and entrepreneurial talents by providing subject services for teachers, providing guidance and training for students, and providing multi-functional space for professional quality education, and form an auxiliary education system for talent cultivation.

1. Introduction

1.1. China Vigorously Advocates Innovation and Entrepreneurship Education

The talent in twenty-first century is the innovative and entrepreneurial talent.[1] Premier Keqiang Li put forward the slogan of mass entrepreneurship and innovation in September 2014. Innovation and entrepreneurship were written in the government work report in 2015. Subsequently, a new wave of mass entrepreneurship and bottom people entrepreneurship was set off in China, forming a new trend of innovation for all and innovation for all. It is necessary to cultivate innovative and entrepreneurial talents in colleges and universities to meet the needs of constructing innovation-oriented country [2]. To cultivate innovative and entrepreneurial talents is a higher requirement proposed by the social development to colleges and universities , which is a trend of the future development of colleges and universities [3]. In such a big environment, the innovation and entrepreneurship education of college students soon becomes a kind of quality education that all participate in and runs through the whole education process. At the same time, innovation and entrepreneurship education has also become an important practical demand to comprehensively improve the teaching level and talent training quality. And an important task placed ahead of colleges and universities is an efficient, high-quality, low-cost and innovative application talent cultivation mode that conforms to the regional economic development [4]. The rapid development of China's economy not only provides great opportunities for mass innovation and entrepreneurship, but also guides the future development of university libraries. University library should seize the

opportunity of the times, meet the challenge, innovate boldly, reform bravely and keep pace with the times.

1.2. Development Orientation of University Library in the New Era

The library is a growing organism. It should carry out different services in different periods, including constantly adjusting the organizational structure and literature resources construction strategy, so as to meet the information needs of readers. Geneva Henry and Robin Delaloye were mentioned in the article “Pioneering and Integrating: An Active Exploration on the Orientation Transformation of Academic Library—The Interview with Dean of George Washington University Library and Academic Innovation in U.S.” that George Washington University Library merged six other departments of the university to form the Library and Academic Innovation department in 2016. Although this mode of merger is not common in American universities, it has proved the feasibility of this reform mode, and the results are satisfactory to both teachers and students [5]. This is also the future trend of University Library in positioning, function and service system. Colleges and universities have not carried out such a reform in a short period of time in China, but the emergence of this situation has also sounded the alarm for the library. Opportunities are reserved for those who are prepared, while positions are reserved for those who are capable. The low social status and recognition of the library has a lot to do with the lack of innovation in the main service content of the library in China. University libraries should seize the opportunity of innovation and entrepreneurship education in China, so that the service contents and methods of libraries can be innovated continuously.

2. The reasons why university libraries participate in the cultivation of innovative and entrepreneurial talents

2.1. University Library Itself Bears the Educational Function

The knowledge and skills imparted by the school are limited, but the development path of college students after graduation is long. Ask the canal that clear so, for there is a source of water. Only students have the ability of innovation and entrepreneurship, can they survive independently after entering the society. The university library itself has the important function of educating talents and undertakes the information literacy education of readers. Library information services, knowledge services and other reader services can provide a strong help in cultivating college students' innovation and entrepreneurship ability and quality. At the same time, we should publicize the spirit of entrepreneurship in Library Education and cultivate college students' interpersonal skills [6]. in short it becomes necessary for the university library to take to give full play to its educational function, and to cultivate students' learning [7].

2.2. Library is an Important Place to Improve the Comprehensive Quality of College Students

The training of innovative and entrepreneurial talents in Colleges and universities is mostly based on the discipline, and less can be separated from the professional training. Professional knowledge is important, but a person's inner cultivation and external performance is also very critical. One of the key conditions for students to achieve the goal of employment or entrepreneurship after graduation is to have a strong comprehensive ability, including interpersonal skills, language communication skills, information integration ability and so on. Library is the

cultural center of University, which plays a very important role in cultivating students' moral quality, cultural quality and artistic accomplishment. Therefore, the library should take the cultivation of innovative and entrepreneurial talents as the development goal, reorient its own function to adjust the service content and mode, and realize the transformation and development in the new period together with colleges and universities.

2.3. The University Library is the Information Center of the University

The development of the times needs innovative and entrepreneurial talents. China strongly advocates providing opportunities for students' innovation and entrepreneurship development. On the one hand, every year's college graduates are facing the most difficult employment season. On the other hand, China's economy is developing rapidly. This contradiction reflects the inequality and imbalance between the cultivation of talents and the development of market economy. As the information support center, literature acquisition center, cultural communication center and scientific research service center of colleges and universities, the library should break this asymmetric information relationship through information integration and data analysis, provide talent training suggestions for teaching departments, and provide employment information exchange opportunities for college students. Through information service, the library grasps the demand orientation of market talents, so as to better cultivate innovative and entrepreneurial talents [8].

3. Measures to Cultivate Innovative and Entrepreneurial Talents in University Library

3.1. University Library Provides Subject Services for Teachers

University libraries provide information services for teachers to carry out scientific research on College Students' innovation and entrepreneurship, such as topic setting service, subject service, novelty search service and other information services with innovation and entrepreneurship as the theme, or provide case information on innovation and entrepreneurship when professional teachers prepare for class. And to help incorporating student-centred learning in innovation and entrepreneurship education [9]. College teachers need a large number of cases as a reference in the process of teaching, when it comes to innovation and entrepreneurship courses. On the one hand, the interdisciplinary and the characteristics of the times require different professional courses to be innovative and entrepreneurial. For example, students majoring in traditional Chinese medicine need to have knowledge and experience in drug marketing. On the other hand, cultivating innovative and entrepreneurial talents is one of the training objectives of management, economics and other related disciplines. No matter what aspect, teachers need to use the database with professional literature resources or the database of innovation and entrepreneurship cases. Libraries can not only guide teachers to use various literature databases, but also provide teachers with the information services they need through their own professional knowledge.

3.2. Construction and Publicity of Literature and Information Resources in the Environment of Innovation and Entrepreneurship

When the library purchases books according to the disciplines and specialties in Colleges and universities, there will be some books on innovation and entrepreneurship, because the major colleges and universities in China usually offer professional courses of economic management.

Taking innovation and entrepreneurship as an opportunity, university libraries can build databases and bookshelves with the theme of innovation and entrepreneurship, and set up book exhibitions and other activities. In the construction of literature resources, digital resources and paper resources are combined to keep pace with the times and adjust the structure of literature resources around the theme of the times. In this way, the form of library literature resources can be more diversified and interesting. After the appropriate combination of marketing means, the collection resources are widely promoted, which not only meets the needs of readers, but also reflects the construction and service level of library literature resources, and ultimately improves the utilization rate of literature resources.

3.3. Provide Corresponding Help for Students' Innovation and Entrepreneurship Activities

3.3.1. Provide Students with "Double Innovation" Guidance and Training

The work of the library has undergone tremendous changes in the new era. The development of its business and services needs more talents with diversified professional skills, so as to provide more professional guidance for students. Nowadays, the business development space of the library is very large, which can provide students with a variety of internship positions. For example, the library can become the "practice base for college students" of the corresponding disciplines, and the Librarians of the library can become the instructors, and provide corresponding guidance for the improvement of students' information literacy, professional literacy and other comprehensive literacy and ability. The construction of student practice base in the library can not only make the library a "variable" platform and a "first class" for students, but also create new "first class" positions in different departments of the library according to the characteristics of students' professional or career planning, and let librarians with relevant professional backgrounds as instructors. So that interns can adapt to the workplace environment for a long time, not only can cultivate students' ability and literacy, but also can promote the development of the "growing organism" of the library through students. The university library shall build a high quality team of officials [10].

3.3.2. Provide Students with Multi-Functional Innovative Learning and Exhibition Space

Nowadays, the library pays more attention to the construction of "space environment". From the early advocacy of "the third space" to today's "multi-functional space", the space service of the library is more and more diversified. "Maker space" and "creative space" are quietly rising in university libraries with the proposal of innovation and entrepreneurship talents training, which provides support and help for the cultivation of College Students' innovative thinking and ability. However, according to the different types of colleges and universities, the contents of space services carried out by the library are also different, and the space design style also has the characteristics of diversification and characteristics. For example, medical college library will provide students with 3D images, AR teaching demonstration space, etc. Agricultural Colleges and universities will provide students with animal and plant specimen production and exhibition space. Foreign language learning space exists in all kinds of university libraries, which can provide a place for students to exercise their oral English and expression ability. College students can arrange their own learning content and exercise their corresponding skills by using the multi-functional space of the library.

3.3.3. Provide Effective Information Service and Communication Platform for Students'

Innovation and Entrepreneurship

Every year, the library will order different types of digital resources, including employment, entrepreneurship guidance database, general education database, various related e-books, audio and video, etc. The library integrates these digital resources through the portal website to provide important learning reference materials for students' innovation and entrepreneurship. Meanwhile, libraries provide information services and communication channels for students through QQ groups of various readers, official account numbers and WeChat public numbers, so that students can learn relevant knowledge and skills, understand current events, share experiences and enhance innovation and entrepreneurship.

3.4. Actively Communicate and Cooperate with Relevant Departments in the University

The cultivation of College Students' innovation and entrepreneurship ability and literacy is not only dependent on one or several departments of the students' department or the "Employment Guidance Center". In order to cultivate students' comprehensive quality and improve their ability of innovation and entrepreneurship, we must maximize the cooperation of all departments of the school, otherwise it is difficult to achieve the goal. Relying on its huge amount of knowledge, the library can cooperate with the employment department to build and share the integration and exchange platform of employment and entrepreneurship information, carry out online and offline teaching with the innovation and entrepreneurship center of college students, cultivate students' innovation and entrepreneurship ability, and cooperate with teaching and scientific research departments to provide decision support for the development of the University and talent training. We should cooperate with student associations for the purpose of innovation and entrepreneurship to organize various competitions and activities to provide more innovation opportunities for students. We should cooperate with the International Exchange College to strengthen the exchange and cooperation with foreign students, exchange needed goods and broaden their horizons.

3.5. Improve Students' "Double Creation" Literacy by Carrying out Rich Reading Promotion Activities

University Libraries in different times have different focuses of work, from focusing on collection rather than reuse, to focusing on readers. The library has to innovate and set up new posts when mobile phone, computer tablet and tiktok become three pieces of college students, micro-blog, WeChat, jitter, star catching and King glory games are beginning to fill college life. Reading promotion service has become the new normal of library work. The innovation and entrepreneurship education of college students provides a new direction for the innovation of library work. For example, libraries can encourage students to show their abilities and achievements and attract more partners by carrying out university students' innovation, entrepreneurial achievements and cultural exhibition activities. Or learn from others' successful experience in the exhibition. By using the Internet or mobile Internet, we can hold the knowledge competition of College Students' innovation and entrepreneurship to improve their innovation and entrepreneurship ability and professional quality. By carrying out reading competitions and cultural lectures on different themes, students' aesthetic and cultural accomplishment can be improved. Focusing on the theme and purpose of innovation and entrepreneurship, the library can improve the comprehensive quality and ability of college students from various angles and in an all-round way. By carrying out rich and colorful reader activities, they can become outstanding talents with innovative consciousness and

entrepreneurial ability.

3.6. Information Literacy is the Necessary Literacy of "Double Creative" Talents

Information literacy is called element cultivation, which is the literacy of all literacy, especially in the information society. College students can get more and more effective information in the process of learning and practice, because they have certain information literacy, which lays a good foundation for innovation and entrepreneurship. Therefore, information literacy education is essential in the process of innovation and entrepreneurship training. Combining the cases of innovation and entrepreneurship, the library can help students to understand well in the process of carrying out information literacy education for readers. In addition to offering information retrieval courses to improve students' ability to obtain information, the library can also use the new media platform to promote all kinds of methods and skills to obtain information. The library can also carry out embedded teaching, combining information retrieval skills with students' majors, guiding practice with theoretical knowledge, and carrying out innovation and Reform in practice.

4. Conclusion

It is the unshirkable responsibility of university library to cultivate innovative and entrepreneurial talents. Although the university library does not teach directly as the teaching department, it also has the obligation of educating people and is the second classroom for students. Nowadays, the functions and services of university libraries will be more international, and the requirements for the quality of librarians are increasing. Therefore, in the new era, libraries should not only cultivate innovative and entrepreneurial talents, but also have innovative and entrepreneurial librarians. Only in this way can we develop in the transformation, deeply reform and optimize the ways and methods of talent training in the development, and finally form a relatively perfect auxiliary education system for innovative and entrepreneurial talents.

Acknowledgements

Youth Fund Project of JiLin Agricultural Science and Technology University, project number: School 20190671.

References

- [1] Guixiang, Chen. "On the Formation of Innovative and Entrepreneurial Talents Cultivation Mechanism with Linkages among University, Government and Enterprise." *University Education Science* 1 (2015): 42-47.
- [2] Bo, Zou. "Research on Cultivation Scheme Based on Tpb of Entrepreneurial Talents In Chinese Local Application-Oriented Universities." *Eurasia Journal of Mathematics, Science and Technology Education* 13.8 (2017): 5629-5636.
- [3] Dongyan, H. U. O. "Existing Problems in and Coping Countermeasures for University Library's Cultivation of Innovative & Entrepreneurial Talents." *Journal of Library and Information Science* (2016): 01.
- [4] Yang, Huan-Song, and Jia-Ping Wu. "Exploration on Cultivation of Application-Oriented and Innovative Talents in the Information Field Under "Internet+" Environment." *Eurasia Journal*

- of Mathematics, Science and Technology Education* 13.8 (2017): 5607-5614.
- [5] Wu Changhong, Geneva Henry, Robin Delaloye. *Pioneering and Integrating: An Active Exploration on the Orientation Transformation of Academic Library—The Interview with Dean of George Washington University Library and Academic Innovation in U.S.* *Journal of University Library*.2020,38(04):5-11.
- [6] Zahra, Shaker A., et al. "Globalization of Social Entrepreneurship Opportunities." *Strategic Entrepreneurship Journal* 2.2 (2008): 117-131.
- [7] Cai, Jie. "Current Situation of Entrepreneurship Education and Talent Training Mode of College Students in China." *2021 2nd International Conference on Computers, Information Processing and Advanced Education* . 2021.
- [8] Ugwu, Felicia Ngozika. *Competencies Possessed by Library and Information Science Students for Entrepreneurship in Three Nigerian Universities*. Diss. 2016.
- [9] Harkema, Saskia JM, and Henk Schout. "Incorporating Student-Centred Learning in Innovation and Entrepreneurship Education." *European Journal of Education* 43.4 (2008): 513-526.
- [10] Hui, W. A. N. G. "New Knowledge Management System for Better Knowledge and Information Services in University Libraries." *Cross-Cultural Communication* 9.3 (2013): 39-43.