

# Research on the Mechanism of Coordinated Development Between University Libraries and Local Libraries

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## ABSTRACT

Under the guidance of national innovation, coordination, green, open, and shared development concepts, the government can coordinate the rich resources of university libraries and local libraries to promote cultural and social construction, and explore beneficial ways from the top-level design concepts, functions, mechanisms, and other aspects of coordinated development. In this process, special attention should be paid to the functions that the government should undertake, such as the construction of long-term mechanisms, exploration of driving mechanisms, and practice of innovative mechanisms.

**Keywords:** Libraries, Coordinated development, Reading Promotion, Alliance, Mechanism.

## 1. INTRODUCTION

With the development of the times, knowledge updates and iterations are becoming faster and faster, and talents are becoming an important element of comprehensive national strength competition. The growth of talents cannot be separated from reading and learning. The more people participate in reading, the higher the comprehensive quality of the people. Therefore, nowadays, countries around the world regard the reading ability of their citizens as an important indicator to assess their future competitiveness, and legislate to make reading a strategic goal of their countries. At present, the main body of reading promotion is the libraries, which is mainly divided into public libraries and university libraries, with different focuses on resource construction and reading promotion. As socialism with Chinese characteristics enters a new era, various levels are facing a transition from efficient development to high-quality development. Based on the actual situation, the Party Central Committee proposes a new development concept of innovation, coordination, green, openness, and sharing. The concept of coordinated development is proposed by grasping the laws of development and addressing prominent issues of disharmony and imbalance in development. It believes that while focusing on the

speed of development, more attention should be paid to the balance, coordination, and overall development. Therefore, the coordinated development of public libraries and university libraries also needs to adapt to the new era and situation.

## 2. TOP-LEVEL DESIGN CONCEPT FOR COORDINATED DEVELOPMENT OF UNIVERSITY AND LOCAL LIBRARIES

### 2.1 Achieving High-quality Development Guided by Scientific Theories

In the process of deepening the understanding of the concept of coordinated development, a scientific theory of coordinated development has gradually been formed and has become an important benchmark for measuring high-quality development. Coordinated development emphasizes the aggregation of comprehensive and intrinsic development, which is the comprehensive and comprehensive development of multiple systems or elements under coordinated constraints and regulations. Based on the measurement and analysis of university libraries and local libraries, it is necessary to explore the current situation and

influencing factors of coordinated development, and promote overall high-quality development.

## ***2.2 Narrowing Regional Disparities Through Cross Regional Cooperation Networks[1]***

This study focuses on the coordinated development of libraries in different regions within the same limited geographical space. One of the focuses is on the coordinated development of university and local libraries within the region. By improving the development level of the two, the development gap between different regions and libraries can be narrowed, and the common improvement of the spiritual, cultural, and material living standards of people in different regions can be promoted. Taking the city Yantai where the author is located as an example, there is a huge gap between libraries in different districts and counties, which is related to the regional positioning of the city. The library resources in cultural centers are relatively abundant, and the libraries should establish cross regional cooperation mechanisms with surrounding areas to coordinate the development of communication, learning, and cooperation. At the same time, reading and cultural support funds should be established to guide cultural enterprises to collaborate with social organizations to carry out cultural business activities and nationwide reading activities in areas with limited resources, in order to narrow the gap between different regions.

## ***2.3 Using High-level Development to Radiate and Drive Capabilities to Promote Common Improvement***

After conducting research and data analysis, it is found that the coordinated development of China's national reading industry has formed a high degree of agglomeration in economically developed regions. These regions have a high level of development between the national reading industry and the cultural industry, forming a mutually radiating and driving development trend, jointly promoting the coordinated development of national reading in itself and its surrounding areas; At the same time, economically underdeveloped regions exhibit low agglomeration characteristics, and the coordination level of reading among the general public in these regions is relatively low, forming low-level areas of mutual agglomeration. Therefore, efforts should be made to enhance the radiation driving capacity of high-level areas, which can be

achieved through the radiation driving capacity of the central region, as well as optimize the development pattern of urban spatial functions. In addition, modern technological means such as networks, big data, AI, etc. can be used to build platforms and resources that can quickly break through spatial and temporal limitations. For example, building public reading cloud platforms, one card and other service methods can enable the electronic resources, paper literature, and talent guidance of libraries in high gathering areas to quickly collaborate with those in low gathering areas.

## **3. GOVERNMENT LEADING FUNCTIONS IN COORDINATED DEVELOPMENT OF UNIVERSITY AND LOCAL LIBRARIES**

### ***3.1 Government Leadership***

University libraries and public libraries in the region are basically independent, without much motivation, manpower, and financial resources to promote coordinated development of reading promotion in the region. Investigation and analysis have found that the government has significantly improved the level of coordinated development between the two through direct and indirect participation, playing a leading and driving role in the region. As the main body of the development of the national reading industry and the cultural industry, the government should consciously play a leading role in the coordinated development of the two. The first is to accelerate the formulation of a collaborative development plan for nationwide reading. At present, China has issued the "Thirteenth-Five Year Plan for the Development of National Reading", and various provinces have also issued development plans and plans for national reading. In the future, scientific and reasonable medium - and long-term plans can be improved on the basis of existing development plans. The second is to provide organizational support for collaborative development. The coordinated development of the national reading industry requires the joint participation of various stakeholders, including the government, libraries at all levels and types, cultural enterprises, social organizations, and the public. As the organizer, the government should provide organizational support to ensure systematic and standardized development. The third is to innovate the business model of collaborative development in reading promotion.

The public reading industry is an important component of promoting the high-quality development of the public cultural service system. Business model innovation can promote the application and research of relevant information technology, and also introduce the participation of social capital, such as interactive consumption of cultural products, reading equipment, and supporting goods, such as innovative digital reading, audio reading, and visual reading, such as reading+ (coffee shops, cultural and creative products, leisure, summer vacation, etc.) business model.

### ***3.2 Increasing Investment in Reading Promotion Resources***

The survey analysis results clearly show that the promotion of reading for all in the region is closely related to the efficiency of public cultural resource allocation, and there is a positive correlation. With the development of the national economic level, the allocation of public cultural resources in China has steadily increased. The number of national first-class libraries announced by the Ministry of Culture and Tourism has significantly increased, and university libraries have also experienced a huge increase in resources due to their own development and evaluation by the Ministry of Education. All of these have led to a good development trend in the field of reading for all. However, compared with the goal of building a socialist cultural power, there are significant regional and urban-rural differences in the allocation of public cultural resources, indicating that inclusiveness and sharing need to be strengthened. The author believes that the government should improve the allocation level of public cultural resources in areas with low levels of public reading, such as directly increasing investment in library resource construction and talent development. Through measurement and analysis, the relatively low development level of public reading in some areas is closely related to their lower facility level. After all, government resources are also limited, and social forces and capital can be encouraged to participate in the allocation of public cultural resources, promoting the free flow of public welfare and business oriented cultural resources.

For example, community research can be conducted with physical bookstores, placing books from university libraries and public libraries in physical bookstores. This can not only serve nearby residents, but also bring foot traffic to physical bookstores, promote the consumption of other

books. Physical bookstores can also be opened to universities. University libraries adopt a "you choose books, I pay" approach, allowing more readers to participate in resource construction decisions and increasing book utilization. Physical bookstores also expand sales.

### ***3.3 Improving the Level of Reading Promotion Services***

According to the China Statistical Yearbook data, from 2011 to 2020, the number of public libraries in China increased from 2952 to 3212, an increase of 260, all of which have implemented free access to the public. Higher education includes 3013 ordinary undergraduate colleges, independent colleges, undergraduate level vocational colleges, vocational colleges (colleges), and adult higher education institutions. Almost every university has a library, but currently, most of them serve their own students and do not provide enough social services. University libraries are actually public culture and require government guidance to better serve the local people. They are a powerful tool to improve reading promotion services. Increasing financial investment support to universities can significantly improve their level of service to the local community. In addition, the government and relevant departments can use big data to accurately analyze the public's reading needs, strengthen service supply, and improve service levels. With the progress and development of the times, the public's demands for the rights and interests of all aspects of reading are becoming higher and higher. This requires governments at all levels to firmly adhere to the people-centered approach, improve the development level of reading for all, coordinate the service level of university libraries and local libraries, and ensure the spiritual and cultural needs of the people.

## **4. CONSTRUCTION OF A LONG-TERM MECHANISM FOR COORDINATED DEVELOPMENT OF UNIVERSITIES AND LOCAL LIBRARIES**

### ***4.1 Mechanism Design to Strengthen Coordinated Development***

Institutions have various forms of expression, which can be broadly divided into systems, mechanisms, laws and regulations, rules, etc. The collaborative governance path closely related to the

coordinated development of nationwide reading is the hierarchical institutional arrangement, and this is the mechanism. The first is to establish a cost sharing mechanism and incentive mechanism for the coordinated development of the national reading industry, solve the problem of asymmetric interests among different stakeholders, and promote the active participation of the government, public libraries, university libraries, cultural enterprises, social organizations, and citizens. The second is to build an effective leadership and coordination mechanism for the coordinated development of national reading, to solve the problems of cross-border organizational coordination and policy coordination. As the leader and coordinator of the coordination mechanism, the government should also solve the problem of policy coordination, so that different regions and entities can achieve policy coordination in the coordinated development of national reading alliances. The significance of policy coordination is to improve the efficiency and effectiveness of policies and promote the promotion of national reading. The third is to establish a sound information sharing and communication mechanism for the coordinated development of reading promotion alliances, and solve the problem of information asymmetry. The fourth is to establish an accountability, supervision, evaluation, and feedback mechanism to ensure the coordinated development of the reading promotion alliance, including strengthening the supervision of the coordinated development mechanism of the reading promotion alliance, improving the implementation effect of the coordinated development mechanism of the reading promotion alliance, and promoting the coordinated development of university libraries and local libraries.

#### ***4.2 Optimizing the Driving Mechanism for Coordinated Development***

The first is to optimize the driving mechanism for coordinated development. First of all, it is necessary to build a trust relationship for collaborative governance. The main entities of the Reading Promotion Alliance are basically the government, libraries, cultural enterprises, social organizations, and the public. The trust relationship between them is an important collaborative value, because that trust can reduce the uncertainty of the communication environment between entities, save the cost of coordinated development, and improve the internal driving force of coordinated development entities. The second is to optimize coordinated development and strengthen public

value orientation. In public management practice, values such as fairness, efficiency, and justice are vague, complex, and competitive. Faced with the demands of different subjects, involving different fields such as career and industry, and facing complex situations, it is actually quite difficult to grasp the true public value. However, whether it is driven by public welfare or interests, the ultimate goal is still to reach the public. Taking the ultimate sense of gain of the public as the direction of public value orientation is the direction of efforts. The third is to optimize coordinated development, and enhance motivation and willingness. The alliance style organization itself is relatively loose, and different systems are not subordinate to each other, making it relatively difficult to impose constraints. However, in order to achieve the same goal of reading promotion, it is necessary to find the maximum common divisor of value between different entities, reduce conflicts between value and goals. Due to the public value attribute of reading promotion, the human and financial resources invested by the state are all to meet the people's continuously improving cultural needs. The fourth is to be good at improving conflict management and resolution skills in development. In promoting coordinated development activities of reading alliances, behavioral conflicts are inevitable. Managers need to be good at managing conflicts, solving practical problems, and returning the main body to the original intention of promoting reading promotion activities.

#### ***4.3 Improving the Innovation Mechanism for Coordinated Development***

The first is the innovation of development models. The Reading Promotion Alliance covers a wide range of resources, including paper resources, electronic resources, reading equipment, reading spaces, and reading activities, which require funding to operate. Different entities have their own interests and demands in this complex system. There are many things to do to cultivate new economic and cultural growth points and empower high-quality socio-economic development, such as reading + culture and creation, reading + tourism, reading + health and elderly care, which have an empowering effect on improving reading experience, shaping reading culture, driving the tourism industry, and driving the elderly care industry. The second is the innovation in resource sharing.[2] The paper literature resources of the library still account for the highest proportion among various resource information in the library

after years of investment. In order to achieve maximum sharing of paper literature resources, the alliance should cooperate to establish a management system, a unified retrieval platform, integrate library resources within the alliance, organize and dispatch them uniformly, achieve interlibrary borrowing, and allow readers to access resources nearby, so as to complement each other's shortcomings and achieve mutual benefit. The third is the digital and intelligent innovation.[3] In the coordinated development path of the Innovation Reading Promotion Alliance, the application of digital technology is an important way of innovation, including strengthening the application of digital technology, developing digital products, creating digital services, and using new media technology to establish a decentralized reader customized intelligent reading platform. In addition, intelligent reading platform has a high cost. It can try to cooperate with mainstream platforms, or develop and utilize existing platforms such as WeChat, Weibo, Tiktok, Himalaya, etc. to mobilize readers' enthusiasm for reading. Another aspect is the application of technologies such as virtual reality and artificial intelligence. Virtual reality technology can enable users to experience real cultural atmosphere and historical culture in virtual spaces. Artificial intelligence can provide users with accurate cultural services and recommendations by learning and analyzing their interests and preferences, improving their participation and experience.

## 5. CONCLUSION

The research on the coordinated development mechanism between university libraries and local libraries is a beneficial exploration guided by the national concept of innovation, coordination, green, open, and shared development, and is an important connotation for promoting the development of reading for all. This study attempts to clarify the path guarantee for promoting the efficient operation of the alliance through the coordinated development mechanism. The coordinated development mechanism faces the unfavorable situation of multiple subjects and few constraints, and especially needs the government and various libraries to continuously explore and gradually form a standardized and effective mechanism system.

## REFERENCES

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