

## **INNOVATIVE SERVICES OFFERED BY LIBRARIANS FOR BĂLȚI ACADEMICS**

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USARB Scientific Library is a modern, multifunctional information center for education and research, the basis of intellectual development and vocational training, one of the largest and most valuable institutions in the Republic of Moldova and Eastern Europe. It is located in the North, 130 km from Chisinau and 80 km from Iasi, Romania. Founded in 1945, at the same time with the Teaching Institute, it was and remains in a continuous process of development, improvement and modernization, becoming an integral part of the educational process, training and university research.

The library successfully fulfilled its mission, satisfying the multi-aspects information needs of students, teachers, researchers and other categories of users. Through the various sources of information and services offered by promoting various activities, the USARB Scientific Library contributes immensely to ensuring the Republic of Moldova with high quality specialists for the development of national and world science.

Being "one of the cardinal points of the Bessarabian librarianship" (Rău, Alexe. 2005), USARB Scientific Library maintains with dignity the status of institution as being outside the remunerative category (1993) and the highest category (2006, 2018) conferred by the Government of the Republic of Moldova, located in a unique four-story modern building in the center of the university campus with an area of about 6,000 m<sup>2</sup>. The Scientific Library performs several functions that influence and enhance its image in the library world: a Departmental Librarianship Center for pre-university and schools libraries from 15 northern districts and Bălți municipality, a Regional Depository Bank of the World Bank, member of ERM Consortium ( Electronic Resources for Moldova) <http://www.>

lib.ase.md/eifl/, a participant in the International Programs TEMPUS, ERASMUS +, the Partnership of Moldova with Norway and Romania, the Ministry for Romanians Abroad - the establishment of Information Centre of Romania <https://cirbalti.wordpress.com/>.

SL USARB integrates services, centers, international and private collections. It is equipped with various technical equipment: PC, scanners, printers, projectors, TV sets, interactive boards.

The participation in international projects Tempus – MISISQ, LNSS ERASMUS+ <https://lnss-projects.eu/amb/> Moldova's partnership with Norway and Romania <https://newinformationservices.wordpress.com/>, has not only brought a flow of new ideas, knowledge and modern experiences from the activity of libraries in European countries (Greece, Romania, Germany, Ireland, Norway, Hungary, Belarus. , Lithuania, Latvia), by promoting a series of trainings and workshops with the participation of international experts, but, also was endowed with technical equipment more than 25 000 euros worth.

The activity of the Scientific Library, in 2019, for example, is provided by 40 employees, 53% of them are professional staff, including 95% holders of qualification: 19 - superior degree, 16 - first superior degree and 3-the second superior degree. In the last 20 years Bălți university librarians have published more than 176 works, including over one hundred bibliographies and bio-bibliographies in the collections Bibliographia Universitas, Facultas Biography - USARB, IN HONOREM, Baltic university personalities, Bălți academics, Doctors Honoris Causa, Vestigia Semper Agora, ethnographic bibliographers, 74 of them obtained prestigious awards at institutional and national level (Republican Competition The best works in the field of Library and Information Sciences, USARB Senate Awards, etc.). The library has two specialized publications: Bibliological Confluence (2005) and Bibliouniversitas@ABRM.md (2012), where librarians annually published 70 articles on the Internet, Slide Share portal. Every year, university librarians participate in more than 40 national and international professional meetings and present about 60 scientific papers related the experience and the models of SLUSARB. In order to obtain a professional qualification, librarians studies at professional training courses, during documentation visits and trainings within the projects.

They were awarded by the leadership of the country with Mihai Eminescu Medal, The Order of Work Glory, Diplomas and Awards, including the Ion Madan" National Prize in the librarianship and bibliography field. Fifteen librarians are national trainers within

the Institute of Continuing Education, Moldova State University, 10 librarians are employed every year as university assistants for teaching the Basics of Information Literacy course. Bălți librarians organize trainings and workshops for pre-university and schools librarians from 15 northern districts and Bălți municipality within Departmental Librarianship Center in collaboration with the Ministry of Education, Culture and Research.

USARB Scientific Library continuously guarantees spatial and informational comfort, adequate aesthetic norms for about 7 000 users (2019) in 12 reading rooms (793 seats), 4 loans and other subdivisions, offering total collections of 1 008 018 in 309 116 titles, which is completed annually with 7-8 000 documents in 3-4 000 titles. The registered number of visits per year is 500 thousand, 300 thousand being virtual, the loan over 600 000, including electronic documents.

The most requested are electronic services from the large number of services: Internet access, Wi-Fi, access to the electronic catalog <http://primo.libuniv.md/> PRIMO ExLibris (shared catalog of 7 university libraries from R.M.) with more than 400 thousand records (Bălți Scientific Library). The electronic catalog, created in the frame of the Information Services Modernization Project for a quality education MISISQ (2013-2016), in which we were lucky to participate, the LibUniv electronic catalog on the ExLibris Primo platform gave us the opportunity to develop in LNSS, one of the most important services for users: reducing the search time, filtering, downloading, management of electronic shelf, booking online, subscribing for notifications and alerts. The LibUniv electronic catalog is comprehensive, stimulating, accessible, modern, shared - allows users access from one point, anytime, anywhere, to a multitude of informational resources.

Archiving and access to scientific production of the university in USARB Open Research Archive (<http://dspace.usarb.md:8080/jspui/>) (more than 3.5 thousand indexed works), Digital Library, access to over 100 national and international databases containing over 1800 000 books and 80 000 periodicals, Scanned Summary, Musical Works from vinyl records (MP3 format). For the visibility and increase of rating the scientific results of Bălți university researchers, including by applying scientific-bibliometric indicators, USARB's scientific achievements are indexed in 7 international databases, repositories, open libraries, catalogs and information platforms: Zenodo (USARB Community), CEEOL, IBN, OpenLibrary, Issuu, Calameo, Scribd, Slideshare.

Through national and international collaborations with partners from the Republic of Moldova, Romania, Switzerland, USA, Ukraine, Russia, France, Lithuania, Germany, more than 30 projects of investment have been carried out that have diversified the information offer, including through the opening of the UN Documentation Center, European Union Center, the NATO Point of Information and Documentation, Information Center of Romania.

The Scientific Library website has a positive effect on the provision of new library services. The implementation in stages of the innovations in the library and the information services of the population allows the users to access at a distance a wide range of bibliographic databases, with full text, factual and abstract. The library offers online services from the Library's website (Joomla platform). <http://libruniv.usarb.md/index.php/ro>. It uses web platforms and tools: Wikipedia, Library blogs in dialogue with readers, Professional, the Information Center of Romania.

On the Libraries website, a variety of online tutorials, guides and other teaching aids are displayed to assist teachers, students and pupils seeking, locating, evaluating, and appropriately applying information, including the use of personal reference management software: EndNote, Mendeley, Zotero.

Video tutorials and spots to promote the services, the didactic portfolio of the Basics of Information Literacy course, the reference service *Ask the librarian*, *Proposals for acquisition*, the informative bibliographic bulletin *Recent Purchases*, informative and thematic exhibitions online, thematic resources on domains, or all these are part of the university education.

Almost 400 thousand visits a year, more than 2 million visits register the Library's WEB page. It is claimed that today, in order to survive, each library must focus on the philosophy of services. From a traditional perspective, the decisive success factors of a library are as follows: its physical funds, the number of employees, the size of the building, the number of users in library halls etc.

From a modern perspective though, a library's work can be regarded through a very user-oriented attitude. Then the above-mentioned criteria do not represent an evaluation/assessment framework by which the value of the academic (university) library could be appreciated.

The importance of information services is mentioned in several legislative and regulatory documents, including the Education Code (2014), the Science and Innovation Code (2004), the Law on Libraries (2017), and others.

The library facilitates access to its services for all categories of users, equally without distinction of race, color, nationality, ethnic origin, language, religion or belief, sex, age, disability, opinion, political affiliation or any other similar criterion. Libraries offer special services for the social inclusion of disadvantaged people. The library ensures in its activity the observance of the personal data regime. Library services are improving, diversifying and updating continuously, being linked to social, economic, technological and to the categories of users of the library and their needs.

What does a modern Library do today?

- Studies and respects the identified informational needs of current and potential users;
- Applies a new approach to the implementation of services;
- Provides access to a new type of information previously inaccessible to the community.

And to become as powerful as possible libraries are helped by new ICTs - one of mankind's greatest innovations, that is essential to the success and efficient operation of any system. Via ICT, libraries provide users with adequate informational infrastructure.

Considering this moment, the authors of the LNSS Project, for example, have found strengthening of the technical capacity of the participating libraries very important, with 30% of the financial resources being directed to the purchase of servers, PCs, interactive boards, integrated library systems, as well as new printed informational resources. The Project "Modernization of academic libraries in Moldova" together with the purchase of a laptop, emphasized the access to some of the most important databases: Web of science & incites, Sage Research Methods Cases, Wiley Online Library, Cambridge Journals.

The Collections Development Policy, developed in the LNSS Project, supports the concept of "service orientation" - a correct and balanced development of collections, their targeting and the organizational structure of all library activities to different user groups, adjusted to the needs of our institutions, current tendencies, but also financial possibilities.

Libraries support the teaching, learning and research programs of the founding institution. Due to the impact (ICT), there is a paradigm shift in library services, a change in the mentality and skills of professionals from the information domain. This is why all the projects in which the university librarians from Bălți were involved were focused on the modernization of librarians' knowledge by developing modular training support on the *newest* topics, also oriented towards user services support.

Some information specialists confirm that libraries are in the field of services and the most important product in the library is the service. Without services, libraries cannot be distinguished from museums or are a combination of a maze and a book store. The service is a ubiquitous ethic of the profession of librarian.

Specialists in the Librarianship domain distinguish three levels of service structure in libraries:

- First level - personal assistance provided to users by librarians.
- The second level is represented by indirect services. This approach requires librarians to create the environment in which users would help themselves.
- The third level is the support that librarians provide to users through technology resource management to create an accessible, useful and user-friendly environment.

Each of these levels - direct and indirect services and the technological environment - is based on collaborative contributions from professionals: librarians and computer science specialists.

The main goals in the user- centered library are quality services and good practices.

Dimensions of services

- Materials: appearance and physical facilities, equipment, personnel and communication resources
- Reliability: the ability to perform the promised service reliably
- Responsibility: Providing prompt services
- Assurance: employees' knowledge and professional satisfaction, their ability to inspire trust and confidence
- Empathy: individualized attention paid to users

Through the medium of the services can be judged how the role of the librarian in this informational-educational environment has changed. Users highly value the services and products that depend on the professionalism of librarians, their knowledge, their active position in organizing and promoting services and products. The success of the innovations in organizing the information activities of the library depends on the staff who, together with the information itself, it is the most important strategic resource.

Traditional services have not disappeared, being offered in a new way: Loans - by Circulation - much faster; Information and references: catalog, databases with all facilities, reference service Ask the librarian, Reading Room Assistance in using the library, Displaying current purchases,



Recent Acquisitions Bulletin, Traditional and on-line exhibitions of recent acquisitions with cover scans, Bibliographic and Abstracts Descriptions, Information on periodical publications subscriptions with links to content, Selective Dissemination of Information for Researches (DSI) and Differentiated Service for the Administration (SDC), Assistance in searching information in the catalog and databases.

It is known that the future belongs to libraries integrated in national and international systems, to those libraries that offer unlimited possibilities of information, information services and products as different and as sophisticated, but at the same time very accessible.

Direct services refer to the basic services of the Library, and indirect ones - access to the electronic catalog; to information resources on different media; to electronic collections; electronic loans; reference services; formal and non-formal training for Information Literacy; exhibitions, cultural – educational – scientific programs; providing space for non-formal communication, individual study, group activities;

Indirect services: Printing documents; Scanning documents / images and send them to external memory or via e-mail; Recording information on external memory media provided by the library; Filming private events in the library or other situations of using as a library movie set for commercial purposes or for other purposes that are not related to the activity of the library; Editorial services (collection volume, editing, layout, etc.) according to the contract; OCR text recognition operations.

The Library is place to socialize, creates and shares educational resources and products in virtual spaces: Facebook, Twitter, YouTube, LinkedIn, Pinterest, Google+, Flickr, Instagram. Increased activity of libraries in social networks gives positive results for promoting the library as culture and reading centers. Social networks are considered as another opportunity to provide library services and information in two aspects: as a space for traditional library services and as a tool for creating new forms of interaction with users. The use of telephones, smartphones, laptops, tablets in the remote user service allows the user to receive non-stop or 24/7 information, wherever cellular communication is available. Mobile service is one of the promising areas of library activity information.

Library information systems help librarians meet users wherever they are: interactive utility services, including social media services, blogs, wikis, etc.

The more complex the electronic possibilities of providing information, the more complex they become, the more urgent the need for all members of the university to benefit from the new opportunities.

USARB Scientific Library, an innovative institution, support for education, research and lifelong learning, aligns with the global trends for the provision of modernized library services, creating a unique information space for the academic environment in Moldova:

- USARB librarians promote the course the Basics of Information Literacy: 30 hours - 1 credit, included in the curricula for all university specialties as a compulsory discipline for training information skills and competences. Annually the librarians promote about 250 hours in 25-30 academic groups for the students of the first year from all the Faculties, as well as for the students of the Pedagogical College and the Republican Theoretical High School "Ion Creangă". Hours of Information Literacy are also promoted for teachers, masters and doctoral students.

- Evaluation of results and performance in research, based on scientometric data, user facilities: Web of Science, Scopus, Google Scholar facilities;

- Determining the Scientrometry indexes by applying the Publish or Perish software;

- Determining Impact Factor (IF) of journals relevant to the research field; Presenting

- (de-vizu and online) of ISI rated journals in available databases and periodicals collection, especially from the Journal Donation Project collection (New York, USA);

- Assisting students and researchers in the process of writing a research paper and publication (citation standards and writing bibliographic references, reference styles, etc.);

In order to assist USARB university researchers to pursuit their publications and other scientific products, the Scientific Library has initiated a project to register USARB university professors in ORCID, because, both librarians as well as USARB researchers frequently meet difficulties in performing accurate searches and sharing in databases or people with ambiguous names, it is necessary, for each researcher to benefit from an ORCID ID. ORCID (Open Researcher and Contributor ID) attempts to solve this problem by providing researchers with unique 16 digit author identifiers and serving as a central registry that allows for automatic links between researchers and their activity.

ORCID register is available free of charge to individuals who can obtain an ORCID identifier. Individual researchers receive a free ORCID number starting in 2010, while universities, companies and other organizations will pay subscription fees. Executive Director Laurel



Haak is convinced that when scientists see the benefits of ORCID, it will become the de facto standard author identifier in research, just as it has become the digital object identifier (DOI) for documents and data. Until present about 280 organizations, funding agencies and publishers became members of the ORCID committee.

Although there are many author identification services, the USARB Scientific Library chose to work with ORCID IDs, because, ORCID is run by a non-profit company, unlike other existing systems with a rotating board with more than 1059 member organizations and 7 176 281 ORCID IDs. In addition to books and book chapters, ORCID can also identify datasets, figures, your thesis, blogs, correspondence, funding awards and many others.

The role for libraries in promoting ORCID is to enable each librarian in any institution to encourage and use several strategies to raise awareness of researchers in order to register and use ORCID IDs.

Researches academics have available a set of services to manage data and other contents.

- Use of bibliographic reference management software: EndNote, Mendeley, Zotero (adding, organizing, citing references); Training and assistance in the use of personal bibliographic reference management software: EndNote, Mendeley,

- Useful open source document management software and data archiving (Figshare), a platform for publishing research data. Data archives include services Figshare and Zenodo, where researchers can self-deposit research data with light documentation and minimal validation. Figshare is a service that allows the deposition of any electronic information for owning and sharing. Since 2011, it has supported researchers from all disciplines and given a digital object identifier to every document. It allows to bring credit to the authors of the documents. Academics can open an account without any cost and upload files with a size up to 5 GB. Unlimited data storage space for public data is also available. For private archives, the service offers several sharing alternatives (private link, collaborative spaces, and collections) that are accessible from a profile page.

- Communication of information, ethics of information use, methods of avoiding plagiarism.

- Images, photos and videos on Flickr, Instagram and so on for sharing photos and videos online;

- Elaboration of electronic resources on request (website, blog, database, electronic archives, digital libraries);

- Mobile telephony services. Librarians rely on innovations to effectively reach users.

Summarizing the above, it can be judged that today the University Library has the right to position itself as a modern information center, which uses well-defined integrated systems ALEPH, develops online services, works with local resources and at a distance, offers a wide range of services and services based on Open Access to Information, Open Education, which also allows feedback to users.

The participation of libraries in International Projects has opened a new page in their progress, in the development of the partnership, in the consolidation of the potential, the tendency to transform into the rhythm of the time and to remain as useful in the academic space and beyond. The implementation of these projects brought an influx of new ideas, knowledge, experiences, good practices, mobility, additional funding. The library equipped with this, however, conveys, with certainty, the idea of quality, innovation, present value and time of study.

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