

2017 Annual Report

IT & Library Centre,
China Europe International Business School

It was the first year that CEIBS started its five-year strategic development plan. At the beginning of 2017, the library formulated and substantialized its work plan of 2017 by identifying key tasks in the future. In the past year, the library team adopted new ideas, developed resources and enhanced services. The library team also explored information literacy in library patron education and made strides to develop a scholarly communication programme, which adequately fulfilled the information demands of teaching, research and administration, and has made contribution to the progress of CEIBS.

New Initiatives & Operations During 2017

Re-evaluated collections and deepened acquisition services

The CEIBS Library Collection Development Policy is a guideline for the library's acquisition which provides the library with the direction for making decisions, and it provides detailed advice about subjects, target patrons, the depth and scope of literatures, acquisition models, and the disposal of donation and weeding and deselecting, etc. With the rapid development of science and technology, information can be accessed through many ways. Developing electronic resources has become the first priority in library collection development. The library emphasizes the concept of "One Collection" while it develops print and digital resources, and it regards "Collections as Services" as a philosophy to support teaching and research activities. Here are two specific actions:

- Arranged the acquisition of print and electronic periodicals. The library does not subscribe to print academic journals which are not on the list of 50 Journals used in FT Research Rank. The library provides a quick and convenient way to access full-text articles by ordering materials electronically.
- Extended library electronic holdings of journal back issues and electronic book series in economics & management.

Upgraded off-campus authentication system

Upgrading the off-campus authentication system was scheduled to address a variety of issues involved with offering off-campus access to library subscribed databases. The upgrade project and the integration of SSO (Single Sign On) system were completed in the first half of last year. The new off-campus authentication system improves patron's satisfaction with off-campus access to library resources, to the benefit of making extensive use of the library.

Explored the embedded roles in teaching

The library made an exploration of embedding its library training sessions in the teaching and learning processes. It combined the Bloomberg database training with MBA Accounting course to help MBA students gain a better understanding of the subject and consolidate their knowledge gained in class.

The courseware, entitled “EMBA project paper: library online guide”, was launched at the end of August in 2017, and it has been loaded onto the Blackboard online learning system. As a supplemental material to the EMBA Project Paper Guidelines, EMBA students can start online study on an individual basis anytime, anywhere. The courseware helps students complete their project paper writing. By the virtue of the instruction service, the library continues to perfect and develop its online information literacy courseware, and to deepen the library instruction service.

Provided information support for the operation and the teaching across multi-campus

The library set up a Book Bar on Shenzhen campus at the suggestion of Ms. Yinfei Huang, an alumna of CEIBS. After discussions among the alumnus, the foundation department and the library, two alumni made a RMB200, 000 yuan donation to support the Book Bar project. For the opening of the Book Bar the library did much preparation such as book acquisition, library policy formulation and bibliographical records management. The Book Bar makes a lasting impact on CEIBS Shenzhen campus, thereby further enriching the campus culturally, and the library upgraded its interlibrary loan service among all campuses of CEIBS to support the multi-campus operations, such as teaching services.



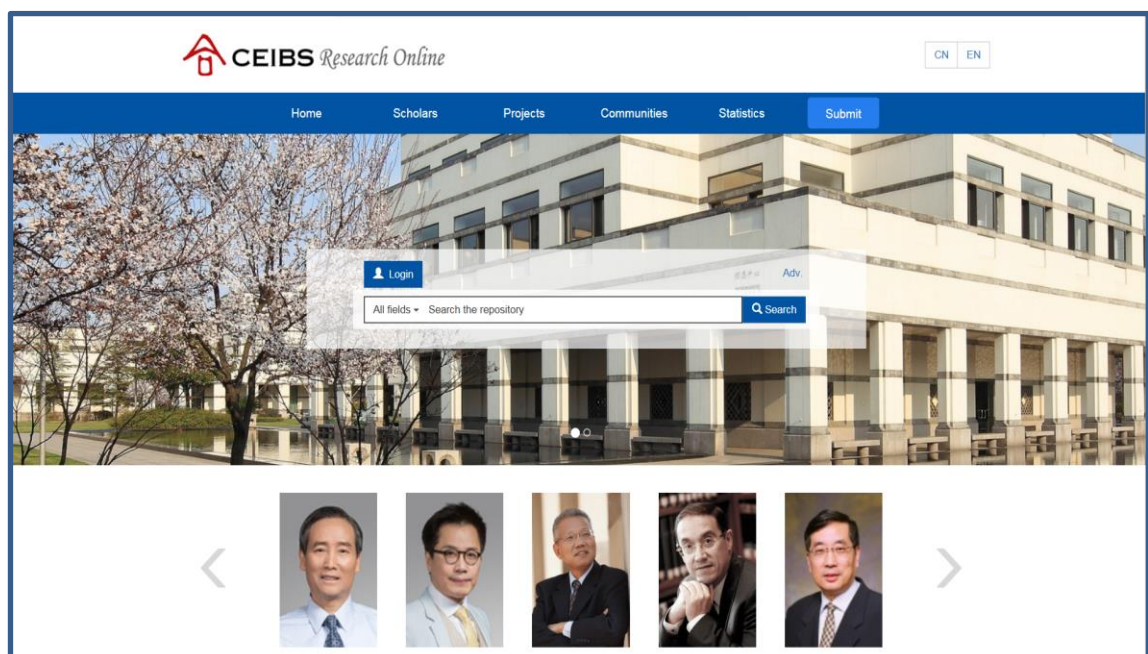
“CEIBS Flavor Book Bar” on Shenzhen Campus

Provided in-depth, subject-based service and launched CEIBS

Institutional Repository

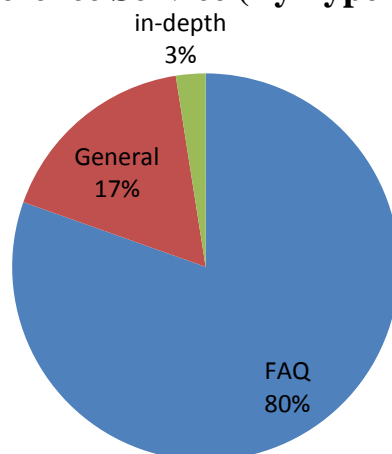
Library staff answered more than 1,200 inquiries in year 2017. The liaison librarians visited 8 new faculty members to give them a summary of the services provided by the library, and to learn their needs of teaching and research.

After preparing for the CEIBS Institutional Repository (IR) for 2 years the library launched CEIBS Research Online. The library created the metadata of research outputs published in the first 5 years of school founding and complied metadata of case studies. IR also allows for integration of metrics analytics tools such as Plumx and Web of Science (WOS), and items, which are published in the journals that are used in FT/ABDC research ranks or are indexed by academic databases (e.g. Scopus, SSCI, etc.), are put tags on. The CEIBS institutional repository is intended to be a showcase for CEIBS scholarly outputs and research impacts. IR will play an important role in knowledge creation and disseminating of the research findings of CEIBS.



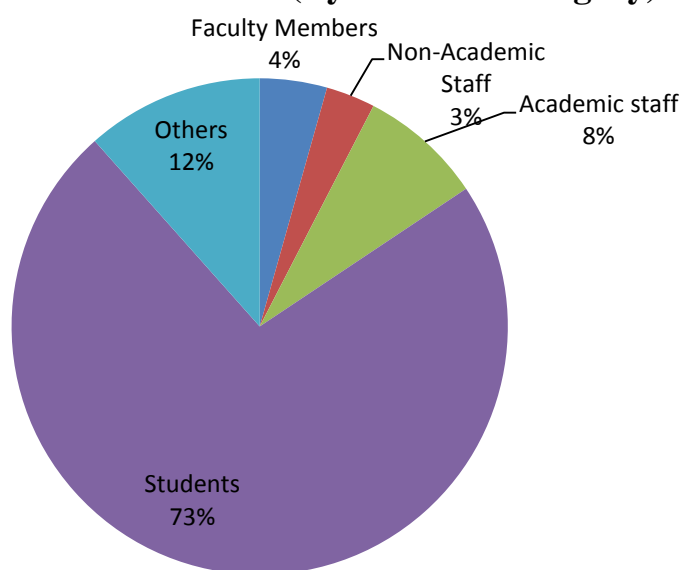
Website of the CEIBS Institutional Repository

Library Reference Service (By Type of Enquires)



Library Reference Service Statistics (By Type of Enquires)

Library Reference Service (By Patron's Category)



Library Reference Service Statistics (By Patron's Category)

Improved library workflows to support school administration

The library improved its workflows and policies for the standardization of procedure (SOP). The school administration related support services includes:

- The librarians participated in the HR project and contributed to the compilation of job descriptions and performance plan according to the requirements.

- The librarians updated the editions of Competitive Intelligence (CI) report and had 5 issues published in 2017.
- The library coordinated with other departments in order to assist in the preparation of the visits.

Library in Numbers

	2017	2016
Reference services		
Questions answered	1277	1200+
Document delivery requests	81	70
Interlibrary loans requests	10	23
Instruction sessions and workshops	21	18
Electronic resources		
Unique periodical titles	59735	60 315
Databases	51	50
E-books	36583	36 529
Patrons' searches in Summon	20000+	14 032
Print collection		
Circulated books	7700	8 500
Periodical issues checked in	2448	2 561
Newly added books	1900	1 700
Inter-campus loan requests	50+	33
Course materials acquisition		
Copies of case studies for taught programmes	167 788	156 780
Titles of reference materials for MBA	24	29
Titles of reference materials for faculty & other departments	75	78
Cataloging		
Original cataloging titles	1000+	1 474
Copy cataloging titles	712	633

Library Staff

The library continued motivating its staff members with opportunities for growth at work. In the past year the library staff members participated in academic meetings and activities actively. The rapid development of science and technology has made information accessible to a wider public, and libraries are therefore facing the challenge of reposition. The librarian is a key factor for the successful transformation of libraries. The HR project, which was completed in 2017, provides opportunities for the staff development, and library staff can take this chance to improve professional proficiency for their careers and make contributions to the library transformation and the university advancement.

Library Roster

David Xue	Director
Miranda Hu	Senior Manager
Lisa Lu	Technique Service Librarian
Hanna Huang	Public Service Librarian
Yao Lingli	Public Service Librarian
Mable Ji	Assistant Librarian (Technique Service)
Li Xiaoqian	Library Assistant
Gu Yin	Library Assistant
Bu Chenghong	Library Assistant
Jia Yang	Library Assistant

2018 Outlook

Resources, services and patrons are the business libraries focus. Simon Sinek's Golden Circle tells us the concept of “Start with why”. Acknowledging the library philosophy of patron service is very important. The library needs buy-in from the patrons, and to this end the library must look at its service from the patron's perspective and designs library services based on patron needs.

- To develop comprehensive information literacy plan;
- To keep improving the patron experiences of using library resources and services;
- To develop a deepen level of disciplinary service, and to continue perfecting the institutional repository;
- To disseminate information about library resources and services, and to connect with patrons;
- To explore more effective ways in textbook acquisition and in offering mobile services to MBA students