

2020 Annual Report

Library, IT & Library Centre,
China Europe International Business School

A sudden COVID-19 outbreak in 2020 broke the norms, which caught us unprepared. Familiar work environments and business processes almost disappeared and new challenges followed. In the face of the impact and challenge of the pandemic, the library takes advantage of the long-term accumulated technical advantages and work traditions. Librarians establish the awareness of turning danger into opportunity while strengthening the learning, which makes the library show high "innovation" and "resilience" in this unusual year. Over the past year, we felt that the most difficult challenge is that things can always change very quickly. In the uncertain environment, the library responds to the changes and makes adjustments timely, supports the restoration of the order of teaching and research, and meets various demands from teaching, learning and research.

The Continuity and Innovation of Library Services in Pandemic Era

Librarians worked from home at the height of the pandemic. According to the school's pandemic prevention and control, the library drafted and improved the library contingency plan including disinfection workflow of books and journals, the preparations and schedules for the library reopening, and books delivery workflow. The librarian created the acquisition and cataloging workflow on the extreme situation to adapt the new environment. The library also scheduled work discussions in the form of online weekly meetings.

The library offered a diversity of online literature services to keep enhancing the use experiences of library resources and services from the following aspects:

- By using the library WeChat, the library strengthened the communication with our patrons and instructed them to use library resources and services properly. For a long time, the library has been committed to improving the information literacy and shouldering the

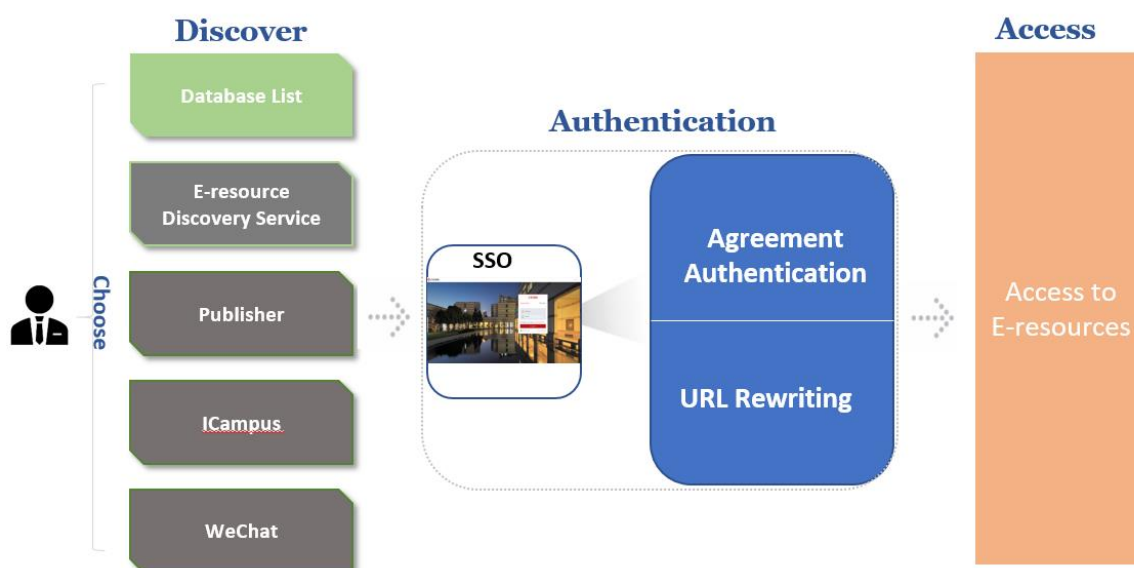
responsibility of information literacy education. During this special period, various publishers and vendors provided many free resources, for which librarians developed the relevant information guides and organized more than 20 online trainings to guide patrons to make full use of these resources for research and learning.

- The uncertainty of the pandemic has led to many changes to the school's course schedules, during which the library must constantly change its plan and prepare for the reopening of the school at any time. In order to maintain uninterrupted learning in the COVID-19 outbreak period, the library sought the help of database vendors, publishers and online teaching material platforms, actively prepared online teaching resources and provided notes on how to use online teaching materials properly for the MBA programme.
- Since the end of February, in order to ensure our faculty and students borrow physical books, the library formulated a new process of circulation. For instance, patrons chose books from catalogues and sent their requests to the library. Then, the library staff disinfected books and sent books to the designated area. In the second quarter of 2020, the library also extended this service to off-campus students and provided them book delivery service by express. This innovation in circulation services ensured the normal development of traditional business during the pandemic.
- As the pandemic prevention and control required the suspension of services in the library building, patrons could not enter the library and access to the terminal databases. At first, this problem frustrated us. Librarians kept exploring an appropriate solution in addition to assist in retrieving and downloading data. As the pandemic continues, it is necessary for us to find the better solution. After several discussions with Bloomberg, our library was allowed to join the Bloomberg Disaster Recovery Plan. Library worked out a self-service solution for Bloomberg online bookings and remote access by enabling the Bloomberg's DR (Disaster Recovery) mode. According to the statistical data, the usage of this database is higher than before. Since our library is the first academic institution to adopt Bloomberg Disaster Recovery Plan, the library also shared this success case to the other world business schools on the social platform.

New Initiatives & Operations During 2020

Introduced OpenAthens federation authentication to enhance experiences of E-resources remote access

The E-resources have become the most important academic resources. The library tries to ensure the availability and comprehensiveness of the E-resources to satisfy teaching, research and learning demands. In current information environment, researchers have a growing need to access to academic resources anytime and anywhere and they access to E-resources via publishers' platforms, the social platforms and search engines more often than usual. The normal IP authentication cannot satisfy the patrons' quick access needs of E-resources. The library introduced OpenAthens which is a federation authentication system based on SAML¹ in addition to the former proxy based on URL rewriting, which can provide more friendly, convenient and smooth access to E-resources and help library to learn the detailed usage in case of privacy protection. Patrons are not forced to start searching from library's webpages but casually select to search from the webpages of publishers or search engines. OpenAthens was integrated with CEIBS Single Sign On system to achieve seamless login. The library will utilize the system to track and view the patrons' use of e-resources in a legal and safe environment. The system benefits the library to build patron personas, gather information, analyze and dig data as the preparation of smart library services.



Optimized mobile library and the library WeChat to offer personalized services

¹ SAML, Security Assertion Markup Language. It is the language which is based on XML standards and is used for exchanging subject accreditation and authentication data between identity providers and service providers.

The mobile library was upgraded again in the first half year of 2020. The language of platform can be set by the patrons' mobile operation system. The mobile library can provide personalized recommendations based on the borrowing history. The page is using HTML5 (H5) techniques and can adapt different sizes of screens. The H5 pages of library online catalog and borrowing history are also embedded into the menu of library WeChat account for patrons. The librarians investigated the WeChat accounts from a variety of top university libraries in China. In combination with the characteristics of our patrons, the original WeChat menu was sorted out and simplified, and new functions have been added including mobile reading, books reservation and patron's E-card. Patrons can easily enjoy library services on CEIBS Library WeChat, iCampus and other platforms.

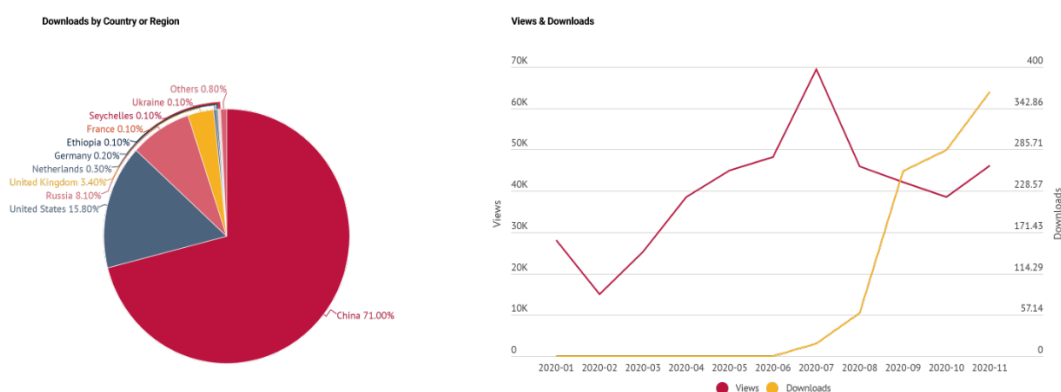
Promoted open access² to assist in the dissemination and creation of CEIBS knowledge

CEIBS Research Online, the CEIBS Institution Repository (IR), has achieved a major breakthrough in 2020. The library introduced CEIBS IR, open access policies and copyright license agreement to faculty and research staff. The library got an enthusiastic response from more than 20 researchers and 3 research centers. Until now, 134 full-text items have been placed in the repository including author's accepted manuscripts, author's original manuscripts and items published on the open access route. Every author's manuscript has a library special designed cover providing clear licensing statement on the first page of the file. The library also increased visibility of IR with Search Engine Optimization (SEO) techniques and the repository website content was submitted to various search engines to improve site's search performance. As a result of SEO, now search engines such as Google and Bing can index CEIBS IR metadata and our contents are searchable. Additionally, the CEIBS IR has joined international IR organizations such as CORE, OpenAIRE, and OpenDOAR. The description standard of CEIBS IR metadata and the requirement on full-text open access has met the standard of international organizations. CEIBS IR metadata is regularly harvested by OAI-PMH protocol. It means that CEIBS research outputs can be searched through global open access repositories, which improves the accessibility of CEIBS knowledge and improves the school's prestige. According

² Open Access: Strictly the authors directly publish their scientific research on the internet and allow the public to free use, copy, disseminate and other legal use. The copyright retains to authors. (Budapest Open Access Initiative, BOAI, 2002)

to statistical data, over 10 countries' patrons have visited CEIBS IR in 2020.

Prime Minister LI Keqiang mentioned at the event of global research committee in 2014 that knowledge is the public tool, and creating an open platform could let people have opportunities to reach and share knowledge, pursue inclusive development and the development for all. Open access is a world trend and CEIBS has involved in and supported this movement. By leveraging CEIBS IR, the library as a promoter and driver will continue assisting in the dissemination and creation of CEIBS knowledge and charting a new path between research and practice, knowledge and the public.



Developed innovations on collection development and provided quality services

In the first half of 2020, in order to support the research of faculty members, the library actively raised funds from the school and introduced OrbisIP intellectual property data, which was also the first time for the library to introduce the raw data package. The library formulated “Regulations on Data Management and Use” to carry out the raw data service.

The pandemic has resulted in the reduction of the programmes revenue and the library's budget cuts. The school's teaching and research rely highly on the E-resources. However, E-resources are on the high price as usual and there will be a certain increase in every year. Based on this situation, the library has to continuously improve the optimal allocation of resources and innovation ability and will start from the following three aspects:

- Explore the way to reduce the cost of databases and satisfy the needs to solve the issues between supply and demand;
- Find out the chance to cooperate with public and university libraries to utilize E-resources without damaging the school's interests;

- Keep an eye on open resources and introduce proper E-resources to support research. For example, the library added one more open access database (National Social Sciences Database) in this year.

The library revamped collection development policy in this year and reassessed the priority of resources development. Now, there are over 70,000 copies of physical books and journals. The collection development³ follows the principle of balance in and out. In this year, around 2,000 copies of books were weeded which almost equals the amount of the newly added books. In recent years, the circulation of physical books has been decreased. Although the library put efforts in the circulation. The library held a book fair on new books purchased in the first-half of 2020 during the opening modules of MBA, EMBA and FMBA. In the pandemic period, the library explored high quality resources positively to support our patrons. The campus edition of Jingdong Reading has been carefully introduced to make up for and meet the reading and learning needs across three campuses. In next stage, the library will also use it to explore the personalized reading guidance service.

The quality information resources are basis for libraries to provide premium services. In recent years, the library has transferred its focus from the collection development to services. The collection development aims to enable the library's quality information services. The librarians took the advantage of information skills and literature resources to provide abundant data on business education and compiled issues of competitive intelligence of business schools for the strategic and management decisions of the School. In 2020, the amount of reference cases has increased by over 40%.

³ There are 1,870 physical books acquired in the library in 2020 and the total library collection contains 68,000 copies of books.

Library in Numbers

	2019	2020
Reference services		
Questions answered	1300+	1369
Document delivery requests	160+	121
Interlibrary loans requests	15	14
Instruction sessions and workshops	31	26
Electronic resources		
Unique periodical titles	48775	50029
Databases	52	52
E-books	32830	33040
Patrons' searches in Summon	23830	21468
Print collection		
Circulated books	7848	4118
Periodical issues checked in	2547	2109
Newly added books	1800+	1870
Inter-campus loan requests	27	21
Course materials acquisition		
Copies of case studies for taught programmes	227000	122198
Titles of reference materials for all programmes	120+	109
Titles of reference materials for faculty & other departments	80	91
Cataloging		
Original cataloging titles	1240	1230
Copy cataloging titles	410+	575

Library Staff

In 2020, most of the library's business activities, such as industrial training and conferences were changed to online, although online business activities save us a lot of commuting time. However, However, the effect of fragmented online communication and learning is not satisfactory. The joint meeting of ABLD, EPBSLG and APBSLG scheduled for April, 2020 was cancelled because of the Covid-19 outbreak. In December, the 2020 APBSLG meeting was held online. Ms. Hu Min, on behalf of CEIBS library, shared information with other member libraries on the development of library services in the pandemic era.

Roster:

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

2021 Outlook

The current CEIBS 5-year strategy plan will end. To keep pace with the nation's 14th Five-Year strategy plan, the library has scheduled its next five-year plan. The plan identifies that the library is going to become the research, learning and dissemination center of knowledge and scholar outputs by engaging in school's learning, teaching and research systems and sufficiently satisfy the school's development needs in future.

The new five-year plan and the post covid-19 age will inevitably bring many changes and innovations. The school will take "Smart Campus" as a gripper for its digital transformation. As a key node of the information service on campus, it is necessary for the library to speed up the construction of digitalization, improve librarians' information technologies skills, provide smart, pluralistic and modern place, and to better satisfy teaching, research and learning demands.

The key focuses of 2021 are as the followings:

- To participate the smart campus project that includes developing library self-service circulation, realizing the quick search of library resources, and collecting and analyzing patrons' information behaviors by using IoT;
- To develop in-depth guides and subjects service in the aim of accomplishing the school's special 4+2 goals;
- To complete the survey of new generation's information repository and keep updates;
- To utilize new technologies and media. For example, creating vlogs to publish and broadcast library resources and to promote service to improve patrons' information literacy;
- To strengthen the statistics and analysis of library operation and keep upgrading library resources and services;
- To survey the next generation library management system and explore the solution of e-textbooks and references.