

■ ***“Service Innovation Science”: Technological and Cultural Drivers of High-quality Service***

National Chair Professor Liang Ting-peng presented a lecture on “Service Innovation Science” at the NCL on October 7. Attended by NCL staff, the lecture presented a technology- and cultural-based look at strategies libraries can use to innovate high-quality services.

Professor Liang described “service-oriented concepts,” “high-quality service planning” and “sustainable service improvements” as the constants in creating organizational competitiveness. Service innovation can start by adding value beyond goods and services through the creation of new customer experiences and different value experiences.

Professor Liang cited the example of a kids’ hotel in southern Taiwan that used RFID technology and theme room design to successfully create different value experiences for its customers. He noted that, from the perspective of the customer’s experience of the service cycle, there are three driving forces for library service innovation—technological force (development of new technologies), social force (mass and social force) and cultural force (different cultural elements). Libraries can also consider ways to innovate service value in the four major directions of new service innovation, core service innovation, service delivery innovation and collocation service innovation.

■ ***2013 International Workshop for Professional Librarians***

The NCL wrapped up its five-day “2013 International Workshop for Professional Librarians: Special Collection Documents and Archives Maintenance and Innovation.” The workshop was attended by 28 librarians and rare book restoration specialists from Taiwan and abroad. Topics covered during the course included: “Current Status and Innovations in Special Collections and Archive Collections in Taiwan,” “Rare Book Restoration,” “Preventive Preservation of Books and Documents,” “Archive Document Mold and Pest Control,” “Traditional Painting and Calligraphy Mounting

Methods and Preservation,” “Collector Affections Revealed in Rare Book Inscription,” “Approaches to Rare Book Preservation and Maintenance,” “Acquisition of Chinese Studies Books Published in Taiwan and the Taiwan Publishing News Services,” and “Survey of Resources for China Studies and Taiwan Studies.”

The workshop looked at both theory and practice. Participants visited the Su Ho Memorial Paper Museum to learn the basic principles of papermaking and experience the fun of papermaking. The group also toured the Permanent Exhibition of the Paper Showroom at the Taiwan Forestry Research Institute to better understand paper-making technology and later visited the Museum of the Institute of History and Philology, Academia Sinica, Fu Ssu-nien Library and National Taiwan Library, bringing the workshop to a successful close.



A group photo of the participants with NCL’s staff

■ ***Professor Xia Jingfeng and Head Librarian Hanno Lecher Speak at the NCL***

Professor Xia Jingfeng of the Department of Information and Library Science at Indiana University in the U.S. and Head Librarian Hanno Lecher of the East Asian Library at Heidelberg University in Germany presented talks at the NCL on November 22. In a speech entitled “Open Access Journal Publishing and the Role of Libraries,” Prof. Xia presented an overview of the history of open-access (OA) journal publishing, analyzed from the perspectives of predatory journals, and

the opportunities and historical responsibilities of libraries. The talk compared traditional chains and new models of academic publishing and looked at the role of libraries as both direct participants and indirect service providers.

Head Librarian Lecher's talk, entitled "Heidelberg University East Asian Library," introduced the history of East Asian studies at Heidelberg University, including the Center for East Asian Studies, Asia and Europe in a Global Context: The Asymmetry of Cultural Flow, East Asian Library, and Center for Asian and Transcultural Studies.

■ *Professional Development and On-the-job Training for Librarians*

In this age of endless technological and information change, library and information service specialists must continually improve their professional know-how in order to keep up with the times and with increasingly diverse reader needs. In light of this, and in an attempt to increase the professional acumen and service capabilities of librarians, the NCL developed courses on "Promoting Reading in the Digital Age," "Libraries and Youth Services," "Using Statistics to Improve Library Services," "The Digital Learning Train," and "Improving Organizational Management Quality Standards" in 2013. These courses addressed different professional development needs and job duties of librarians serving in public, high school, vocational school, and university libraries.

Courses were held all over the country—in northern, central, southern, and eastern Taiwan—through the joint help of public and university libraries. The courses broke with the traditional lecture approach, and used talks, discussions, group research, application, and objective-oriented learning, depending on the nature of the topic. Participants were thus able to acquire new knowledge, explore issues, and learn problem-solving skills. In total, 17 sessions were held, with over 1,000 librarians attending.



The Professional Development and On-the-job Training Course.

Also, in light of the fact that professional certification for libraries has been in use for some time in other countries, and that no such certification system exists yet in Taiwan, the NCL began to formulate professional standards for public librarians to improve the professional image of librarians in 2013. The result is a report entitled "Initial Draft of Professional Competencies for Public Library Workers in Taiwan."

■ *Library Assessments Show New Heights in Pursuit of Excellence*

In 2013, the NCL began implementation of its National Public Library Assessment plan by organizing an assessment committee and revising assessment criteria and methods. Initial assessments and follow up assessments were then conducted. A total of 502 city, county, and township libraries and branches were assessed.

NCL's Director General Tseng, who is also the national public library assessment committee head, stated that public library assessment primarily aims to provide understanding of current developments and issues with public libraries. Establishing assessment criteria will guide the direction of public library operations, leading to an emphasis on service quality and improvement.

Assessing Taiwan public libraries' operations, services, and achievements is done based on "Standards for Establishing and Running Public Libraries." The assessment process is divided