

## Evaluation of Innovative Services at University Libraries

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#### ABSTRACT

It is important for libraries and information centers at universities to develop innovative services for the future of the university library. The main purpose of this study is to draw attention to the innovative services in the university library. The role and importance of academic librarians will be examined. For this purpose, a survey was conducted concerning contemporary library services with the directors of library services in university libraries throughout Turkey. With the survey of the overall evaluation of innovative services in university libraries in Turkey is expected to contribute achievable. 162 university library questionnaires were sent by e-mail. 89 libraries responded to the questionnaire. Feedback has been 55%. According to the data obtained, in 50% of university libraries in Turkey innovative library services that are not subject librarian. Subject librarians despite the lack of creativity in the university library staff providing 94% of information and document management are found to be graduates. Innovative services performed in this university libraries in 28% of the seminar, 18% of interviews and 15% of author events, 9% had competitions and exhibitions are held. The university libraries surveyed 17% were identified in which no activity since. The libraries to announce innovative services to its users, in 38% of the web, 29% of social media, they benefit from orientation training for users at 26%. In the introduction of these services are mostly in the promotion of social media tools are used. Accordingly, university library services in the promotion of our innovative internet and communication tools are utilized frequently.

**Keywords:** University libraries, Innovative library services, University librarian.

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### I. Introduction

Since the creation of humankind, the information has been wealth made of icons. It is generally accepted that wealth has given power to the people and power brings the wealth. It is possible to dig and plough the soil, and to plant seeds and then harvest them. Our ancestors have had land for generation. Then they switched from agricultural economy to industry and technology society. Thus, the information sector has grown up. While the production itself is computerized, the quality of the wealth is necessarily changed. In classic economic understanding, there are theories on the basis of limitedness of the traditional capital. In other words, while the land and machines within a single time zone can only be used by one person or institution, information can be used and shared by multiple users. This leads to the generation of more information or services. Nature of the information is inexhaustible and not taken (Toffler, 1992; Mercan, Demirci, & Oyur, 2013). Because today's economy is

only based on "information", it creates an important power for the institutes where the memories of the human and computers vary.

Again Toffler asks how scientists react against the traumas of the system, how an order can be creates within a chaos, and how developing systems reach higher variety levels. In management books, economists mentions about "creative destruction", and they re-discover the "creativity" for achieving progress. Prerequisite of providing innovative services in many institutes achieves higher level of information processing (Toffler, 1992). Either in capital sector or in information sector, "information" supports the production stage and service process.

There are various institutions and establishments which may affect the scientific developments and changes of the countries. These are organized under the roof of government or private sector. Universities are the most important ones. Universities make contributions to the development level of the countries thanks to both their education and training functions and their scientific

researches and academic studies. It is not possible to underestimate the role of libraries while education-training, scientific research and social services are performed (Atilgan, 1998).

At the beginning of 1900's, an idea was put forward that the libraries are highly important for the universities which provide academic education and an education life without a library is impossible. In those years, Harper, Rector of the University of Chicago, emphasized the importance and place of libraries in the universities with his motto "Libraries are the heart of the universities" (Grider, 1956; Atilgan, 1998). It requires particular knowledge and experience for universities to fulfill their education, training and research functions. The information and documents that they need can be achieved by means of house libraries (Atilgan, 1998).

Nowadays, it is vital for the future of university libraries which are the core of society, and university to develop innovative services by information and documentation services, because it is only achieved through the universities which are established under their roof to obtain, prove, reach, preserve, and transfer the information required by the universities, and their partners while performing education-training function.

University libraries are in charge of organizing, arranging and providing any kind of printed and non-printed information sources. Below conditions should be in a library to effectively achieve their duties.

1. A collection complying with its service aim,
2. Qualified personnel to provide service by organizing this collection,
3. A suitable building to conduct services,
4. A sufficient budget to perform all services,
5. A user group who gets benefit from the given services, and directs services (Atilgan, 1998).

Main aim of the changes and transformations experienced all around the world, and in our country in social, cultural, political and economic field also affects the libraries which are the cultural and social institution of the society to meet the information need of the society where it exists. Nowadays while the information technologies surrender our lives, conducted studies show that the interest for information and documentation services, especially for public libraries, diminish day by day. Especially today's youth who are used to computers and information technologies, and are raised by using digital media tools such as internet, computer and mobile phones, and are called as "digital native" (Tonta, 2009) lose their interest for public libraries day by day (Altay, Todorova, & Dursun, 2013).

Libraries, which transfer information to society, are critical for the life-long learning of people and social groups, independent decision-taking and cultural development (IFLA/UNESCO, 1995). Existence and transfer of this main condition to the future shall be possible by perfectly meeting the needs of information-documentation centers, personal education, culture and information. And, therefore it is required to develop innovative services of the libraries, information-document center and innovation.

#### **a. What is Creativity? What is Innovative Thinking?**

Concept of creativity comes from the Latin word "create". Its synonymous in western countries is the words "kreativitaet, creativity". Scientists has been emphasizing on the concept of creativity for a long time. While the idea which said that the creativity was an inherit skill was common, then the idea of everybody's being innovative becomes popular (İmrek, 2014). Creativity has many definitions in literature. According to San, "creativity is a skill which can be found in each person and in every part of life, the combination of the processes including scientific works from daily life; an attitude and a behavior pattern" (San, 1985).

According to Kuhn (1985), "To create something from nothing is creativity; and innovation is to convert these things into products and services". And, according to Badawy (1988), "Creativity is to make some something real, but the innovation is to make something usable" (Özdaşlı, 2002).

Torrance defines creativity as "to be sensitive to the problems, faults, lack of information, missing elements, inconsistency; to define difficulty; to try to find a solution for difficulty, to foretell" (Haensly & Reynolds, 1989). According to another definition, creativity means "the new idea, thought, invention, or artistic objects production capacity of human which are considered as valuable in social, spiritual, esthetic, scientific and technologic way" (Yolcu, 1995).

Creativity is the skill to dream something which does not exist, to do in a way different than the others, and to develop new thoughts. In other words, creativity is look daily events and object in a different manner than others, and to develop a different approach (İmrek, 2014).

In 1926, Wallas divided newly rising creativity into phases, such as preparation, design, idea development, enlightenment, and reality check. According to Harmon (1956), creativity process is any process which creates a new thing. This may be a thought, object, form, or new arrangement of old elements. Also Harris (1959) divided creation process into six phase such as meeting necessity, collecting data, thinking on a subject in detail, imagining solutions, determining reality, processing on thoughts. Creativity process is observed in artistic people such as painter, man of letter, sculptor, and musician. Innovative person reaches the wisdom which will increase his own talent through understanding, and sensation in his behaviors during creativity process (Rouquette, 1994; Yavuz, 1996).

Nowadays, creativity has gained importance in science, and technique as well as in art and daily life. Creativity is one of the different methods for person's telling about himself. Various methods have been offered to increase creativity and the creativity is differently seen in music, theater, and writing. Thus, although the creativity is observed in artistic areas such as music, theater, writing, "innovative writing" is considered as a different discipline ("Yaratıcılık", 2014).



Fig. 1. Sample of innovative model sample



Fig. 2. Sample of innovative design sample

When we pay attention to the thoughts of the writers, it is understood that they generally meet in a point where the creativity is described as a skill to develop different and new ideas. If we move from these thoughts, we can define creativity as “a skill to put forth different works and original ideas”.



Fig. 3. Sample of innovative thought



Fig. 4. Sample of producing a new idea

Creativity is to look daily activities and object in way different than others, and to develop a different approach. Innovative thinking is not the station where you reach, but the journey itself. It happens when a person finds a new solution for an old problem, or thinks about the possibilities without any clue. According to Rawlinson, innovative thinking is like dreaming, and day-dreaming. While children are playing games, listening to fairy tales, or building sand-castles, they think innovatively. On the other hand, adults do that while they are reading a book, planning their travels, or even thinking on what they will do with the money in their bank accounts (İmrek, 2014).

As it is seen, all technologic, scientific, artistic, intellectual progresses and developments are the result of innovative imagination. Submarines, flying balloons, and science-fiction stories, books, and magazines based on space idea which were called as imagination in the past are real now.

Today, institutes think that having organizations which will perform innovations to implement a new idea movement and its practices are highly important. "Creativity" which is the process of structuring new ideas may be considered as the cornerstone of the innovations. According to the different social development levels, though the differences in the used instruments, the general characteristics that define innovation in institutions are same. Organizational characteristics which may be important in being accepted as an innovative institution such as simplicity, flexibility, competence and localization, employee empowerment, organizational communication, vision and leadership, continuing education, promotion of new ideas, tolerance of error, comparisons with the best, openness, etc. are valid for both industrial society and information society. However, in industrial societies, while a heavy machine tool is considered as innovation, in information societies, computers are an innovation tool. For this reason, its use in the production of information and communication technology, decision-making processes and creating innovative use of intra-organizational and external communication becomes an effective factor (Özdaşlı, 2002; Johanessen, Olsen, & Lumpkin, 2001).

In terms of the basic concept of "innovation", it is possible to talk about six new types for any innovation (Johanessen, Olsen, & Lumpkin, 2001):

- Creating new products,
- Creating new services,
- Developing new production / new service methods,
- Opening to new markets (creating new user / reader groups for libraries),
- Finding new sources (sponsors, suppliers, etc.),
- Launching new methods for organization (Özdaşlı, 2002).

Accordingly, creativity, change, development, taking risk, independence, flexibility, and entrepreneurship are key features in innovation concept. Also, innovation is a common activity conducted within an institute. It is an organizational process. However, innovation applications only can be achieved with the consent and effort of the employees in an institute.

**b. What is Innovation?**

Innovation is the synthesis of new ideas and thoughts which will re-construct or re-combine present things, and it is an inner feature of human. With this feature, it is determined whether a person has creativity in himself which does not have a physical presence or not, or its limits (Zhuang, 1995). However, it is a creative process that is experienced every moment of individual life as it is emphasized by French philosopher Henry Bergson (Petrowski, 2000). At the end of the creative process, we achieve inventions or discoveries which are nearly impossible to be known or planned in advance. We realize something that we think we do not know, but it has been already there, or we invent something never known before (Burgelman, Maidique, & Wheelwright, 1995). Success criteria in the present invention and discovery are not commercial, but it is important in terms of "is that invention or discovery real/true?" (Burgelman, Maidique, & Wheelwright, 1995; Özdaşlı, 2002).

Creativity which may be defined as the creation of only dreamt, but not proven and tried new ideas can be accepted as an unrealized aim, product or service, or an idea which have never been put forward for the nature of the things (Gurteen, 1998; Özdaşlı, 2002).

On the other hand, it is closely related with the innovative technical discoveries and inventions. While talking about the verb "to innovate", first we should talk about the term "to invent". To invent may be defined as creating something with the power of thought. However, innovation means engaging in new activities and making changes on the present situation. According to Loke, "invention is to invent something which has not been ever by putting forward an idea at an unexpected time". However, innovation is "a change in the activities of human and a process which creates a change" (Eren, 1982; Özdaşlı, 2002). According to these definitions, innovation means to make things that have never made before, and to invent non-existent things.

To stand against today's competitive environment, the institutes and organizations should change and renew their product, production, services, and methods. This change, and renewal process is called as "innovation". The term "innovation" is derived from a Latin word "innovaus". Noah Webster, an American lexicographer, defines innovation as "a new and different result". Its Turkish synonymous is "innovation, renovation, and modernization". Peter F. Drucker, one of the most famous management experts, states that one of the biggest faults made by a manager is to confuse innovation with renewal. According to Drucker, it is believed that innovation and renewal create different values.

"Oslo Guideline" which was published cooperatively by OECD (Organization for Economic Cooperation and Development), and Eurostat is the primary source among the internationally accepted sources for the definition of innovation. In this Guideline, innovation is defined as "a new or considerably changed product (goods or service), or a process; a new marketing method; or a new organizational management practice in work practices,

workplace organization, or foreign relations". According to that definition, innovation is process where new ideas, such as product, method, or service, are transformed into value-creating outputs. This process consists of two main steps: First of them is to put forth new and innovative ideas. Second step which requires labor and investment is to commercialize new and innovative ideas, in other words, to turn them into added-value creating products, methods, or services.



Fig. 5. Definition of innovation



Fig. 6. Sample of innovation

Innovation covers all processes which are conducted to develop new or improved product, service, or production method, and to make this useful. Developing new and improved product or service comes from new ideas. Innovation is a continuous activity. Therefore ideas and results which are put forth, developed to work, and providing competition power and values to the institute should be again and again evaluated, and commonly used. Ideas, which are created in that way, put forth new innovation activities. Innovation is created by big progresses realized by unattempted and developed products or services. Or it is a result of the works consisting of a set of development and improvement activities in service/product production (INOMER, 2014).

According to Innovation Coordinator of Eczacıbaşı, A. Selçuk, innovation means "not a real discovery, or to find new land but to look through a new perspective" (Selçuk, 2013). In short, innovation should be fed with renewal and change (Çolaklar, 2014). Innovation means to create impact through new ideas and put up a new product or service. To be a real innovation, it must be "original"; it must "create a value"; and it must have "collaboration value".





- Rapidly increasing number of universities in our country, and therefore increase in the number of the libraries,
- To have “innovative” services for university partners,
- The importance of innovative works to provide service for the different needs of each user group.

Today's technology and easiness of sharing through the internet cause that the information of which source or correctness is not known rapidly expands. As Alvin Toffler said "The ignorant of future will not be those who are illiterate, but those who do not know how to reach the information". From this point of view, people should have skills to use information to know how to reach true information sources on the internet. In other words, we need literacy for information against the incremental increase in the information. Also, increase in the unqualified information makes critical thinking abilities important. Information literacy skill is need for information searching methods and use search engines in new environments. A generation which does not have skills to use information means throwing away all investments made for the collection, arrangement, storage, reaching and long-term preservation of the information. In the future, libraries will continue to provide information services whether in real or virtual environment (Çukadar, 2014). Libraries have to design, improve and apply creative and innovative services for new environments.

Because, nowadays, an important portion of the information sources are published in electronic environment and printed information sources migrate to electronic environment at a speed increasing day by day, in such an environment, university libraries should adopt themselves to this change and development (Çukadar, Gürdal, Çelik, & Kahvecioğlu, 2011). Moreover, librarians should be aware of the change in the expectations of the library users such as academic members, graduate, and undergraduate students. So, university librarians should try to from the library services according to the developing and changing expectation. In parallel with the information sources migrating from printed environment to electronic environment, young generation users want to reach the information without being limited by time and space through electronic environment (Karakas, 1999). So the future of the libraries is closely related with meeting the information needs of the young generation via digital technology tools. In other words, the libraries should move from “a source-based approach” to “a relation based approach” (Tonta, 2009; Çukadar, Gürdal, Çelik, & Kahvecioğlu, 2011). Necessary precautions should be taken in universities to meet these requirements and they should organize innovative services in their libraries, because university libraries closely affect the cultural, social, economic, educational life of the society.

As it is seen, we can define creativity in university libraries as “added value of a new idea and a new service for the institute and its user”. Innovative services in university libraries let the user and librarian, and libraries come together.

#### d. Role of Academic Librarians

Main aim of the university libraries is to provide true and reliable information from information sources to the library users in a fast and effective way. Depending on that aim, mission of university libraries is to provide information and document services to the higher education, scientific research, social and cultural activities, and the people and society to which universities provide services.

Information professionals who provide information and documentation services, in other words librarians, are defined as the people who have necessary skills and training to organize structures which will ease the use of information sources and information within a document at a library or in a system in the documentation center (Atilgan, 2009). Barutçugil lists the skills of information professional as follows:

- Taking initiative,
- Establishing links,
- Self-managing,
- Team-work,
- Leadership, spectatorship, perspective,
- Tell and show,
- Organizational sensitivity.

In addition to these features, the professionals should be flexible, creative, idealist and principled; he should also think independently, and transfer the power (Barutçugil, 2004; Atilgan, 2009). As it is understood from these definitions, librarians, who will actively take role to practically realize the information and document management in the libraries and to make contributions to the library services, should also have professional training and creative thinking ability in addition to their personal features.

According to Howard, general sales director of a famous business, “Organizations are like humans. They have their own values. I improve my soul in every day of my life for others and the institute I work at.” (Behar, 2013). Because the libraries are living organisms, they have their own values and differ from the institutions in some aspects. University libraries meet any information and document requirements of the below users to which they provide service:

- Two-year degree/undergraduate students of the universities,
- Postgraduate / doctorate students,
- Specialist students in medicine and dentistry,
- Academicians,
- Researchers / scientific investigators,
- University personnel,
- Group to which universities provide service (if it is a health institution, the patients; if it is a trade university, the companies; etc.),
- Disabled users,
- Other universities (national/international),
- Other institutes/establishments (TUBİTAK, municipalities, etc.) etc.

Academic librarians should have some skills such as “learning; self-development; being passionate, patient, ethic, researcher, and inquisitive; high performance; speaking languages; having good communication with

people” to realize this mission as an important partner of the university libraries. In addition to that vision of an academic librarian should be “a role model for university students and researchers”. We can list the qualifications of a university librarian:

- Continuous self-improvement for being perfect,
- Having pedagogue skills,
- Having inquisitive skills,
- Being conscious of quality,
- Being a model for the users to which he/she provide service,
- Being ethical.

In other words, a university librarian should have ethical values, sufficient professional knowledge and experience; and he/she should be curious, inquisitive, conscious of quality, a life-long learner and literate.

#### *e. Innovative Library Services in University Libraries*

We can make a list of innovative library services in university libraries by considering the qualifications of the user, collection, budget, building, personnel<sup>1</sup>;

- Interactive programs to realize and improve research and learning culture,
- Author activities,
- Interviews,
- Seminars,
- Exhibitions,
- Competitions,
- Activities for important weeks and days,
- Song, dance, music shows,
- Theatre, cinema and film shows,
- Work and career planning,
- Assistance in filling out job application form,
- Trainings and seminars after graduation,
- Social responsibility projects,
- Works with student and research groups,
- Supportive programs for distant learning,
- Appropriate training-course programs complying with curriculum,
- Transferring textbooks and library sources into digital environment,
- Supportive programs for researchers and instructors (for academicians),
- Training for article writing,
- Information literacy,
- Improvement-reinforcement programs for life-long learning and creating life-long learning students,
- Research methods,
- Citation (quotation / borrowing),
- Literature review,
- Bibliography writing rules,
- Organizing creative writing courses,
- Creating a virtual library,

<sup>1</sup>Sources which are used while stating innovative services of the university libraries: The public library service: IFLA/UNESCO guidelines for development. Ed. by. Philip Gill et al. München: Saur, 2001; PULMAN ilkeler el kitabı. 2002, Trans. Ed. Selma Aslan. Retrieved March 10, 2014, from <http://www.kutuphane.org.tr>; American Library Association. Education and continuous learning: ALA Action No.3. Chicago: American Library Association, 2000.

- Programs for Society Guidance / Awareness Raising (for example, patient training programs at the universities with a medical school hospital, library tours with patients, etc.),
- Library services for special user groups (information center, and audio book projects for the disabled, etc.),
- Sending SMSs or e-mails to the library users or member to give information and to remind due date of the sources,
- Development program for the services which are given/to be given to the society by establishing a formal relations with other institutions in the society (for example; universities, museums, archives, libraries, trade chambers, nongovernmental organizations, etc.) (Yalvaç, 2004),
- Organization and service providing programs as “training-learning sources center” (Yalvaç, 2004),
- Programs for creating and sharing digital cultural heritage in addition to conventional cultural heritage (Yalvaç, 2004),
- Development and supportive programs for e-library, e-information, e-government, and any similar practices (Yalvaç, 2004),
- Use of social media tools to promote and market university libraries and their services (facebook, twitter, flickr, etc.),
- Organizing demand-increasing services for libraries as a flexible, comfortable, relaxing, funny, and improving meeting center in university libraries (for example reading points for daily newspapers and magazines, lounges, cafeterias, etc.),
- Providing access to the university services through internet for 365 days in a year and 24 hours in a day,
- Structuring of new services / applications (project development) (Yılmaz, 2007).

#### *f. Practice Models in University Libraries*

Clear Information Center of Istanbul University was established at Central Library of İÜ on January 18th, 2012. After its establishment 22.000 pieces e-book, 25.000 pieces thesis, 180 pieces audio book were produced till December 2013 and they were put into service of the users (İstanbul Üniversitesi Kütüphane ve Dokümantasyon Daire Başkanlığı, 2014) (see Fig. 11).



Fig. 11. Clear Information Center





Fig. 12. E-library of Istanbul University OverDrive

The aim of OverDrive e-library of Istanbul University is to provide sources on their education and special interest areas in the electronic environment and in an attractive way. Through this platform, you can access to different file types such as books, videos, music, and audio books. It harmonizingly operates with iPod / iPhone / iPad, smart phones, portable video devices, audio players, e-book readers and computers. OverDrive platform which presents more modern services to traditional library services and complies with today's pace has been enriched through the choices of the libraries and proposals of the users. Electronic books, audio books, music and videos which are in the library collection may be reached through İstanbul University E-Library for 7 days/24 hours (İstanbul Üniversitesi Kütüphane ve Dokümantasyon Daire Başkanlığı, 2013) (see Fig. 12).

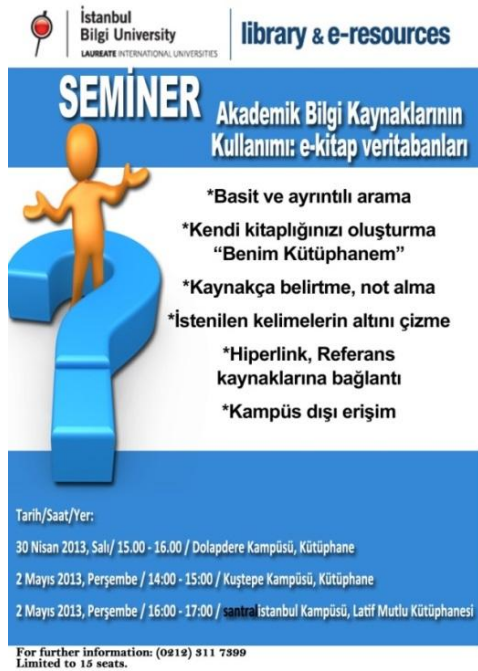


Fig. 13. Example of education seminar in İstanbul Bilgi University

"E-book database usage seminar" announcement which was made during the library activities of İstanbul Bilgi University is seen in another practice model in Figure 13 (İstanbul Bilgi Üniversitesi, 2013a).

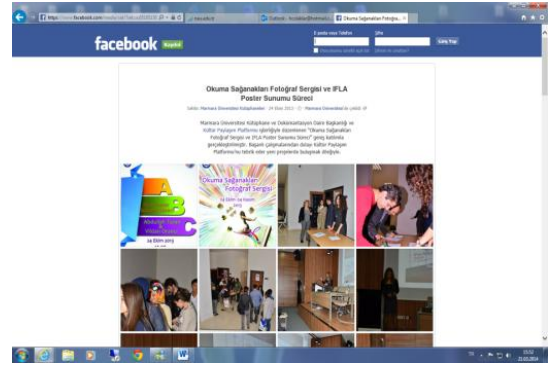


Fig. 14. Example of socio-cultural activities in Marmara University

An event called "Reading Shower Photograph Exhibition and IFLA Poster Presentation Process" which was organized cooperatively by Department of Library and Documentation of Marmara University and Culture Exchange Program on October 24th, 2013 may be an example for the innovative services of university libraries (Marmara Üniversitesi Kütüphane ve Dokümantasyon Daire Başkanlığı, 2013) (see Fig. 14).

In Figure 15, there is an example of electronic consultancy service for the library users of İstanbul Bilgi University (İstanbul Bilgi Üniversitesi, 2013b).

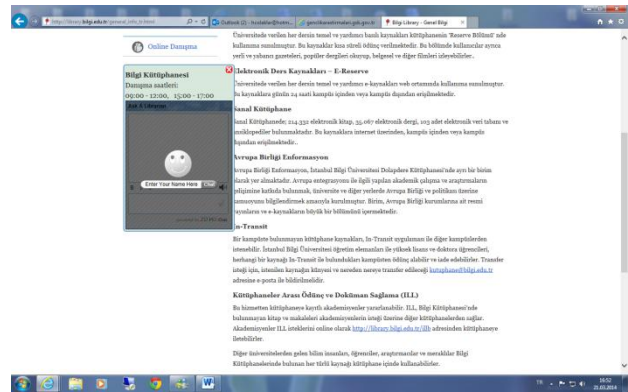


Fig. 15. Example of consultancy services of İstanbul Bilgi University



Fig. 16. Trinity College Library book





Fig. 17. Gift shop in Dublin, Ireland



Fig. 18. Boston Public Library book and gift sales department

It is highly remarkable that foreign examples of innovative library services have a book and gift shop in the library building (see Fig. 16, Fig. 17, and Fig. 18). In some universities, especially in the ones with a medicine or health sciences faculty, there are digital and multimedia halls. Practices for medicine training and anatomy classes are performed in these libraries. Medicine and health sciences students watch the live surgeries by using computers with and HD screen (see Fig. 19 and Fig. 20).

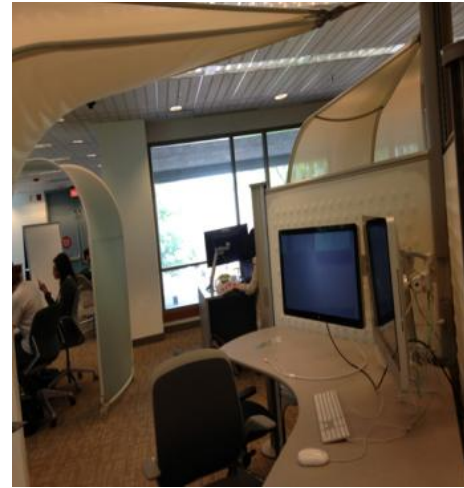


Fig. 20. Northwest University Snell Library - multimedia hall



Fig. 21. Final Week activity at the Library of Massachusetts Institute of Technology, Cambridge, USA, 2013



Fig. 19. Northwest University Snell Library - digital hall

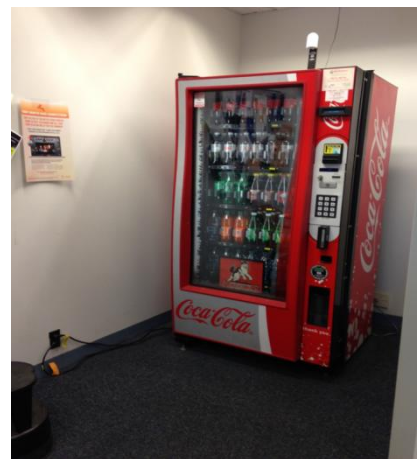


Fig. 22. Beverage vending machine for the users of the Library of Massachusetts Institute of Technology, Cambridge, USA

Again at the libraries of foreign universities, for example at the library of Cambridge Massachusetts Institute of Technology, there are some activities such as offering coffee and cookies to the library users in exam and final breaks during the academic year. Moreover, there are beverage vending machines, etc. at these

libraries to meet the basis water need (see Fig. 21 and Fig. 22).

As it is seen, both around the world and in Turkey, any kind of information and document needs of the users are met, and also educational-training, research, cultural and social lounges are provided. Conditions which will make the users as if they are comfortably study in their place instead of the library are created; and the needs and satisfaction of the users are prioritized. In that study, a survey was conducted to evaluate the innovative services in university libraries. Survey questions are sent to the library managers through e-mail.

## II. Method

This survey study was conducted to determine what the innovative services and practices in the libraries of Turkish Universities and by whom these services are conducted. Research universe consists of the government and foundation universities. According to the up-to-date data on the web page of YÖK, there are 104 governments, 66 foundations-, and in total 170 universities in Turkey<sup>2</sup>. 8 university libraries were not included in this research, because 4 of these universities have been in the establishment phase, and the library personnel and the contact information of the other 4 universities were not reached through their web page. Survey questions were sent via e-mail to the libraries of 162 universities. 89 libraries answered the survey questions within one month period (27.02.2014 – 27.03.2014). 55% of the libraries to which the survey was sent gave feedback.

Survey technique is used to collect data in research. In this direction, survey form is created in Google Drive program. Survey consists of 5 multiple-choice-questions. All answers are kept confidential. Program link was sent to the e-mail addresses of all library managers and they are asked to answer the survey. Data collected via survey is transmitted to Google Drive survey form application, and analyzed and evaluated via MS Excel.

## III. Results

In the first question, it is asked to say what kind of an institute that library belongs to. According to this, 51% of the universities answering this question are foundation universities and 49% of them are government universities (see Fig. 23).

Innovative activities in the university libraries which answer the second question of the survey are as follow: seminar 28%, interview 18%, and author event 15%. Moreover 9% of these libraries organize competitions and exhibitions. 17% of the universities which attend the survey state that they have not organized any event. 4% of respondents to this question library marked the other options (see Fig. 24).

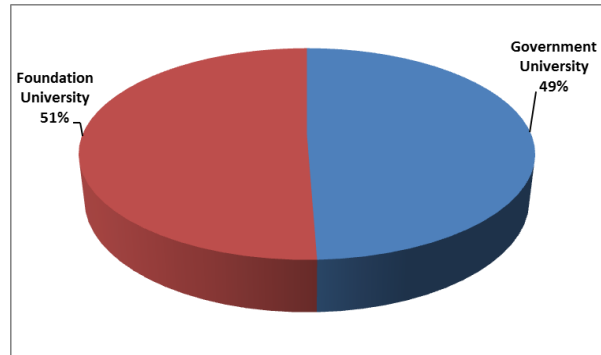


Fig. 23. Type of the institute to which the library belongs

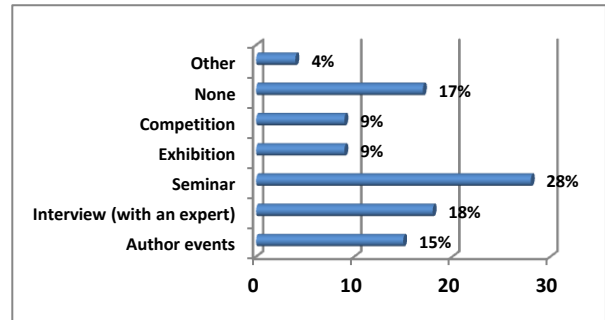


Fig. 24. Innovative services conducted in university libraries

Among the libraries which choose “other” choice for second question;

- One foundation university states that “These events are primarily about information management. Apart from that, those should be seen as secondary branches. What we consider as essential should be the studies about our branch. These events may be organized by others. We should give priority to our own branch”.
- Libraries of two foundation universities states that they organize “reading festivals, book donation campaigns”.
- Library of another foundation university states that “they organize various activities for library week”.
- Library of one Government University gives “sign language training”.
- Another library of a government university says that “because they have space problem in their library, they organize event in the Culture Center halls within them”.

It is asked to the universities attending the survey that “Do you have any personnel who are in charge of only conducting innovative services?”. According to the given answers, 56% of the universities state that they do not have any additional personnel for this service. It is determined that 44% of the universities have innovative services personnel. It is found out that there is not any separate personnel to conduct creative services at more than half of the libraries (see Fig. 25).

<sup>2</sup>YÖK. Our Universities. Retrieved February 19, 2014, from <http://www.yok.gov.tr/web/guest/universitelerimiz;jsessionid=4A8C69C491A9BA61AE62D602E69B23CA>.

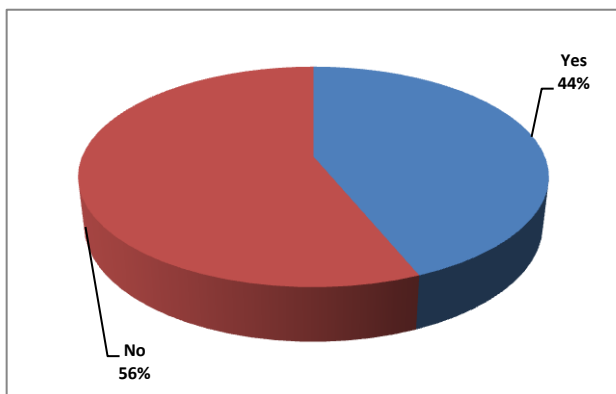


Fig. 25. Ratio of the personnel conducting innovative services

In the fourth question of the survey, it was asked to the libraries “What is the education level of the personnel who are in charge of innovative library services?”. According to this, 94% of the innovative library service personnel graduated from Information and Document Management, 3% of them graduated from Public Relations and 3% of them graduated from economics. It is an important outcome that librarians who have received creative library services training work at the university libraries (see Fig. 26).

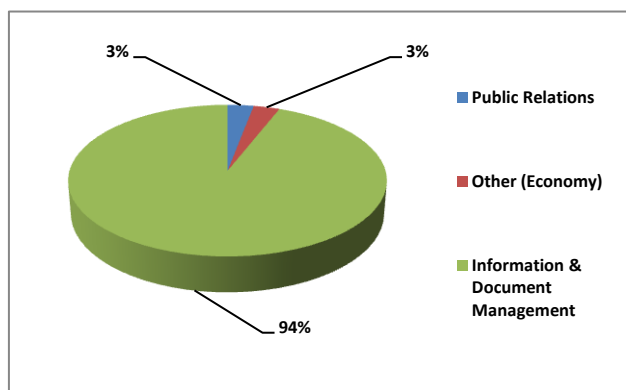


Fig. 26. Ratio of the personnel conducting innovative services

In the university libraries which choose “other” choice for the fourth question:

- Number of the personnel who graduated from Information and Document Management but also have education in a different fields is 9.
- 5 people having Public Relations education,
- 1 person having Marketing education,
- 2 people having Advertising education,
- 1 person having MBA.

An important result of this question is the data we obtained about the education status of the personnel of university libraries attending this survey. According to this data, it means that 73% of the personnel working at university libraries graduated from information and document management department. Also it is an important element in the creation of new projects and planning of innovative services that 10% of these personnel graduated from public relations and 2% of them graduated from marketing and 3% of those graduated from advertising (see Fig. 27).

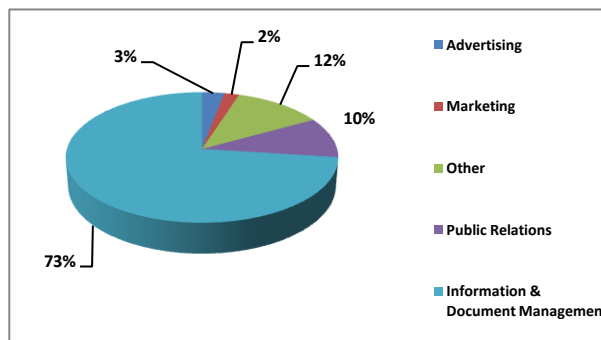


Fig. 27. Education status of the personnel of university libraries

Finally those libraries attending the survey are asked “From which devices do you get benefit at the promotion of innovative services?” According to the answers given for this question, web 38%, social media 29%, orientation training for the users 26% is used in the promotion of the innovative services. As we have seen, social media and the internet are utilized for announcement of innovative services (see Fig. 28).

Universities which choose “other” choice for the fifth question use below facilities in the promotion of library services;

- Notices,
- E-mail service,
- Posters,
- Light boards in the campus.

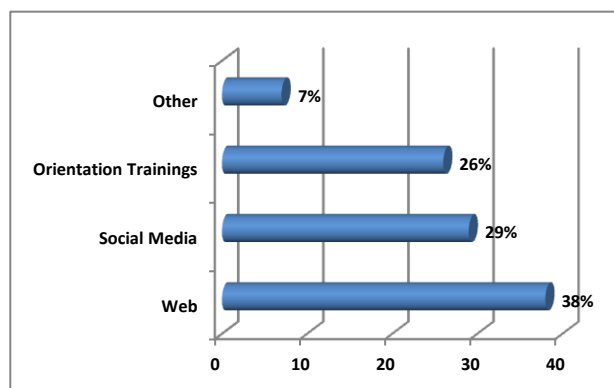


Fig. 28. Tools used in the promotion of innovative services

Moreover, 4 university library states that they do not have any such service. A government university library says “None, because our managers do not lean towards this kind of activities”. A foundation university library considers “innovative library services” as giving priority to the demands of the users while buying publications by defining innovative services as “giving initiative to the readers for reaching the necessary publication any time”. Another foundation university states that they get benefit from the web, social media, and orientation trainings in the promotion of library services, and considers innovative library services term unnecessary.

We can make a list of findings obtained from the survey which was performed to evaluate innovative services applied in university libraries as follows:

**Finding 1:** As a result of the survey, “innovative services” in our university libraries are;



- Author events,
- Interview,
- Seminar,
- Exhibition,
- Competition,
- Sign Language Training,
- Reading Festival,
- Book donation campaign.

**Finding 2:** There is not any subject librarian who will provide innovative library services at 50% of our university libraries.

**Finding 3:** Although they are not subject librarians, 94% of the personnel giving innovative library services in the university libraries graduated from Information and Document Management Department.

**Finding 4:** It is an important result that 73% of the personnel attending the survey graduated from Information and Document Management.

**Finding 5:** There are also other personnel who graduated from public relations, advertising, marketing, MBA, and economics, etc.

**Finding 6:** Internet and communication tools are used in the promotion of innovative services of the university libraries (see Fig. 29 and Fig. 30). Mostly social media tools are used. Apart from that, orientation trainings for the users are performed.

**Findings 7:** Some universities consider the events and activities organized during the library week (reading festival, fundraiser, etc.) as creative services.

**Findings 8:** University libraries consider creative library services as a field that requires special expertise.

**Findings 9:** A number of innovative services are performed in university libraries, but qualified personnel are required in that field.



Fig. 29. Social media



Fig. 30. Social media tools used in the university libraries

#### IV. Conclusion

University libraries are important institutes which meet the information need of the researchers, scientists, university students, and supports new scientific information and the production of researches. Developing innovative services in those universities is an obligation for the future of both the universities and the university libraries as the center of the society.

Development and organization of the innovative services in university libraries provide personal life-long-learning, information literacy, healthy literacy, being open to new ideas and practices, being innovative, and growing up qualified information specialists having imagination and foresight.

University libraries should adopt innovative service understanding as well as “classic” services. They should provide services to “each group” by saying “everybody” or to “everybody” by saying “each group”. In other words, new, innovative and different services should be provided according to the own features and needs of each group. University libraries should always try to designs “innovative-innovative” services. Service quality of these libraries and user satisfaction should be prioritized.

It is required to develop innovative services to create social awareness, and raise information specialists. Required qualified personnel, legal and financial support should be provided to improve innovative services in university libraries.

This study which covers the university libraries in Turkey is important, because it presents analysis on the services given in libraries and the personnel who provide these services. It also sheds light on the evaluation and development works for the innovative services in university libraries.

Innovative library service should be seen as a special area in the field of information and document management. In this study, it is concluded that in our country, various innovative services are given at the university libraries but specialization is highly required in that area. In order to provide innovative services, a qualified person who has received professional training should be appointed to university libraries, and these services should be effective and productive. Through these services, users and the library come together and make a great contribution to the promotion of libraries.

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