
Лапо Р.

Nazarbayev University Library (Astana, Kazakhstan)

ABOUT SOCIAL COMMUNICATIONS OF NAZARBAYEV UNIVERSITY LIBRARY

The report looks at library social communications from the point of view of evaluating the library impact on particular community with which the library interacts, rather than informing the community about the resources, services and events the library offers to it.

Keywords: university libraries; library social communications; Nazarbayev University Library

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ПРО СОЦІАЛЬНІ КОМУНІКАЦІЇ БІБЛІОТЕКИ НАЗАРБАЄВ УНІВЕРСИТЕТУ

В доповіді розглядаються бібліотечні соціальні комунікації з точки зору оцінки впливу бібліотеки на конкретну громаду, з якою вона взаємодіє, а не з точки зору інформування громади про ресурси, послуги та події, які пропонує їй бібліотека.

Ключові слова: університетські бібліотеки; бібліотечні соціальні комунікації; Бібліотека Назарбаєв Університету

I would like to look at library social communications from the point of view of evaluating the library impact on particular community with which the library interacts, rather than informing the community about the resources, services and events the library offers to it.

Speaking about Nazarbayev University Library, I would highlight 3 of its main communication spaces: The first is, of course, primarily the academic community of Nazarbayev University (its students, teachers, researchers, administrators and staff). I would also include library users with the status of “temporary user”, which is assigned to employees of external, usually scientific and educational organizations located in the city of Astana. Temporary users visit the library usually during a year on the basis of memorandum of understanding concluded between NU and the organization with which such library users are affiliated. Temporary users can work with printed and electronic information resources of the library only in its reading rooms.

The second important communication space of NU Library is the library professional community, represented at the national, regional and global levels. At the national level, the Library interacts with the Association of University Libraries of the Republic of Kazakhstan.

The Association was officially registered on October 22, 2012, but only last year it began to work actively as a united team of experts from various university libraries, and in cooperation with the Ministry of Science and Higher Education of the Republic of Kazakhstan. On the Ministry's request, a working group created under the auspices of the Association developed a Program for the Modernization of Information and Library Support for Higher Education in the country and a Roadmap for the implementation of the Program for 2022-2024.

To implement the Roadmap, 6 committees were created within the Association, including the Committee on Library Regulatory Documentation; the Committee on Library Education, Training and Advanced Training of Library Staff; the Committee on Information Resources and Access to Them and others.

A memorandum of cooperation was signed between the Association and the Ministry of Science and Higher Education in January 2023.

Nazarbayev University Library staff took part in the working group to develop the above-mentioned documents and they are members of the Association's committees.

The third important communication space of NU Library is public communities such as readers' clubs in Astana city which unite people with different professional backgrounds and ages and children in Astana city and in Kazakhstan, usually children from so called socially vulnerable families). Connections between the library and these communities were established through either joint activities and events of the library with city reading clubs or with teachers from the Graduate School of Education, which is one of NU educational divisions if we speak of children's communities.

The influence of the NU Library on the academic community of the university is realized through the wide range of information and library services that the library offers to its users. As it would take some time to list them all, I would just like to point out that the library team is committed to constantly improving the services offered to its users. In particular, in June of this year, the new Alma+Primo library services platform of Exlibris company was implemented in the library.

By the way, for the first time I got information about the ExLibris products during an international conference held at the National Library of Ukraine named after V.I. Vernadsky in 1995. I dreamed of purchasing the Aleph-500 automated system for the library where I worked as the head of the automation department at that time, but I had to wait for 20 years for my dream to be realized in an updated version of the software at the NU library.

The NU Library devotes a lot of time and efforts to promoting academic integrity among students, with this activity's broader goal to develop moral and ethical values and attitudes among NU students.

The influence of the NU library on the activities of the Association of University Libraries in Kazakhstan lies in holding professional events (international conferences, trainings, consultations, and internships) to improve the professional qualifications of university librarians in the country. For example, NU Library holds the annual Eurasian Conference of Academic Libraries, to which it invites international experts in the field of academic librarianship as speakers and trainers.

Together with librarians and teachers of library disciplines from universities in Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan, NU library staff prepare project applications for the international Erasmus+ program and conduct activities to involve librarians in the implementation of the Sustainable Development Goals under the auspices of the International Federation of Library Associations and Institutions (IFLA).

Improving the quality of human potential of the country and region, development of the intellectual, spiritual and emotional intelligence of people by providing high-quality and effective information and library services to students, teachers and researchers of Kazakhstani universities is seen as the ultimate goal of this direction of the NU Library activities.

The goal of the collaboration of NU Library with city reading clubs, its initiation, together with the NU Graduate School of Education, of events for children and dedicated to the International Day of Children's Literature, the implementation of projects to promote media and information literacy among librarians and students of secondary schools in Akmola region is aimed at the development of a cultural and enlightened society, in which citizens are critical thinkers and have a habit of reading high quality fiction.

Such citizens are the hope and guarantee of a successful future for libraries and sustainable development of humanity.