Meeting the future now, challenges and opportunities; a case study of Korea University SOC@Library Project

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WHO WE ARE

CALL for CHANGE

NEW VISION

12 PROJECTS + $\alpha$

SO WHAT?
Who We Are: KOREA UNIVERSITY

- One of the Top 3 Universities in Korea (SKY club)
  - Seoul National University, Korea University, Yonsei University
  - Top private university in Korea
- #16 in QS-Asia University Ranking (2018 QS AUR)
  - Top private university in Asia
- #86 in QS-World University Ranking (2018 QS WUR)
Who We Are: KOREA UNIV. LIBRARY

• Korea’s Best Academic Library with Tradition and Future
  • The oldest academic library in Korea
  • Designated as the Seoul City Historical Relics No. 286
• Holds the most numerous academic materials
  • 3.5 millions books, 419,000 e-books, 70,000 e-journals, lots of digital collections etc.
• Provide high quality facilities and networked resources in 5 branch libraries and online libraries
Library? Old-fashioned!

(Source: http://ebookfriendly.com/best-library-cartoons/)

Library? Less User-oriented, Less Casual!

(Source: http://librariansonyt.tumblr.com/post/110643323334/you-shut-your-hole-or-i-will-eat-your-life)

(Source: http://ebookfriendly.com/best-library-cartoons/)
Library? Limited Budget!

Call For Change

Changes in Spaces

Quiet Library

Cozy & Casual Cafe
Call For Change

Changes in Data and Content

Digital Content

Book (Text)
Call For Change

Changes in Funding

Sponsorship

Internal Budget

(Source: http://please-sponsor-me.co.uk/sponsorship-forms.php)

(Source: https://comparetheproduct.com/pocket-money-good-habits-gohenry/)
New Vision

KU SOC@Library Project from 2016

- Multicultural space that **SYMPATHIZES** with users by providing an ideal place to study, research, and rest
- An **OPEN** library that provides resources and facilities to the local community and society
- Analog and digital, university and partners **COEXIST**

With university, companies and governments, Creating shared value for the public
Project 1: CCL

Informative hub
for you to STUDY
and RESEARCH

Interactive hub
for you to actively
COMMUNICATE
with peers

Creative hub for
you to ENHANCE
information
literacy

Relaxing hub for
you to REST

Fulfilling hub
for you to
EAT and
REFRESH
Project 1: CCL
CJ Creator Library is a media library that encourages creativity, entrepreneurship, sensitivity, and collaboration

- 2 reading room spaces (906m²) were renovated
- Project Timeline
  - 2017. 03. 27 Construction Begins
  - 2017. 05. 25 Construction Ends
  - 2017. 05. 30 Pre-Open (Run test operation)
  - 2017. 09. 01 Grand Open
- Total Cost: USD 1.4 Million
  - Interior & Furniture: USD 1.1 Million
  - Equipment: USD 0.3 Million
Project 1: CCL

- **CJ Creator Library** was established to create a vital hub for innovation and creativity
  - Two reading rooms in Korea University’s Central Plaza were renovated to help students engage in hands-on, interdisciplinary learning and entrepreneurial activities
  - The new digital Library supports the production and distribution of creative video contents
Project 1: CCL
Project 1: CCL

- **KU CCL Channel**
  - Create YouTube channels
  - Produce original contents
  - Collect and share KU YouTube contents

- **Creator Training Program**
  - Hold contests to discover and train future creators
  - Recruit sponsors
  - Connect students to industries

- **Professional Creator Training Program**
  - Education program in cooperation with DIA TV (CJ ENM)
Project 1: CCL
Project 2: C(Creative)-Lounge
Project 3: D(Daily, Deep)-Lounge
Project 4: L(Legacy, Learning, Living) - Lounge

Before
Project 4: L(Legacy, Learning, Living) -Lounge

After
Project 5: Breakfast at Library

- During exam periods
- 8 times, 1600 students served
- Sponsorship-based
Project 6: SICS (Scholarly Information Curation Service)

- **Subject Research Guides**

  - Provide customized research guides for each major/department
    - Offer subject-specific updates on recent scholarly & research information
    - Enable convenient access to subject-specific databases and other information sources
    - Provide search interface for scholarly research information
  
  - Send e-Newsletters on current scholarly information and research trends via email
Project 6: SICS (Scholarly Information Curation Service)

- Deliver Customized Information
- Receive Feedback
- System Development
- System Management

Research Guide System w/ Automatic Data Collection

Collaborative Process

Dept. Manager

Library
Project 6: SICS(Scholarly Information Curation Service)

- The research guides have been provided for eight departments in Korea University
  - 160,000 pieces of information which are updated from 5,800 sources every day.
Project 6: SICS (Scholarly Information Curation Service)

Customized Subject Research Guides for all University Departments

Create an Extended Platform

- Create a flexible platform that efficiently delivers research services for each academic department
- Innovate into a "Scholarly Research Information Curation System"

Develop More Accessible, Mobile Push Services

- Provide customized services on mobile phones
- Develop SNS/RSS push services and automated email alerts

Provide Personalized Services for Researchers

- Offer personalized services for researchers
- Inform researchers on funding, research result analysis and solution
- Purchase web databases to facilitate research

Build a Collaborative Community with an Open Platform

- Support research activities by connecting researchers with KU departments and other related institutions
Project 7: KLIB Mobile Application
Project 7: KLIB Mobile Application

25,000 Downloads, handles 50% of all reservations
Project 8: KakaoTalk (Mobile Messenger) – Based Notice

- 45% cheaper than SMS-based notice
- More convenience for users
Project 9: One Library

• Agreement on May 25 2018 between Korea University and Yonsei University, two top private universities in Korea
• Buy one, get two!
Project 10: Open Library Everywhere

• No.1 – Inside Library
Project 10: Open Library Everywhere

• No.2 – School of Media (Media Hall)
Project 10: Open Library Everywhere

• No.3 – Start-up Cafe
Project 10: Open Library Everywhere

• No.4 – College of Information
Project 10: Open Library Everywhere

• No.5 – College of Nursing
Project 10: Open Library Everywhere

• No.6 – College of Life Sciences and Biotechnology
Project 10: Open Library Everywhere

• No.7 – College of Education
Project 11: Programs for Citizens

Education to be Creators

Media Camp for High School Students

제 1회
청소년 미디어 리터러시 캠프

2018. 9월 1일(화) ~ 9월 8일(토)
고려대학교 통영캠퍼스 CCL

2018. 9월 8일(토) 9:00~16:00

지도 및 개요

1. 소개 행사를 준비하기 위해 미디어를 활용하는 방법
2. 개막식, 임직고 취지, 목표의 의미
3. 미디어 활동의 의미, 필요성

2018. 9월 7일(금) 9:00~16:00

지도 및 개요

1. 소개 행사를 준비하기 위해 미디어를 활용하는 방법
2. 개막식, 임직고 취지, 목표의 의미
3. 미디어 활동의 의미, 필요성

2018. 9월 8일(토) 9:00~16:00

지도 및 개요

1. 소개 행사를 준비하기 위해 미디어를 활용하는 방법
2. 개막식, 임직고 취지, 목표의 의미
3. 미디어 활동의 의미, 필요성

2018. 9월 8일(토) 9:00~16:00

지도 및 개요

1. 소개 행사를 준비하기 위해 미디어를 활용하는 방법
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3. 미디어 활동의 의미, 필요성
Project 11: Programs for Citizens

Video Contests for College Students

CCL YOUTUBE VIDEO FESTIVAL

Show Me The Creative

유튜브 영상으로 Creator가 되라!
1기 CCL Creator 10팀 선발!
CCL과 CJ E&M DIA TV의 다양한 혜택!

영상주제 고려대학교
참가대상 교내 구성원(MCN에 소속되어 있지 않은 개인 또는 팀)
참가방법 영상제작 → 유튜브 업로드 → URL 이메일 접수
접수기간 2017년 9월 1일 ~ 10월 13일
상금혜택
1등 상금 100만 원
2등 상금 50만 원
3등 상금 30만 원
수상팀 CJ E&M 다지털 콘텐츠 부문 지원 시 서비스협약 체결
10개 팀 선발, CCL Creator로 활동

CJ CREATOR LIBRARY

대학생 동영상 콘텐츠 공모전

V-Commerce 인재 발굴을 위한

대학생 동영상 콘텐츠 공모전

보상대상 60초이내의 영상 동영상
제작자 TV프로그램 및 콘텐츠 공사의 영상제작 역량을 신장
전산 3대사에서 제공하는 CJ E&M 공용형 음악

제작지원 국내외의악자(예)
모집방법 공모작품 참가 신청서를 이메일로 kocaco@gmail.com로 제출
마감일 2018. 7. 2. (월) ~ 7. 31 (월)
전산 2018. 8. 8. (수) ~ 8. 30 (금)
상금혜택
1등 150만 원
2등 100만 원
3등 50만 원
4등 30만 원
5등 20만 원
6등 10만 원
7등 5만 원
8등 2만 원
9등 1만 원
10등 5000원
수상작은 CJ E&M 대지털 콘텐츠 부문 지원 시 서비스협약 체결

보상대상
제작비상 - 2018. 8. 27. (화)
전산 공모전 마감 - 2018. 8. 30. (목)
최종 심사 및 발표 - 2018. 9. 4. (화)

제작지원 교육, 조언 등 팀 구성원의 기술력 향상

자세한 사항은 한국영상사진협회 홈페이지(www.kfts.or.kr) 공지사항 참조
Project 11: Programs for Citizens

Music concerts and Talk

[Image of event poster and audience]
Project 12: Funding Campaign
Project 12: Funding Campaign

https://library.korea.ac.kr/give
Project 12: Funding Campaign

SPONSORS

• Founded in 2011, CJ E&M was South Korea’s leading entertainment and media contents company
• Provides renowned services in media, pictures, music, and musicals
• Contributed $0.9 million to Korea University Libraries

• CJ O Shopping was Korea’s first TV home shopping channel
• Operates online shopping mall services, T-commerce, mobile commerce, and catalogs
• Holds overseas platforms in China, India, Vietnam, Philippines, Turkey, and Mexico
• Contributed $0.3 million to Korea University Libraries

2 companies were merged on July 2018

Location, Staffs · Project Manager

Sponsorship · Operations Support

Sponsorship · Operations Support

Volunteer · Operations Support

CJ Creator Library
Next Project 1: 1937 Renaissance Project
Next Project 1: 1937 Renaissance Project

- Tower
- Research carrel
- 1937 Hall
- Conference room
- Meeting/Seminar
- Exhibition
- Special collection
Next Project 2: Entertainment Library Project
So What? Important Questions

● Why does university library exist?
  • To support education and research
  • What about supporting “engagement”? 
  • What about being a value center rather than a cost center?

● Do we (Library and librarian) really need to change?
  • Change or die
  • No time to wait

● Then, how to change?
  • President’s leadership
  • Out-of-box (beyond library boundary) thinking – New wine in the new bottle
  • Sponsorships from industry and society
  • Step-by-step: Show evidence (proof of success)!

(Source: http://www.thegreenhead.com/2015/01/wine2go-foldable-wine-bottle-flask.php)
Thank You for listening.
감사합니다.