INNOVATIVE PRACTICES
OF THE CITY LIBRARIES

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Zhytomyr Regional Universal Scientific Library named after Oleg Olzhych (ZRUSL named after Oleg Olzhych) is the leading educational and cultural center of the city and region, a depositary of local historical publications, the biggest depository of printed works in the region. The library's top priority is meeting users' needs in information, not only with the traditional means but also on the basis of new information technologies. Computerization of bibliographic processes provided improvement of efficiency and service quality, enabled an opportunity of obtaining the necessary information through the Internet. The objectives of the projects carried out in ZRUSL are as follows: 1) educational, communicational, cultural, and artistic activities (art exhibitions, virtual exhibitions, a regional training center «Bibliomist», sector «Inclusive reading room»); 2) international cooperation (information and consulting center «Window on America», German correspondence subscription, foreign language courses — English, German, French, Italian, etc.); 3) cultural-educational, information, worldview (clubs for discussions, clubs of interest — summer resident club, embroidery club, mushroom club, photo club, chess club, theater club, books' fan club, classical music, etc.); 4) temporary (under grants' terms) and permanent (at their own expense and contributions of participants) regional activities, including programs within the state, regional, local festivals, competitions, etc.[1]

ZRUNL named after O. Olzhych is one of the oldest libraries in Ukraine. Officially it has been opened on April 10, 1866 (Old Style). The library's history is described in details in an article «Public Library in Zhytomyr» by a known scientist and bibliographer Volodymyr Teofilovych Botsianovskyi, which has been published in the eighth issue of «Kievan Antiquity» magazine in 1891, while the first head of the library John Shynkevych lived and continued his work. The idea of creating public libraries in provincial cities occurred in the

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[1] Zhytomyr Regional Universal Scientific Library named after Oleg Olzhych. Official website [electronic resource]. — Access: http://www.lib.zt.ua/ua

first half of the nineteenth century. Initiators were progressive-minded intellectuals and nobility. This has been stated in the article «Public Libraries of the South,» published in «Osnova» magazine for July 1861[1]. It should be noted that the idea of creating a public library has been harbored at the state level. A book «Ten years of Zhytomyr Public Library» (1876) by Ivan Yakovlevich Rudchenko informs that on July 5, 1865, Minister of Internal Affairs has approved library's statute and assigned three thousand rubles for its arrangement but it has not been enough. A certain portion of the funds has been received as donations from the local community. The following year, the library has been officially opened almost simultaneously with the libraries in Kiev and Kamianets-Podilskyi. Due to the lack of specific facilities library was located in one of the wings of governor's house. The founders of libraries were considered to be people who donated for its creation 100 rubles, and members — all who paid for the use of books 5 rubles annually. In 1897 the library celebrated its new home in a newly built premises on Pushkin Street.

At that time it was quite spacious and original building as for Zhytomyr. Until 1979 the library has been located this building, to which an extension has been made in the postwar period. Now the building is housing a regional library for children. On December 2, 1900, the library held an organizational meeting for the «Society of Volyn's Researchers» — one of the first scientific lore companies in Ukraine. Since 1902 «Proceedings of Society of Volyn» began to emerge. Mykhailo Kotsiubynskyi, Oleksandr Kuprin, Oleksandr Dovzhenko, Hryhorii Machtet, Vasyl Zemliak, Borys Ten, and others used the library's services at different times. Library activities' have been covered by the press. The «Volyn» newspaper (issued in 1879) has published materials on the library's activities, the new acquisitions of books appeared. Mykhailo Kotsiubynskyi, Oleksandr Kuprin, Sasha Chornyi has been published at this time. In 1919 Zhytomyr Public Library began to receive mandatory copies of printed products.

In 1937, due to the formation of Zhytomyr region, the library got the status of the Regional, and in 1966 — Regional Scientific. Maksym Rylskyi, Andrii Malyshko, Leonid Pervomaiskyi, Borys Ten visited the library in this period. In 1979 the library celebrated its new home in a newly built premises on Pushkin Street. Comfortable conditions for productive work on a book and meaningful vacation have been created.

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According to statistical data ― provided to NPB of Ukraine by regional librarian methodological centers of management and influence of the Ministry of Culture of Ukraine, and by methodological centers of the largest institutional library systems ― as of 01.01.2012 Ukraine had 37,286 libraries with different types and forms of ownership. Compared to 2010, the total network has been reduced by 180 units. This, by default, led to a reduction in the total number of users (–828.5 thousand people), delivery of documents (approx. — 952.82), the number of librarians (–638 people). The library's fund decreased by 9,326.47, and on 01.01.2012 had 857,109.61 thousand copies. At the beginning of 2012, the total number of specialists of Ukrainian libraries providing information is 68,431 staff units[1]. The flow of visitors was reduced due to the development of information technologies and the emergence of alternative sources of information, strengthening the role of computerization of libraries, the possibility of remote access to literature. Analysis of software indicates that the studied libraries use various automated library information systems (ALIS): «IRBIS» (integrated library information system). Universal Scientific Library actively represents itself on the Internet, multiplies the base of electronic information resources, forms the basis for an electronic library, provides an «Electronic document delivery» services, and replenishes the interlibrary electronic catalog (ULE). Automation of all processes is one of the main challenges that are now facing the library. It is another priority. The main category of library users are students of pedagogical, agroecological, and engineering spheres, and pupils — 68 %. With a slight reduction in the number of ULE users, all other key indicators have been exceeded over the previous year. It is notable that the number of visits to the library's website has increased and is 59 % of the total number of visits to libraries. The opening of new departments in the library helped to attract the new users[2]. Borrowing of books has increased by 58.86 thousand copies. This fact is of particular interest since receipt of the documents to Zhytomyr RUSL is inconsiderable and totals 11.5 thousand copies in 2011[3]. This is a result of providing modern library services, including interlibrary loan activity, active disclosure of assets, successfully conducted interesting social and cultural events, and individual work with users, etc.

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[1] V.N. Zaitsev, Thesocio-cultural activities of libraries — one of the ways of development of the information society / V.N. Zaitsev // Librarianship. — 2006. — № 2. — P. 23–25.
[2] I.F. Kuras, Modern socio-cultural processes and rise of libraries' intellectual mission / I.F. Kuras // I.F Kuras // Library Proceedings. — 2002. — № 6. — P. 46–49.
[3] O.Y. Matviichuk, Library as a sociocultural institute: educational mission / O.Y. Matviichuk // Proceedings of the National Aviation University. Series: Philosophy. Cultural Studies. — 2010. — № 2. — P. 155–160.

Given that the main mean of increasing the range of library services' users is diversification of the institution's activities, a strategy of combining the following two approaches has been chosen — technical, where the library is considered as a «mechanism» of the internal functioning of the systems: completing, processing, organizing, cataloging, distribution of cultural and philosophical, where the library is a cultural environment of librarian and user's communication; as well as information environment where the knowledge of a particular historical era is concentrated[1].

The main task of the library is to ensure the availability of documents, information, and knowledge for effective development of educational and training activities based on complete meeting of information needs of users with the help of the latest information technologies. The socio-cultural activities of Library as a social institution is implemented through actions and activities whose purpose is to promote the improvement of intellectual, physical, aesthetic and spiritual state of society by bringing to mind of different social groups, as well as to specific scientific knowledge users empirical facts, aesthetic and ethical values, which are accumulated in the library as documentary collections on various media, by organizing various exhibitions, creative meetings with writers, artists, politicians, etc.; it is thought out process of involvement to diverse cultural heritage diverse cultural heritage of humanity, component of the Ukrainian socio-cultural society system, one of the important elements of state policy in the sphere of culture.

The basic principles of the socio-cultural functions' implementation ZRUL are as follows:

• adaptational, — is seen as an important factor of the policy's implementation in the field of culture, a mean of people's adapting to the environment, communication, regulation, and broadcasting of national and universal culture in its various forms, enabling an opportunity for meaningful rest and leisure;

• creative, — organization and management of readers' (users') leisure, fun, and developing their cultural needs, creating conditions for self-realization and self-education for each individual, the disclosure of their abilities, self-improvement and amateur creativity within leisure time;

• communicational, — helps an individual to interact with the society,

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[1] Sociocultural activities: Public libraries / National Parliamentary Library of Ukraine; Authors: S. Kravchenko, I. Tsurina. — K., 2005. — P.67.

• cultural, — serves as preservation and improvement of the society's cultural heritage, connect people with achievements of national and world culture, and human knowledge in general;

• informational, — acting as reference mediator in using of services provided by various government and other organizations[1].

General features of ZRUSL's social activities are: informational and educational, cognitive, cultural, educational, communicative and organizational, practical and effective, entertainment, aesthetic, creative, relaxational. Library, as a social institution, implements specific functions within these dominant complex features. Among them the most important is a *memorial* (memory function), which imposes on library a task to keep knowledge recorded on various media, accumulated by many human civilizations, being a source of intellectual resources to society, providing them with the proper organization and user's access to knowledge. The *informational* function requires libraries to provide a wide range of modern services, easy access to information flows and meeting the needs of users in different kinds of information. The *educational* function is associated with the assimilation of universal culture and systematized knowledge, which changes people and determine their worldview. *Leisure* (recreational) function, embodied in libraries in various forms, promotes users's meaningful recreation, meeting their aesthetic needs. The function of individual's *socialization* aims at providing librarian means for the process of person's acquiring certain system of knowledge, social norms, and cultural values to become an equal member of society. *Communicative* function, as library's center of interpersonal communication, helps to exchange useful information. *General cultural* function is implemented as a collection of various types and forms of library activities (starting from the immediate issuance of publications to the library walls in various amateur associations, clubs, etc.) and is aimed at the free development of people, their involvement to the values of national and world culture.

Fund Programs. The following centers, programs and sections of the library have the regular nature: the «Art Exhibition» project, «Window on America» information Center, German Correspondence Subscription (Ukraine)

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[1] N.P. Bura, Forms of mass work with readers in libraries (1920–1930) / N. Bura // Library Science and Bibliography. — 1991. — Ed. 30. — P. 127–131.

of Goethe Institute, Regional Training Center «Bibliomist» — sector «Inclusive reading room», etc.[1]

«Art Exhibition» Project. The project aims using the latest library technologies, cultural and artistic environment, providing aesthetic pleasure and expand library's circle of readers and friends; people's spiritual development, including children, through the use of independent search mechanisms as an instrument of filling souls with light, good hope and love (Like when looking at the picture of an artist and it makes you want to say: «Moment, stop! You are wonderful!»). Starting from 1979, employees of the Literature Arts Department of the library regularly organize painting, arts and crafts, and photo exhibitions. As the «Virtual Art Gallery Zhytomyr» project develops, it brings artworks to the discretion of library users. Creative achievements of artists Polissia region has been researched and promoted. Users are visiting the library art exhibition (Arts of Literature Department) or viewing it in virtually on the official website ZRUNL named after O. Olzhych.

Information Center «Window on America». Window on America Center is based on the partnership between the US government and Ukrainian libraries. It is an open structure that provides relevant information about the US, it replenishes library funds with editions in the English language, aims to promote mutual understanding between the people of the United States and Ukraine. The center provides information about the USA, on its history, government, society, and values; access to Internet resources; informs about US assistance and exchange programs; promotes the study of English language with the active involvement of volunteers. Zhytomyr information center «Window on America» had received funds from US Embassy to open the center; it has been operating for 12 years, it constantly receives collections of books, DVD disks with different types of films (feature, documentary, classic); receives grant for furniture and equipment, including computers with an internet connection, printers, copiers, televisions, DVD-players, iPads and e-readers. The center's operating provides a variety of activities the purpose of which is communication between Ukrainian and Americans, including seminars, photo exhi-

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bitions, lectures, film screening, and other cultural events, among which are lectures, seminars, quizzes that enable Ukrainians to learn more about the United States and to improve English language skills. As part of the center's functioning, there are lectures by American experts, Embassy staff, Fulbright scholars and other US citizens, who contribute to improving mutual understanding between American and Ukrainian peoples; materials about the USA are distributed, in particular, the publications by Bureau of International Information Programs of the US Department of State; presentations by graduates of programs funded by the US government take place.

«German Correspondence subscription (Ukraine)» of Goethe-Institute. In January 2009, Department of literature in foreign languages has joined the *«German Corres-pondence subscription»* project of Information Centre (Goethe Institute Library in Kiev, the German Cultural Center). Library of the Goethe Institute in Kyiv offers its funds (200-300 copies) for temporary use to readers of Zhytomyr Regional Scientific Library named after O. Olzhych on a term of 6 months. Users can select materials that they are interested in from the catalogs provided by the Goethe-Institute and order them for further use. The project aims at providing Ukrainian regions with modern and relevant materials from Germany and about Germany. Books, CDs, CD-ROM-s, videos, DVDs and some board games can be can be borrowed. Due to the partnership support of the Goethe Institute in Kyiv and the activities of the «German correspondence subscription» Department of literature in foreign languages can provide information about Germany, inform about learning the German language, promote German-Ukrainian cultural ties, provide electronic resource «Library Online».

Regional Training Center «Bibliomist». «Bibliomist» — Project of Charitable Foundation of Bill & Melinda Gates «Global libraries» (http://bibliomist.org/), aimed to help public libraries to provide free access to information technologies to people (helps to transform libraries into vital tool that can improve the lives of hundreds of thousands of people). Within the «Global Libraries — Ukraine» project, in 2008 IREX collaborated with Ukrainian Library Association, the national government and

local governments and non-governmental organizations to collectively develop a plan to provide Internet access to millions of Ukrainians. In Ukraine, the first phase has started in March 2008, fund's partner is NGO IREX (International non-profit organization founded in 1968 and operating in more than 50 countries). It implements leadership and innovative programs aimed to improve the quality of education, strengthen independent media and support the development of civil society.

Sector «Inclusive Reading Room». Sector is established to ensure the constitutional rights of people with disabilities to equally access the information, increasing awareness of these users to overcome their isolation, promote social inclusion, and ensure the fulfillment of their integration in society. The inclusive reading room has been opened in April 2013 as part of the LEAP «Internet for readers of public libraries» project. Sector technical equipment (Braille screen; portable magnifier OPAL; KASON; installed special software for people with impaired vision) were purchased and funded by the US Embassy in Ukraine. Special software for visually impaired people includes JAWS — information is read aloud from the screen with the use the speech synthesizer through computer's audio card. Also, this program allows to display the information on the Braille screen; MAGIC — this program allows people with visual impairments to work on a computer. It enlarges the image on the screen and helps to perceive it, while duplicating the information with speech; TalkLibrary and others. Librarians of the department would acquaint readers with the rules of the inclusive reading room and provide expert help. All services are free of charge. Inclusive reading room serves readers from 11.00 to 18.00 without breaks. Services of the «Inclusive reading room» Sector: reproduction of information in forms accessible to the perception of people with low eyesight and blindness (speech synthesizer, image magnification, Braille font); Internet access using screen readers JAWS 11.0 and Braille Focus 40 Blue display; scan, zoom, sounding, reading texts on a portable magnifier OPAL and software Talklibrary, JAWS 11.0, MAGIC 11.0; request of literature from other service departments; participation in psychological trainings that promote rehabilitation of persons with limited functionality; email; search for educational and informational websites for visually impaired people; organizing rich

intellectual leisure for users; listening to audio books; consulting on work with computers and the Internet.

Questions for discussion:

(a) What kinds of corporate social responsibility includes implementation of public library projects?

Responsibility combines two types of responsibilities: responsibility as public reaction to the behavior of the company; responsibility as the system of answers to demands of society. One of the first manifestations of social responsibility is charity. It is presented as corporate charity carried out and managed on behalf of the company. In a broad sense of social responsibility it is represented by a system of values, actions and processes that are designed to spread the positive impact of the library on the economic, environmental, social areas both inside the organization and in the environment. The implementation of socially responsible strategies is focused on the reduction and prevention of negative processes in society and achievement of economic, environmental, and social effects. Library's social responsibility contains procedures and practices of the following aspects of operation: 1) organizational management; 2) human rights; 3) labor relations; 4) ethical operating activities; 5) environmental protection; 6) consumer protection; 7) community development and cooperation, resulting in the organization of its activities and number of events, including the system of public-private partnerships.

(b) What additional projects can be prepared in public library?

As defined by the European Commission («Green Paper on Corporate Social Responsibility», 2001), Corporate Social Responsibility is «a concept whereby companies integrate social and environmental issues to their business operations and interaction with stakeholders on a voluntary basis»; thus, commercialization of a number of projects and strengthening cooperation with businesses towards education, improvement of socio-cultural level and professional training of specialists as one of directions to profit by simultaneously solving social problems can become one of the aspects of the concept.

(c) List approximate content of public library, give an idea of their possible schedule, budget, target audience, the mechanics of conducting, etc.

Socially responsible business should be perceived not as charitable activities, but rather as a purposeful shaping of stability in society, social protection of its members; deliberate influence on policy authorities and public administration, which will help to stabilize the

economy; implementation of effective safeguards property and the eradication of poverty. Those in the institution understand that it is impossible to build successful operation without a successful community. Since helping the region, in fact, lays the foundation for their own business in the future. Social Responsibility — is not a charity, but specific projects that require not only the funds but also organizational efforts. Often these are multi-year projects. In other words, at this point, social responsibility is a way of managing business processes to influence society. Therefore systematic work is perceived as establishing contacts with all representatives of the public sector (both government authorities and non-governmental organizations) that will implement projects at least once per month, followed by media coverage. The library is a place and a platform for projects and programs implementation, where the site features the announcement of the results and activities that have low budget (5 000 UAH — payment for utilities and remuneration to institution's specialists per one event lasting 1 hour, or for 10 square meters of exhibition space for a month).