Modern reality, imposed by the dynamic changes in the information and educational sphere, inevitably puts its footprint on the activity of all public institutions, including the university library. The new information environment requires constant transformations in the role and place of the library in university educational space in order to be able to respond adequately to the changing needs of the readers. Being a part of the academic environment, university libraries are building up their modern library policies under the impact of ICT achievements. The new existence of university libraries and their role as information brokers is mainly based on the changes in university priorities, related to the training of specialists ready to face the challenges of digital future.

This report presents and analyses major innovations in the library information environment such as: creating web-based educational resources; the use of modern e-learning content adequate to the world level of science and pedagogy; the inclusion of Open Educational Resources; providing digital and mobile access to library collections. The peculiarities and characteristics of modern educational environment are considered, as well as the changes in the university libraries provoked by this environment. Special attention is paid to the crucial importance of information literacy in present-day educational and information space.

In conclusion, the summary of this research aims at highlighting the importance of incorporating the new educational and information technologies and approaches into the information environment of the university library, ensuring flexibility and adaptability in providing library and information services. The informatization of both education and library institutions ensure the provision of training, highly valued and in great demand in modern society and tailored to the specific needs, interests and abilities of the user.

Keywords: university library, electronic learning resources, information technologies, Open Educational Resources, information literacy, digital libraries.

1 INTRODUCTION

The modern world is unthinkable without information and communication technologies. With the limitless opportunities that they provide to humanity today for access to information and knowledge, the pace of development of modern society is determined. Transformations that have occurred in the information age have brought enormous challenges to human development, changing its information and educational needs.

These changes are at the heart of one of the important transformations that have taken place over the last years in the university library as an institution - not simply to store, collect and transmit information and knowledge, but to create them. The main purpose of the modern university library is the free movement of knowledge to be used and developed in the best possible way.

This goal is realized by creating an atmosphere where scientific laws, scientific style of thinking and scientific thought are highly valued in order to develop a knowledge-based society that creates a knowledge economy. "When the mass market of education emerged at the beginning of the nineteenth century, the result could be only one - a new specialization of intellectual labor. The ways in which we organize our intellectual activity determine the ways in which we create new knowledge and use it in our everyday life."[1].

2 ROLE OF UNIVERSITY LIBRARIES IN THE MODERN KNOWLEDGE SOCIETY

The information and technology revolution, unfolding before our eyes, defines the movement toward a completely new type of society - the information society, also known as the knowledge society. "The
processes of economic and cultural globalization put an increasing emphasis on the importance of education" [2]. In advanced countries, libraries play an important role in the development of a modern society in which information, knowledge and innovation are the leading factors. As a result of the widespread use of new technologies, the traditional vision of the libraries is rapidly being complemented and altered in parallel with changes in the needs of economic and social development.

Libraries have changed over the last decades: from administrative institutions - storage of print materials, they have become attractive and lively centers offering the full range of printed and virtual information, where the care for the user is primary and free access to information is a basic principle. The modern library must have several key features: accessibility, adaptability to changes taking place, flexibility to public needs, and openness to the development of new information services and technologies. It should be able to provide maximum access to information to as wide a range of audience as possible, satisfying its rapidly growing information needs in a fashionable, rapid and effective manner that is relevant to its expectations. With such an approach, the institution retains its social significance as an effective educational, cultural and information center.

In the age of digital information, everyone has to learn to use the vast variety of information and communication technologies to search, find, organize, analyze and evaluate information [3]. Libraries need to develop innovative services in partnerships, covering different target groups. By creating services that respond to the information needs of the users, they earn their trust. Positive social development is impossible without the active participation of libraries, as the experience of ancient times shows to the present day.

3 INNOVATIONS IN THE LIBRARY INFORMATION SECTOR

The change in the modern public infrastructure also determines the transformation of the role and place of the university library in the information space so that it meets the current public's needs. As part of the academic environment, university libraries build up their modern library policies under the impact of ICT developments [4]. The new existence of university libraries and their role as information brokers is mainly based on the changed university priorities related to the training of specialists ready to face the challenges of the digital future.

It is the differences that have taken place over the last few years that set a new horizon for the libraries, to attract readers and to influence consumer behavior. Libraries are not only confronted with the challenges of technological explosion and social transformation, they are actively competing with an environment created by the growth of the information and cyber space in which they have to find their proper place.

The ongoing transformations must be based on the needs of the future, but without totally forgetting the traditions built over millennia. In the age of institutional change libraries have to remember what their mission is in order to be useful and sustainable in the changed environment.

In order to respond adequately to the constant changes in the surrounding world, the modern library must realize some innovations in its internal information environment:

- Provide adequate technological environment;
- Change in communication processes;
- Optimize the library staff's activities.

For a university, the library is not only a source of knowledge, not just a basis for providing the learning process with the necessary documents and information, but also a strategic partner in the integration of the intellectual and social capital of society. The development of the information space defines the new role of university libraries both in the process of education within the university itself and in the various forms of subsequent retraining and the provision of "lifelong learning". New technologies require a new level of interaction with the library users, tailored to the specifics of their activities and their capabilities.

The study of user needs and the level of information culture is the basis for the realization of all kinds of services that the university library should offer. It is precisely the guarantee of the intellectual and information freedom of the individual that becomes a fundamental idea, a foundation for the innovation processes in the university libraries. Information culture is a broad and complex concept that reflects the different types of literacy of a given person. It allows for access, evaluation, organization and use...
of the acquired information to acquire new knowledge or deepen the existing one, and for decision making in formal and informal conditions.

Key questions about the potential of a library in its adapting to the new technological conditions and the changed information environment relate not only to the qualitative and quantitative characteristics of the library funds, equipment, applied digital and mobile technologies, library services offered, the specific needs of users, but also to the knowledge and skills of the library staff. This in turn raises the need for a kind of synthesis between the approved qualifications of the staff with new ones. The university library plays an important role for its community and should seek to expand its traditional tasks and services. It is therefore important for the library staff to be technically literate and experienced in all activities related to library collections and services.

Specific requirements are placed on the librarians and their qualifications: on the one hand, be well prepared in library practice and, on the other hand, use the information and communication technologies seamlessly. This necessitates the expansion of the knowledge and skills and, consequently, the specialization of the staff. In other words, the team must be composed of different specialists - some of them in the library and another part in the field of information and communication technologies. From a user's perspective, the library must offer and maintain a minimum set of services related to search and retrieval advice, access to the Internet, bibliographic reference services, inter-library lending, and so on. Last but not least, support for the library users in the use of computerized and online services provided by the library. Again, the focus is on the two-way link: "At the center of every service is the communication with the users. Everything comes from there. Communicating with the users is an event where they come in contact with the service provider, its representatives, the form of communication, the technology and the services themselves "[5]. Users expect the people who serve them to be available, professionally informed and to speak in a language they understand. The person who performs the service also represents the entire library. The impression of the institution is actually created mainly by the qualities of that person. Therefore, the goal of the library staff is to meet the user's needs, to be able to requalify as needed and to be professionally trained for their functions.

4 INFORMATION LITERACY IN PRESENT - DAY EDUCATIONAL AND INFORMATION SPACE

To meet the challenges of the new time, the university libraries need professionals capable of working in a dynamically changing environment, dealing with the latest information and communication innovations. In order for users to use all available information resources that a university library can provide, they need to be information literate. Information literacy is essential not only for today's educational space but also for successful realization nowadays in all aspects of life as a whole.

Information literacy can be defined as the ability and capability to detect, evaluate and effectively use the necessary information. The information culture also includes library literacy and reading literacy, but also presupposes the acquisition of additional knowledge, skills and habits such as:

- knowledge of the essence of the informatization process;
- orientation in the field of copyright, freedom of speech, information security of the person;
- understanding of the nature and specifics of the modern information resources, the individual documents, the arrays of documents in the information systems - libraries, archives, databases, etc.;
- abilities for decoding the different media, knowing the advantages and disadvantages of traditional and electronic means, collecting, systematizing, storing and searching for information;
- skills to use the modern information technologies, striving to constantly increase computer literacy [6].

The new role of the university library today is not only to contribute to the fulfillment of the university's educational and research mission, but also to be an active engine in these processes.

The concrete steps that the information specialists in a university library could take so that it becomes an educational center that promotes informational competence for its users can be summarized as follows:

- Stimulating the use of librarian-information resources and services by the library users;
• Creating a culture of awareness among the library users about the innovative services and resources offered by the university library;

• Creation of collections of information resources tailored to the educational needs of the students in the university;

• Making a series of educational courses for forming and enhancing the information literacy of the library users for the use of the various media owned by the library, web resources to which they have free access, electronic catalogues, etc.;

• Supporting, building and improving the relationship between the library user and the library information specialist.

In the modern information age, the university library must preserve its traditional functions, but at the same time it must establish itself as a modern information and educational center capable of meeting the challenges of the new technological time. It has to meet the requirements posed by the library users by helping them build the skills and tools needed for their successful realization and prosperity in the knowledge society.

5 THE ROLE OF ELECTRONIC EDUCATIONAL RESOURCES IN THE CONTEMPORARY EDUCATIONAL AREA

Another answer to the modern searches of the learners is the electronic learning space. The e-learning environment, born and growing fast over the last few decades, has a number of advantages over the traditional one. The development of ICT and educational science provides opportunities to create well-designed, interactive, effective, easily accessible, flexible learning environments that provide personalized, learner-oriented learning approaches. The variety of adaptabilities offered by these environments enables trainers and learners to work in an environment that responds adequately to their needs.

These qualities of ICT-based learning environments, including mobile technology-based learning approaches, respond to the current trends for changing the focus of learning - from trainer-directed to learner-centered. The role of the teacher changes from central to supporting. The focus is on the needs, interests and style of the learner’s learning, and the teacher is the one who facilitates and manages the learning process. Traditional, passive teaching methods, where the focus of the training is put on a particular topic, the necessary teaching materials, resources and assignments to them are provided, are no longer attractive enough to the users of educational services. Interactive and active learning methods are gaining momentum and occupy an essential part of modern learning.

These approaches use a technology-based, unified learning environment that provides the overall learning process. Part of this environment are also the digital, in particular the mobile digital libraries that provide web-based educational resources; the use of modern e-learning content adequate to the world level of science and pedagogy; the inclusion of Open Educational Resources; providing digital and mobile access to library collections. These information collections differ from the traditional collections by their communication capabilities. The resources available can be in different formats: text, image, sound, animation. This type of information, accessible through the electronic learning environment, enables learners to develop their abilities and manage their own learning environment.

One of the most notable trends in recent years in technology-based training is the introduction and dissemination of Massive Open Online Courses (MOOCs). Most likely, this trend will continue taking into account the political support it receives and the openness and readiness of universities to take advantage of these courses as a way of increasing the number of students. Mobile technologies can support these practices and allow MOOCs and other forms of distance learning to offer more personalized training, assessment and teaching.

The popularization of the Internet at the end of the last century, the development and improvement of information and communication technologies and the new trends in the educational approaches are a serious foundation on which to create, develop and perfect contemporary, up-to-date and meeting the needs, time and environment libraries and educational approaches - digital, mobile, ubiquitous [7], [8], [9].
6 CONCLUSIONS

Education has always been directly related to the successful professional realization of the students, provided by well-developed, quality and efficient educational and information infrastructure.

The change in the modern education system is aimed at creating a new interactive learning model based on information resources and knowledge management. A necessary condition for the efficiency of the education is the high information culture, including (in addition to the knowledge and skills) a critical independent interpretation of the content and value of the information sources. The ability to create search strategies in information arrays of different types, incl. remote access electronic resources, is very important. In the universities, the libraries and the information centers are directly responsible for building this ability and skills related to the effective collection, organization, processing, dissemination and use of information.

The modern university library is a cultural and information center that links knowledge, culture, new information technologies and the users. It is an institution that, while preserving its traditional functions and mission, manages to provide up-to-date, accessible and relevant information and educational resources to today's users.

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