

2010 Annual Report



Kresge Business Administration Library Stephen M. Ross School of Business University of Michigan (Ann Arbor)

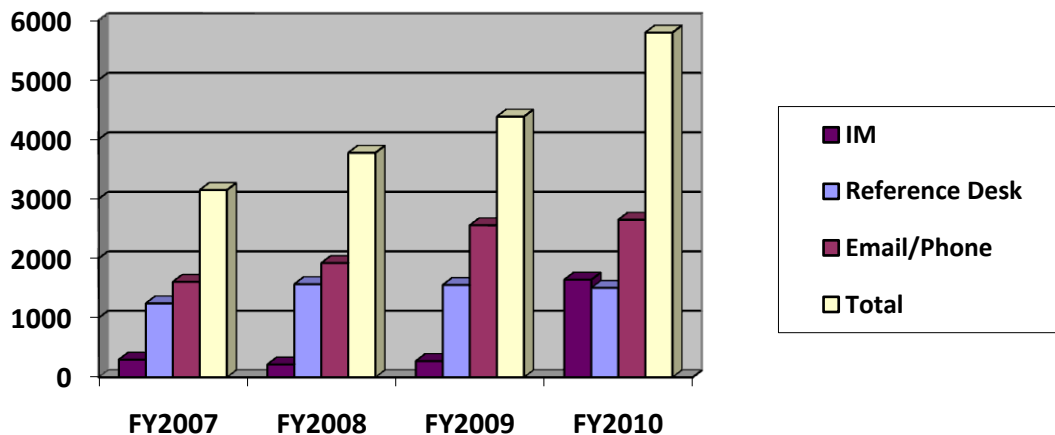
The Kresge Business Administration Library serves the research, instruction and curriculum needs of the faculty, students and staff of the Ross School of Business. The Kresge Business Administration Library is a charter member of the Academic Business Library Directors group and is one of the leading business libraries in the country. The Library is independent of the main University Libraries, receiving our funding from the Ross School of Business. This allows us to focus on the specific information resource needs of the Ross Community, especially in support of faculty research and action-based learning programs (such as MAP). While independent, we work closely with the University Libraries at Michigan on collaborative purchases and services.

Library Initiatives During the 2009-2010 Academic Year

- **Tremendous Increase in Reference Transactions**

The most significant change during the past year was the tremendous increase in reference transactions at Kresge. Our annual reference transactions were up 32% - and this after increases of 16% and 20% the previous two years. We attribute this increase to a number of factors including a weaker job market (which forced many students to conduct off-campus job searches), expansion of Ross' action-based learning programs (like MAP), and the greater ease with which students can ask questions through the meebo chat widget on our homepage. The increase in IM chat sessions was possibly the biggest change for the year. By enabling students to chat with us without having to download or open chat software, the number of instant message sessions increased over 500% from the previous year. While we traditionally had around 250 chat sessions a year – this jumped to over 1600 during 2009-2010.

Total Reference Transactions (2007-2010)



- **Library Reporting Structure Changes**

After reporting to the Associate Dean for Faculty Development and Research for three years (Kathie Sutcliffe), it was decided that the Library would report to a new position in the Dean's Office. The Chief Administrative Officer position was filled by Al Cotrone, a 15 year veteran of the Ross School of Business who served as head of Career Development and Student Services. This position oversees the school's service units: Kresge Library, Computing Services, Facilities, Academic Services, Career Services, Student Life and Human Resources. We have already seen the benefits of bringing these departments under a single office at the school.

- **Budget Situation at Kresge Library**

The budget situation continues to represent a significant challenge for the library. Like other departments at Ross, we took a 5% cut during the FY2009 fiscal year and an additional cut of 6% in FY2010. We have made a conscious decision not to cut staff or services. We decided to reduce our database and resource purchases by identifying those that were deemed to be redundant or not ideal for the Ross Community. In almost each case, we were able to provide alternatives for students and faculty to obtain similar information. These changes were as follows:

Databases eliminated during the 2009-2010 academic year include:

- Bloomberg Terminals (still available at Tozzi Center)
- CEPD (replaced by Innovest)
- Demographics Now (replaced by SimplyMap)
- ELM (replaced by OneSource)
- Emerging Medical Technology (replaced by Frost & Sullivan)
- Mergents Event Data (resource was not used by Ross Community)
- Thomson SDC Platinum (replaced by Zephyr)

Databases acquired or expanded during the 2009-2010 academic year include:

- Business Monitor Online now includes reports covering the following industries: Shipping, Real Estate, Textiles and Clothing, Water, Metals, and Consumer Electronics.
- IBISWorld Global and China Reports
- International Bureau of Fiscal Documentation electronic library (Law Library purchase for University of Michigan)
- RGE Monitor (University Library purchase for University of Michigan)
- RIA Checkpoint library (Law Library purchase for University of Michigan)

- **Flint Collection Project**

Since 2006, the low-use book and periodical collection of Kresge Library has been housed at the Thompson Library at the University of Michigan-Flint. Previously, this collection (which was close to 100,000 volumes) was housed at the University Library's Buhr facility in Ann Arbor. During the summer of 2010, library staff worked at Flint weeding the collection of duplicates and outdated works no longer needed. This work identified over 12,000 volumes that were no longer needed for the collection and were removed. This left a smaller and more relevant collection at Flint. We will continue this project over the coming summers. The project was led by John Sterbenz and Nathan Rupp, with vital assistance from Mike Rice, Emily Schlaack, Todd Elkins, and Catherine Emery.

- **Continued Growth of the Kresge Library Wiki**

Kresge Library Wiki¹ continues to grow as our most valuable tool to share information with our students, faculty and the entire Ross Community. These pages help provide clarity for particular subjects and assignments. Among additions to the Wiki this year are: new topic and core journal pages, a new category titled “I need to find...” for quick answers to common questions that students have², and pages developed with OCD to help students with off-campus job searches (mirroring their career tracker system).³ The most viewed pages (as of December 31, 2010)⁴ are:

Library Wiki Main Page (25,592 views)	Corporate Social Responsibility Resources (1,950 views)
Career Resources (7,478 views)	Printing at Kresge Library (1,896 views)
Strat502 Assignment (5,379 views)	Company and Industry (1,884 views)
Medical and Biotech Resources (4,283 views)	Solar Energy Market (1,852 views)
Nonprofit Resources (2,886 views)	Hybrid Automobiles (1,827 views)
Nonprofits Organizations (Career Resources) (2,132 views)	India Health Statistics and Resources (1,784 views)
Business Plan Resources (2,106 views)	Green Buildings (1,738 views)
Strat390 Assignment (2,018 views)	Wind Energy Market (1,727 views)
Sports Management (2,009 views)	International Business Resources (1,700 views)
Entrepreneurship Resources for Non-Business Students (1,978 views)	Interviews With CEOs (1,687 views)

- **Expansion of Kresge Library’s support of Action Based Learning**

As the Ross School expanded its signature action-based learning programs such as MAP, the library has continued to play a critical role in its success. Kresge Librarians are assigned to each student team to assist with their information needs. With the expansion of the Day MBA program, we supported 96 teams, up from 80 the previous year. In Winter 2011, the Kresge Library will support nearly 128 teams (that is an increase of 50% from 2008). One way that we have managed this increase is through greater use of Michigan School of Information (SI) students via their Practical Engagement Program (PEP). This program provides SI students with reference experience while freeing librarians to focus on the needs of the MAP teams.

Action Based Learning Support from Kresge Library

<i>Fall Term</i>	<i>Winter Term</i>	<i>Spring & Summer Terms</i>
ExecMAP 8-12 teams	Day MBA MAP 96 teams	ExecMAP 8-12 teams
Evening MBA MAP 8 teams	Strategy 659 14 teams	Global MAP 6-8 teams
Finance 629 16-20 teams	ALPS (BBAs) 5 teams*	Domestic Corps 12-16 teams
ES 395 8 teams	Weekend MBA 13 teams*	Zell-Lurie 12-16 interns
	*Starting Winter 2011	Tauber Institute 25 teams

- **Kresge Library Website**

After having it on our todo list for a number of years, we were proud to launch the new Kresge Library website⁵ in July 2009. Jennifer Zimmer and Elizabeth Beers led this project and provided the library with both a clean and refreshed look to the website, wiki, catalog and FAQ. We also undertook usability testing in 2010 and have already made

¹ http://webservices.itcs.umich.edu/mediawiki/KresgeLibrary/index.php/Main_Page

² http://webservices.itcs.umich.edu/mediawiki/KresgeLibrary/index.php/Category:I_Need_to_Find

³ http://webservices.itcs.umich.edu/mediawiki/KresgeLibrary/index.php/Nonprofit_Career_Tracker_Links

⁴ <http://webservices.itcs.umich.edu/mediawiki/KresgeLibrary/index.php/Special:Statistics>

⁵ <http://www.bus.umich.edu/kresgelibrary/>

changes and adjustments based on the feedback. The placement of the meebo IM search widget on the new homepage was a good part of the reason why we saw a 500% increase in chat service over the year.

- **New Database for the Ross Course Syllabi Archives Initiatives⁶**

In September 2008, the Kresge Library launched a service that allowed students to view older syllabi to assist with course selection. This was originally a single web page that students would navigate to find the documents they need. In the fall of 2009, students from SI 572 worked with library staff to develop a database that could replace that page. The database provided staff with greater control of the display and the ability to manage a long term archives as well. Current students still have access to the most recent two years, but library staff can view older documents (which is critical when helping alumni who need syllabi for classes they took). The new database was launched in 2010 and has been a great improvement over the original design for both students and staff alike.



- **Kresge Library Wins Library of Michigan Foundation Citation of Excellence for 2010⁷**

We are very happy to report that Kresge Library has been selected as one of two recipients of the Library of Michigan Foundation Citations of Excellence for 2010. The library was presented with this award at the Michigan Library Association Meeting, held in Traverse City from November 10th-12th. The citations and awards are geared to libraries that provide excellent customer service, so it was a great honor for Kresge. We are very proud of the fact that we are the only academic library that is receiving an award this year and a rarity overall during this award's history (in fact the first since 2002). This recognized our success in aligning the services of the library with the needs of the patrons.

- **Faculty Scholarship Database Progress**

We launched the public beta of the Faculty Scholarship Database in February 2010. Instead of building a new platform – we built this database within our library catalog⁸. With the increase in reference needs of the school, we have not made great progress on this database. We are working through better ways to export citation information and a more efficient means of importing Ross faculty scholarship into the system. The hope is to have another public beta system in the summer of 2011.

⁶ <http://www.bus.umich.edu/KresgeLibrary/Services/syllabiarchive.htm>

⁷ http://www.michigan.gov/mde/0,1607,7-140-54504_19270_19410-150842--,00.html

⁸ <http://lib.bus.umich.edu/search~S8/>

Kresge Library by the Numbers

	FY2010 2009-10	FY2009 2008-09	FY2008 2007-08	FY2007 2006-07
Working with the Ross Community				
Total reference questions answered – these include:	5,792	4,380	3,773	3,147
Questions answered at the reference desk	1,504	1,552	1,565	1,242
Questions answered via email and phone	2,647	2,555	1,920	1,604
Questions answered via Instant Messenger services	1,641	273	215	297
Document Retrieval requests filled	960	583	1112	987
Faculty Research Service consultations	95	57	58	34
Instruction sessions offered	50	40	33	32
The Kresge Library Electronic Collections				
Page views by Ross Community in Kresge Databases	5,362,958	4,504,939	3,398,835	3,224,566
PDF & Word Downloads from Kresge Databases	268,513	204,062	184,881	153,958
Unique periodical titles (mostly electronic) found in our Journal Finder	79,835	72,806	67,765	61,051
Databases on the Kresge Library's A-Z List	96	112	108	94
The Kresge Library Print Collection				
Collection items at Kresge and in our off campus collection at UM-Flint	148,112	146,388	144,179	141,829
Kresge items checked out by Ross students, faculty and staff	14,048	14,460	14,656	13,962
Print subscription items (journals, magazines, etc.) checked in	9,808	10,113	9,626	7,775
New volumes (books, bound periodicals, etc.) added to the collection	1,724	2,209	2,672	2,443
Items checked out by Ross Community via MeLCat (the statewide resource sharing service)	408	651	470	374
Kresge Library items checked out by MeLCat users across Michigan	1,187	1,162	1,029	308
The Kresge Library Course Pack Operation				
Course Packs purchased by students	15,452	13,001	13,067	13,009
No-cost course packs distributed to students (pilot program in 2006-2007)	3,822	2,347	3,607	1,030
Total Course packs distributed	19,274	15,348	16,674	14,039

Library Staff News

There were no full-time staff additions or departures during the 2009-2010 academic year. University of Michigan School of Information students Catherine Emery, Sarah Glover and Ilana Barnes joined the staff as evening and weekend supervisors.

We also welcomed Harriet Jane Simpson, the daughter of Associate Librarian Celia Ross and her husband Jack Simpson, into the world. She was born on December 6, 2011 and weighed in at 9 pounds, 9 ounces. Congratulations to Celia, Jack and Josie (Harriet's older sister). Visit their blog for photos!⁹

We were saddened to report that longtime librarian Jane M. Lucas passed away in Ann Arbor on Thursday January 20, 2011 at the age of 85. In her 24 years on the staff, she was responsible for building the collections, developing a career information center and increasing the Working Papers collections. On July 31, 1995, she was named associate librarian emeriti.

Library Staff Recognition and Scholarship

Beautelle McCoy won a 2010 Ross School Staff Recognition Award. She was cited for her excellent attitude and her amazing dedication to the library and the school.

Librarian Tom Marini served from November 20 through December 10, 2010 as a Fulbright Senior Specialist at the Kazakhstan Institute of Management, Economics and Strategic Research¹⁰ in Almaty, Kazakhstan. Working primarily with Joseph Luke (Library Director and Law School Lecturer), Tom helped evaluate the current library resources at KIMEP, to see if they support the goals of the Bang School of Business. He also suggested free and paid resources, worked with the staff on collection development, and provided a workshop to library staff on current and future trends in US Academic Libraries.

Berdish, Laura and Corey Seeman

- "Empathy and Occupational Diversity - Guiding Forces for a Service Revolution at Kresge Library" presentation given at the Michigan Library Association Annual Meeting, November 2009, Lansing, Michigan.¹¹
- Berdish, Laura and Corey Seeman. 2010. "A Reference-Intensive Embedded Librarian Program: Kresge Business Administration Library's Program to Support Action-Based Learning at the Ross School of Business." *Public Services Quarterly*. 6(2):208-224.¹²
- Berdish, Laura and Corey Seeman. "Kresge Library's Embedded Librarian Program: A Student-Centered Approach." Embedded Librarianship: moving beyond one-shot instruction, Cass Kvenild & Kaijsa Calkins, editors (forthcoming from ACRL in 2011).

Rupp, Nathan

- "Developing a Business Library Collection to Support Action Based Learning." Poster presented at the Special Libraries Association 2010 Annual Conference & INFO-EXPO, New Orleans, Louisiana.

⁹ <http://celiajackbaby.blogspot.com/>

¹⁰ <http://www.kimep.kz/>

¹¹ <http://hdl.handle.net/2027.42/64285>

¹² Original draft at: <http://hdl.handle.net/2027.42/65068>

- “Budget Challenges at Kresge Business Administration Library.” *Library Management Today*. September 2010.
- “Delivering Library Services in an Age of Immediacy.” In *The Psychology of Librarianship*. VandeCreek, L.; Gullickson, L.; Wright, H. S., ed. Scarecrow Press (forthcoming in 2011).
- “Moving Beyond 10Ks: Collecting and Providing Access to Historical Company Information in an Academic Business Library.” Presentation to be given at the 2011 Acquisitions Institute at Timberline Lodge, Timberline, Oregon
- “Using Budgetary Pressures to Create a Diamond of a Collection.” To be published in *Bottom Line: Managing Library Finances* (forthcoming in 2011).

Ross, Celia

- *Making Sense of Business Reference: A Guide for Librarians and Research Professionals* (forthcoming from ALA Editions in Fall 2011)
- "Making Sense of Business Reference" presentation given at the Michigan Library Association Annual Meeting, November 2009, Lansing, Michigan.¹³
- "Helping your patrons understand the global financial crisis: Looming economic meltdown or useful teaching and marketing tool?" presentation given at the Michigan Library Association Annual Meeting, November 2009, Lansing, Michigan.¹⁴
- “Yes, Even You Can Do Business Reference with More Confidence and on a Limited Budget!” (co-authored with Tera Moon of Southfield Public Library [she presented]) presentation given at the 2010 Michigan Library Association Annual Meeting, Traverse City, MI, November 2010¹⁵

Seeman, Corey

- “Introduction to the Ross School's Faculty Scholarship Database”, presentation for University of Michigan's Enriching Scholarship Program, May 2010.¹⁶
- “A Wiki-Wonderland II: Expanding and Growing the Kresge Library Wiki”, presentation for University of Michigan's Enriching Scholarship Program, May 2010.¹⁷
- “Departmental Libraries: Aligning and Positioning at the Intersection of Collections and Services”, presentation at the 2010 Charleston (SC) Conference, November 2010.¹⁸
- “Lessons from Miss Frizzle: What Should be The Guiding Forces for an Entrepreneurial Library,” presentation given at the 2010 Michigan Library Association Annual Meeting, Traverse City, MI, November 2010.¹⁹
- Serving as the host for the ABLD (Academic Business Library Directors) Meeting in Ann Arbor, May 2011.

Sterbenz, John

- Served as the 2009 program chair and 2010 conference coordinator for the Eastern Great Lakes Innovative Users Group meetings

¹³ <http://hdl.handle.net/2027.42/64290>

¹⁴ <http://hdl.handle.net/2027.42/64291>

¹⁵ <http://hdl.handle.net/2027.42/78287>

¹⁶ <http://hdl.handle.net/2027.42/69258>

¹⁷ <http://hdl.handle.net/2027.42/69348>

¹⁸ <http://hdl.handle.net/2027.42/78288>

¹⁹ <http://hdl.handle.net/2027.42/78282>

- Get more from your Web Management Reports: Customizing PTYPE and location checkout reports using Excel (Eastern Great Lakes Innovative Users Group, Akron, Ohio, September 2009).

Zimmer, Jennifer

- Served as the co-chair for the LOEX Annual Conference (Dearborn, Michigan), April 2010.

Zipf, Sally and Elizabeth Beers

- “Evaluating Video Tutorials: Measuring Excellence and Outcomes” presentation to be given at the 39th Annual LOEX Conference, May 5 - May 7, 2011 (Fort Worth, Texas)

Staff of the Kresge Business Administration Library

Luis Baiz	Technical Services Supervisor
Ilana Barnes	Evening and Weekend Supervisor (part-time)
Laura Berdish	Faculty Research Service/Reference Services Librarian
Becky Donajkowski	Technical Services Recording/Materials Accounts
Joe Dresch	Evening and Weekend Supervisor (part-time)
Elizabeth Edwards	Digital Services Assistant
Todd Elkins	Systems
Catherine Emery	Evening and Weekend Supervisor (part-time)
Sarah Glover	Evening and Weekend Supervisor (part-time)
Tao Gong	Reserves/Faculty Document Retrieval Service/Video Ordering
Debie Gurkin	Manager of Access & Curriculum Services
Fred Jablonski	Assistant Manager for Curriculum and Access Services
Anne Labrana	Administrative Assistant
Tom Marini	Faculty Research Service/Reference Services Librarian
Beautelle McCoy	Course Materials
Celia Ross	Faculty Research Service/Reference Services Librarian
Michael Rice	Technical Services Ordering/Cataloging
Nathan Rupp	Collection Development Librarian
Emily Schlaack	Stacks Maintenance
Corey Seeman	Library Director
Becky Standal	Evening and Weekend Supervisor (part-time)
John Sterbenz	Manager, Technical Services/Systems Librarian
Dong Hong Xu	Technical Services/Recording/Cataloging
Kensy Wang	Evening and Weekend Supervisor (part-time)
Mel Whitehead	Evening and Weekend Supervisor (part-time)
Jennifer Zimmer	Digital Services Librarian
Sally Zipf	Instruction/Reference Services Librarian

Submitted January 28, 2011

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