

2012 Annual Report



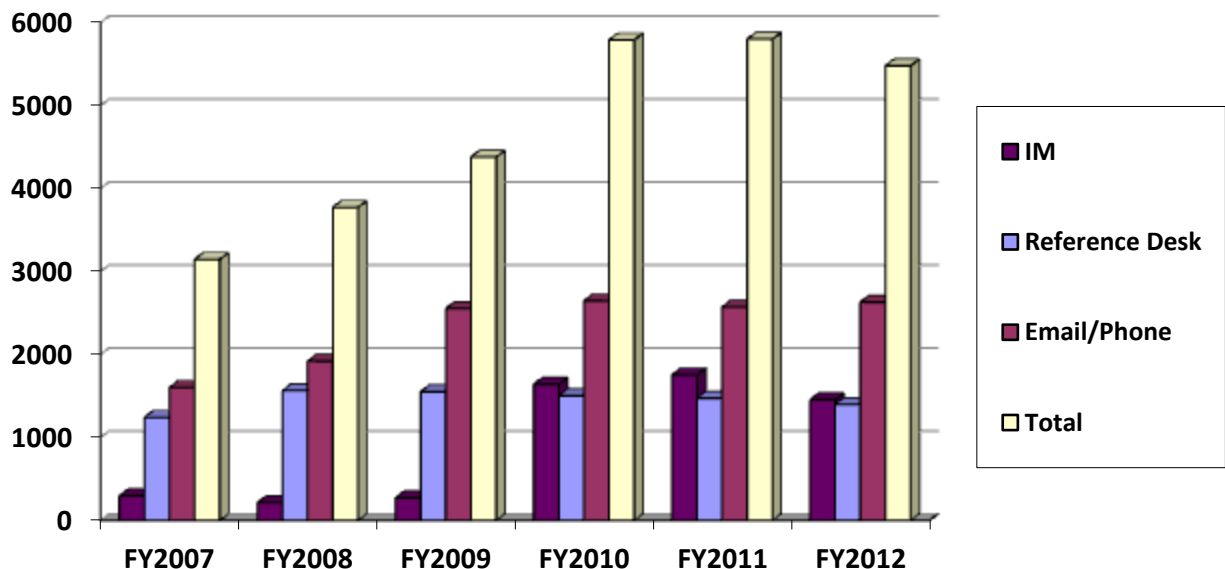
Kresge Business Administration Library Stephen M. Ross School of Business University of Michigan (Ann Arbor)

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 & Operations During the 2011-2012 Academic Year

- **Reference Transactions Steady at Kresge Library**

Total Reference Transactions (FY2007-FY2012)



Reference Transactions continue to serve as the bellwether figure for the success of the library and the single most important indicator of our interaction with the Ross School of Business. During the 2011-2012 academic year, Kresge Library reference transactions dropped slightly from the previous year. We believe that this establishes a new service plateau for reference at the library. We continue to see increased interaction in support of Action-Based Learning projects (especially MAP). A slight decrease in student reference counts may be seen as a positive since it reflected a continually improving job market. Additionally, it provides added time for our librarians to work with students on action-based projects and faculty research. Numbers aside, we remain busy and are confident that we are making a profound impact in the academic environment at the school and across the University of Michigan.

Kresge Business Administration Library's Support of the Ross School of Business' Strategic Plan

The Kresge Business Administration Library is excited and enthusiastic about the creation of the Ross Strategic Plan. We are happy to share what we are already doing to support these goals. The Ross Strategic Plan offers four pillars (Positive, Boundaryless, Analytic and Action) that define the Michigan Ross Difference. For more information on the Ross Strategic Plan, please visit: <http://www.bus.umich.edu/about/>

Positive: *Through positive business practices, the potential of people and firms will be realized and society's most pressing problems will be addressed.*

- Provide resources and services that support research in all fields of study pursued by faculty and students in the classroom and beyond.
- Provide services that ensure our faculty and students have resources to support the Ross curriculum regardless of where that takes us.
- Support research on entrepreneurial topics as it relates both to new products and services as well as new ways to envision an existing product or service.
- Support faculty and student research in areas such as International Business, Sustainability, Corporate Social Responsibility, Ethics and Renewable Energy.
- Support faculty and student research in areas related to human resources and the cultivation of optimal organizational cultures.
- Focus on “patron-driven services” and incorporating the power of “yes” in our decisions to meet the diverse needs of the students, faculty and staff at Ross, without dwelling on what other academic libraries offer.

Boundaryless: *Solutions are not confined to one sector, function, or type of person, and that true innovation comes from a boundaryless approach to problem solving.*

- Provide resources and services accommodate researchers work styles by providing both email and chat reference and supplying materials electronically.
- Collaborate with other libraries (on campus and beyond) to ensure that we can provide for Ross faculty and staff resources on any conceivable topic.
- Support research conducted by students and faculty in Ross cross-disciplinary programs such as Tauber, Erb Institute, Nonprofit Management Program, etc.
- Support business related reference assistance for students in the Economics Department, Organizational Studies, School of Information, Engineering, Financial Engineering, Law and many other areas at the University of Michigan.
- Deliver optimal information to students and faculty by engaging not only the Library's vast material and human resources but also external global information networks.
- Engage students at Michigan's School of Information to expand the reach of what we can accomplish with our full-time staff. This collaboration has enabled us to be open 108 hours a week and provide full reference services during MAP Season.
- Enable Ross alumni to continue to have access to considerable library resources to support their career search, research and general business interest. The Ross alumni collection must be considered the “Cadillac” among similar services offered by U.S. Business Schools.

Kresge Business Administration Library's Support of the Ross School of Business' Strategic Plan (*con't.*)

Boundaryless (continued)

- Grow the very popular Ross Syllabi Archives - the first of its kind on campus and the inspiration for the LSA syllabi archives that launched in 2013.
- Provide Ross alumni and Michigan businesses with access to useful, relevant and freely available information resources to support business through Kresge guides via the Internet.

Analytic: *Analytic rigor must be the foundation for all business decision making in the 21st century.*

- Work to provide Ross faculty and student with useful data sources to enable successful completion of their research and action-based learning experiences.
- Provide the information resources to support strong decision making by our students and faculty in such diverse areas as market research, competitive intelligence or scholarly review.
- Support higher level research done at the Ross School of Business through the Faculty Research Service.
- Support new research and inquiry conducted by Ross PhD students.
- Provide access to one of the strongest research collections on business available at any university in the United States.
- Support the Faculty Working Paper Series on SSRN to ensure that new and developing faculty research to the broader academic community.
- Provide space for almost 700 students to conduct either collaborate study (on the library's 2nd floor) or quiet study (on the 4th floor). This critical space has no counterpart at the Ross School.
- Kresge librarians and staff serve as leaders in the information field through presentations, scholarly writing, and participation in local and national organizations.

Action: *Business acumen consists of a set of knowledge and skills that can only be developed by bridging the gap between theory and practice and engaging in action-based learning.*

- Support action-based learning through a unique and essential program of embedded librarians for each team of Ross MBA and BBA students. Kresge Librarians are assigned to work with over 175 action-based learning teams a year to ensure that their information needs are being met.
- Ensure students in action-based learning programs (MAP, etc.) have the ability to to make information-based decisions on any topic or industry that they are tasked with understanding.
- Provide timely and quick support for faculty to prepare them for press interviews and added resources for classes on the breaking news of the day.
- Share our theory and practice of supporting student groups through our unique embedded librarian program through presentations and scholarly articles.
- Support the curriculum through our coursepack operations that enable Ross faculty to use resources (in all formats) that are relevant and critical for instruction.

- **Kresge Library’s Ongoing Support of Action Based Learning**

The Kresge Library continues to play a critical role in the success of Action Based Learning at the Ross School of Business through support of Multidisciplinary Action Projects or MAP. In an approach that is truly unique among academic business libraries, Kresge librarians are individually assigned to accompany each student action-based learning team to assist with their information needs. The role of this ‘embedded’ librarian is to guide team members to the best resources for their information needs. Given the complexity and narrow focus of many MAP projects, the librarians often find themselves conducting exploratory searching through both business and non-business databases (including those with health, engineering or technology focus).

The faculty at Ross recently clarified key learning outcomes for MAP that showcases the pivotal role that librarians play. A chief learning outcome for MAP is the “Knowledge Management” area that includes: “applying knowledge strategies, frameworks, and tools to new situations; create processes and structures to capture emerging knowledge; Identify and test assumptions; reach a decision in the face of ambiguity and imperfect data; and capitalize creatively on opportunities within existing constraints.” In these areas, the librarians serve as a perfect guide for the students. Many, if not most, of our projects have some level of “data ambiguity.” Guiding the students to available data is the critical role that we have in making the process successful for the students and the sponsors. With the intensity of this work, especially with the 98 Day MBA teams, Kresge librarians working on MAP are not assigned other responsibilities during March and April (Winter B Term).

With the increase in the Weekend MBA program and the establishment of the WMBA Capstone project for second year students, Kresge librarians supported over 140 teams during the 2012 Winter Term, an increase of 50% from 2008 levels. We have managed this increase through an expanded collaboration with Michigan School of Information (SI) students via their Practical Engagement Program (PEP), which provides SI students with reference experience and allows librarians to focus on the needs of the MAP teams.

As the Ross School embraces Action Based Learning for all students, we are being asked to support more and more classes outside of the traditional MAP programs. In these classes, librarians will work with the students on their MAP like projects. The classes include both BBA (Strategy 470, Marketing 301 and Entrepreneurial Studies 395) and MBA (Business Administration 685, Marketing 615) sections. We are excited to support these projects and realize the importance of having library services and resources available to students when they are working on cutting edge topics with real-world sponsors. Our goal is to always have the resources to meet this worthwhile need at the school.

Action Based Learning Support from Kresge Library

<i>Fall Term</i>	<i>Winter Term</i>	<i>Spring & Summer Terms</i>
ExecMAP 12-16 teams	Day MBA MAP 98 teams	Global MAP 6-8 teams
Evening MBA MAP 4-8 teams	Strategy 659 12 teams	Domestic Corps 12-16 teams
Finance 629 16-20 teams	Weekend MBA 15 teams	Zell-Lurie 12-16 interns
ES 395 8 teams	Weekend MBA Capstone 15 teams	Tauber Institute 25 teams
ES 250 6-8 teams	ES 395 8 teams	

- **Kresge Business Administration Library's Second Annual Spring Food Drive**

The Kresge Library was very happy to sponsor our second annual springtime food drive at the Ross School of Business for Washtenaw County food banks. We reached out the faculty, students and staff at the Ross School of Business to collect non-perishable food donations that were distributed to local food banks in June. We undertook this food drive for two big reasons. First, food drives during the spring and summer are less common, but are critical for food banks' ability to help families in need. Second, nearly 40% of our students graduate every April as is the case with most Business Schools. Many seek opportunities across the world and leave Ann Arbor. A food drive is a great way to help students lighten their load as you head out with a degree in hand. All the while, they are helping less fortunate people in Michigan.



The food drive ran from February 20, 2012 through June 1, 2012. We collected over 50 boxes of food that were split between the Hope Clinic in Ypsilanti, Michigan and Saline Social Services in Saline, Michigan. In 2013, we are planning the first annual Food Fight with the William C. Gast Business Library (Broad College of Business, Michigan State University, East Lansing). We hope that the Sparty-Wolverine rivalry will help lead to more donations for food banks in the Ann Arbor and East Lansing areas. This will run from April 1 through May 31, 2013.

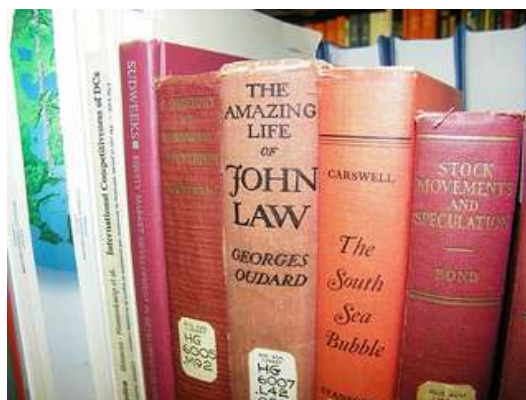
- **Kresge Library Cleaning & Shifting Day**

On July 17, 2012, Kresge Library staff received some assistance in shifting the print collection on the 4th floor thanks to volunteers from ProQuest (one of our database vendors based in Ann Arbor). For the second year as a part of their Library Volunteer Program, ProQuest sent a dozen staff members to the Kresge Library to help with a project. The project involved shifting and tightening-up the print volumes on the shelves to make room for material to return from the University of Michigan-Flint, where the low use materials from Kresge Library are stored. By the end of the day, we cleared up 220 much needed shelves; boxed up books that were sent to Better World Books, removed old Working Papers from the stacks, among other cleanup tasks.



- **Managing for Return of Low-Use Material at the University of Michigan-Flint**

The Kresge Library is losing access to the space we had at the University of Michigan-Flint for housing its low-use collection. The material housed at Flint constitutes 61,746 volumes (39,295 books & 22,451 bound periodicals) and represents low use material. These items were previously at the Buhr building before being moved out of the library in 2001 to make room for the quiet study space on the 4th floor. After six years in Flint, we have been notified that the space is no longer available to us. In the 12 years that the material has remained offsite, books that were



requested stayed at Kresge. The periodicals (including directories) were returned to Flint.

Given the high cost of remote storage and our inability to have the collection back at the Buhr (the University Libraries remote storage facility), we have no choice but to dispose of these items. We have space for a small number of these items (around 3000 volumes) to come back to Kresge Library and the Kresge staff are selecting items for return. We also offered these items to other libraries in Michigan for their collections. The move will be made in early May, 2013.

- **The Ross Independent Studies Scanning Project**

In the summer of 2012, we embarked on a project to digitize part of the collection of Ross Independent Study papers that have been previously only available in print. Ross BBAs and MBAs have written these works as part of their independent study projects. Currently, all independent study projects that are handed into the library are deposited into Deep Blue, the University of Michigan's institutional repository.¹ In a desire to make these valuable papers more accessible, we contacted the report authors and asked for permission to scan and upload the Independent Study papers via Deep Blue. Not only were they scanned, but we created an OCR file to make these documents easier to find (All Deep Blue items are also added to Google Scholar and other resources. The first batch of around 100 papers will be loaded to Deep Blue in the first half of 2013.



- **Kresge Library Chat Service Changes**

We have changed our very popular Kresge Library chat service because of changes in the technology environment. During the summer of 2012, Meebo, a tech company that provided us with a very reliable and no-cost service for hosting an online chat service, was acquired by Google. Shortly thereafter, it was announced that their very popular chat service (which was used by many libraries in the United States) would be discontinued. Given the strong use of the chat reference at the library, it was clear that we needed another solution for this essential service. After briefly using Digby, the decision was made to use ZOHO chat service. This is also no-cost, but has not been as easy to use in a multi-user system employed at Kresge Library. We anticipate that within the 2013-2014 academic year, we will move to a pay service that should provide us with a more stable and strong system for managing chat reference at Kresge Library. The Kresge Library chat service is available on our home page.²

- **Fax Machine Back at Kresge Library**

In March 2012, we reestablished the fax machine service at Kresge Library. It became clear that many of our students still needed the service for tasks that ranged from accepting a position offer to turning off electricity in an apartment back home. We have provided this service for the Ross Community and it has been very popular. The machine is located at the circulation desk on the 2nd floor of Kresge.



¹ See <http://deepblue.lib.umich.edu/handle/2027.42/64026/>.

² <http://www.bus.umich.edu/kresgelibrary/>

- **Electronics and Bicycle Registration Program at Kresge Library**

In what we hope will be an annual activity, the Kresge Library invited the University of Michigan's Department of Public Safety (DPS) to the Ross School of Business to provide an in-person registration program for laptops and other electronic devices that you have. DPS offers a free Laptop, Personal Electronics and Bicycle Registration Program that is intended to "deter theft and avoid the consequences or assist in the recovery of stolen property." A few hundred students took advantage of the opportunity to register laptops, iPods, phones, tablets and other valuables. This is part of our push to encourage students and visitors to be more aware of their belongings in a public space.



- **Collections News and Update for Kresge Library**

The Kresge Library budget situation continues to represent a significant challenge for the library. The library has seen a general operating budget reduction for four years in a row (FY2010 through FY2013). Like other departments at Ross, we finished working towards a total of a 12% reduction for FY2011-2013 after a reduction of nearly 5% during the FY2009. We have held fast to the decision not to cut staff or services during this time period. We have focused our cuts on database and resource purchases by identifying those that were deemed to be redundant or not ideal for the Ross Community. While the early years we were able to identify easy targets, we have moved into more difficult decisions that do have an impact on our ability to serve the faculty and students at the Ross School of Business. While our position is not ideal, the University Library has seen a fairly steady and stable budget that allowed them to add resources that Ross Community members can use and we continue to collaborate with them in order to maximize the purchasing power of our respective budgets.

Adding to the challenge is the diversity of needs that exist between the different groups of Ross Community members those we serve. The Faculty and PhD students need a robust and comprehensive collection of scholarly literature and access to datasets, both current and historical. While the BBA and MBA students use those items, they are often more focused on news and marketing data and reports. Our goal in making collection reductions is to ensure that we can assist the Ross Community members with their information requests in one form or another.

Databases acquired or expanded during the 2011-2012 academic year include:

- Audit Bureau of Circulations (Kresge purchase for Ross Community)
- Business Insights Essentials (replacing Business & Company Resource Center)
- BCC Research (University Library purchase for University of Michigan)
- Chronicle of Higher Education (University Library purchase)
- Energy eTrack (Kresge purchase for Ross Community)
- Freedomia Focus Reports (Kresge purchase for University of Michigan)
- Pharma eTrack (Kresge purchase for Ross Community)
- Simmons OneView (Kresge purchase for University of Michigan) – replacing Choices 3
- Statista (University Library purchase for University of Michigan)
- ThomsonONE (Kresge Purchase replacing Thomson Research and Thomson Banker)

Library Staff News

Kelly Burr joined the staff in August 2011 as the Digital Services Assistant. She has her Associates Degree in Web Technology from Washtenaw Community College and a BA in Fashion Merchandising from Wayne State. For the previous two years she has been working in the web design field as a designer and coder for companies such as High Level Marketing and 3.7 Designs. She replaced Elizabeth Beers, who accepted a position as a web developer with Publishing Technology Group (PTG) of M-Publishing at the University Library at Michigan.

Danguole Kviklys joined the staff in November 2012 as a Business Reference Librarian. She formerly worked at DePaul University as a business librarian and Panduit Corporation (Tinley Park, Illinois) as a Research Analyst. Danguole brings many skills to Kresge including expansive work supporting manufacturing, operations management and supply chain research.

Beautelle McCoy was honored for her 40th anniversary at the University of Michigan with an event on October 15, 2012. Beautelle is a long-time employee of the Kresge Library and the Ross School of Business. She also worked for the Institute of Social Research on the Ann Arbor Campus. On December 31, 2012, she retired from her full-time position at the Kresge Library (though has remained on in part-time capacity).

Shovonne Pearson joined the Kresge Library staff in October 2011 to work with course materials and circulation. A long standing member of the Ross Community, she joined us from the Computing Services Department.

Collection Development Librarian **Nathan Rupp** left the Kresge Library and the University of Michigan in May to take a position as the Head of Collection Development and Management of the Cushing/Whitney Medical Library at Yale University. John Sterbenz and Jennifer Zimmer took on added responsibilities related to the Kresge Library's online collections and contract negotiations in a restructuring after Nate's departure.

We were very pleased with the responses to Kresge Library services in the 2012 exit survey given to graduating MBA and BBA students. Here are some selected responses:

MBA Students

- The librarians are beyond useful.
- Research librarians are magicians.
- Amazing library services! Absolutely love the wiki pages and the Kresge chat window.
- The Kresge library research staff are one of the gems at Ross. They will find absolutely anything out there for you or explain where to go. They are responsive, competent and interested.
- Kresge Library is probably the best student library I have ever used! The librarians are awesome and the resources are phenomenal.

BBA Students

- Every time I had a research database question the Kresge librarians were great, thanks!
- Kresge is one of the easiest and most helpful resources in Ross. My only advice is to make more students aware of all the services and the great, friendly staff. Coursepacks are also made easy with Kresge.
- Every time I had a research database question the Kresge librarians were great, thanks!

Kresge Library by the Numbers

	FY2012 2011-12	FY2011 2010-11	FY2010 2009-10	FY2009 2008-09	FY2008 2007-08	FY2007 2006-07
Working with the Ross Community						
Total reference questions answered – these include:	5,480	5,801	5,792	4,380	3,773	3,147
- Questions answered at the reference desk	1,398	1,473	1,504	1,552	1,565	1,242
- Questions answered via email and phone	2,631	2,573	2,647	2,555	1,920	1,604
- Questions answered via Instant Messenger services	1,454	1,755	1,641	273	215	297
Document Retrieval requests filled	404	382	960	583	1112	987
Faculty Research Service consultations	104	122	95	57	58	34
Instruction sessions offered	69	51	50	40	33	32
The Kresge Library Electronic Collections						
Page views by Ross Community in Kresge Databases [†]	4,780,382	5,515,717	5,362,958	4,504,939	3,398,835	3,224,566
PDF, Word and Text Downloads from Kresge Databases	582,615	415,156	268,513	204,062	184,881	153,958
Unique periodical titles (mostly electronic) found in our Journal Finder	85,925	84,272	79,835	72,806	67,765	61,051
Databases on the Kresge Library's A-Z List	105	105	96	112	108	94
The Kresge Library Print Collection						
Collection items at Kresge and in our off campus collection at UM-Flint	136,789	135,555	148,112	146,388	144,179	141,829
Kresge items checked out by Ross students, faculty and staff	15,244	13,331	14,048	14,460	14,656	13,962
Print subscription items (journals, magazines, etc.) checked in	8,655	8,895	9,808	10,113	9,626	7,775
New volumes (books, bound periodicals, etc.) added to the collection	1,634	1,702	1,724	2,209	2,672	2,443
Items checked out by Ross Community via MeLCat (the statewide resource sharing service)	286	255	408	651	470	374
Kresge Library items checked out by MeLCat users across Michigan	695	769	1,187	1,162	1,029	308
The Kresge Library Course Pack Operation						
Course Packs purchased by students	15,643	14,037	15,452	13,001	13,067	13,009
No-cost course packs distributed to students (pilot program in 2006-2007)	3,619	3,643	3,822	2,347	3,607	1,030
Total Course packs distributed	19,262	17,680	19,274	15,348	16,674	14,039

[†] These numbers for FY 2011 and FY 2012 are estimates because of downtime for the Innovative Server and the need for Ross Community to use University Library Proxies for popular resources.

Selected Presentations and Articles from Kresge Library Staff³

Berdish, Laura

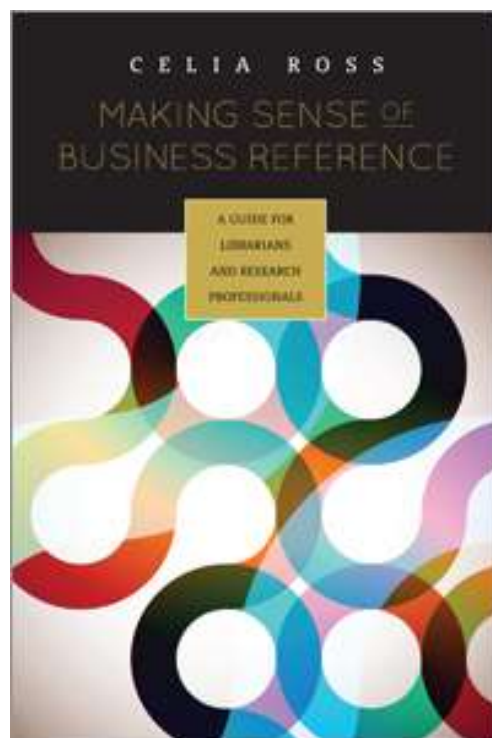
- Berdish, Laura and Corey Seeman. "Kresge Library's Embedded Librarian Program: A Student-Centered Approach." Embedded Librarianship: moving beyond one-shot instruction, Cass Kvenild & Kaijsa Calkins, editors (Chicago, ILL: ACRL, 2011), p 153-164.

Rupp, Nathan (*now at Yale University*)

- "Learning from One Another: Collection Development in Central Academic and Academic Business Libraries." *Academic BRASS*, 7:1, Spring 2012.⁴
- Beyond the Core: Supporting Information Needs of Users Outside the Business School at the University of Michigan, poster presentation for the SLA Business and Finance Division at 2011 SLA Annual Conference & INFO-EXPO, Philadelphia, PA.⁵
- "How I Spent My Summer Vacation (And All My other Free Time): Earning an MBA" in Continuing Education for Librarians: essays on career improvement through classes, workshops, conference and more, Carol Smallwood, Kerol Harrod and Vera Gubnitskaia, editors (Jefferson, NC: McFarland, 2012), p 22-27.

Ross, Celia

- Making Sense of Business Reference: A Guide for Librarians and Research Professionals (Chicago, Ill.: ALA Editions, 2012).⁶
- "Professional Development Through Teaching" in Continuing Education for Librarians: essays on career improvement through classes, workshops, conference and more, Carol Smallwood, Kerol Harrod and Vera Gubnitskaia, editors (Jefferson, NC: McFarland, 2012), p 127-132.
- "Business Reference: Common Sense Strategies for Uncommonly Challenging Questions," presentation at the Michigan Library Association's Annual Conference 2011, Kalamazoo, MI.⁷
- "Release Your Inner Business Librarian," presentation at the Michigan Library Association's Annual Conference 2012, Detroit, MI.⁸



Congratulations Celia on the publication of Making Sense of Business Reference by ALA (the American Library Association). This book is quickly becoming the "gold standard" for business librarianship.

³ You can go to Deep Blue for many items: <http://deepblue.lib.umich.edu/handle/2027.42/50473>

⁴ <http://connect.ala.org/node/200240>

⁵ <http://hdl.handle.net/2027.42/85171>

⁶ <http://www.alastore.ala.org/detail.aspx?ID=3108>

⁷ <http://hdl.handle.net/2027.42/86727>

⁸ <http://hdl.handle.net/2027.42/94301>

Seeman, Corey

- “All the Information You Need! Using Your Library’s Annual Report to Market Library Services”, presentation at the Academic Library Association of Ohio Annual Meeting, Wilmington, OH, October 2012.⁹
- “Business Librarians – Serving the Public at Large,” presentation at the Michigan Library Associations Small Business, Big Returns Meeting, Lansing, MI, April 2012.¹⁰
- “Changing Glasses: Does Our World Look Different as a Vendor or a Librarian?” Against The Grain 24:2 (April 2012), p16-20.
- “Understanding the 21st Century Research Landscape: Emerging Trends and Needs Within and Across Disciplines – Perspectives from a Business Library”, presentation at the 2011 Charleston (SC) Conference, November 2011.¹¹
- “Using Your Library’s Annual Report to Market Library Services,” presentation at the 2011 Charleston (SC) Conference, November 2011.¹²
- “Where is the Hospitality in Your Library?” presentation at the 2011 Charleston (SC) Conference, November 2011.¹³
- “Where is the Hospitality in Your Library? Developing and Improving Services with the Patron in Mind.” (with Tom Marini), presentation at the 2012 Michigan Library Association’s Academic Libraries Conference, Ann Arbor, MI, May 2012.¹⁴
- “Where is the Hospitality in Your Library?” presentation at the 2012 Michigan IUG Annual Meeting, Lansing, MI, July 2012.¹⁵
- Also presented variations of the “Where is the Hospitality in Your Library” talk at staff day functions at the Farmington (MI) Community Library¹⁶, Central Michigan University¹⁷, and remotely at Abilene (TX) Christian University.

Sterbenz, John

- Served as the 2010, 2011 & 2012 conference coordinator for the Eastern Great Lakes Innovative Users Group meetings.
- “What? A new matchkey? What does that mean for my cataloging practices?” presentation at the 2011 MeLCat Users Day (November 4, Lansing, MI).

Ziph, Sally

- “Worth Watching: Assessment Video Tutorials in Academic Libraries”, presentation to be given at the 2012 Texas Library Association’s Annual Conference – co-author Jennifer Zimmer and Kelly Burr.¹⁸

⁹ <http://hdl.handle.net/2027.42/94187>

¹⁰ <http://hdl.handle.net/2027.42/90943>

¹¹ <http://hdl.handle.net/2027.42/87998>

¹² <http://hdl.handle.net/2027.42/86733>

¹³ <http://hdl.handle.net/2027.42/86732>

¹⁴ <http://hdl.handle.net/2027.42/90944>

¹⁵ <http://hdl.handle.net/2027.42/92342>

¹⁶ <http://hdl.handle.net/2027.42/91304>

¹⁷ <http://hdl.handle.net/2027.42/93633>

¹⁸ <http://hdl.handle.net/2027.42/91289>

Staff of the Kresge Business Administration Library

Luis Baiz	Technical Services Supervisor
Laura Berdish	Faculty Research Service/Reference Services Librarian
Ashley Bigham	Evening and Weekend Supervisor (part-time)
Mary Buchner	Evening and Weekend Supervisor (part-time)
Kelly Burr	Digital Services Assistant
Greg Cunningham	Evening and Weekend Supervisor (part-time)
Becky Donajkowski	Technical Services Recording/Materials Accounts
Todd Elkins	Systems
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
Danguole Kviklys	Faculty Research Service/Reference Services Librarian
Anne Labrana	Administrative Assistant
Tom Marini	Faculty Research Service/Reference Services Librarian
Beautelle McCoy	Course Materials
Shovonne Pearson	Course Materials
Celia Ross	Faculty Research Service/Reference Services Librarian
Michael Rice	Technical Services Ordering/Cataloging
Emily Schlaack	Stacks Maintenance
Corey Seeman	Library Director
John Sterbenz	Manager, Technical Services/Systems Librarian
Halley Todd	Evening and Weekend Supervisor (part-time)
Dong Hong Xu	Technical Services/Recording/Cataloging
Kan Yu	Evening and Weekend Supervisor (part-time)
Jennifer Zimmer	Digital Services Librarian
Sally Ziph	Instruction/Reference Services Librarian

Submitted March 8, 2013

Corey Seeman

Library Director, Kresge Business Administration Library

cseeman@umich.edu



Kelly Burr, Kresge's Digital Services Assistant, does a great job keeping the web content working smoothly for research. She also does a great job of adding some fun to the site around the holidays with the Kresge Library zombie. Thanks Kelly for reminding our visitors from time to time that Kresge Library is "your only hope against a zombie apocalypse"