

## 2007 Annual Report



### **Kresge Business Administration Library Stephen M. Ross School of Business University of Michigan Ann Arbor, Michigan**

#### **About the Library**

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 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.

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 was honored for customer service in 2003 by the Business and Finance Division of the Special Libraries Association.

#### **Library Initiatives During the 2006-2007 Academic Year**

We continued to expand upon the success of Kresge Library in supporting teaching and research. These are some highlights from the library on new programs and services that have been established to meet the needs of the students and the faculty here at the Ross School of Business:

- **Expanded Library Hours**

After discussions with MBA Section Leads during the Fall term, we moved to a 1am close Sunday through Thursday for the last seven weeks of the winter term. As an expanded pilot program, we will remain open until 2am on Sundays through Thursdays during the Fall and Winter terms in 2007-2008. This has been a longstanding request from the students that we were able to meet by shifting the current staff and by changing a position into an evening supervisor.

- **Expansion of Action Based Learning**

The Kresge Library's strongest service to students is our support of action-based Learning projects. We continue to support MAP (Multidisciplinary Action Projects) by assigning a librarian to each team and will expand the program as more action based learning courses are offered. In the 2006 Fall term, we worked with "mini-MAP" groups in FIN 629, and in Winter 2007, we worked with a number of students in the MAP2 program. Additionally, the ExecutiveMBA program will be offering two sessions in the upcoming academic year, so the two sessions will run back to back from May until December.

- **Expansion of Library Instruction Offerings**  
During the last year, we started a 'Power Users' instruction series in which we provide focused instruction on different databases. We have set these up for ABI/Inform, Factiva, new Financial Databases, and Guidestar. We will develop more topics during the year to complement the general sessions on library databases that have been traditionally offered.
- **Introduction of the Kresge Library Dash Podcast Series**  
We launched our Podcast series (Kresge Library Dash<sup>1</sup>) in October, 2006. We currently have 8 episodes and will add to this over the year. These podcasts complement the current instruction program and are a means of expanding our offerings to the school.
- **Changes to Course Pack e-Commerce Site**  
The Library worked with Computing Services to completely revamp our system to remove some of the annoyances that students faced when ordering a pack. They previously had to print up the confirmation letter and wait two days before picking it up (to ensure that we had inventory and the credit card cleared). We worked with Computing Services to create a new system that tracks both sales and inventory. Now, students can order a course-pack and get instant confirmation of its availability for immediate pick up. We are also doing away with the need to print the confirmation sheet. These are two big wins for the students, and in turn, the library.
- **Select No-Cost Course Packs**  
We undertook a pilot project during the Winter 2007 term to see if we could use the course pack distribution mechanism to distribute class materials that would have either been only placed on CTools (our course management system) or handed out in class. With many classes far from faculty offices, it was not as practical for faculty to bring handouts every day. We surveyed students in those classes and the response was overwhelmingly supportive of expanding the program. We will be offering this to all courses at Ross starting in Fall 2007.
- **Installation of a Handicapped Accessible Door**  
Thanks to the Facilities Department, we now have a handicapped accessible door at the public entrance to the Kresge Library on the second floor. This need was identified during a review of our services for patrons with disabilities.<sup>2</sup>

<sup>1</sup> <http://www.bus.umich.edu/KresgeLibrary/help/podcast.htm>

<sup>2</sup> <http://www.bus.umich.edu/KresgeLibrary/Services/accessibility.htm>

### Collection Issues & News<sup>3</sup>

- **Several new databases were acquired in the 2006-2007 academic year including:**
  - **10-K Wizard** (site for downloading SEC filings – Ross only)
  - **Ad\$ponder** (online version of previously received print resource – Ross only)
  - **BNA Tax Library** (accounting and tax planning resource)
  - **BuildingGreen Suite** (documenting the green building industry with articles and case studies – access for Ann Arbor Campus)
  - **ebrary** (Business Collection only – access for whole U of M system)
  - **eMarketer** (access for the whole U of M system)
  - **Guidestar** (the leading resource for nonprofit financial resources – shared purchase, for whole U of M system)
  - **LexisNexis Advertising Red Book** (online version of previously received print resource – access for whole U of M systems)
  - **Mergent Online & Historical Files** (access for the whole U of M system)
  - **Plunkett's Research Online** (a resource for market reports in many under documented areas such as Real Estate, Outsourcing, and Sports – Ross only).
  - **ProQuest Historical Annual Reports** (access for whole U of M system)
- **Expanded packages of existing resources:**
  - **EIU (Economist Intelligence Unit)** – added World Investment Service
  - **IBISWorld** – added company and archival industry reports
  - **Amadeus** – purchased full database (previously only top 1.5 million); now includes financial information on 9 million companies in Europe.
  - **MarketLine** – Added package including ICD (consumer markets)
  - **Mintel** – Added financial package and international reports
- **Changed Electronic Journal Locator Service**

In March, we changed our journal locator<sup>4</sup> to enable library users to access these journals more effectively. Among the improvements with the new service are:

  - We are now able to use ProQuest's "One Click" retrieval system that will more effectively find full text when not in the ABI/Inform database. (For information on how "One Click searching" works, see the instruction handout).<sup>5</sup>
  - The list of possible resources to be included in the A-Z journal list is more comprehensive than our previous vendor.
  - The new service includes an easier to use interface for the students and faculty.
- **MeLCat (Michigan statewide resource sharing service)**

The Kresge Library joined MeLCat<sup>6</sup> in October 2006. This service allows library patrons to request items from our print collection and our patrons to request items from over 150 libraries in Michigan (including Wayne State, Michigan State, Library of Michigan, Ann Arbor District Library, etc.) We are the only one of Michigan's Ann Arbor campus libraries participating (UM-Dearborn participates).

<sup>3</sup> Please follow links from the A-Z Listing: <http://www.bus.umich.edu/KresgeLibrary/Collections/A-ZListing>

<sup>4</sup> Please follow links from the website or :<http://www.bus.umich.edu/KresgeLibrary/GotoResource.asp?93>

<sup>5</sup> <http://www.bus.umich.edu/KresgeLibrary/Instruction/PowerUserABIW07.pdf>

<sup>6</sup> <http://elibrary.mel.org/search>

- **World Tourism Organization**

We became a depository library for the World Tourism Organization<sup>7</sup>, one of seven in the United States. As a depository library, we will get one copy of each title published by this group (approximately 20-25 a year) at a greatly reduced price.

- **Electronically hosting specialty publications**

We started a method of managing PDF files (journals, reports, white papers) that are not freely available via the web. Also known as “orphan digital items,” these resources are purchased and can be shared via our web-services at Ross. The difficult consideration was how to describe it so that faculty and students could find the resource. This process was written up for the Journal of Internet Cataloging<sup>8</sup> (a peer reviewed journal) and a presentation this June at the Special Libraries Association annual meeting in Denver.

### **Kresge Library By the Numbers**

#### **Working with the Ross Community**

- 3147 – Total questions answered – these include:
  - 1242 – Questions answered at the reference desk
  - 1604 – Questions answered via email and phone
  - 297 – Questions answered via Instant Messenger services
- 987 – Document Retrieval requests filled
- 424 – Questions and Answers in Find.It.Fast! (Kresge’s Online FAQ Site)
- 34 – Faculty Research Service consultations
- 32 – Instruction sessions offered

#### **The Kresge Library Electronic Collections**

- 3,224,566 — Page views by Ross Community in Kresge Databases
- 153,958 – PDF & Word Downloads from Kresge Databases
- 61,051 – Unique periodical titles (mostly electronic) found in our Journal Finder
- 94 – Databases on the Kresge Library’s A-Z List

#### **The Kresge Library Print Collection**

- 141,829 – Collection items at Kresge and in our off campus collection at UM-Flint
- 13,962 – Kresge items checked out by Ross students, faculty and staff
- 7775 – Print subscription items (journals, magazines, etc.) checked in
- 2443 – New volumes (books, bound periodicals, etc.) added to the collection
- 430 – Items checked out by Ross Community via MeLCat (the statewide resource sharing service)

#### **The Kresge Library Course Pack Operation**

- 13,009 – Course Packs distributed to students
- 1030 – No-cost course packs distributed to students as part of the pilot program

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<sup>7</sup> [http://www.world-tourism.org/pub/dep\\_lib.htm](http://www.world-tourism.org/pub/dep_lib.htm)

<sup>8</sup> Draft of the paper is available: <http://hdl.handle.net/2027.42/50480>

## **Library Organizational Changes and New Staff**

In April 2006, Tomalee Doan left the Kresge Library to become the Director of the Management & Economics Library at Purdue University. Corey Seeman (hired in November 2005 as Associate Director) served as interim director. He was named director in October 2006 after a search to fill the position.

Among the librarians, JoAnn Sokkar, a longtime librarian at Kresge, announced her retirement in 2006. Her position was filled by Laura Berdish, a Faculty Research Service / Reference Services Librarian who started in November 2006. She has a great deal of experience in corporate libraries and is a graduate of Michigan's School of Information. Corey's original position was modified and refilled as a Collection Development Librarian. After a national search this spring, the library hired Nathan Rupp, an Electronic Resources Librarian at Cornell University who recently earned an MBA. He started in June 2007.

We reorganized the Curriculum and Access Services Department in summer 2007 to give us greater flexibility and coverage during absences. New to the department is Derek Curtis, taking over the responsibilities of Thirza Cady, who retired in June 2007.

## **Selected Publications & Presentations by Kresge Librarians**

Adams, Carolyn and Robert Kelly, "Weed with Ease: Tracking your collection review project," poster presented at the XXVI Annual Charleston Conference on Issues in Book and Serials Acquisitions, November 2006.

Seeman, Corey, "The ILS and Discovery-to-Delivery: Late Night Thoughts on Silos, Scope, Sudoku and Simplicity," presentation at the Innovative Interfaces Academic Library Director's Symposium March, Berkeley California, March 2007.<sup>9</sup>

Seeman, Corey, "Almost an eJournal: Using the Library Catalog for Local Hosting and Management of Electronic Periodical," paper delivered at the Special Libraries Association Annual Meeting, Denver, 2007.<sup>10</sup>

Seeman, Corey, "Thinking outside the Check-in Box: Using the Library Catalog for Local Hosting and Management of An Electronic Periodical" - to be published in the Journal of Internet Cataloging (Haworth), Volume 7, Issue 3/4 (2007).<sup>11</sup>

Seeman, Corey, "You Could Look it Up!" Using Millennium Statistics," presentation at the Innovative Users Group 15th Annual Conference, San Jose, California, May 2007.<sup>12</sup>

Seeman, Corey and Dinah Sanders, "RSS and the WebPAC: Basics and beyond," presentation at the Innovative Users Group 15th Annual Conference, San Jose, California, May 2007.<sup>13</sup>

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<sup>9</sup> <http://hdl.handle.net/2027.42/50478> (full text at Deep Blue)

<sup>10</sup> <http://hdl.handle.net/2027.42/51518> (full text at Deep Blue – also available at Special Libraries website - [www.sla.org](http://www.sla.org) – at <http://www.sla.org/pdfs/sla2007/seemanlibrarycatalog.pdf>)

<sup>11</sup> <http://hdl.handle.net/2027.42/50633> (full text at Deep Blue)

<sup>12</sup> <http://hdl.handle.net/2027.42/51498> (full text at Deep Blue)

<sup>13</sup> <http://hdl.handle.net/2027.42/51497> (full text at Deep Blue)

Seeman, Corey, "Fantastic Funds and Rockin' Reports: Fine tuning your acquisitions systems," presentation at the Innovative Users Group 15th Annual Conference, San Jose, California, May 2007.

Sterbenz, John and Beth Taylor, "MeLCat Cataloging: Beyond the basics," presentation at Michigan eLibrary Users Day 2007, Lansing, Michigan, April 2007.

Sterbenz, John, "Fund Activity Reports: They're not just for binders anymore!" presentation at the Innovative Users Group 15th Annual Conference, San Jose, California, May 2007.<sup>14</sup>

Sterbenz, John, "Utopia in Acquisitions: systems and workflow considerations," presentation at the Innovative Users Group 15th Annual Conference, San Jose, California, May 2007.

Zimmer, Jennifer Lammers and Sally Ziph, "Library Instruction on the Go: Podcasting at the Kresge Library" presentation at LOEX 2007, San Diego, California, May 2007.<sup>15</sup>

### **Staff of the Kresge Business Administration Library**

Carolyn Adams	Interim Assistant Manager for Curriculum and Access Services
Luis Baiz	Technical Services Supervisor
Laura Berdish*	Faculty Research Service/Reference Services Librarian
Derek Curtis*	Stacks Maintenance
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
Nancy Karp	Faculty Research Service/Reference Services Librarian
Anne Labrana	Administrative Assistant
Beautelle McCoy	Course Materials
Barb Pietraszewski	Faculty Research Service/Reference Services Librarian & Coordinator
Michael Rice	Technical Services Ordering/Cataloging
Nathan Rupp*	Collection Development Librarian
Corey Seeman	Library Director
John Sterbenz	Manager, Technical Services/Systems Librarian
Dong Hong Xu	Technical Services/Recording/Cataloging
Jennifer Zimmer	Digital Services Librarian
Sally Ziph	Instruction/Reference Services Librarian

\* New to the Kresge Library in 2006-2007

*Submitted September 4, 2007*

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<sup>14</sup> <http://hdl.handle.net/2027.42/50487> (full text at Deep Blue)

<sup>15</sup> <http://hdl.handle.net/2027.42/50689> (full text at Deep Blue)