

2009 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 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 2008-2009 Academic Year

- **Kresge Website Redesign**

As a part of the process to restructure the Library's web site to better meet the needs of our users, the site navigation and front page of the web site were reorganized. Devon Persing, the Digital Services Assistant, worked on the project which was unveiled in July 2009. The reorganization covered the grouping of the navigation links into categories with more meaningful titles and reorganizing the front page to better present information that is used most frequently. Quick, five minute users tests were employed during the redesign to gauge users reactions and the usability of the design to better direct the redesign efforts. In addition, the new front page design allowed for the incorporation of the **Library's Meebo widget** for providing IM reference, the **Google calendar for library hours and events**, and the **news feed from the Kresge Library blog**, all of which made the front page of the site more information rich and meaningful to users and staff alike.

The screenshot shows the Kresge Business Administration Library website homepage. At the top, there is a navigation bar with the Michigan Ross School of Business logo and the library name. Below this is a secondary navigation bar with links for Research Tools, Collections, Library Services, About the Library, and Need Help?. The main content area is divided into several sections: Contact Us (with phone, email, and instant messenger information), Quick Links (with links to A-Z Database Listing, Kresge Wiki, Kresge Catalog, Working Papers, Course Syllabi Archive, Instruction Handouts, and Alumni Services), Jump to Kresge Databases (with a dropdown menu), Search (with a search box and buttons), Kresge News (with a news feed), Chat with Us (with a Meebo chat widget), Library Hours (with a Google Calendar widget), and Art Spotlight (with a link to browse new acquisitions).

- **Continued Expansion 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. We have seen the creation of a number of new pages for topics and course assignments. 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 16, 2009)⁴ are:

- Wiki Main Page (14,286 views)
- Strat502 Assignment (3,297 views)
- Medical and Biotech Resources (2,789 views)
- Career Resources (2,552 views)
- Nonprofit Resources (2,172 views)
- Sports Management (1,566 views)
- Corporate Social Responsibility Resources (1,530 views)
- Business Plan Resources (1,415 views)
- Entrepreneurship Resources for Non-Business Students (1,369 views)
- Hybrid Automobiles (1,345 views)
- Nonprofits Organizations (Career Resources) (1,275 views)
- Strat390 Assignment (1,270 views)
- Renewable and Alternative Energy Industry (Career Resources) (1,256 views)

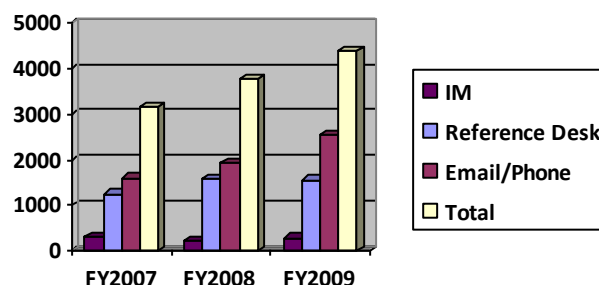
- **Expansion of Kresge Library Dash Podcasts⁵**

To complement the instruction sessions offered by Kresge Librarians, we continue to provide additional titles in our Kresge Library Dash Podcast Series. Now at 12 resources that can be listened to via the web or iTunesU, the most recent offerings focus on finding private company information, jumpstart your job search, seeking industry research and finding analyst reports through Thomson Research.

- **Continued Increase in Reference Transactions**

We continue to see a dramatic increase in the number of reference transactions that come to Kresge. We expect that those numbers will increase again in FY2010 with the increase in students at Ross and the ease with which students and community members may IM the library through the Meebo widget on our homepage. We expect that these numbers will also increase as a result of Kresge librarians working more closely with other Action-Based Learning programs and expanded outreach to the school as described in the next two items in this report.

Reference Transactions (2007-2009)



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/help/podcast.htm>

- **Continued Expansion of Kresge Library's support of Action Based Learning**

We continue to support MAP (Multidisciplinary Action Projects) by assigning a librarian to each team. Starting in the Fall 2007, we worked with two cohorts of Executive MBA MAP teams (with Fall projects joining those we have traditionally worked with during the summer). We are hoping to work closely with centers as have seen a great desire on the part of the school to expand the offerings in action based learning and we will be working with faculty on better ways to support these groups (such as by supporting Domestic Corps Interns starting summer, 2007).

During the past year, we formalized relationships and team assignments with the Tauber Institute programs (25 teams), Strategy 659 (commonly known as MAP2), and ES 395. We will continue to work with teams as they work on Action-Based Learning projects via MAP or other arrangements.

Current 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 80 teams	ExecMAP 8-12 teams
Evening MBA MAP 8 teams	Strategy 659 14 teams	Global MAP 6-8 teams
Finance 629 16-20 teams		Domestic Corps 12-16 teams
ES 395 8 teams		Zell-Lurie 12-16 interns
		Tauber Institute 25 teams

- **Expanded Outreach Activities at Kresge**

We have been working on a number of outreach programs to different communities at the Ross School of Business. These activities include:

- Surveying of the doctoral students to see needs for specialized instruction (program will start summer 2009)
- Maintaining evening reference desk coverage until 7pm to reach out to Evening MBA students.
- Started working more with more BBA classes on Action Based Learning projects.
- Established meetings with MBA and BBA Section Leads in October to ensure that we are meeting the needs of the school.
- Started working with the Business Engagement Center at the University of Michigan to assist local companies find business information.

- **Ross Course Syllabi Initiatives⁶**

In September 2008, the Kresge Library launched a fantastic new service to allow students to view archives of syllabi from the Ross School. The desire for this type of service was brought to the Deans and shared with the Kresge Staff. Devon Persing and Todd Elkins managed this project – which involved harvesting the syllabi from CTools sites over the previous two years. Faculty could elect not to participate and department chairs could remove syllabi for classes that were no longer taught or if there were dramatic changes to the content. This has been tremendously popular for students here at the Ross School of Business. We also established a mechanism for harvesting new documents as they are added. As more content is added – we will look at more effective management of the documents. Right now, the resource sits as a single web page, with JavaScript to control which syllabi you can see. We are moving this over to a database and hope to have that available in 2010.

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

- **Faculty Scholarship Database**

Starting in the summer of 2009, we undertook the planning of a monumental project at the Ross School of Business to help capture and record faculty scholarship. Our goal is to create a system that would allow people to search the database, export information, and retrieve statistical information (especially useful for accreditation and ranking related requests). Instead of building a new database for this – we are going to place this information in our library catalog⁷. While unconventional, it will provide great flexibility and a centralized repository that our community currently uses. We expect that a public version will be available in February 2010 and we will solicit comment from the Ross Community for improvements, enhancements and other changes.

The screenshot shows the Kresge Business Administration Library search interface. At the top, there is a navigation bar with 'Research Tools', 'Collections', 'Library Services', 'About the Library', and 'Need Help?'. Below this is a search bar with 'Author' selected and 'idu' entered. The search results show a record for 'Dutton, Jane E.' with the title 'The Relational Foundation of Research: an Underappreciated Dimension of Interesting Research [electronic resource]'. The publication year is 2006. A 'Connect to' box provides links to the resource via Business Source Complete (RSB users), Times Cited (within Google Scholar), and Times Cited (within SCOPUS). A 'Note' section indicates that remote access is restricted to current and continuing RSB-affiliated persons. A 'Summary' section provides a brief overview of the article's content. The 'Subject' section lists 'Ross School of Business Author -- Management and Organizations Department' and 'Dutton, Janet M. Academy of Management Journal'.

Prototypic Record

- **Independent Study Projects Now Available Online**

We are now using Deep Blue (The University of Michigan's institutional depository through University Library) as a repository for independent study projects written by Ross Students.⁸ Some projects, especially those that are business plans for new companies, may be delayed per a decision by the student and the advisor.

Collection Issues & News⁹

- **Several databases were acquired or expanded during the 2008-2009 academic year including:**

- Alternative Energy eTrack (online edition, Ross Only)
- Brandweek Directory (online edition, Ross Only)
- Business Monitor Online now includes reports covering the following industries: Shipping, Real Estate, Textiles and Clothing, Water, Metals, and Consumer Electronics.
- ebrary Academic Complete (University Library purchase for University of Michigan – replaces business package purchased by Kresge Library)
- IBISWorld Global and China Reports (added to U.S. Subscription – Kresge purchased for entire University of Michigan)
- Investext Reports now part of Thomson Research. With these changes, we created a wiki page¹⁰ and podcast¹¹ to help students find this information more easily.

⁷ <http://lib.bus.umich.edu/search~S8/>

⁸ <http://deepblue.lib.umich.edu/handle/2027.42/64026>

⁹ Please follow links from the A-Z Listing: <http://www.bus.umich.edu/KresgeLibrary/Collections/A-ZListing>

¹⁰ http://webservices.itcs.umich.edu/mediawiki/KresgeLibrary/index.php/Analyst_Reports

¹¹ <http://www.bus.umich.edu/KresgeLibrary/help/podcast.htm>

Databases were acquired or expanded (continued)

- Medical eTrack (online edition, Ross Only)
- RGE Monitor (University Library purchase for University of Michigan)
- SimplyMap (University Library purchase for University of Michigan)

● **Database Reductions at Kresge Library**

Kresge Librarians spent a great part of the year looking at the database offerings and exploring redundancies in our collection. By eliminating redundant databases, we not only serve as better stewards of the school's money, but also provide better support for Ross' diverse needs as it relates to Action Based Learning Programs. Our support of MAP and other Action Based Learning projects requires that we obtain costly resources that cover specific industries that might not be needed at many business libraries. Over the past few years, we have worked diligently to improve resources in industries such as information technology, medicine and pharmaceuticals, alternative energy, automotive (especially hybrid technology) and other industries that are often the focus of MAP projects.

In particular, we looked at the large suite of databases that provide company and industry information to the Ross Community. After an extensive review of these resources by Kresge librarians, we determined that two resources should not be renewed:

Hoovers (Kresge access ended June 23, 2009)

Dun and Bradstreet's Million Dollar Database (Kresge access ended June 15, 2009)

While these two databases have strong name recognition, users have been repeatedly hampered by terse company records and virtually no means of downloading of corporate information in the quantity and detail required for today's research needs. With Mergent Online, OneSource, and Orbis, we find not only stronger company information, but more user friendly interfaces. In short, we believe that the Ross community will get far more ROI in these databases:

- Mergent Online¹² provides users with excellent information and documents for over 35,000 publicly traded firms worldwide, as well as a superior means of downloading company financials.
- OneSource¹³ provides the strongest means of searching private company information in the US and Canada. It also provides valuable resources for public companies as well.
- Orbis¹⁴ provides the single best resource for companies worldwide, with information on over 50 million private and public companies. This database includes companies originally contained in the Amadeus and Bankscope products.

¹² <http://www.bus.umich.edu/KresgeLibrary/GotoResource.asp?169>

¹³ <http://www.bus.umich.edu/KresgeLibrary/GotoResource.asp?142>

¹⁴ <http://www.bus.umich.edu/KresgeLibrary/GotoResource.asp?184>

Kresge Library by the Numbers

	FY2009 (2008-2009)	FY2008 (2007-2008)	FY2007 (2006-2007)
Working with the Ross Community			
Total reference questions answered – these include:	4380	3773	3147
Questions answered at the reference desk	1552	1565	1242
Questions answered via email and phone	2555	1920	1604
Questions answered via Instant Messenger services	273	215	297
Document Retrieval requests filled	583	1112	987
Questions and Answers in Find.It.Fast! (Kresge's Online FAQ Site)	471	468	424
Faculty Research Service consultations	57	58	34
Instruction sessions offered	40	33	32
The Kresge Library Electronic Collections			
Page views by Ross Community in Kresge Databases	4,504,939	3,398,835	3,224,566
PDF & Word Downloads from Kresge Databases	204,062	184,881	153,958
Unique periodical titles (mostly electronic) found in our Journal Finder	72,806	67,765	61,051
Databases on the Kresge Library's A-Z List	112	108	94
The Kresge Library Print Collection			
Collection items at Kresge and in our off campus collection at UM-Flint	146,388	144,179	141,829
Kresge items checked out by Ross students, faculty and staff	14,460	14,656	13,962
Print subscription items (journals, magazines, etc.) checked in	10,113	9,626	7,775
New volumes (books, bound periodicals, etc.) added to the collection	2,209	2,672	2,443
Items checked out by Ross Community via MeLCat (the statewide resource sharing service)	651	470	374
Kresge Library items checked out by MeLCat users across Michigan	1,162	1,029	308
The Kresge Library Course Pack Operation			
Course Packs distributed to students	13,001	13,067	13,009
No-cost course packs distributed to students (pilot program in 2006-2007)	2,347	3,607	1,030

Library Staff Changes

Staff Additions

- **Celia Ross** joined the staff as Reference Librarian/Faculty Research Service Librarian and started in June 2009. She was previously a business librarian at DePaul University, Columbia College and Northwestern University and also worked at McKinsey Consulting.
- **Elizabeth Edwards** joined the staff as Digital Services Assistant in December 2009. She previously worked at George Washington University where she was a Reference/Technology Librarian at the Gelman Library.

Staff Departures

- **Jessica Nawrocki** left the library in July after almost two years of service. She was originally hired through the spouse of student program and has been an exceptional member of the Kresge Team. She is working at the Frankfort Public Library in suburban Chicago.
- **Devon Persing** left the Kresge Library in August 2009. She was Digital Services Assistant at the Library for just over a year and left for a position at the University Library's Scholarly Publishing Office here at Michigan.
- **Barb Pietraszewski** left the Kresge Library in January 2009. She was a Reference Librarian/Faculty Research Service Librarian at the Library for almost five years and left for a position at the University of Notre Dame's Business Library.

Selected Publications, Presentations and Professional Service by Kresge Library Staff

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.¹⁵

Rupp, Nathan

- Served on the ALA BRASS Business Reference Sources Committee. Will serve as chair in 2009-2010.
- Served as the SLA Michigan chapter – membership chair, 2008; president-elect, 2009.
- Served on the SLA College and University Business Libraries section, research agenda committee.

Ross, Celia

- Serving as the chair of ALA BRASS (Business Reference & Services Section), 2009-2010¹⁶.
- Serving as the chair of the ALA RUSA E-Participation Task Force¹⁷.
- "Making Sense of Business Reference" presentation given at the Michigan Library Association Annual Meeting, November 2009, Lansing, Michigan.¹⁸

¹⁵ <http://hdl.handle.net/2027.42/64285>

¹⁶ <http://www.ala.org/ala/mgrps/divs/rusa/sections/brass/index.cfm>

¹⁷ <http://connect.ala.org/node/77284>

¹⁸ <http://hdl.handle.net/2027.42/64290>

- "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.¹⁹
- Author of ALA Editions monograph entitled "Making Sense of Business Reference," to be published in 2010 or 2011

Seeman, Corey

- Served as Vendor Relations Chair and Board Member for ABLD (Academic Business Library Directors).
- Moderator, vendor program at ABLD Annual Meeting, Tuscaloosa, Alabama, April 2009.

Sterbenz, John

- Served on the program planning committee for the Innovative Users Group Annual Conference (Anaheim, California), May 2009.
- Served as the 2009 Eastern Great Lakes Innovative Users Group Program Chair for their annual meeting (Akron, Ohio), September 2009.
- Getting the most from your Millennium data: Using Office to enhance Millennium's reporting capabilities (Southeastern Innovative Users Group, Charlotte, North Carolina, November 2008).
- Beyond our binders: More fun with exported fund activity data (Innovative Users Group, Anaheim, California, May 2009).
- 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.

Zimmer, Jennifer and Corey Seeman

- "A Wiki-wonderland: Re-envisioning the Website at the Kresge Business Library" presentation to be given at Enriching Scholarship 2009 (University of Michigan)²⁰

¹⁹ <http://hdl.handle.net/2027.42/64291>

²⁰ https://www-a1.lsa.umich.edu/es_conf/app/DisplaySession.asp?sessionid=3163 – presentation found at - <http://hdl.handle.net/2027.42/62167>

Staff of the Kresge Business Administration Library

Luis Baiz	Technical Services Supervisor
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
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 Ziph	Instruction/Reference Services Librarian

* New to the Kresge Library in 2008-2009

Submitted December 17, 2009

Corey Seeman

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What every well dressed librarian is wearing
– the Kresge Library shirt –
designed by Devon Persing

