

2008 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 2007-2008 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 Reference Hours**

We expanded our reference desk hours to 7pm (from 5pm) on Monday through Thursday. This initiative, undertaken with the hiring of a new temporary employee (who has an MLS degree) allowed us to expand our contact hours with the school for reference services. Additionally, it was a great way to meet the specific needs of the Evening MBA students, who rarely get on campus before 5pm. A total of 493 questions were answered during this 5pm to 7pm slot. Overall, library reference questions answered continued to grow (see page 5)

- **Moving of the Reference Collection**

We moved the library's reference collection as part of construction of additional interview suites and group study rooms where had been open group study space for around 70 students on the second floor. To retain space for students, the bulk of the reference collection was moved to the fourth floor and a 'ready reference' collection of the most popular works, was retained on the second floor. Additionally, we moved the browsing and faculty collections to more central and visible locations on the second floor.

- **Green Roof at Kresge Library**

During the summer 2008, the Kresge Library underwent a construction project as part of the re-design and LEED Certification of the Ross School of Business's new home (opening late 2008). The Kresge Library received a green roof that will have numerous benefits, including returning less water to sewer systems, keeping the library a bit cooler

in the summer and warmer in the winter, and filtering out pollutants and CO2 out of the air. Photos of the Green Roof are available on flickr¹.

- **Expanded Library Hours**

After discussions with MBA Section Leads in 2007 and a successful implementation of a 1am closing time (up from a midnight close), we moved our closing times in the library to match the closing times for the Business School building. For the 2007-2008 academic year, this meant a 2am closing time for Sunday through Thursday. Additionally, late in the Fall term, we extended our Friday and Saturday evening hours to a 10pm close, moving it from 8pm. Note: As the Ross building hours moved to a 1am close for the 2008-2009 academic year, we have shifted our hours accordingly. Additionally, citing generally low use, we moved the building hours in the Spring and Summer terms to an 8pm close for May, June and July weekdays.

- **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).

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 4-6 teams	Strategy 659 – librarians work on ad hoc basis	Global MAP 6-8 teams
Finance 629 – 16-20 teams		Domestic Corps 12-16 teams
		Zell-Lurie 12-16 interns

- **Expansion of Library Instruction Offerings**

We have expanded instruction sessions with classes on financial resources, marketing databases and researching nonprofits. We also we worked with students from Michigan's School of Information to help improve our selection of topics and supplementary materials (such as handouts). We crafted new instruction handout templates and have been implementing their recommendations for improving the process of creating new classes. We are also shifting the focus of these sessions from a less technical focus (how do I use this database) to one that focuses on selection (which one do I use for this topic). Additionally, we have started offering more instruction sessions at the Commerce Park and Southfield locations.

- **Implementation of ERM (Electronic Resource Management) in the Library Catalog²**

In an effort to make it easier to find electronic copies of journals, we have implemented the Innovative Interfaces' ERM module. Using data from a third-party vendor and our library catalog, we now have created an easy way to find journals such as the Harvard Business Review³, Wall Street Journal⁴, etc.

¹ <http://www.flickr.com/photos/cseeman/tags/greenroof/>

² Visit <http://lib.bus.umich.edu/search/f> to search by Electronic Journal Title

³ <http://lib.bus.umich.edu/record=b327131> to see the record for Harvard Business Review

⁴ <http://lib.bus.umich.edu/search/f?wall+street+journal> to see the records for the Wall Street Journal

- **Enhancements to the Course Pack e-Commerce Site**

Working with the school's Computing Services Department, we redesigned the way that our course pack e-commerce site works. We have combined the e-commerce system with inventory control to provide dramatically improved service to the students. Our system now features immediate pickup (originally it was two days to ensure that we had sufficient inventory), and improved order tracking (allowing students to skip printing the confirmation email or signing the register). As a result, we are able to get students course packs more quickly, reducing the lines dramatically despite distributing more packs than in previous years.

- **Kresge Library Wiki and Development of Other Internet Tools**

The library launched the Kresge Library Wiki⁵ as an innovative way to share information with the Ross Community. The Wiki, hosted at ITCS, provides the librarians with a truly collaborative way to share information and resources that we did not easily have before. Starting from a student suggestion, this resource has grown rapidly to include information on topics such as alternative energy, sports management, nonprofit management, health related information, demographic resources, etc. In addition to the wiki, we have introduced numerous other Internet tools including: Google Talk, Del.icio.us Shared Linking, and a Facebook Search Plugin⁶.

- **Liaisons with Ross Research Institutes and Centers**

Starting in February 2008, we started a new program to provide librarians as liaisons with the Research Institutes and Centers affiliated with the Ross School of Business. We have long had a program to have librarians serve as liaisons with the academic programs. With this new program, we will have librarians serve as a primary contact for these Institutes and Centers, enabling us to be better connected with these important cross-departmental organizations. It also allows us to connect more effectively with students, who often see themselves as being connected to the Institute or Center first.

- **Art Collection at Kresge**

We have started a modest art book collection to compliment the extensive art works displayed throughout the Ross School⁷. We have a collection now of around 70 titles that highlight the artists that have created works displayed at the school. These works are located at the entrance to Kresge Library

- **7-Fast**

Collaborating with the University Library, Ross School of Business Faculty and Doctoral Students can now directly place requests for articles with the 7-FAST service⁸. This provides the Ross community with an additional document delivery resource that is available at no cost. Kresge Library is also participating in this service, providing articles for students and faculty across campus. For more information on the 7-Fast service, please visit its FAQ⁹.

⁵ <http://webservices.itcs.umich.edu/mediawiki/KresgeLibrary/index.php/>

⁶ <http://umichigan.facebook.com/apps/application.php?id=5384152987>

⁷ For more on the Art Collection, visit: <http://www.bus.umich.edu/KresgeLibrary/Collections/rossart/>

⁸ <http://www.lib.umich.edu/7fast/>

⁹ <http://www.lib.umich.edu/7fast/7fastfaq.html>

Collection Issues & News¹⁰

- **Several new databases were acquired in the 2007-2008 academic year including:**
 - Automotive News Data Center (online edition, Ross Only)
 - Balance of Payments & Direction of Trade Statistics (International Monetary Fund) (Kresge contribution to University Libraries purchase)
 - Congressional Committee Hearings (LexisNexis from University Libraries)
 - Demographics Now (Kresge purchase for entire University of Michigan)
 - Economist (Magazine) Historical Archives (Kresge contribution to Library purchase)
 - eMarketer (Kresge purchase for entire University of Michigan)
 - Health Devices International Sourcebase (online edition, Ross only)
 - International Strategic Analysis (Kresge purchase for entire University of Michigan)
 - Innovest iRatings (Kresge purchase for entire University of Michigan)
 - Life Sciences Analytics (Kresge purchase for Ann Arbor Campus)
 - Mergent Suite of Products (including Mergent Events Data, Mergent Horizon, Mergent Online and Mergent WebReports (Kresge collaborative purchase)
 - ORBIS (which replaces the Amadeus and Bankscope databases, also from Bureau van Dijk – Kresge purchase for entire University of Michigan and Ross Alumni)
 - RSV - Revenues from Sports Venues (online edition, Ross only)
 - Springer eBook Package (joint purchase with University Libraries)
 - ValueLine (online edition, Ross only)
 - Ward's Business Directory (online edition, Ross only)
 - Zephyr (Kresge purchase for entire University of Michigan and Ross Alumni)

- **Database Expansions and Reductions for existing Products**
 - Expansions**
 - BNA Tax Management State Tax Library (added State Tax Research Digest)
 - Investext Analyst Reports are now added to Thomson One Banker and Thomson Research.
 - One Source (added Asian Business Data)
 - Vault Online Career Library (added Video Content)
 - Reductions**
 - **Capital IQ** – The Kresge Library decided not to renew Capital IQ when the subscription was up in fall of 2007. We had numerous problems with this vendor and they were not able to allow us off campus access to this resource for the Michigan community. With a substantial price increase proposed and obstacles for use, we decided that it was not a resource we would continue to offer.
 - **Bloomberg** – In August 2007, Bloomberg notified academic customers that they would no longer offer an academic pricing model. We continue to maintain two terminals at Kresge Library, but we cancelled the terminal at our Commerce Park. We will assess the need for two terminals at Kresge when our contract is renewed in two years.
 - **Medical and Healthcare Marketplace Guide** – This resource was no longer being updated and the vendor stopped selling it to libraries.
 - **Analyst Reports (Investext)**
Investext was no longer being offered by Gale, so access to analyst reports changed during the year. Instead of a separate database of analyst reports, we have access to Investext reports via Thomson One Banker and Thomson Research. Additionally, we have access to recent analyst reports via OneSource and Reuters on Demand reports via Business and Company Resource Center.

¹⁰ Please follow links from the A-Z Listing: <http://www.bus.umich.edu/KresgeLibrary/Collections/A-ZListing>

Kresge Library By the Numbers

	2007- 2008	2006- 2007	%
			Change
Working with the Ross Community			
Total reference questions answered – these include:	3773	3147	+19.9%
Questions answered at the reference desk	1565	1242	+26.0%
Questions answered via email and phone	1920	1604	+19.7%
Questions answered via Instant Messenger services	215	297	-27.6%
Questions answered (from the above totals) from 5pm to 7pm (our new reference desk hours)	493	-	-
Document Retrieval requests filled	1112	987	+12.7%
Questions and Answers in Find.It.Fast! (Kresge's Online FAQ Site)	468	424	+10.4%
Faculty Research Service consultations	58	34	+70.6%
Instruction sessions offered	33	32	+3.1%
The Kresge Library Electronic Collections			
Page views by Ross Community in Kresge Databases	3,398,835	3,224,566	+5.4%
PDF & Word Downloads from Kresge Databases	184,881	153,958	+20.1%
Unique periodical titles (mostly electronic) found in our Journal Finder	67,765	61,051	+11.0%
Databases on the Kresge Library's A-Z List	108	94	+14.9%
The Kresge Library Print Collection			
Collection items at Kresge and in our off campus collection at UM-Flint	144,179	141,829	+1.7%
Kresge items checked out by Ross students, faculty and staff	14,656	13,962	+5.0%
Print subscription items (journals, magazines, etc.) checked in	9,626	7,775	+23.8%
New volumes (books, bound periodicals, etc.) added to the collection	2,672	2,443	+9.4%
Items checked out by Ross Community via MeLCat (the statewide resource sharing service)	470	430	+9.3%
The Kresge Library Course Pack Operation			
Course Packs distributed to students	13,067	13,009	+0.4%
No-cost course packs distributed to students (pilot program in 2006-2007)	3,607	1,030	+250.2%

Library Staff Changes

- **Carolyn Adams**, who had been Assistant Manager, Access & Curriculum Services, left the University of Michigan to take the position of Head of Library Access Services at the University of Nevada at Reno.
- **Fred Jablonski** joined the staff as Assistant Manager, Access & Curriculum Services in June 2008. He previously worked at the Milton S. Eisenhower Library of Johns Hopkins University in Baltimore, Maryland.
- **Nancy Karp**, a longtime librarian at Kresge, announced her retirement in October 2007. She officially retired in January 2008, but remained on through the end of April 2008 in a part-time capacity. In December 2007, Nancy was named Associate Senior Librarian Emeriti by the Board of Regents of the University of Michigan.
- **Tom Marini** joined the staff as Reference Librarian/Faculty Research Service Librarian and started in May 2008. He was previously the business librarian at Kansas State University.
- **Devon Persing** joined the staff as Digital Services Assistant and started in May 2008. She had worked for the Office of Community Development for Washtenaw County.
- **Emily Schlaack** joined the staff of Access & Curriculum Services and is responsible for stacks maintenance in the library. She previously worked at the University of Michigan's Museums Library.

Selected Publications & Presentations by Kresge Librarians

Berdish, Laura and Corey Seeman

- Spanning the Straits of Business Information: Kresge Library's Embedded Librarian Program for MAP (Multidisciplinary Action Program), Presentation at Special Libraries Association Annual Meeting, Seattle, Washington, June 2008¹¹

Rupp, Nathan

- Beals, Nancy; Ranti Junus; Sarah Rhodes; Nathan Rupp; Kelly Smith (2008). "Continuing Access to Electronic Resources." Panel, Electronic Resources & Libraries, Atlanta, Georgia.
- Rupp, Nathan; Liisa Mobley (2007). "Use of Technology in Managing Electronic Resource Workflow." *Against the Grain* 19:5, p. 18.
- Rupp, Nathan (2008). "Developing a Business Library Collection in the Age of Google." *Against the Grain* 20:3, p. 34

Seeman, Corey

- Research and Publishing in the Library World: the Academic Perspective. Presentation at the Michigan Library Association Meeting, Lansing Michigan, November 7, 2007.¹²
- Several Presentations at Innovative Users Group Meeting (Washington, D.C.), April 2008
- Named Library Journal's 2008 Reviewer of the Year for Nonfiction¹³

¹¹ <http://hdl.handle.net/2027.42/58361>

¹² <http://hdl.handle.net/2027.42/57189>

¹³ <http://www.libraryjournal.com/article/CA6586253.html>

Sterbenz, John

- Sterbenz, John, "Fund Activity Reports: They're Not Just For Binders Anymore!" presentation at IUG 16 (Washington, D.C.), April, 2008
- Sterbenz, John, "Beyond Our Binders: More Fun With Exported Fund Activity Data" presentation at IUG 16 (Washington, D.C.), April 2008

Zimmer, Jennifer & Sally Ziph

- Library instruction on the go: podcasting at the Kresge Library, chapter in Information Literacy meets Library 2.0, to be published March 2008 by Facet Publishing, London

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
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
Devon Persing*	Digital Services Assistant
Barb Pietraszewski	Faculty Research Service/Reference Services Librarian & Coordinator
Michael Rice	Technical Services Ordering/Cataloging
Nathan Rupp	Collection Development Librarian
Emily Schlaack*	Stacks Maintenance
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 2007-2008

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