

A Wiki-wonderland: Re-envisioning the Website at the Kresge Business Library

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Kresge Business Administration Library

Presentation Outline

- About Kresge Library
- Kresge Library Website
- Why a wiki
- Other Models and Tools
- How we are using it at Kresge Library
- Future Projects

About Kresge 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
- We have a staff of 20, including 8 librarians
- We have over 100 resources that are identified for business research

Kresge Library Website

- <http://www.bus.umich.edu/KresgeLibrary/>
- In the process of redesign (summer 2009)
- Most popular pages:
 - ~ A-Z List
 - ~ Alumni Services
 - ~ Topics Pages
(<http://www.bus.umich.edu/KresgeLibrary/Collections/ByTopic/>)

Kresge Library Website

- Managed by Jennifer Zimmer and her staff (Devon Persing & Todd Elkins)
- Page modifications are sent directly to them for loading to the site

Kresge Library Website

- Limitations of website
 - ~ Bottlenecks & middlemen
 - ~ Tyranny of topic pages
 - ~ Everything needs a hook
 - ~ Unmet needs
 - ~ Initiative killer

Why a wiki?

- Lessons
 - ~ Our websites were focused on OUR language - not the students & faculty
 - ~ We tend to put out links without a real clear reason why (trust us because we are trustworthy)

Why a wiki?

- “Wow, what a great site! This will be a fantastic tool for students. The only suggestion I have is to allow students to update the info as they see fit, kind of like a Wiki. Please let me know if this is a possibility.”
- Stephen V. Hughes (MBA Student)

Why a wiki?

- Working with ITCS
- WASUP @ ITCS
- <https://webservices.itcs.umich.edu/>
- Beta service offered to University Departments (need a short code)

Models and Options

Kresge Library FAQ
LibGuides
BizWiki

Models and Options

- Kresge Library FAQ:
- http://finditfast.bus.umich.edu/recordList?library=umich_business&institution=Umich
 - Designed and Hosted at Penn
 - Shared FAQ Information based - with locally adjusted “Answers and Questions”
 - Original Name: Find.it.Fast!

Models and Options

- Limitations of the Kresge Library FAQ
- Limits - Separate search terms vs. displayed terms
 - Only 20 links per page
 - Does not lend it self to truly flexible explanations of larger - more complicated issues
 - LOTS of zero result sets

Models and Options

LibGuides (Springshare)

- www.springshare.com/libguides/
- Nonprofit Administration
- <http://guides.lib.umich.edu/content.php?pid=17944&sid=122409>

Models and Options

Bizwiki

- http://www.library.ohiou.edu/subjects/bizwiki/index.php/Main_Page
- Excellent resource from Chad Boeninger (Ohio University)
- Single author approach - takes on the role and function of the website

Welcome to the Wiki

- <http://webservices.itcs.umich.edu/mediawiki/KresgeLibrary/>
- Navigation is driven by categories
- All pages are searchable
- Open environment – all is out there for everyone to see - including stats

Development of the Wiki

- Organic development
- Guidelines NOT rules
- Anyone can add any page
- Flexible and free-form data entry
- Establishment of a template page
- Attempting to make the Table of Contents of each page more uniform and succinct

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Development of the Wiki

- Pages were developed as needed
 - ~ Projects (faculty research, classes, etc.)
 - ~ Teams (MAP, case competitions, etc.)
 - ~ General interests
 - ~ Important topics
- Pages are being converted over from the main site (continuing process)

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Guiding Through the Kresge Library Wiki

- Sharing Information:
 - ~ For general topics
 - ~ For classes
 - ~ For group projects
 - ~ For distinct communities
 - ~ Non-library topics
 - ~ Broader community
 - ~ Engaging users to become participants

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Wiki Pages for General Topics

- Medical and Biotech Resources:
http://webservices.itcs.umich.edu/mediawiki/KresgeLibrary/index.php/Medical_and_Biotech_Resources
- Nonprofits & NGOs:
http://webservices.itcs.umich.edu/mediawiki/KresgeLibrary/index.php/Category:Non-Profits_%26_NGOs

Wiki Pages for General Topics

- Energy:
<http://webservices.itcs.umich.edu/mediawiki/KresgeLibrary/index.php/Category:Energy>
- Wind Energy Page:
http://webservices.itcs.umich.edu/mediawiki/KresgeLibrary/index.php/Wind_Energy_Market

Wiki Pages for Specific Classes

- BE 480
- <http://www.bus.umich.edu/KresgeLibrary/Coursematerials/be480winter2008.htm> (traditional source - linked from CTools)
 - http://webservices.itcs.umich.edu/mediawiki/KresgeLibrary/index.php/BE480_Assignment (linked from the wiki)
- Topics of Relevance to this class
- https://webservices.itcs.umich.edu/mediawiki/KresgeLibrary/index.php/Aerospace_Manufacturing

Wiki Pages for Specific Classes

- Strat 502 – Core Course for First Year MBAs

http://webservices.itcs.umich.edu/mediawiki/KresgeLibrary/index.php/Strat502_Assignment

- Similar to EMBA 623

http://webservices.itcs.umich.edu/mediawiki/KresgeLibrary/index.php/EMBA623_Assignment

For Distinct Communities

Healthy Living Initiative:

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

Includes links to LOHAS:

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

Special Pages

- http://webservices.itcs.umich.edu/mediawiki/KresgeLibrary/index.php/Special:Special_Pages
- Allows for collective management of the site

Special Pages

- Statistics (total page views)
- <http://webservices.itcs.umich.edu/mediawiki/KresgeLibrary/index.php/Special:Statistics>

Most viewed pages (after home page):

- Medical and Biotech Resources (2,159)
- Nonprofit Resources (1,586)
- Strat502 Assignment (1,412)
- Sports Management (1,202)
- Corporate Social Responsibility Resources (1,200)
- Entrepreneurship Resources for Non-Business Students (1,032)

Special Pages

- Dead-End Pages
- <http://webservices.itcs.umich.edu/mediawiki/KresgeLibrary/index.php/Special:DeadendPages>
- Finds pages that are not connected to other pages (even if they have category links)

Special Pages

- Long Pages
- <http://webservices.itcs.umich.edu/mediawiki/KresgeLibrary/index.php/Special:LongPages>
- Finds pages that are long and could be split into multiple pages – which we did for CSR resources
 - ~ http://webservices.itcs.umich.edu/mediawiki/KresgeLibrary/index.php/Corporate_Social_Responsibility_Websites
 - ~ http://webservices.itcs.umich.edu/mediawiki/KresgeLibrary/index.php/Corporate_Social_Responsibility_Resources

Benefits of the Wiki

- Updates can be made quickly and unmediated
- Allows for a “Second Life” for reference work
- Public knowledgebase (vs. Footprints)
- Can target multiple audiences

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Benefits of the Wiki

- Conversational in tone
- Topics can range from serious to fun
- Search driven vs. browse
- Open to all vs. stuck on CTools
- Multiple Authors from within the library and outside
- It can be anything we want it to be

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Future Projects

- Career Resources
- Student Work Space(?)
- Possible collaborative space with ERB students

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Questions and Comments

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For Distinct Communities

Created pages for Business Resources for
Non-Business Students

- http://webservices.its.umich.edu/mediawiki/KresgeLibrary/index.php/Entrepreneurship_Resources_for_Non-Business_Students
- http://webservices.its.umich.edu/mediawiki/KresgeLibrary/index.php/Category:Resources_for_Non-Business_University_of_Michigan_Students

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Created pages for Business Resources for
Non-Michigan Affiliated Parties:

http://webservices.its.umich.edu/mediawiki/KresgeLibrary/index.php/Business_Information_for_Michigan_Residents

Can connect to MEL databases and free resources

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M&O Department

Brown bag:

http://webservices.its.umich.edu/mediawiki/KresgeLibrary/index.php/Kresge_Library_Brownbag_Links

Journal Links:

http://webservices.its.umich.edu/mediawiki/KresgeLibrary/index.php/M%26O_Journal_Links

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Supply Chain

- http://webservices.its.umich.edu/mediawiki/KresgeLibrary/index.php/Supply_Chain_Management

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Careers

- General Resources:

<http://webservices.its.umich.edu/mediawiki/KresgeLibrary/index.php/Category:Careers>

- Sector Resources:

http://webservices.its.umich.edu/mediawiki/KresgeLibrary/index.php/Sustainability_Internships

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