

Critical business collections: Examining key issues using a social justice lens

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Charleston Conference 2017
<http://tinyurl.com/CHS17CritBiz>

Program Outline

- Business Librarianship Basics
- What is Critical Librarianship
- Open Access & Evaluation of Collection Resources
- Database Licenses & Practical Business Activities
- Making Business Resources Available for Walk-in Users
- Questions

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Business Librarianship Basics What is Critical Librarianship

- Heather Howard, Purdue University Libraries
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Business Librarianship Basics

- Who are our patrons?
 - Students
 - Faculty
 - Entrepreneurs
 - Business Owners
 - Business Incubators
 - Startup Accelerators
- What are our collections?
 - Books and eBooks
 - Business Journals
 - Business Databases
 - Market Research
 - Demographics
 - Company Research
 - Articles/News
 - Datasets

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What is Critical Librarianship

- Examining ways in which libraries and librarians consciously and unconsciously support systems of oppression [1]
- Critical librarianship includes:
 - development of critical thinking, information literacy, and lifelong learning skills in students
 - engagement with:
 - Diversity
 - Information ethics
 - Access to information
 - Commodification of information
 - Labor
 - Academic freedom
 - Human rights
 - Engaged citizenry
 - Neoliberalism [2]

[1] Mark Hullain, "Progressive Librarians Guild Midwinter Meeting," ALA Connect, January 21, 2012. Accessed October 18, 2017. <http://connect.ala.org/node/10000>
[2] Benny Garcia, "Teaching by Whom... Critical Librarianship," American Library Association, June 19, 2015. Accessed October 18, 2017. <http://www.ala.org/acrl/2015/06/19/teaching-by-whom-with-benny>

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Open Access & Evaluation of Collection Resources

- Katharine Macy, IUPUI (macyk@iupui.edu)


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Why you should discuss open access (OA)

- Democratization of information
Widens the reach of their research!
- Information creation
Librarians can provide advice when choosing journals for publication and navigating author agreements.
- Challenges faced when discussing OA
 - Measuring Impact
 - Business school rankings
 - Tenure process

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Evaluation of Collection Resources

- For accessibility...
 - Mouse dependent software does not work for screen readers necessary for visually impaired.
 - Is audio available?
 - What tools exist to help with learning disabilities?
- Use adaptive software to mitigate
Examples of software: JAWS 17, Read & Write Gold, Kurzweil 3000

Advocate for accessibility with vendors!

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Evaluation of Collection Resources

- Market research and survey data
We must understand our available content to help our students navigate the pitfalls

Issues that may be present:

- Binary representations of gender
- Evaluation of methods for potential bias
- Other issues?

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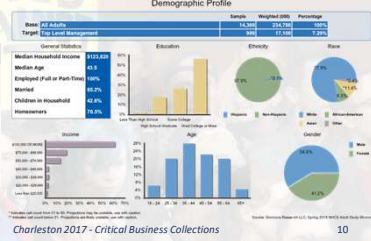
Navigating pitfalls – A Case Study

Persona creation for a marketing project deliverable.

Pitfall

Using research to support stereotypes.

Current national demographic trends may point to those currently in positions of power.



Database Licenses & Practical Business Activities

- Alyson Vaalar, Texas A&M (asvaalar@library.tamu.edu)

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Database Licenses & Experiential Learning



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Experiential Learning

Consulting
Projects

Case
Competitions

Internships

Incubators

Entrepreneurship Classes

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Example PMBA Project – Consulting Capstone



- ❖ Develop portfolio management program
- ❖ Result in \$10MM-25MM cash flow gains
- ❖ Sign NDA

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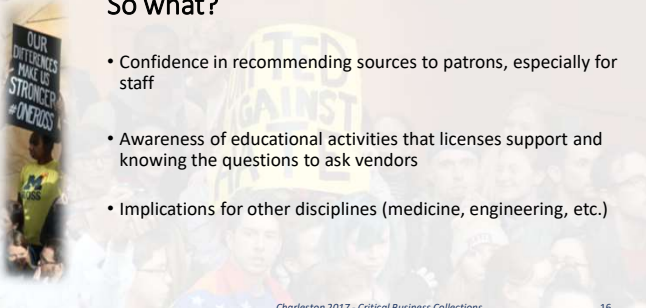
Examples: Commercial Use Language

No form of commercial use...permitted. [Authorized Users may not] publish, redistribute or make available to third parties any Intelligence which any of them extract from the Service, **whether by itself or as part of any work or other material**

Authorized Users may...[use] the information comprised in the Services as part of a **live project conducted as a requirement as part of the course** PROVIDED THAT as a maximum, **ONLY the lesser of 2.5% of any single report forming part of the Services, and 25% of a section within any single report**, (such percentages to exclude indexes and contents pages) is included in a dissertation or thesis by way of a direct extract.

Customer may use, access, copy, store, display and create derivative works of...the Data for its internal business purposes and **may use minor portions of the Data, as part of reports, or separately, given to clients of Customer**, whether in electronic or other present or future media

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So what?

- Confidence in recommending sources to patrons, especially for staff
- Awareness of educational activities that licenses support and knowing the questions to ask vendors
- Implications for other disciplines (medicine, engineering, etc.)

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Things to Think On

- Teach the process not the tools
- Teach awareness/education [3]
- Acceptable use policies
- Specific license language

[3] Aagaard, Posie and Natasha Z. Arguello, "Practical Approaches to Compliance for Entrepreneurial Uses of Databases in Libraries." *Reference Services Review* 43, no. 3 (2015): 419-438.

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Making Business Resources Available for Walk-in Users

- Corey Seeman, University of Michigan (cseeman@umich.edu)

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Making Business Resources Available for Walk-in Users

- Libraries have long-standing policies and practices of welcoming diverse members of the community to use their resources.
- While circulation might be limited to current members of the community, most are free to browse and use onsite. Even might be the case with private universities.
- As we transition to electronic resources, the dynamics of walk-in use has been a problem that has been front and center on the minds of librarians, especially for business.

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Making Business Resources Available for Walk-in Users

- Role of the Land-Grant Universities and making resources available broadly.
- University extension services do a great job of disseminating information.
- Libraries at those schools have a strong ethic when it comes to making these available.



Gast Business Library, Michigan State University (2011)

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Making Business Resources Available for Walk-in Users

- Academic libraries pay pennies on the dollar for resources that are expensive for commercial clients.
- Making these resources available to as broad an audience is very important to the cultural mission of a library.
- Supporting a connection with the community that the rest of the school may or may not support.

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Making Business Resources Available for Walk-in Users

- Who are walk-in users?
 - Local community members
 - Students at other schools
 - Independent scholars
 - Visiting scholars
 - Interested individuals
 - & people engaged in business**
- There is a perception that business men and women are using these resources to by-pass the need to purchase them.
- Here is where Perception might not equal reality...

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Making Business Resources Available for Walk-in Users

Ross Community	18563	90.48%
Other Michigan	826	4.03%
Ross Alumni	784	3.82%
Non UofM	343	1.67%
Total	20516	100%

Library transactions (mostly reference) over the past five years by affiliation – Kresge Library Services (July 2012-October 2017)

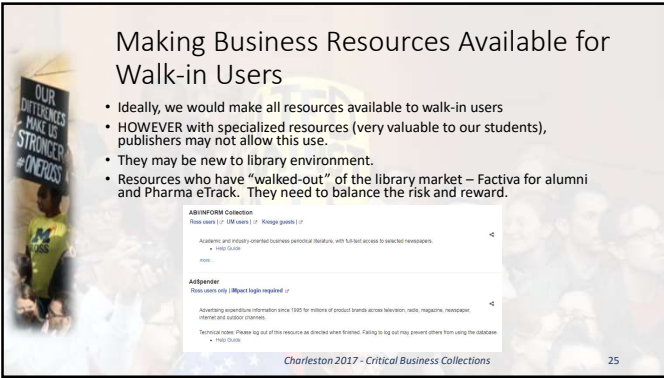
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Making Business Resources Available for Walk-in Users

- Librarians need to find balance – between the needs of the current students and the needs of the community.
- Can libraries afford to walk away from a resource that does not allow walk-in use?
- While we have terminals, we do not offer walk-in printing (does not work with computing environment).



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Making Business Resources Available for Walk-in Users

- Ideally, we would make all resources available to walk-in users
- **HOWEVER** with specialized resources (very valuable to our students), publishers may not allow this use.
- They may be new to library environment.
- Resources who have “walked-out” of the library market – Factiva for alumni and Pharma eTrack. They need to balance the risk and reward.

Administrative Collection
 (View items) | (View items) | (View items) | (View items) | (View items)

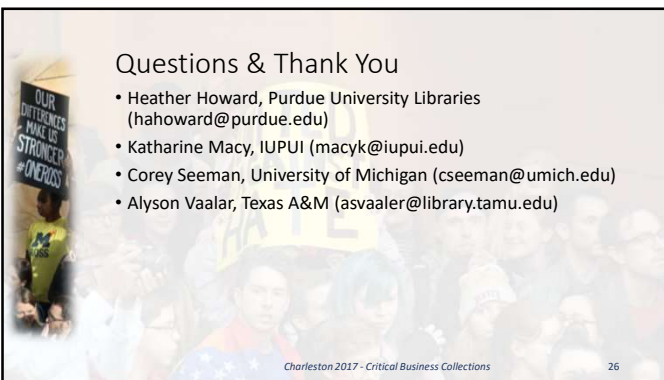
Academic and industry-oriented business periodical literature, with full-text access to selected newspapers.

AsSpender
 (View items only) | (View items only) | (View items only) | (View items only) | (View items only)

Advances a proprietary information service 1995 for millions of product brands across television, radio, magazine, newspaper, internet and outdoor spaces.

Technical notes: Please log out of this resource as directed when finished. Failing to log out may prevent others from using the database.

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Questions & Thank You

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