



## What's Past Is Possible: Opportunities and Perspectives for Library Alumni Resources

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 Charleston Conference 2017  
<http://tinyurl.com/CHS17CSAlumni>

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## Program Outline

- Introduction
- The Vendor-Publisher Perspective
- The Library-Alumni Perspective
- Survey Results (October 2017)
- Questions & Thank You

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## Introduction

- Jo-Anne Hogan is Director of Product Management at ProQuest. She has been with ProQuest for 15 years managing various product lines, most recently aggregated business products such as ABI/INFORM.
- Jo-Anne works closely with ProQuest's sales & marketing, content licensing, and legal teams, and is familiar with the opportunities and challenges related to offering alumni products.
- Contact Information:
  - [Jo-Anne.Hogan@proquest.com](mailto:Jo-Anne.Hogan@proquest.com)

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## Introduction

- Corey Seeman is the Director, Kresge Library Services (Ross School of Business, University of Michigan – Ann Arbor)
- He has been director since October 2006.
- Kresge Library has provided a suite of resources for alumni since the mid-2000s. Our resources have grown and contracted over time.
- Contact information:
  - [cseeman@umich.edu](mailto:cseeman@umich.edu)
  - @cseeman (twitter)

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## The Vendor-Publisher Perspective: ProQuest

- For Jo-Anne Hogan's slides, please write [Jo-Anne.Hogan@proquest.com](mailto:Jo-Anne.Hogan@proquest.com)

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## The Library-Alumni Perspective

Kresge Library Services – Ross School of Business

- Resources Offered to Alumni
- Acquiring Resources for Alumni
- Services Offered to Alumni
- Coordination with Development and Alumni Affairs

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## The Library-Alumni Perspective

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## The Library-Alumni Perspective

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## The Library-Alumni Perspective

- Resources Offered to Alumni
  - Found here: <https://www.bus.umich.edu/kresgelibrary/services/alumni.html>
  - Initial focus is career resource & tools.
  - Been expanded over the years
  - Resources are electronically available to alumni no matter where they are (walk-in use, when available, is open to anyone)
  - RossIT maintains a web-portal for Ross alumni – so they can authenticate from wherever they are
  - Intended for personal use – but kinda hard (OK IMPOSSIBLE) to police**

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## The Library-Alumni Perspective

- Resources Offered to Alumni
  - University of Michigan Alumni Association offers a suite of resources available with membership (ProQuest & Project MUSE) - <http://alumni.umich.edu/educational-enrichment/online-publications-resources/>

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## The Library-Alumni Perspective

Resources Offered to Alumni

- Career Resources
  - Vault Campus
  - CareerBeam
- Company & Industry
  - D&B Hoovers
  - Mergent Online/Intellect/Archives
  - BMI
- News
  - Business Source Alumni Edition
  - Business Insights: Global

*See links for updated list*

*We also have a few discount programs (MarketResearch.com)*

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## The Library-Alumni Perspective

- Acquiring Resources for Alumni
  - Direct purchase
  - Negotiated Access (as extension of campus resource)
- Kresge Library Direct Purchases < 1% of our current resource budget for alumni
- THAT BEING SAID – it is still difficult to justify when you are cutting budgets
- We have attempted to provide balance as best we can – even holding onto resources we may not love because they have alumni access

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### The Library-Alumni Perspective

- Acquiring Resources for Alumni
- Some resources may not cost much or anything, and be useful for alumni
- <https://kresgeguides.bus.umich.edu/rosshistory>



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### The Library-Alumni Perspective

- Services Offered to Alumni
  - Reference Services (phone, email, chat) – we use those resources that they have access to
  - Finding resources that they may also have access to (Michigan has a suite of business resources for all residents)
  - Syllabi Archives – We can assist alumni (who no longer have access) to find syllabus. Useful for graduate school or certification.

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### The Library-Alumni Perspective



Year	Requests
2005	16
2006	21
2007	28
2008	24
2009	72
2010	91
2011	66
2012	84
2013	69
2014	81
2015	115
2016	110
2017	109

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### The Library-Alumni Perspective

- Coordination with Development and Alumni Affairs
- Alumni Advantage (Ross School of Business)
- <https://michiganross.umich.edu/our-community/alumni>
- Suite of resources and benefits that are provided to all Ross graduates (started around four years ago)
- We rolled Kresge databases right into the service.
- The developer of that concept is now the school's Dean....

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### The Library-Alumni Perspective

- Coordination with Development and Alumni Affairs
- Alumni Orientation (Ross – March 31, 2017)



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### Survey Results (October 2017)

- We surveyed business librarians in October 2017 on the practices, resources and services when working with alumni.
- Focus was on business librarians around the world.
- October 6-27, 2017
- 69
  - 60 geographically identified:
    - Europe: 17
    - Latin America and the Caribbean: 3
    - United States & Canada: 40

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### Survey Results (October 2017)

Q1 - Do you offer any library electronic resources for your alumni?

#	Answer	%	Count
1	Yes	62.32%	43
2	No	36.23%	25
3	Don't Know or N/A	1.45%	1
Total			69

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### Survey Results (October 2017)

Q2 - Do you have a page on your library website specifically for alumni?

#	Answer	%	Count
1	Yes	49.28%	34
2	No	50.72%	35
3	Don't Know or N/A	0.00%	0
Total			69

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### Survey Results (October 2017)

Q5 - How do you obtain alumni resources? (check all that apply)

#	Answer	%	Count
1	Pay separate subscription rates for alumni populations	18.27%	19
2	Added onto current packages at no extra cost	21.15%	22
3	Added onto current packages at an incremental cost	11.54%	12
4	Identify freely available resources (such as Open Access resources or Export.gov)	24.04%	25
5	We do not offer any resources	16.35%	17
6	Other	8.65%	9

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### Survey Results (October 2017)

- Perception of Value
- Q13 - As a librarian, how do you rate the value of alumni access to library resources? (1 being the lowest value - 9 being the highest value) – **5.09 Mean**
- Q14 - How would you perceive the value to alumni for access to these resources? (1 being the lowest value - 9 being the highest value) – **6.03 Mean**

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### Survey Results (October 2017)

Q9 - Do you offer reference services for your alumni?

#	Answer	%	Count
1	Yes	88.71%	55
2	No	11.29%	7
3	Don't Know or N/A	0.00%	0
Total		100%	62

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### Survey Results (October 2017)

- Q15 - Please share any comments you have about alumni access to library resources and library services (*selected comments*):
- Allowing alumni would enormously increase our potential user numbers and would lead to massive price increases for databases because our database costs are based on user population.
- If the typical career path for graduates is in smaller businesses or even entrepreneurial activities, it would be valuable to have an agreement with a vendor that enabled limited access to some of our resources for 2-3 years after graduation, because the small businesses would be very unlikely to subscribe to these resources.
- Alumni access has been made easier for us by UK wide negotiations by JISC (Joint Information Systems Committee).

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## Survey Results (October 2017)

- Alumni ask for access all the time. We can't even facilitate access to the resources that routinely license to alumni at no additional cost such as Project Muse or JSTOR because University IT is not motivated to implement authentication. University Alumni Office doesn't see it as a priority either.
- Value of access to electronic resources is tricky. If we had alumni-specific collections, they wouldn't receive the same content they had in school, so their perception of the value might be high at first, but very low once they realize what they have. Business students especially would be in for a rude awakening, as they expect access to market research reports and other privileged information.
- I work at a state university that consistently has budget problems. The only thing I ever do with collections is try to [keep] the few business databases we have from being cancelled. I can't even imagine an environment at this university where we would be able to talk about alumni resources. That being said, it is common for our alumni to work with students in the business college, and I'm always happy to alumni use what we have available to them in-person in the library.

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## Questions & Thank You

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Slides & Survey Results:  
[tinyurl.com/CHS17CSAlumni](http://tinyurl.com/CHS17CSAlumni)

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