


Providing Clarity:
Value of Information Centers in the
Sustainability of Business Schools.

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Change and the Business Library

- Libraries are being asked to respond and react to conditions that might be less than ideal.
- We may never return to "normal."
- Are we ready to give up services and resources our space will no longer accommodate?
- Are we ready to embrace the change being asked – or demanded of us?
- Change may be a dual edged sword – vibrant schools will demand more changes than stagnant ones.
- New technologies might have potential, but may be years away from being options





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Change and the Business Library

- Kresge Library By the Numbers:
 - Total Staff: 19 (9 librarians* & 10 staff)
 - Total volumes: 15 (used to have 150,000)
 - Annual materials budget (\$1.1m)
 - Annual total budget (\$2.4m)
 - Reference transactions – around 3-4k/year
 - Also support course materials (cases) and LMS for Ross.
 - Became a digital only library in 2014 during a construction project.
 - Enabled us to move easily when the school shifted in March 2020.



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4 Change and the Business Library – Collections

This is my vision of collection building in libraries – we need to find the balance between these needs.

Future Use *This is where Libraries have traditionally bought for (and many still do)*

Community Needs *This is where our campuses really want us to be working. This might be where the turnaways come from.*

Community Aspirations & Desires

Current Use

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5 Change and the Business Library – Collections

- Library challenge is that we have multiple stakeholders and they have different needs – especially for business.
- Faculty needs – scholarly journals, articles, books , datasets
- Student needs – articles, company & industry information, market reports
- Community – Mostly similar to student needs
- Our Library needs to be aligned to our community?

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6 Change and the Business Library - Services

- As librarians try to figure out reference, we often think there is one solution.
- But the scope of the requests & the needs may vary tremendously.
- Some have definitive answers (like Sudoku), some do not.
- We are merely guides or Sherpas to help them learn about the terrain so they can understand what are their next steps.
- Reference and research are a voyage.

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7 Change and the Business Library - Services

Green line – the availability of information
Blue line – the need for assistance

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8 Change and the Business Library - Services

- Our primary job is to provide clarity to our users.
- Our reference work really is driven by the appetite of our users & the scope of their research.
- For many of our users, there is not a great deal of information on their topic.
- Reference support is still an important part of the process for our community.

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9 Change and the Business Library - Services


- Action learning support at Kresge Library is widely accepted as our biggest contribution.
- We need to teach students how to manage through Ambiguity and Complexity.
- We do this through experiential learning programs.
- This is a great opportunity for the Kresge Library.
- Our job is to **Provide Clarity**.
- Our future is tied to meeting the needs of the school and connecting our services with goals.

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Change and the Business Library - Services

- Kresge Value Proposition
- "A completely re-thought Kresge Library Services, transitions from a collection of physical reference materials to a full suite of information resources and research services, guided by expert staff." – Ross Dividend, Fall 2016 (Ross Alumni Magazine)
- The library did not close, but become virtually unrecognizable.
- You do not always choose your path, but how you respond to the challenges.




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Change and the Business Library - Services

- We view Kresge as , the "Ethereal Library's" value proposition is:
 - Live within the restrictions of virtually no collection space.
 - Figure out new collaboration mechanisms to serve our community.
 - **Focus on what we can do vs. what we have done.**
 - **Forget the dead, take care of the living!**




*Squirrel at the University of Michigan, Ann Arbor
October 19th, 2021*

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Thank you!

Enjoy the Puzzles of Life



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 Corey - <https://sites.google.com/view/squirrelman/home>
 Kresge - <https://www.bus.umich.edu/Kresgelibrary/>

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