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

Corey Seeman
Jennifer Lammers Zimmer
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/)

May 6, 2009 – Enriching Scholarship
Corey Seeman & Jennifer Zimmer
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

May 6, 2009 – Enriching Scholarship
Corey Seeman & Jennifer Zimmer
Kresge Library Website

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

- All About Sports
- Request to move a periodical from the fourth floor to the second floor
- Desired Outcome: To have a physical portal or collection of sports materials at Kresge

Why a wiki?

- Created a web-pathfinder or topics page
  - Key Sports Management Resources at Kresge Library
    - Professional Sports & Broadcasting
      - Industry Overview
        - WMBF
        - Major Sports
        - Professional Sports & Broadcasting: Athletic, Media, and Policy
        - Sociology of Sports: Media, Technology, and Policy
        - Key Sports Management Resources in the Library
          - Key Sports Management Resources in the Library
            - Sports Management, Industry and Career Resources at Kresge Library

Why a wiki?

- We added more subjective information
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)

- “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)

- 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 itself 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_Place
- Excellent resource from Chad Boening (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

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)

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
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:
- 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/Coursematerial/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:SpecialPages
- Allows for collective management of the site
Special Pages

• Statistics (total page views)

  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](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

  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_Resources](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

### 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

### Future Projects

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

Corey Seeman
cseeman@umich.edu

Jennifer Lammers Zimmer
jamm@umich.edu

http://webservices.itcs.umich.edu/mediawiki/KresgeLibrary/

For Distinct Communities

Created pages for Business Resources for Non-Business Students

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

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


Can connect to MEL databases and free resources
<table>
<thead>
<tr>
<th>For Distinct Communities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>M&amp;O Department</strong></td>
</tr>
<tr>
<td>Brown bag:</td>
</tr>
<tr>
<td>Journal Links:</td>
</tr>
<tr>
<td><a href="http://webservices.itcs.umich.edu/mediawiki/KresgeLibrary/index.php/M%26O_Journal_Links">http://webservices.itcs.umich.edu/mediawiki/KresgeLibrary/index.php/M%26O_Journal_Links</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>For Distinct Communities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Supply Chain</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>For Distinct Communities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Careers</strong></td>
</tr>
<tr>
<td>• General Resources:</td>
</tr>
<tr>
<td>• Sector Resources:</td>
</tr>
</tbody>
</table>