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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

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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

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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/)

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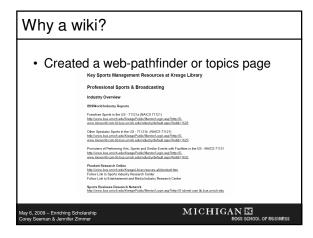
Kresge Library Website Managed by Jennifer Zimmer and her staff (Devon Persing & Todd Elkins) Page modifications are sent directly to them for loading to the site

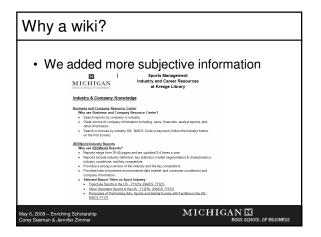


Why a wiki?

- 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

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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)

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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)

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Why a wiki?

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

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Models and Options

Kresge Library FAQ LibGuides BizWiki

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Models and Options

Kresge Library FAQ:

- <u>http://finditfast.bus.umich.edu/recordList?li</u> <u>brary=umich_business&institution=Umich</u>
- Designed and Hosted at Penn
- Shared FAQ Information based with locally adjusted "Answers and Questions"
- Original Name: Find.it.Fast!

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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

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Models and Options

LibGuides (Springshare)

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

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Models and Options Bizwiki • <u>http://www.library.ohiou.edu/subjects/bizwiki/index.php/Main_Page</u> • Excellent resource from Chad Boeninger (Ohio University) • Single author approach - takes on the role

 Single author approach - takes on the role and function of the website

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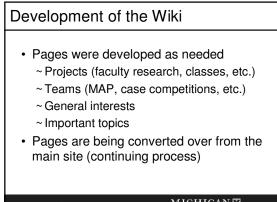
Welcome to the Wiki

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

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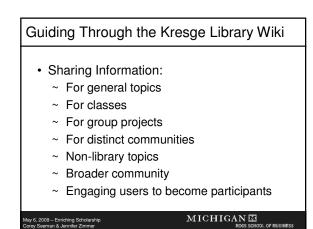
Development of the Wiki

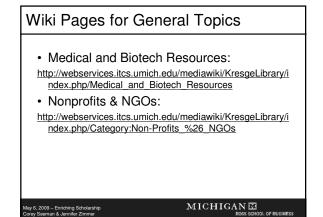
- Organic development
- Guidelines NOT rules
- Anyone can add any page
- Flexible and free-form data entry
- Establishment of a template page
- Attempting to make the Table of Contents
 of each page more uniform and succinct

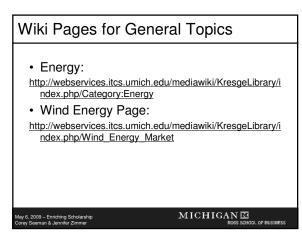
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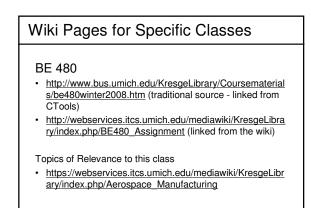
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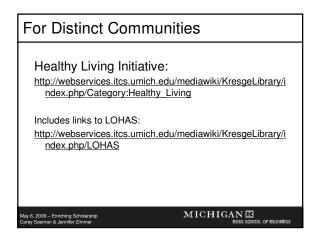






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Special Pages

- <u>http://webservices.itcs.umich.edu/mediawi</u> <u>ki/KresgeLibrary/index.php/Special:Special</u> <u>Pages</u>
- Allows for collective management of the site

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Special Pages

- Statistics (total page views)
- http://webservices.itcs.umich.edu/mediawiki/KresgeLibra ry/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)

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- Corporate Social Responsibility Resources (1,200)
- Entrepreneurship Resources for Non-Business Students
- (1,032)

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Special Pages • Dead-End Pages • <u>http://webservices.itcs.umich.edu/mediawiki/KresgeLibra</u>ry/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/KresgeLibra ry/index.php/Special:LongPages
- Finds pages that are long and could be split into multiple pages – which we did for CSR resources
 - <u>http://webservices.itcs.umich.edu/mediawiki/KresgeLibrar</u> y/index.php/Corporate_Social_Responsibility_Websites
 - http://webservices.itcs.umich.edu/mediawiki/KresgeLibrar y/index.php/Corporate_Social_Responsibility_Resources

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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

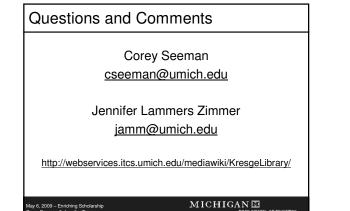
- Conversational in tone
- Topics can range from serious to fun
- Search driven vs. browse
- Open to all vs. stuck on CTools
- Multiple Authors from within the library and outside
- It can be anything we want it to be

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Future Projects

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

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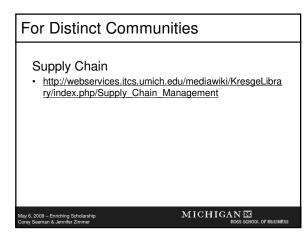
For Distinct Communities Created pages for Business Resources for Non-Business Students • http://webservices.itcs.umich.edu/mediawiki/KresgeLibra ry/index.php/Entrepreneurship Resources for Non-Business_Students http://webservices.itcs.umich.edu/mediawiki/KresgeLibra ry/index.php/Category:Resources_for_Non-Business University of Michigan Students

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For Distinct Communities	
ry/index.php/Kresge_Lib Journal Links:	
http://webservices.itcs.umi ndex.php/M%26O_Jour	Ch.edu/mediawiki/KresgeLibrary/i nal_Links MICHIGAN M



For Distinct Communities Careers General Resources: http://webservices.itcs.umich.edu/mediawiki/KresgeLibrary/index.php/Sustainability_Internships

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