A Wiki-wonderland II
Expanding and Growing the Kresge Library Wiki

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Kresge Business Administration Library

Deep Thoughts

- cseeman Finishing up the Kresge Library Wiki presentation today at 3pm #es2010 I love working with the wiki because I do not know where it will go
  twitter.com/cseeman
Presentation Outline

• About Kresge Library
• Why a Wiki?
• Other Models and Tools
• How we are Using it at Kresge Library
• Current and 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 around 100 resources that are identified for business research*
About Kresge Library

- [http://www.bus.umich.edu/KresgeLibrary/](http://www.bus.umich.edu/KresgeLibrary/)
- Managed by Jennifer Zimmer with Elizabeth Beers & Todd Elkins
- Page modifications are sent directly to them for loading to the site

Limitations of Kresge’s website
- Bottlenecks & middlemen
- Tyranny of topic pages
- Everything needs a hook to the main page
- 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

- Industry Reports
- Search for Sports in the U.S. - 7112 (NAICS 7113)
  http://www.brookings.edu/research/publications/7113us.asp
  http://www.brookings.edu/industry/industry_brief.asp?ProdID=362

- Other Related Sports in the U.S. - 7112
  http://www.brookings.edu/industry/industry_brief.asp?ProdID=362

- Prominent Past and Present Events in the U.S.
  http://www.brookings.edu/industry/industry_brief.asp?ProdID=362

- Plunkett Research Online
  http://www.plunkettresearch.com/89126/planet.htm

- Follow Link to Sports Industry Research Center
- Follow Link to Entertainment and Media Industry Research Center

Sports Business Research Network
  http://www.businessrek.com/industry/sports_business_research_network.asp
Why a wiki?

- We added more subjective information

- "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)
### 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)

<table>
<thead>
<tr>
<th>Why a wiki?</th>
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| • Working with ITS  
| • [https://webservices.itcs.umich.edu/](https://webservices.itcs.umich.edu/)  
| • Not so-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](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
  - [http://finditfast.bus.umich.edu/recordList?action=&library=umich_business&institution=Umich&query=sports&connector=and](http://finditfast.bus.umich.edu/recordList?action=&library=umich_business&institution=Umich&query=sports&connector=and)
- Only 20 links per page
- Does not lend itself to truly flexible explanations of larger - more complicated issues
- LOTS of zero result sets
- We are not actively adding to this resource

Models and Options

LibGuides (Springshare)

- [www.springshare.com/libguides/](http://www.springshare.com/libguides/)

University Library LibGuides Home

- [http://guides.lib.umich.edu/](http://guides.lib.umich.edu/)

Nonprofit Administration

- [http://guides.lib.umich.edu/content.php?pid=17944&sid=122409](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_Page](http://www.library.ohiou.edu/subjects/bizwiki/index.php/Main_Page)
- Excellent resource from Chad Boeninger (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/](http://webservices.itcs.umich.edu/mediawiki/KresgeLibrary/)
- Navigation is driven by categories
- Patron interaction can be search driven
- 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 on any subject
- Anyone can fix a page on any subject
- Flexible and free-form data entry
- While we have template pages, our goal is to have the material dictate the treatment
- Part of a cultural change at Kresge

Development of the Wiki

- We are not building a bridge here
- Instead, we can
  ~ Experiment with new types of pages
  ~ Continually tweak pages
  ~ Provide clarity
  ~ Eliminate bottlenecks
  ~ Eliminate tyranny
Development of the Wiki

- Pages were developed as needed
  - Projects (faculty research, classes, etc.)
  - Teams (MAP, case competitions, etc.)
  - General interests
  - Important topics
- Many pages were converted over from the main site

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
Looking at Wiki Pages

- General topics (pages and categories)
- Specific classes
- Distinct communities
- Special pages
- Beyond the traditional boundaries

Wiki Pages for General Topics

- Medical and Biotech Resources (page):
  [http://webservices.itcs.umich.edu/mediawiki/KresgeLibrary/index.php/Medical_and_Biotech_Resources](http://webservices.itcs.umich.edu/mediawiki/KresgeLibrary/index.php/Medical_and_Biotech_Resources)
- Nonprofits & NGOs (category):
Wiki Pages for General Topics

- Energy:
- Wind Energy Page:
  http://webservices.itcs.umich.edu/mediawiki/KresgeLibrary/index.php/Wind_Energy_Market

For Distinct Communities

Careers
- General Resources:
  http://webservices.itcs.umich.edu/mediawiki/KresgeLibrary/index.php/Category:Careers
Wiki Pages for Specific Classes

BE 480 (Winter 2009)

- [http://www.bus.umich.edu/KresgeLibrary/Coursematerial\_be480winter2008.htm](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](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](https://webservices.itcs.umich.edu/mediawiki/KresgeLibrary/index.php/Aerospace\_Manufacturing)

Wiki Pages for Specific Classes

- Strat 502 – Core Course for First Year MBAs
- Similar to EMBA 623
Wiki Pages for Specific Classes

- Marketing 300 – Core Course for junior year BBAs
- Grew from meeting with Section Leads
  [http://webservices.itcs.umich.edu/mediawiki/KresgeLibrary/index.php/Marketing_300_Assignment](http://webservices.itcs.umich.edu/mediawiki/KresgeLibrary/index.php/Marketing_300_Assignment)

Wiki Pages for Specific Classes

- BA 685 Marketing In Russia (John Branch & Jeffrey Sanchez-Burks)
- Business in Russia
Wiki Pages For Distinct Communities

Created pages for Consortium Students for pre-arrival interviews

http://webservices.itcs.umich.edu/mediawiki/KresgeLibrary/index.php/Consortium_Students

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Wiki Pages For Distinct Communities

Created pages for Business Resources for Non-Business Students

Created pages for Business Resources for Non-Business Students


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


Can connect to MEL databases and freely available resources
Wiki Pages For Distinct Communities

M&O Department
Journal Links:
http://webservices.itcs.umich.edu/mediawiki/KresgeLibrary/index.php/M%26O_Journal_Links

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)
  

  - Home page views: 17,922

<table>
<thead>
<tr>
<th>Wiki Page</th>
<th>LY Total</th>
<th>TY Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Career Resources</td>
<td></td>
<td>4,155</td>
</tr>
<tr>
<td>Strat502 Assignment</td>
<td>1,412</td>
<td>3,750</td>
</tr>
<tr>
<td>Medical and Biotech Resources</td>
<td>2,159</td>
<td>3,203</td>
</tr>
<tr>
<td>Nonprofit Resources</td>
<td>1,586</td>
<td>2,406</td>
</tr>
<tr>
<td>Sports Management</td>
<td>1,202</td>
<td>1,697</td>
</tr>
<tr>
<td>Corporate Social Responsibility Resources</td>
<td>1,200</td>
<td>1,681</td>
</tr>
<tr>
<td>Business Plan Resources</td>
<td></td>
<td>1,676</td>
</tr>
</tbody>
</table>

May 4, 2010 – Enriching Scholarship
Wiki-Wonderland II  Corey Seeman

Special Pages

- Dead-End Pages
  

  - 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/KresgeLibrary/index.php/Special:LongPages
• Split into multiple pages
  ~ http://webservices.itcs.umich.edu/mediawiki/KresgeLibrary/index.php/Corporate_Social_Responsibility_Websites
  ~ http://webservices.itcs.umich.edu/mediawiki/KresgeLibrary/index.php/Corporate_Social_Responsibility_Resources
• Create more internal links (clean up) - http://webservices.itcs.umich.edu/mediawiki/KresgeLibrary/index.php/Strat502_Assignment#Analyst_Reports

Beyond the traditional boundaries

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
Beyond the traditional boundaries

Printing at Kresge Library:
http://webservices.itcs.umich.edu/mediawiki/KresgeLibrary/index.php/Printing_at_Kresge_Library

‘Ross Culture’ Glossary

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

Cleaning up the Wiki

- As we continue to grow this resource, we want to make sure that we do not leave junk pages
- **Redundant pages – especially for instruction**
- Managing changing information (Analyst Reports)
Ongoing Projects

- Career Resources (OCD’s Career Tracker)
- More content about the Ross School and Ann Arbor
- More collaborative work with students and institutes

Questions and Comments

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