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ROSS SCHOOL OF BUSINESS

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/
- Managed by Jennifer Zimmer with Elizabeth Beers & Todd Elkins
- Page modifications are sent directly to them for loading to the site

About Kresge Library

- 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

IBISWorld Industry Reports

Franchise Sports in the US - 71121a (NAICS 71121)
http://www.bus.umich.edu/KresgePublic/Mentor/Login.asp?http://0-www.ibisworld.com.lib.bus.umich.edu/industry/default.aspx?indid=1628

Other Spectator Sports in the US - 71121b (NAICS 71121)
http://www.bus.umich.edu/KresgePublic/Mentor/Login.asp?http://0-www.ibisworld.com.lib.bus.umich.edu/industry/default.aspx?indid=1629

Promoters of Performing Arts, Sports and Similar Events with Facilities in the US - NAICS 71131
http://www.bus.umich.edu/KresgePublic/Mentor/Login.asp?http://0-www.ibisworld.com.lib.bus.umich.edu/industry/default.aspx?indid=1632

Plunkett Research Online
http://www.bus.umich.edu/KresgeLibrary/secure-all/plunkett.htm
Follow Link to Sports Industry Research Center
Follow Link to Entertainment and Media Industry Research Center

Sports Business Research Network
http://www.bus.umich.edu/KresgePublic/Mentor/Login.asp?http://0-sbrnet.com.lib.bus.umich.edu

Why a wiki?

- We added more subjective information

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Sports Management
Industry and Career Resources
at Kresge Library

Industry & Company Knowledge

Business and Company Resource Center

Why use Business and Company Resource Center?

- Search reports by company or industry.
- Great source of company information including: news, financials, analyst reports, and other information.
- Search or browse by industry SIC, NAICS Code or keyword (follow the Industry button on the first screen).

IBISWorld Industry Reports

Why use IBISWorld Reports?

- Reports range from 30-45 pages and are updated 2-4 times a year.
- Reports include industry definition, key statistics, market segmentation & characteristics, industry conditions, and key competitors.
- Provides a strong overview of the industry and the key competitors.
- Provides links to business environmental data (market and consumer conditions) and company information.
- **Selected Report Titles on Sport Industry**
  - Franchise Sports in the US - 71121a (NAICS 71121)
  - Other Spectator Sports in the US - 71121b (NAICS 71121)
  - Promoters of Performing Arts, Sports and Similar Events with Facilities in the US - NAICS 71131

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)

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)

Why a wiki?

- Working with ITS
- 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
- 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
- Only 20 links per page
- Does not lend it self 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/

University Library LibGuides Home

- http://guides.lib.umich.edu/

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_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/
- 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

- Nonprofits & NGOs (category):

http://webservices.itcs.umich.edu/mediawiki/KresgeLibrary/index.php/Category:Non-Profits_%26_NGOs

Wiki Pages for General Topics

- Energy:

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

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

Wiki Pages for Specific Classes

- BA 685 Marketing In Russia (John Branch & Jeffrey Sanchez-Burks)
- Business in Russia
- http://webservices.itcs.umich.edu/mediawiki/KresgeLibrary/index.php/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

Wiki Pages For Distinct Communities

Created pages for Business Resources for Non-Business Students

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

Wiki Pages For Distinct Communities

Created pages for Business Resources for Non-Business Students

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

Wiki Pages For Distinct Communities

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

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

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)

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

- Home page views: 17,922

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

Special Pages

- Dead-End Pages
- 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 - 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

http://webservices.itcs.umich.edu/mediawiki/KresgeLibrary/index.php/Ross_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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May 4, 2010 – Enriching Scholarship
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