MICHICAN Miss Erizzle: What Lessons from Miss Frizzle: What Should be The Guiding Forces for an Entrepreneurial Library 2010 Michigan Library Association Meeting Corey Seeman Kresge Business Administration Library cseeman@umich.edu twitter.com/cseeman

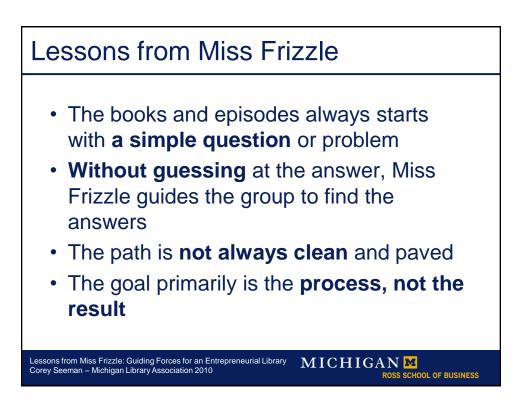


Miss Frizzle's Rules:

- Take Chances
- Make Mistakes
- Get Messy



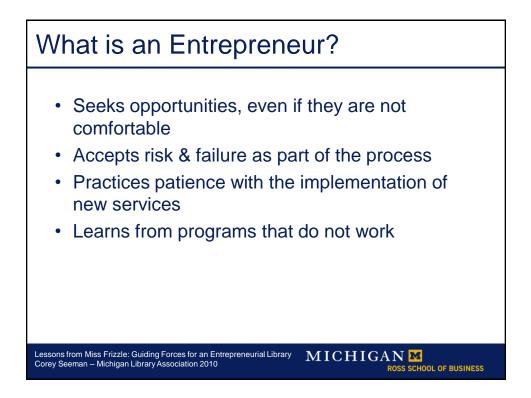
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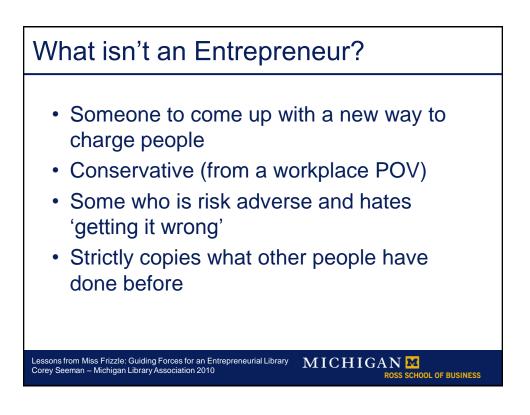




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Anyone can be the "Idea Man"

- Everyone in the library has:
 - ~ a unique and distinct vantage point
 - ~ a unique interaction with the patrons
 - the ability to contribute to the success of the library
 - a vested interest in the overall success of the library

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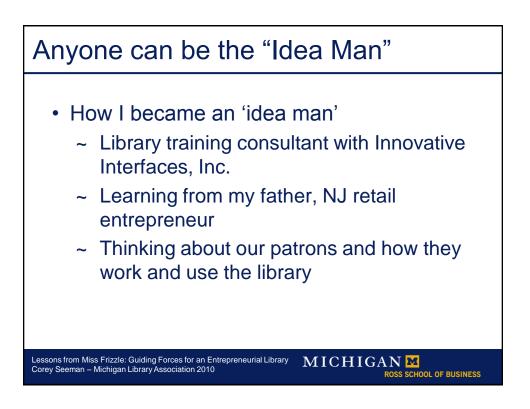
Anyone can be the "Idea Man"

Yes, the Idea Man! What're his hopes and dreams, his desires and aspirations? Does he think all the time or does he set aside a certain portion of the day? How tall is he and what's his shoe size? Where does he sleep and what does he eat for breakfast? Does he put jam on his toast or doesn't he put jam on his toast, and if not why not and since when? – Newspaper Editor



Hudsucker Proxy (1994) Joel and Ethan Cohen

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Appreciating & Accepting Failure

@21, failed in business
@22, lost a legislative race
@34, lost a congressional race
@45&49, lost senate races
@52, elected president



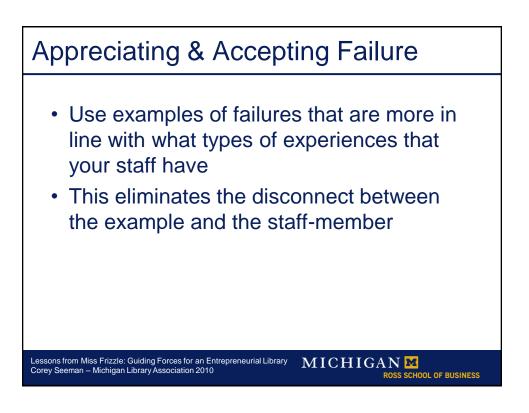
As a sophomore, he was cut from his high school basketball team

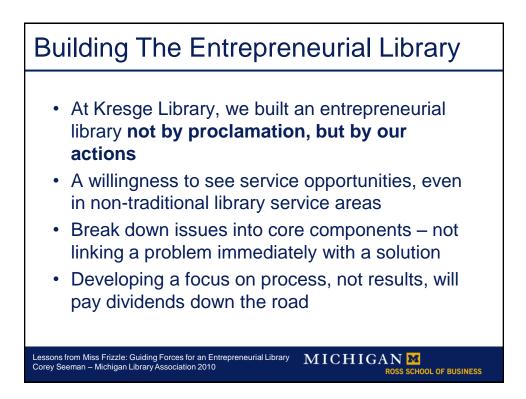


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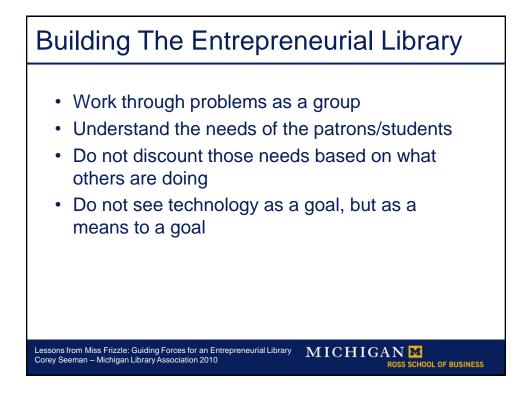
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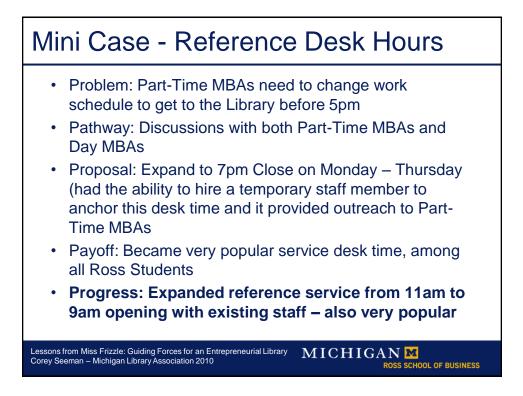




Mini Cases

- Service enhancements and changes over the past four years at Kresge Library.
- Some venturing into non-traditional library services.
- Examples of what we are doing at Kresge and HOW we are working through the problems.
- Questions we asked:
 - ~ Is this an information need?
 - ~ Can we help?
 - ~ What is the real cost?

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Mini Case – Syllabi Archives Problem: Students wanted a way to look at old syllabi when selecting classes Pathway: Students talked about it in meetings with the Deans Proposal: Deans originally proposed an online space to view all these (CTools). We countered with a different solution that provides more flexibility and access to a wider audience (alumni) Payoff: Kresge Course Syllabi Archives • Progress: Moved to a database structure in 2010 and starting finding other audience members for the service Lessons from Miss Frizzle: Guiding Forces for an Entrepreneurial Library MICHIGAN M Corey Seeman - Michigan Library Association 2010 ROSS SCHOOL OF BUSINESS

Mini Case – Faculty Scholarship DB

- Problem: No good way to track faculty scholarship
- Pathway: Through accreditation process, we realized that we had no great way to pull this information together
- Proposal: Blank slate to create a system to manage this. Tried blogs, wikis and considered a stand alone database. Came up with a proof of concept database using our library catalog.
- Payoff: Kresge Faculty Scholarship Database
- Progress: Through Beyond the Grey Pinstripes citation review (ranking for green programs), we realized that we cannot export the data as needed – we need to tweak this (not a failure – but an opportunity)!

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Mini Case - Evening Printing Service for Faculty

- Problem: Faculty requested a means of having evening support for printing class handouts (to facilitate a just-in-time approach).
- Pathway: Learned through Faculty meetings with Chief
 Operating Officer
- Proposal: Create a mechanism where faculty can submit jobs and have them printed at Kresge Library by evening staff. The jobs would be limited in what could be done on the machines at the Library.
- Payoff: Not much we have only had this used a few times in the past three years.
- Progress: Maintaining service though assessing the need We might have misread the market/demand

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Back to Miss Frizzle

- Experimenting is a messy job
- We can test and test, but services might never take off at our library
- Not every idea is good
- If we were solely fixated on success, we would only do things successfully implemented elsewhere
- We should never fear the 'cost' of success

Thank You

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