

## *Departmental Libraries: Aligning and Positioning at the Intersection of Collections and Services*

University of Michigan Perspective

Corey Seeman

*Kresge Business Administration Library*

---

## Departmental Libraries at Michigan

---

- Kresge Library: Independent Library at University of Michigan - Ross School of Business (3700 FTE)
- Staff of 20 FT people (8 librarians, 12 staff) with 4.5 FTE of temporary staff
- Open 108 service hours a week
- <http://tinyurl.com/KresgeLibrary>
- University of Michigan has: 20 libraries in 12 buildings
  - ~ Over the last two years, Dental and Social Work Libraries closed
- Campus has an additional 30 independent departmental libraries

## Place, Role and Value of Dept. Libraries

---

- What is a Departmental Library (DL) in the digital age?
  - ~ A collection?
  - ~ A staff?
  - ~ A service?
  - ~ A unique skill-set or expertise?
- What is the understood value of the DL?

## Place, Role and Value of Dept. Libraries

---

- Is the DL a priority in a time when:
  - ~ Resources are scarce or limited
  - ~ Initiatives are unfunded
  - ~ Space is at a premium (especially collaborative group study space)
  - ~ We are viewed as a storage facility with great real estate?

## Place, Role and Value of Dept. Libraries

---

- Maybe we should be asking “The Ultimate Question” (Fred Reichheld)
- ***How likely is it that you would recommend this company to a friend or colleague?***
- *<http://www.theultimatequestion.com>*

## Place, Role and Value of Dept. Libraries

---

In the “good news” section of our brown bag yesterday, the award that our library recently won was announced. I wanted to pass on my congratulations to you and the whole team there! This is quite an honor! You all should be very proud of what you do every day. I’m very happy to see our library recognized in this way and I hope that you take great pride in it and in the award! - *Message from a faculty member on a recent award won by Kresge.*

## Measuring Return

---

- Do our “customers” recommend us to colleagues?
- Do older students suggest us to younger ones?
- Do we provide the services and collections that our customers want?

## Measuring Return

---

- ROI is critical for the success of a departmental library
- OR – should we look at ROE (*Return on Effort*)?
- Are we a necessary of desired activity of the University?

## Measuring Return

---

- In a centrally funded DL model, ROI/ROE might encourage the central library to:
  - ~ Reduce redundancy
  - ~ Reduce or eliminate service points and hours
  - ~ Create delivery mechanisms to offices, not libraries
  - ~ Digital resources allow access anywhere
  - ~ Consolidate service providers
  - ~ Convert Library space to “Info Commons”

## Measuring Return

---

- In a locally funded DL model, ROI/ROE might encourage the department to:
  - ~ Reclaim space for other needs
  - ~ Better utilize space with more open schedule/hours
  - ~ Better utilize for collaborative space
  - ~ Reduce costs for services that students and faculty are not using
- Accountability is greater for these DLs

## Measuring Return

---

- What are we doing to ensure that we are meeting the needs of the school?
- Are we creating “boosters and ambassadors” at our school?

## Measuring Return

---

- What has been our focus at Kresge?
  - ~ Collections:
    - License unique content for the Ross School
    - Provide expertise with subject matter to help faculty and students with the research that they need
    - Do not hide the books – they are important too

## Measuring Return

---

- ~ Services (put it first in everyone's mind):
  - Embed the librarians with the school
  - Placement of librarians with action-based learning teams
  - Provide services that are not found elsewhere
  - Don't close the Ref Desk – but expand the service
  - Strong support for faculty research

## Measuring Return

---

- Communication is key to staying central to the mission of the school
- Resources are important, **but services are critical**
- Produce focused annual reports that will showcase the services
- Be Responsive
- Do not “manage expectations”

## Future for Michigan

---

- NextGen Michigan
  - ~ Shared Services Model for IT expenses at Michigan (42 email services)
- Central administration exploring all “local services” that do not match the needs of the school or are redundant
- Goal to maintain needed outcomes through most cost-efficient means.

Kresge and Department Libraries at University of Michigan  
Corey Seeman – Charleston Conference 2010

MICHIGAN   
ROSS SCHOOL OF BUSINESS

## Thank You

---

Questions?  
Corey Seeman  
cseeman@umich.edu

Kresge and Department Libraries at University of Michigan  
Corey Seeman – Charleston Conference 2010

MICHIGAN   
ROSS SCHOOL OF BUSINESS