Business Librarians – Serving the Public at Large

2012 MLA Small Business, Big Returns
Corey Seeman
Kresge Business Administration Library
Ross School of Business (University of Michigan)

Community Engagement

• Community engagement. I also believe it is critical for business students to engage with local partners, and Ross students do – through intense, in-company consulting projects, volunteerism, and other activities sponsored by the school. Since 1992, our students have executed more than 1500 projects for startups, nonprofits, and multinationals, opening new revenue streams, saving millions through supply chain improvements, and more.

~ From Dean Alison Davis-Blake’s blog – August 31, 2011
About Kresge Library

- Kresge Library: Independent Library at University of Michigan - Ross School of Business (3700 FTE)
- Staff of 21 FT people (8 librarians, 13 staff) with 4.5 FTE of temporary staff
- Open 108 service hours a week
- http://tinyurl.com/KresgeLibrary
- We offer almost 100 electronic resources primarily focused on business – but they are licensed at the academic rate and purpose

Kresge Library Resources and Services

- Reference Services at Kresge
  ~ Walk-in Use at Kresge Library (Ann Arbor)
  ~ Email Reference
  ~ Phone Reference
  ~ IM Chat Service
- All are available to everyone – but Ross Community is Job 1 & UM Community is Job 2
- We help in any capacity we can
Kresge Library Resources and Services

**Kresge Priorities**

- Michigan Ross
- Other UM
- Ross Alumni
- Colleagues/Peers
- Michigan Users
- Worldwide Users

*Also matches our marketing*

Ross School of Business Community

---

**Walk-in Use of the Kresge Library**

- Many resources are available for walk-in users at Kresge
- We have 10 public use PCs that do not require a login
- This summer, we will get 1-2 Bloomberg terminals
- Can write to flash-drive or email – but printing is not available

---

Business Librarians – Serving the Public at Large
Corey Seeman – MLA Small Business, Big Returns - April 2012
Walk-in Use of the Kresge Library

• Industry
  ~ IBISWorld, Marketline (Datamonitor), Business Monitor Online

• News
  ~ Factiva, ABI/INFORM (ProQuest), Business Source Complete (EBSCO), Historical NYT & WSJ

Walk-in Use of the Kresge Library

• Company
  ~ OneSource, ORBIS, Mergent

• International Business Resources
  ~ Business Monitor, EIU (Economist Intelligence Unit), ISI Emerging Markets
  ~ Connect with freely available resources (World Bank’s Doing Business In and MSU’s GlobalEdge (globaledge.msu.edu/))
Reference Queries at Kresge

- Questions Most Commonly Asked by guests:
  - Size of a particular geographic market
  - Demographics and generational marketing
  - Historical company information (stock prices and directory information)
  - Industry information
  - Company research (market saturation and competitors)

Reference Queries at Kresge

- We benefit by being a “business library”
- Students are often more upfront for what they are looking for.
- Some business users are more coy and secretive about what they are looking for – which makes it harder to glean!
- We have definite busy times of the year that most community users do not recognize.
Reference Queries at Kresge

• Past three years – relatively small percentage from outside the university

<table>
<thead>
<tr>
<th></th>
<th>FY2010</th>
<th>FY2011</th>
<th>FY2012 YTD*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ross</td>
<td>5173</td>
<td>5061</td>
<td>4143</td>
</tr>
<tr>
<td>Ross Alumni</td>
<td>153</td>
<td>165</td>
<td>119</td>
</tr>
<tr>
<td>Other UM</td>
<td>222</td>
<td>224</td>
<td>194</td>
</tr>
<tr>
<td>non-UM</td>
<td>119</td>
<td>90</td>
<td>87</td>
</tr>
</tbody>
</table>

Kresge Wiki Pages

• Business Information for Michigan Residents

• Focus on MeL databases and other resources freely available on the Internet

• Started to identify state-wide libraries with key business collections

• Freely Available Business Resources
  [http://tinyurl.com/MichBiz2](http://tinyurl.com/MichBiz2)
Supporting Local Programs

- ExporTech (March 2010)
- Livingston County FastTrac (Fall 2011)
- Support given to these users:
  ~ Helping these small business owners learn the landscape of business information
  ~ Provide more detailed support and directions
  ~ Greater ability to help these users because of our focus on business issues

Contributions to the Process

- We can provide clarity (what resources do they have access to vs. those that cost)
- We often have a better sense of the value of resources than our users
- We can provide directed guidance for specific questions
- We can provide referrals to regional libraries and other centers that can assist
Thank You

Contact Information
Corey Seeman
cseeman@umich.edu

Kresge Business Administration Library
http://www.bus.umich.edu/kresgelibrary/