

## *Business Librarians – Serving the Public at Large*

2012 MLA Small Business, Big Returns

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*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  
<http://rossblogs.typepad.com/deansblog/2011/08/educate-innovate-create-.html>

## 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

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## 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

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## Kresge Library Resources and Services



### *Kresge Priorities*

Michigan Ross  
Other UM  
Ross Alumni  
Colleagues/Peers  
Michigan Users  
Worldwide Users  
*- also matches  
our marketing -*

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## 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

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## 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

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## 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 ([gloaledge.msu.edu/](http://gloaledge.msu.edu/)))

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## 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)

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## 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.

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## Reference Queries at Kresge

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

	FY2010	FY2011	FY2012 YTD*
Ross	5173	5061	4143
Ross Alumni	153	165	119
Other UM	222	224	194
non-UM	119	90	87

## Kresge Wiki Pages

- Business Information for Michigan Residents  
<http://tinyurl.com/MichBiz>
- 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>

## 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

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## 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

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## Thank You

Contact Information

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Kresge Business Administration Library

<http://www.bus.umich.edu/kresgelibrary/>