

MICHIGAN 
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*The Two Spaces of a Modern Library:
Using Business Library Collection as
Outreach and Community Engagement*


2013 MLA The Library as Place - Novi Public Library

Corey Seeman
*Kresge Business Administration Library
Ross School of Business (University of Michigan)*

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 108.5 service hours a week
- <http://tinyurl.com/KresgeLibrary>
- We offer over 90 electronic resources primarily focused on business – but they are **licensed at the academic rate and purpose**


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The Two Spaces of a Modern Library

- How do people see the library?
- How do people see the space?
- How do people see the collections?
- How do people see the services?
- Does anyone fully grasp what a modern library collection is?

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The Two Spaces of a Modern Library

- **How do they see us?**
- **Storage or Service?**



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The Two Spaces of a Modern Library

- There are two distinct spaces that a modern library operates in:
 - ~ The Physical Space
 - ~ The Ethereal Space
- Both are critical for our work and for academic libraries everywhere.
- Both are critical for considering outreach activities with our collections (esp. in business).

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The Library as Place - Physical Space

- The Physical space of the library is used for quiet study and contemplation.



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The Library as Place - Physical Space

- The Physical space of the library is used for managing printed collections...
- **Which ARE STILL RELEVANT and USEFUL!**
- ILL request from a Law Library in Virginia.



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The Library as Place - Physical Space

- The Physical space of the library is used for access to certain stand-alone databases and public access.



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The Library as Place - Ethereal Space

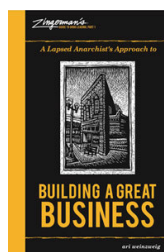
- This is where we connect with users.
- This is where we provide outreach.
- This is where our value is revealed.
- This is where we are like the “Shell Answer Man!”
- This is where we SHINE!

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The Library as Place - Ethereal Space

- The Ethereal Space is **boundaryless**
 - ~ 12 Natural Laws of Building a Great Business
 - ~ #9 – Success Means You Get Better Problems (p.54)
- As Gershwin said well – with ethereal space – “They Can’t Take That Away from Me”



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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
- While non-Michigan Community is Job 3 – we still aspire to assist them.
- We help in any capacity we can given licensing restrictions.

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Kresge Library Resources and Services

IM Chat Service – People all over contact us this way!

University of Michigan Ross School of Business
Kresge Business Administration Library



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Kresge Library Resources and Services

- Many resources at Kresge are available for walk-in users.
- Some are restricted to current Michigan or Ross students (licensing considerations are huge).
- We have 10 public use PCs that do not require a login – these include 2 Bloomberg terminals.
- Can write to flash-drive or email – but printing is not available for guests.

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The Library as Place - Ethereal Space

- In business libraries, the questions asked by students and community members are fundamentally more similar.
- Looking at new business spaces.
- Trying to find answers that are not as easily found as they anticipated.
- They often need help reframing the question to the available data.

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The Library as Place - Ethereal Space

- 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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The Library as Place - Ethereal Space

- Business Information for Michigan Residents
<http://tinyurl.com/MichBiz>
- Focus on MeL databases and other resources freely available on the Internet.
- Will expand MeL offerings when the new resources come online.
- Started to identify state-wide libraries with key business collections.
- Freely Available Business Resources
<http://tinyurl.com/MichBiz2>

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The Library as Place - Ethereal Space

- Moving over to LibGuides (like everyone else) this summer.
- We will continue to provide as many links as is relevant.
- MeL databases allow us to help anyone in the state – this is good for outreach and community support from Ross.
- Good for Kresge, Good for Ross and Good for Michigan businesses.

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The Library as Place - Ethereal Space

- We can talk about information literacy – but it is the reference interview that I believe our users are seeking.
- We have so many people who do not know how to frame the question.
- The assumption or desire is that the work is already compiled – but if it were, the space would not be entrepreneurial.

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The Library as Place - Ethereal Space

- 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)
 - ~ Many come from other librarians – this is OK!

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The Library as Place - Ethereal Space

- 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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- 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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The Library as Place - Ethereal Space

- #9 – Success Means You Get Better Problems (p.54)
- Questions from Lakeland Correctional Facility (Coldwater, MI).
- Typed letters from inmates asking about business information to get a clean start in life.
- Answered both letters (in December and January).
- Modest effort on our part, big returns on their end (we hope).

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Thank You

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