Business Information Services (BIS)
Report for FY13
Submitted by Associate Professor Becky Smith
With Associate Professors Carissa Phillips and Yoo-Seong Song

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Service Description

Formerly the Business & Economics Library (BEL), Business Information Services (BIS) is a new service model, which officially commenced in August.   Rather than being defined as a distinct physical collection and separate space, this new model is defined by some services that are embedded in the primary departments served and others that are integrated into broader library service programs that provide support for scholars and students throughout campus using business information. Unlike any of the other new service models, the organizational structure for faculty librarians is horizontal as two of the faculty members report to other units.

Collectively, the members of the group had presence in 5 locations: the Main Library (RRSS –Scholarly Commons and Information Desk, and SSHEL); Undergraduate Library (VR and Research Desk), the School of Labor and Employment Relations, the College of Business (the Market Information Lab [MIL] in Business Instructional Facility and the Digital Research Library [DRL] in Wohlers Hall) and via electronically (e-mail services).   BIS has a website, http://library.illinois.edu/bis/, through which users can access resources and over 2 dozen libguides as well as locate the e-mail link (bis@library.illinois.edu) to contact faculty and library staff for assistance.

Personnel:

Becky Smith, Associate Professor, 95% BIS, 5% UGL
Formerly the Head of BEL, Becky joined the CPS Division and worked on the UGL Research desk 2 hours weekly in the Fall and 1 hour weekly in the Spring and gave presentations on basic business reference to the Main Library Hub group.   Assisted by Zoe Revell, .5 FTE staff, she continued to be in budgetary and selections charge of the serials, both in print and electronic formats, as well as the BIS website. Becky also took on the duty of GA and GH supervisor (formerly Carissa Phillips) for .75 FTE. Becky's main thrust was the increase of hours in her embedded role in providing leadership for the COB Digital Research Library (DRL). Between BIS GA's ,Zoe Revell, and Becky, DRL was staffed 15 hours weekly in fall and spring Semesters, open solely to faculty, doctoral students, and COB research assistants. DRL employees worked on various projects while assisting researchers and held occasional workshops.   DRL was open by appointment only in the summer sessions and interims.

Carissa Phillips, Associate Professor and Business & Finance Librarian, 75% BIS, 25% RRSS
Carissa did all of the approval plan selection ($24.6 K), answered questions through the BIS e-mail account and directly. She worked on the VR desk 2-3 hours weekly, and presented business information sessions in the Spring Hub Training as well as for the Saavy Researcher Series.   Carissa also offered research consultation hours in the Market Information Lab (MIL): 9 hours per week in fall and spring, and 6 hours per week in the summer. She increased her outreach, performing a high number of instructional sessions on behalf of BIS.   Carissa developed a number of libguides and was able to update

many other ones. Within the Scholarly Commons, she began developing on expertise on software tools such as ABYY Fine Reader, SAS, and R.

Yoo-Seong Song, Associate Professor and Labor/Economics Librarian, 75% SSHEL, 25% BIS
Yoo-Seong' s area of expertise is career information searching, thus he continued to give presentations on career searching.   He also performed instructional sessions on marketing research, LER, and international business. Yoo-Seong maintained the Career Corner libguide, as well as international business and marketing research libguides, and the LER Virtual Library website. Yoo-Seong also answered e-mail reference questions and worked the VR desk 2 hours weekly.

Zoe Revell, LOA, 50% BIS, 50% Staff Development & Training (Office of Services)
Zoe monitored the GA's summer projects related to serial records (as time allowed) and worked with Technical Services on other serials issues. Zoe made her office available for other project work such as website updates (CMS), video/audio recordings, libguides, and Fast Answers.   She also created Google calendars for DRL scheduling.

Graduate Assistants (all on State Funds):

Suzanna Cassida, .5FTE, BIS, with 4 hours weekly at the RRSS Info Desk. Projects included video shorts on searching for company information—a 4 part series (using Camtasia and Audacity), updating Fast Answers (a shared business FAQ database created by Penn's Lippincott Library in collaboration of 32 other major academic business libraries in North America & Europe, assisted on the *DRL Dispatch* newsletter to the COB and serial records clean-up.

Amanda Hatland, .25FTE, BIS, .25FTE UGL. Projects included creation of BIS on Pinterest, assisting with creation of the *DRL Dispatch* template on Publisher and content for 4 issues, DRL libguide, DRL marketing plan development (in process), assistance with citation counts in *Web of Knowledge, Business Source Complete, Google Scholar* for COB faculty going up for P & T.

Additionally, the University Library Budget Group supplied $2000 one-time funds for a graduate hourly (GH) to work on the BIS web pages—updating them and other immediate changes.   The Budget Group also supplied GH money for summer projects.

Accomplishments for the BIS:

- An increase in instructional sessions
- An increase of outreach/embedded/consultation hours for BIS librarians, staff, and GA's
- More opportunities for advanced reference and project work, such as video clips on company information, one-on-one time for dataset creation and manipulation, and citation counts for the College of Business P & T candidates (as requested)
- Increased number of individual and tailored libguides
- Official launch of the College of Business Digital Research Library (DRL), an enhanced reference and research support service for the COB faculty and doctoral students; the b-school paid approximately $20-30K for the repurposing a student lounge as a digital research room. The

décor contains quality framed business artifacts and espouses hospitality with plants and a coat/hat for researchers who need to stay more than 5 minutes for consultations or use SDC for long periods of time. DRL has 4 state-of-the-art workstations, and a meeting table which seats 4 people for group consultations.

- Creation of the e-mail newsletter, *DRL Dispatch*, which promotes DRL's services, new databases and showcases other relevant digital collections of BIS and the University Library via thematic months to faculty and doctoral students
- Saved the University Library 48K in student wages, which were reallocated to other units after BEL's closure
- Website enhancement in promoting the monographic business collections through social media, such as Pinterest
- 153 serial records were cleaned up/updated
- 1000 of 7000 titles with BEL as a MFHD have been corrected
- BIS members authored 4 of the top 10 most popular libguides
- Doctoral students using Securities Data Corporation (SDC) databases on DRL's dedicated workstation were more satisfied with downloading capabilities than when SDC was in BEL's Computer Lab, as the machines were old and not supported well by Library IT (due to the hundreds of public and staff machines that had to be maintained) , thus were slow or often out of order

FY13 Challenges for BIS:

- Students were still directed to Main Library Room 101, only to discover there was no Business & Economics Library. This may be due to the communication issues concerning BEL's closure. Also, there were 7000 monographic location title changes needed, thus students continued to look for BEL as a location.
- *EconLit plus Text* titles were excluded from Primo, even after EBSCO had agreed to allowed them to be in our discovery service.
- Meeting as a group, due to staggered embedded hours and duties in new units, instructional demands, and committee meetings.
- At night or on weekends, doctoral students (or RAs) had to use the SDC database at the MIL for more immediate access, but the MIL's machine was slow, compared to the faster (almost) state-of-art workstations in DRL; moreover, MIL did not support SDC (or WRDS) unless Carissa was conducting reference hours in MIL.   MIL's dedicated machine was also out of order for 2 months.
- When staffing DRL, the GAs and Zoe possessed limited knowledge in how to help the doctoral students in using SDC (or other sophisticated databases) for identifying appropriate fields (aka variables) in financial or merger/acquisition databases (often READ 4-5 scale, with an occasional 6) when Becky was not scheduled to work with them.

- Not being able to use large endowments for recurring databases that the researchers need and ask for, or even if a donor paid for a specific e-resources for one year (Best Insurance Reports online is the example in which a particular donor made a donation—granted it is only for year). The purchasing nature of business information is more recurring than one-time costs for archival collections, and state procurement regulations slow down licensing agreements. The b-school had to pick up the cost for paying for this resource.
- Whether or not to promote BIS as a brand.

BIS Plans for 2014

Next year's goal of the group is to continue the model for another year with some incremental changes, then do a full assessment in summer 2014. BIS members' plans include the following:

- Carissa will be incorporating more services of the Scholarly Commons as part of her outreach; however, as a tradeoff, she will be providing reduced in-person reference hours in the MIL and less instructional sessions to experiential learners in the business school.
- Becky will taking on the BIS approval plan selection and budgeting, thus she will be the sole BIS collection development member of the group. With the new GA on board who has previous experience with financial databases, Becky anticipates that the training time on more sophisticated databases will be less this year in order to have more time for collection development and developing workshops in DRL for the doctoral students.
- Yoo-Seong is taking on the duties of Korean Studies Librarian (25%, pending Board approval), thus he will be with BIS 10% only of his time, mainly for e-mail questions as appropriate or career information talks.
- The BIS half- time staff person, Zoe, will continue to work on serials records processing and ensuring the resources are discoverable via the online catalog and our web scale discovery service, Primo. She will also work 2.5 hours weekly at the Info Desk on behalf of BIS.

Upcoming/Ongoing Challenges:
- The GA allocations have been cut 2/3 from 30 hours per week to 10 hours for FY14, thus project work for more robust virtual services will have to be balanced with reference services. Virtual services do require different skills and expertise that are different in keeping the website up to date and with changes in b-school curriculum that is incorporating more flip courses. The COB is supplying GH funds up to 5 hours weekly in order to maintain DRL's business hours, but that funding may be available only for FY14. DRL will have to access the use of the facility and its services. Moreover, the new GA does not have prior cataloging experience or coursework to assist Zoe Revell with serial and monographic records clean-up, and Zoe is only .5FTE in BIS.
- DRL will be taking on more advising for COB purchases of business databases BIS cannot afford (or cannot do due to issues related to procurement regulations) and for a pilot for creating a Business Administration (BA) faculty research database. Some of the initiatives are due to new AACSB Accreditation Standards, released in April 2013. The database project will require creative thinking and entail more project management.

- Communication between members of the group, as we are scattered in 5 places.
- 33 serial titles have advanced cataloging problems that Zoe is slowly working through and finding out who to send it to get it fixed, as many of these are now in that she doesn't have authority for, i.e. ACES, REF.
- The process is slow in working with ACQ to make sure that BIS fund reports and ACQ records correctly reflected what was desired for our materials, i.e. Labor Journals that were supposed to be flips but found out later they could not be flipped—and matching those up with the Vufind records. That was part of the summer serials project.
- Another challenge is to find places for all the straggly items and pieces that BEL/BIS didn't know what do with when Library Facilities accelerated the time table of BEL's closure from 6-9 months, to less than 3 months. Zoe retains a cart of those orphan items which may or may not be eligible for remote storage, stacks or digitization for open access.
- Correcting errors or finding solutions related to BEL/BIS online catalog and ACQ will take many years, thus users will be continue to confused by the holdings, and it is not easy to have a complete picture of serial titles (both print and electronic) in the fund reports. When a huge collection is no longer a separate circulating one nor the reference materials are accessible and visible in one place, it does not signify that fewer people are needed because it is no longer a physical unit; instead, the virtual service model creates a new set of problems, often more complex when serials are involved and now there is only half- time BIS staff person (a LOA) who understands the anomalies in our business collection; however, she lacks the cataloging authority to change the records, and with little support. Continued divestment in funding for BIS staffing erodes the progress of what is supposed to be a more sustainable and robust new service model.
- There are issues about the PDA mechanism and who decides how which fund is appropriate to pay for the book. Several books which BIS would not purchase due to the nature of the work nor the appropriateness of the collection have been charged to the CRCP fund. The profile will need to be tweaked, and a separate fund for Econ needs to be set up, but also there should be discussions about the PDA mechanism in general.

Reference Statistics

BIS members (including staff and GA's) answered 614 questions via in-person, e-mail, phone and chat. This number excludes statistics from LER as LER keeps its own statistics. The top 10 categories for types of questions were these, according to Desktracker:

Key for *BEL-This Question is About:*

1 =	(21%)	Other
2 =	(16%)	Company Information
3 =	(15%)	Finance
4 =	(8%)	Industry Information
5 =	(8%)	Mergers & Acquisitions

6 =	(7%)	Database Access
7 =	(4%)	International Business
8 =	(4%)	Management
9 =	(3%)	Organizational Structure
10 =	(2%)	Accounting

The rest were splintered amongst other sub-categories of accounting, finance, and management. Although "Other" was the top category, likely it depicts directional or hours.

Within the total number of reference questions, the following rankings reflect the different channels, patron types and levels of effort for assistance.

For ***In-Person***:

1 = (41%) In Person <5 Minutes
2 = (23%) In Person 5-15 Minutes
3 = (18%) In Person Consultation >30 minutes
4 = (17%) In Person 15-30 minutes
5 = (1%) In Person Information/Directional

58% was 5 minutes or more. Wednesday, Thursday, & Friday were the busiest.

For ***E-mail***:

1 = (41%) Email 5-15 minutes
2 = (29%) Email 15-30 minutes
3 = (17%) Email < 5 minutes
4 = (14%) Email Consultation >30 minutes

84% was 5 minutes or more. Monday & Thursday were the busiest.

The Chat and Phone percentages are omitted as those channels of transactions are significantly lower.

For ***Patron Type***:

1 = (45%) Graduate Student
2 = (22%) Undergraduate Student
3 = (18%) Faculty/Staff
4 = (10%) Unknown
5 = (2%) Outside UIUC/Non-Affiliate

UIUC Desktracker previously had a PhD category patron type, but that was eliminated in August 2012 in order to make Desktracker categories more uniform across the Libraries.

For *READ Scale:*

1 = (33%) READ Scale 3
2 = (27%) READ Scale 4
3 = (19%) READ Scale 2
4 = (17%) READ Scale 1
5 =   (5%)   READ Scale 5

READ Scale of 3-5 is fairly usual for BIS subject expertise, but also illustrates experience levels of the group members.   65% of the questions were in upper scale range.

Instructional Statistics

Overall, BIS members performed 85 instructional sessions.   Each BIS faculty member has her/his way of classifying/identifying instructional activities and agrees that variances are all right.   Faculty report individual statistics in their personal annual reports.

Other –Technical Services Statistics

- 292 books that were missing were suppressed
- 570 books that were withdrawn, title was updated to reflect that status
- 71 books were not found and updated status to missing
- 153 titles were updated/cleaned up
- 1000 of 7000 titles were processed