Critical business collections: Examining key issues using a social justice lens

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Katharine Macy, IUPUI
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Charleston Conference 2017
http://tinyurl.com/CHS17CritBiz
Program Outline

• Business Librarianship Basics
• What is Critical Librarianship
• Open Access & Evaluation of Collection Resources
• Database Licenses & Practical Business Activities
• Making Business Resources Available for Walk-in Users
• Questions
Business Librarianship Basics
What is Critical Librarianship

• Heather Howard, Purdue University Libraries
  (hahoward@purdue.edu)
Business Librarianship Basics

• Who are our patrons?
  • Students
  • Faculty
  • Entrepreneurs
  • Business Owners
  • Business Incubators
  • Startup Accelerators

• What are our collections?
  • Books and eBooks
  • Business Journals
  • Business Databases
    • Market Research
    • Demographics
    • Company Research
    • Articles/News
  • Datasets
What is Critical Librarianship

• Examining ways in which libraries and librarians consciously and unconsciously support systems of oppression [1]

• Critical librarianship includes:
  • development of critical thinking, information literacy, and lifelong learning skills in students
  • engagement with:
    • Diversity
    • Information ethics
    • Access to information
    • Commodification of information
    • Labor
    • Academic freedom
    • Human rights
    • Engaged citizenry
    • Neoliberalism [2]


Open Access & Evaluation of Collection Resources

• Katharine Macy, IUPUI (macyk@iupui.edu)
Why you should discuss open access (OA)

• Democratization of information

  Widens the reach of their research!

• Information creation

  Librarians can provide advice when choosing journals for publication and navigating author agreements.

• Challenges faced when discussing OA
  • Measuring Impact
  • Business school rankings
  • Tenure process
Evaluation of Collection Resources

• For accessibility...
  • Mouse dependent software does not work for screen readers necessary for visually impaired.
  • Is audio available?
  • What tools exist to help with learning disabilities?
• Use adaptive software to mitigate

Examples of software: JAWS 17, Read & Write Gold, Kurzweil 3000

Advocate for accessibility with vendors!
Evaluation of Collection Resources

• Market research and survey data

*We must understand our available content to help our students navigate the pitfalls*

Issues that may be present:

• Binary representations of gender
• Evaluation of methods for potential bias
• Other issues?
Navigating pitfalls – A Case Study

Persona creation for a marketing project deliverable.

Pitfall

Using research to support stereotypes.

Current national demographic trends may point to those currently in positions of power.

Demographic Profile

<table>
<thead>
<tr>
<th>General Statistics</th>
<th>Sample</th>
<th>Weighted (000)</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median Household Income</td>
<td>$123,820</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Median Age</td>
<td>43.5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Employed (Full or Part-Time)</td>
<td>70%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Married</td>
<td>65.2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Children in Household</td>
<td>42.6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Homeowners</td>
<td>76.5%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Note:**
- Data reflects the results from households with children, not the total population.
- Source: Simmons Research LLC, Spring 2019 NHIS Adult Study (March).
Database Licenses & Practical Business Activities

• Alyson Vaaler, Texas A&M
  (asvaaler@library.tamu.edu)
Database Licenses & Experiential Learning

Alyson Vaaler – Texas A&M University
Experiential Learning

- Consulting Projects
- Case Competitions
- Internships
- Incubators
- Entrepreneurship Classes
Example PMBA Project – Consulting Capstone

- Develop portfolio management program
- Result in $10MM-25MM cash flow gains
- Sign NDA
No form of commercial use...permitted. [Authorized Users may not] publish, re-distribute or make available to third parties any Intelligence which any of them extract from the Service, whether by itself or as part of any work or other material.

Customer may use, access, copy, store, display and create derivative works of...the Data for its internal business purposes and may use minor portions of the Data, as part of reports, or separately, given to clients of Customer, whether in electronic or other present or future media.

Authorized Users may...[use] the information comprised in the Services as part of a live project conducted as a requirement as part of the course PROVIDED THAT as a maximum, ONLY the lesser of 2.5% of any single report forming part of the Services, and 25% of a section within any single report, (such percentages to exclude indexes and contents pages) is included in a dissertation or thesis by way of a direct extract.
So what?

• Confidence in recommending sources to patrons, especially for staff

• Awareness of educational activities that licenses support and knowing the questions to ask vendors

• Implications for other disciplines (medicine, engineering, etc.)
Things to Think On

• Teach the process not the tools

• Teach awareness/education [3]

• Acceptable use policies

• Specific license language

Making Business Resources Available for Walk-in Users

• Corey Seeman, University of Michigan (cseeman@umich.edu)
Making Business Resources Available for Walk-in Users

• Libraries have long-standing policies and practices of welcoming diverse members of the community to use their resources.

• While circulation might be limited to current members of the community, most are free to browse and use onsite. Even might be the case with private universities.

• As we transition to electronic resources, the dynamics of walk-in use has been a problem that has been front and center on the minds of librarians, especially for business.
Making Business Resources Available for Walk-in Users

• Role of the Land-Grant Universities and making resources available broadly.

• University extension services do a great job of disseminating information.

• Libraries at those schools have a strong ethic when it comes to making these available.

Gast Business Library, Michigan State University (2011)
Making Business Resources Available for Walk-in Users

• Academic libraries pay pennies on the dollar for resources that are expensive for commercial clients.

• Making these resources available to as broad an audience is very important to the cultural mission of a library.

• Supporting a connection with the community that the rest of the school may or may not support.
Making Business Resources Available for Walk-in Users

• Who are walk-in users?
  • Local community members
  • Students at other schools
  • Independent scholars
  • Visiting scholars
  • Interested individuals
  • & people engaged in business

• There is a perception that business men and women are using these resources to by-pass the need to purchase them.

• Here is where Perception might not equal reality…
Making Business Resources Available for Walk-in Users

<table>
<thead>
<tr>
<th>Affiliation</th>
<th>Transactions</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ross Community</td>
<td>18563</td>
<td>90.48%</td>
</tr>
<tr>
<td>Other Michigan</td>
<td>826</td>
<td>4.03%</td>
</tr>
<tr>
<td>Ross Alumni</td>
<td>784</td>
<td>3.82%</td>
</tr>
<tr>
<td>Non UofM</td>
<td>343</td>
<td>1.67%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>20516</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Library transactions (mostly reference) over the past five years by affiliation – Kresge Library Services (July 2012-October 2017)
Making Business Resources Available for Walk-in Users

- Librarians need to find balance – between the needs of the current students and the needs of the community.
- Can libraries afford to walk away from a resource that does not allow walk-in use?
- While we have terminals, we do not offer walk-in printing (does not work with computing environment).
Making Business Resources Available for Walk-in Users

- Ideally, we would make all resources available to walk-in users.
- HOWEVER with specialized resources (very valuable to our students), publishers may not allow this use.
- They may be new to library environment.
- Resources who have “walked-out” of the library market – Factiva for alumni and Pharma eTrack. They need to balance the risk and reward.
Questions & Thank You

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