SCOPE

This report details the principal activities of Judge Business School's Information & Library Services over the past academic year. Expenditure and statistical usage of our physical and electronic resources are also presented.

HIGHLIGHTS

- We now have 44% more electronic visitors than visitors to the Information Centre.
- Our website http://www.jbs.cam.ac.uk/infolib has received almost 94k visitors this year – a 38% increase on last year.
- On average visitors stay for 6 minutes and most are visiting in order to access our databases.
- The majority of our key databases have been used more than last year with Capital IQ and Investext seeing a significant increase in use.
- Use of our advanced financial datasets has also increased markedly.
- Our ebook collection has grown significantly, however most users still prefer print.
- We have increased our social media reach/followers.
- For the third year running Information Centre footfall has increased by 5k visitors.
- Loans have decreased but only minimally.
- We now hold just under 12k volumes in our printed collection.
- Following Kirsty's departure, Ange has returned to take up the role of Deputy permanently. Polly Harper is maternity cover for Claudia Luna who leaves in mid-September.
- We have offered a popular range of teaching and training sessions.
- The number of enquiries received has decreased slightly.
- Most enquiries were received in person rather than remotely.
- The team's professional activities have included: published books and chapters; conference presentations; establishment of a libraries shadowing scheme; and consultative activities.
- Innovations have included: website enhancements; ebook development; proxy server authentication; and the designated support librarians initiative.
- Annual student survey results were once again very favourable, with 87% of respondents respectively, rating the team and the overall service as either 'Excellent' or 'Very Good'.
- Complaints and suggestions chiefly related to: noise; more study desks; access to the FT; and improved access to ebooks.
- 88% of the I&LS budget now goes on databases, 4% on books and 3% on printed journals.
- Key activities in the coming year: benchmarking with competitors; enhancement of the team's business information expertise; potential space remodelling; and further personalisation of the service.

1. ELECTRONIC SERVICES

The Information & Library website

Our site has been housed at www.jbs.cam.ac.uk/infolib for the past year. This has proved to be a more popular destination than any previous home for our service with a 38% increase in visitors.
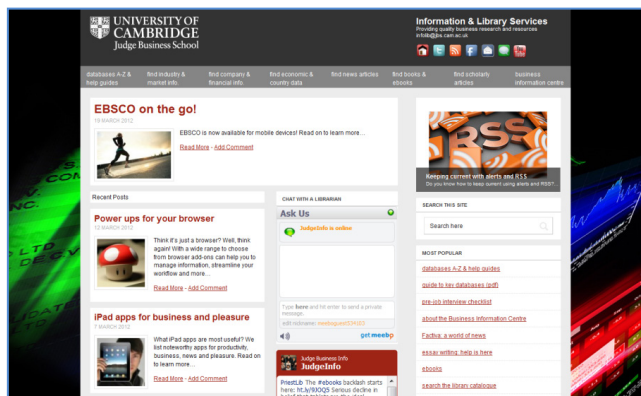
a) Visitors
2011/12: 93,929
2010/11: 67,948
2009/10: 31,781

b) Most popular visitor months
1st	October:	13,336
2nd	November:	11,852
3rd	February:	9,694

c) Average number of visitors per day: 258

d) Most popular pages:

1. Home Page	45,692
2. Databases A-Z tab	20,564
3. Books and Ebooks tab	4,453
4. Industry & Market tab	3,722
5. Company & Financial tab	2,870
6. Scholary Articles tab	2,562
7. Business Information Centre	1,517
8. Economic & Country tab	1,345
9. News tab	1,084
10. Who we are	408

e) Most popular blogposts:

1. Pre-interview d'base checklist	759
2. Zotero vs Mendeley	730
3. Where can I access the FT?	504
4. Factiva: a world of news	418
5. Roubini Global Economics	376
6. How to renew books	332
7. Qualtrics	330
8. Essay writing help	295
9. Referencing...how	246
10. Ebooks: everything you need	226

f) The top 10 referrers (where users are coming to us from)**:**

1. mymba.jbs.cam.ac.uk	1,865
2. intranet.jbs.cam.ac.uk	1,350
3. jbs.cam.ac.uk	960
4. Search Engines	947
5. ilearn.jbs.cam.ac.uk	577
6. Our Facebook Group	425
7. @JudgeInfo Twitter	293
8. lib.cam.ac.uk	290
9. emba2010.jbs.cam.ac.uk	178
10. search.cam.ac.uk	170

g) The top 5 terms entered in search engines (leading users to the site):

1. 'jbs infolib', 2. 'qualtrics', 3. 'cambridge', 4. 'referencing', 5. 'http://www.jbs.cam.ac.uk/infolib'

h) Other interesting stats:

- Visitors stay on the site for an average of 6 minutes, 7 seconds.
- Most users are on a Firefox browser, closely followed by IE and Chrome.
- After UK visitors, most visitors to our site are from the US and Germany.

Key databases

Use of all but one of our key databases has once again increased markedly. Most significantly, use of Capital IQ and Investext has more than doubled.

Database	Metric	2011/12	2010/11	% increase/decrease
EBSCO BSC	full text-hits	106,801	99,496	7% increase
Capital IQ	logins	9,472	4,722	101% increase
Factiva	downloads	135,250	114,226	18% increase
Fame	sessions	1,250	1,156	8% increase
Investext	downloads	3,125	1,504	108% increase
Key Note	Downloads	5,146	4,054	27% increase
Mergent	logins	4,570	Not subscribed	N/A
Passport GMID	searches	14,389	12,151	18% increase
Proquest ABI	full-text hits	28,373	32,795	13% decrease
Thomson One	downloads	14,463	Unknown	N/A

Specialist databases

With the exception of I/B/E/S (a dataset that we do not pay for) usage has increased for all products.

Database	2011/12	2010/11	% increase/decrease
Compustat (via WRDS)	380	316	20% increase
CRSP (via WRDS)	160	106	51% increase
I/B/E/S	141	314	55% decrease
RiskMetrics	50	29	72% increase
ExecuComp	35	Not subscribed	N/A
Ratings Xpress	14	Not subscribed	N/A

Ebooks

We now have 709 ebooks (compared to 504 in 2010/11) in total. Although they are well-used, the majority of users cite a preference for printed books, which is why we still buy printed copies of core/essential readings.

The most viewed ebooks:

1. Thompson & McHugh, *Work organisations*: 859 views
2. Stefanowski, *Making M&A deals happen*: 837 views
3. Kotler, *Marketing management*: 544 views
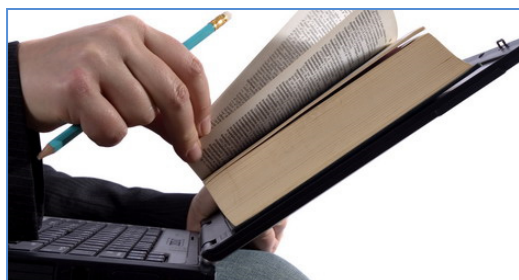
The most downloaded ebooks (permitted a day at a time):

1. Stefanowski, *Making M&A deals happen*: 40 downloads
2. Johnson & Scholes, *Exploring corp. strat.*: 30 downloads
3. Osterwalder, *Business model generation*: 29 downloads

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New Media for Researchers blog

Our new sister blog intended to promote and explore new web media/tools was launched in April.

The site, which has received 2063 visitors so far, can be accessed here: http://newmediaforresearchers.wordpress.com/

Social Media Channels

We have continued to maintain a Twitter account (https://twitter.com/JudgeInfo) and a Facebook Group (http://www.facebook.com/pages/Judge-Business-School-Library-Services/25664826431) for the service. In addition we now operate a YouTube channel (http://www.youtube.com/user/JudgeInfoLib). In general we have taken a more personal and informal approach to our social media channels and this has increased engagement/interaction.

| Channel	2011/12	2010/11
Facebook reach*	37,142	34,998
Facebook friends	401	243
Twitter followers	504	286
YouTube	1026	N/A

(* % of unique people who have seen content associated with our page)

Facebook followers: 86% of our followers are Judge students past and present (compared to 80% last year). The remainder are librarians, Judge staff and students at other institutions.

Twitter followers: Although we have doubled our number of followers, the category percentages have only changed marginally – see table below.

Category	2011/12	2010/11
Librarians	26%	30%
Business	22%	27%
Judge members	21%	19%
Bloggers	14%	7%
Miscellaneous	17%	17%

More Twitter stats: This year we have tweeted far more than in previous years (726 tweets) – see the frequency and volume chart below – been mentioned 344 times, retweeted 105 times and received 64 replies.

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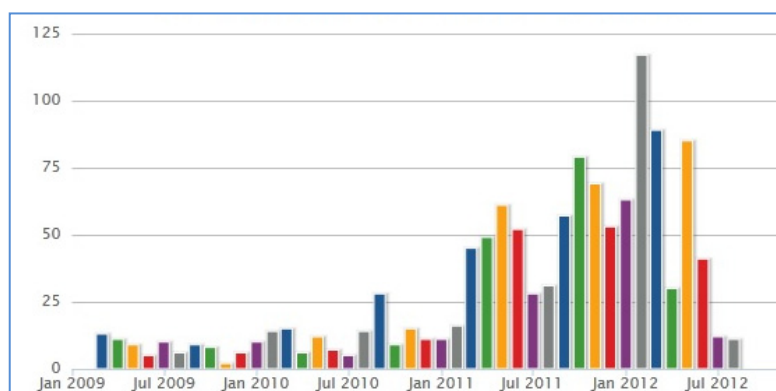
2. INFORMATION CENTRE

We have made very few physical changes to our physical space this year, save the addition of a catalogue kiosk, replacement of the faulty Mezzanine lights, and a collection of film and television DVDs.

Footfall
Despite making all of our databases available across the University, and instituting Bloomberg and Datastream outposts at the Marshall Library of Economics – both moves that we anticipated might decrease our overall footfall – once again our annual footfall has risen by around 5000 visitors. Our physical space is therefore busier than ever. The need for a reconfigured space is becoming more urgent as we are now often at full capacity (in terms of occupied desks) during term-time.

2011/12: 65,239
2010/11: 60,868
2009/10: 55,915

Of the total no of new visitors, only 14% (8,940) used the Information Centre in the evenings and at weekends.

New Users Added
We have added more users this year than last, but the total is still lower than the high of 911 users in 2009-10. The wider availability of databases across Cambridge has not led to a decrease in members of the University wanting to register with us/use our physical space.

2011/12: 864
2010/11: 774
2009/10: 911

Loans
On the face of it, this year's loans figure suggests that for the first time in four years our number of loans has increased rather than decreased. In fact, the increase is due to approximately 700 separate loans of network cables due to the School's WIFI problems this year. This compares to 150 loans of network cables in 2010-11. Despite this, even without these extra cable loans the 2011-12 figure is not markedly lower than last year's figure despite our increasingly large ebooks collection.

2011/12: 8,373
2010/11: 7,829
2009/10: 9,861

Most Popular Books
The books with the most loans this year are as follows:

1. Brealey, Myers & Allen, *Principles of corporate finance* (145)
2. Consentino, *Case in point: complete case interview prep.* (119)
3. Grant, *Contemporary strategy analysis* (83)
4. Sloman, *Economics for business* (79)
5. Kotler, *Marketing management* (76)
6. Savage, *Decision making with insight* (74)
7. Robbins, *Organizational behaviour* (70)
8. Morris, *Quantitative approaches in business studies* (68)
9. Fisher, *Getting to yes* (50)
10. Eatwell, *Global finance at risk* (42)

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Collection size

As last year, the printed collection has been weeded significantly. The bulk of these deletions were of working papers that were very rarely consulted.

Printed collection (vols):
2011/12: 11,735
2010/11: 15,146
2009/10: 17,036

We have also added a total of 709 items to stock.

Inter-library loans

Request for inter-library loans (books and journal articles not held in Cambridge) have fallen, presumably due to greater availability of these materials online.

2011/12: 125
2010/11: 191
2009/10: 175

3. STAFFING

The Information & Library team continues to be comprised of two full-time academic-related posts (Head and Deputy Manager), one part-time academic-related post (Projects Officer) and three assistant posts (Information & Library Assistants).

Headlines

- Kirsty Taylor returned from maternity leave and took a College Librarian post in Oxford. Ange Fitzpatrick who had been her maternity cover has now been employed as her permanent replacement.
- Sarah Burton is now in the second year of her distance learning MSc (Econ) in Information & Library Studies.
- Claudia Luna starts her maternity leave on 17th September. Her maternity cover is Polly Harper (right) who previously worked at Newnham College.

4. TEACHING & TRAINING

We continue to spend a considerable amount of time teaching and training. New sessions this year included:

- The Value of Blogging (http://prezi.com/bjpguznk5nla/the-value-of-blogging/)
- Twitter for Research: (http://prezi.com/eb9huuoeikcp/twitter-for-research/)
- Powerful presentations with Prezi: (http://prezi.com/rfqbdxirbyd1/powerful-presentations-with-prezi/)
- 30 New Media Tools in 30 Minutes: (http://www.slideshare.net/meglibrarian/30-new-media-tools-in-30-minutes-13007866)

Our induction sessions this year involved more interaction and discussion than previous years and were popular with new students.

An important curriculum-integrated set of sessions supported the MBA CVP with teaching on available resources ahead of discrete mini-projects on industry sectors, with groups of students presenting their findings and recommendations before the class and ourselves a week later:

> *'Your participation in the CVP research methods class was arguably the most helpful part of the feedback received throughout. Thank you so much for all of your time, effort and especially humour.'*
> 2011/12 MBA student

Other teaching has included sessions and workshops on: plagiarism and referencing; Zotero and Mendeley; using our databases for interview preparation; PhD resources; Qualtrics survey software; copyright; and individual databases.


5. ENQUIRIES

One of our principal activities is responding to user enquiries. We record straightforward and complex enquiries. This year rather than recording enquiry stats continuously we selected three months (November, February, April) from which we have extrapolated totals.

Once again our number of straightforward enquiries has decreased slightly. Given increased engagement with our service (website/footfall/social media stats) it seems likely that this is due to improvements made to our website, learning materials and classroom instruction. Complex enquiries are on a par with last year.

| Type of enquiry	2011/12	2010/11	2009/10
Straightforward	5292	5488	5646
Complex	168	171	164

Mode of receipt

We also record the 'mode of receipt' of enquiries. This year we have seen a marked increase in the number of enquiries taken in the Information Centre and a decrease in popularity of other modes, especially email. Our Instant Chat service is the only 'remote' mode which has grown in popularity (although we had only just started this service when last year's 1% was recorded).
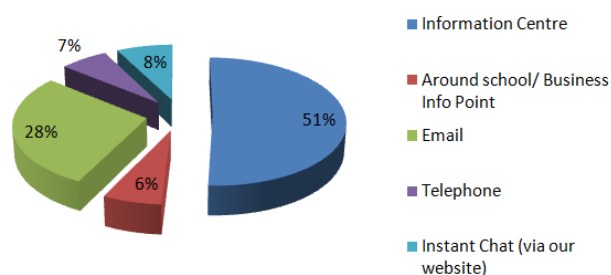
Mode	11/12	10/11
Information Centre	51%	36%
Email	28%	41%
Instant Chat	8%	1%
Telephone	7%	10%
Around school/Info Point	6%	12%

This breakdown suggests that users prefer to receive enquiry support in person and that our physical space is still very important to our users. Although we valued the visibility it offered us, we have decided to drop our Information Point in the Common Room due to its low use.

6. PROFESSIONAL ACTIVITIES
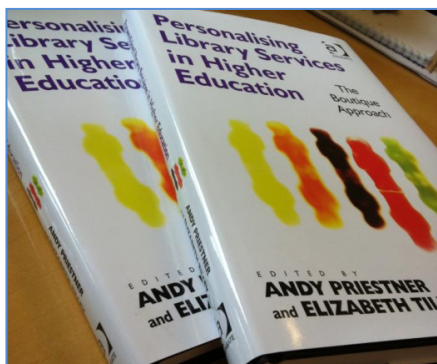
Personalising Library Services in Higher Education
Andy's book, *Personalising Library Services in Higher Education* (http://www.ashgate.com/isbn/9781409431800) on personalising the user experience and customer service excellence, written with Libby Tilley of the English Faculty, was published by Ashgate. The book has led to many conference and networking opportunities and has been well received by librarians. Meg provided a case study on virtual library support for the same tome. Andy has also written a case study on internal marketing for *The Library Marketing Toolkit* (http://www.librarymarketingtoolkit.com/) and a chapter on interactive teaching for Facet's *Rethinking Information Literacy* http://www.facetpublishing.co.uk/title.php?id=8224). In addition, Ange's article on the impact of the Libraries@Cambridge conference was published in The Serials Librarian (http://www.tandfonline.com/doi/pdf/10.1080/0361526X.2012.689091)

Chinese Librarians Visit
In June, Ange and Meg hosted a visit from a group of Chinese librarians. The delegation, all directors and managers of information provision at top Chinese Universities, came to the UK to benchmark their services against their UK counterparts. Topics presented and discussed included: our website
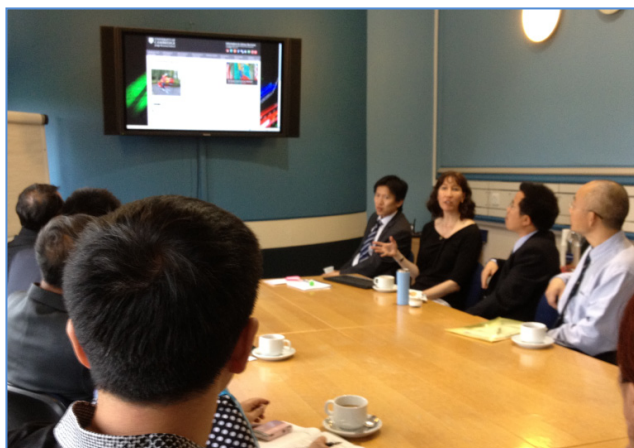
and social media offering; our customer-service rationale; strategies for engaging our users; and how we integrate our offering with the School's mission. Left: Meg presents our website to our Chinese visitors.

Conference Attendance
Andy and Meg attended the annual Business Librarians Association conference in Stirling on the topic of internationalisation and the ARLG conference in Newcastle – with both leading workshops at the event, Meg presented on the topic of writing for twitter
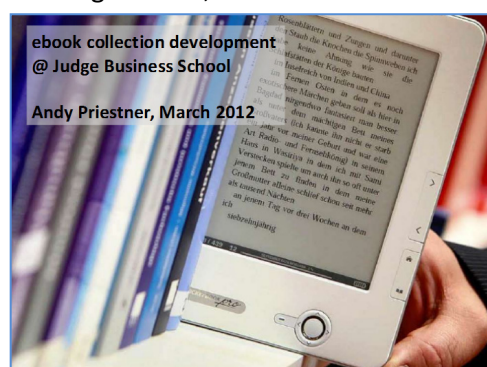
(http://www.slideshare.net/meglibrarian/writing-right-for-twitter-finding-your-voice-connecting-with-users). Andy also attended the EBLSG (European Library Directors) meeting at Cass Business School, while Meg attended the Mobile Technology in Libraries Conference.

Penumbra
Ange originated the Cambridge University Libraries staff shadowing scheme, Penumbra. The scheme was subsequently implemented by Kirsty before her departure and is an ongoing, highly successful, initiative: http://campenumbra.blogspot.co.uk/

Ebook Strategy
This year Andy has sat on the Cambridge Libraries ebooks advisory committee and presented at the UL on his ebooks collection development policy at Judge: http://www.slideshare.net/AndyPriestner1/ebooks-collection-development-at-judge-business-school

ebook collection development @ Judge Business School

Andy Priestner, March 2012

Digital Humanities 23 ('DH23')
Meg is contributing to another 23 Things-style media programme here in Cambridge for researchers in the Humanities: http://dh23things.wordpress.com/
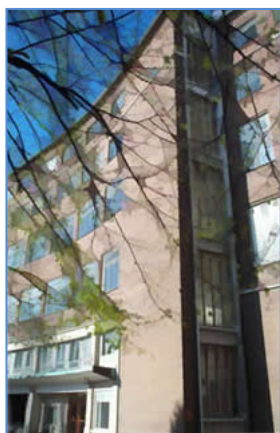
Engineering Department Library Review
Andy has been invited by faculty at the Engineering Department (left) to act in the capacity of consultant as their Library Service begins an extensive review process.

Training other librarians
We have also delivered sessions throughout the year to librarians in Cambridge and beyond, on the following topics: Prezi; new media tools; personalising library services; and operating an 'instant chat' service.

Training attended
In addition to internally run training courses on financial datasets and personalising customer service, staff have attended external sessions on project management, support for researchers, ebooks and business writing.

EBSLG 2013: Cambridge
Judge has been confirmed as the venue for the 2013 EBSLG conference and preparations are already well underway and will take up a significant amount of staff time during this new academic year. The previous EBSLG conference was held at Stanford.

7. INNOVATIONS & PROJECTS

Website enhancements
We have made enhancements to our website throughout the year in order to improve layout, search experience and look/feel. Our instant chat service has recently been upgraded from Meebo to Zoho.

Ebook developments
LibrarySearch (the University Library catalogue) has become the new home of our ebooks collection. New books are promoted on our Pinterest (http://pinterest.com/infolib/) site (another innovation in itself). We have also been experimenting with providing users with access to ebooks via QR codes.

### Proxy server authentication
Remote access to databases only previously accessible via IP authentication is now possible due to the installation of a proxy server by IT. This in turn means that we can stop using our old CamTools site and provide seamless access to all of our products from one place.

Designated Support Librarians
This more personalised approach to support of student programmes has proved successful, although we intend to modify this offering in response to feedback received.

DVD Collection
A less strategic innovation was the purchase of a film and TV DVD collection which has proved very popular with students and staff alike. Opposite: our DVD pinboard on Pinterest.
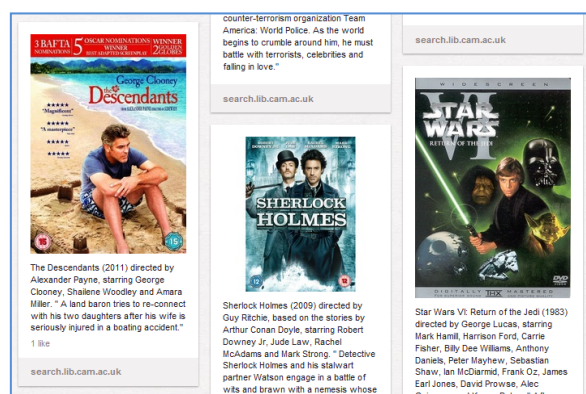
8. ANNUAL STUDENT SURVEY RESULTS

Our 2011/12 received 176 respondents (167 in 2010/11) which equates to 38% of our student body. As last year the I&LS team was considered to be 'excellent' or 'very good' by 87% of respondents. However, this year our overall service score increased from 83% in 2010/11 to 87% also.

The top complaints and suggestions received were for:

- Less noise in the Information Centre
- More study desks and comfortable seating
- Access to the Financial Times
- Less confusing access to ebooks
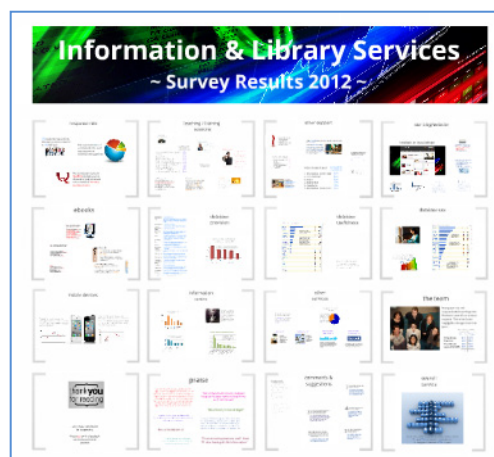
We received a pleasing set of comments about our service via the survey, as follows:

> 'Thanks a lot for all your hard work and for being so open to new ideas, new approaches and new book purchases!'

> 'I love that Information and Library Services at Judge embraces new ways for students to interact with business information. I've started using a lot of great tools for my research thanks to the team. This forward-looking element of the services, as well as the fact that the team understands how library services integrate with other services at Judge (particularly IT), is really important to me'

> 'It's an amazing resource and I know I'll miss having all this information'

> 'I think I&LS is among the best departments in the business school. As I said earlier, I wish I had more time to access all the resources that they have made available to students. The few times that I've needed help, they have been very helpful'

> 'Genuinely fantastic service, so please keep up the good work and keep hiring such friendly staff'

> 'I find the staff very friendly and helpful and would like to express my thankfulness for your efforts'

> 'Best library in Cambridge!!'

The full survey results are still available on Prezi: http://prezi.com/jbdzgtkclceh/information-library-services-judge-business-school-annual-student-survey-results-2012/

9. EXPENDITURE

Our expenditure continues to be concentrated in 8 key areas with databases now accounting for 88% of total spend. For the first time in 5 years, the order of the areas has changed due to a decrease in spend on printed journals.
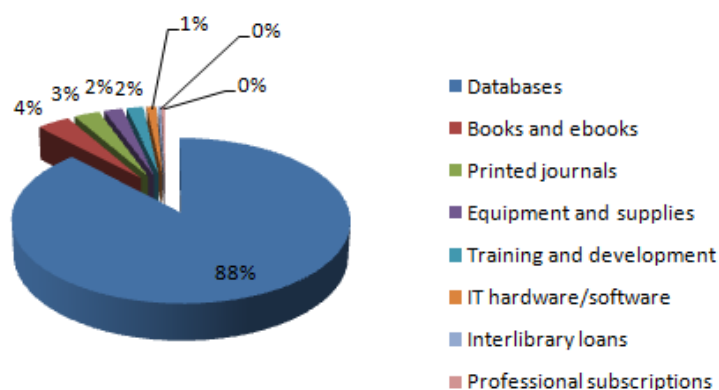
a) Databases

2011/12: 329k
2010/11: 311k
2009/10: 284k

Increased spend is due to the purchase of Mergent and (via WRDS) ExecuComp and Ratings Xpress.

b) Books and ebooks

2011/12: 13,596
2010/11: 8,510
2009/10: 17,068

Last year's spend was markedly lower due to expenditure on cheaper ebooks, but also a need to halt spend by Easter as a result of unexpected overspend on other budget lines.

c) Printed Journals

2011/12: 10,957
2010/11: 28,000
2009/10: 24,829

Expenditure on printed journals (paid into the central University Library Journals Coordination Scheme) has more than halved due to cancellation of subscriptions to Wiley and Blackwell titles.

d) Equipment and Supplies

2011/12: 7,560
2010/11: 7,588
2009/10: 5,026

e) Training and development

2011/12: 6,806
2010/11: 6,839
2009/10: 5,062

f) IT hardware/software

2011/12: 3,900
2010/11: 2,547

g) Interlibrary loans

2011/12: 1,200
2010/11: 1,452

h) Professional subscriptions

2011/12: 1,360
2010/11: 1,351

10. PLANS FOR 2012-13

In the new academic year we plan to concentrate on the following:

- Comparison of core service components with key competitors
- A more structured and evaluative approach to adoption of new media/tools
- An in-house training programme for I&LS staff on business information concepts
- A more focused and consistent approach to our Designated Support Librarians initiative
- Progress on remodelling the Information Centre in line with user feedback
- Further personalisation of our website to improve engagement
- Development of new sessions on web tools and social media
- Exploration of more opportunities for collaboration with other School departments

Andy Priestner
Information & Library Services Manager
September 2012

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