

BRASS Discussion Group September 15, 2017

- Question about Mergent Historical Annual reports
- Proquest and Moody's were mentioned as being better
- Watson Library has digitized reports
- Annual Reports at Academic Business Libraries (This database is a merged list of the corporate Annual Reports to Shareholders at the following universities: Columbia, Cornell, Harvard, M.I.T., Purdue, Stanford, U. of Alabama, U. of California-Berkeley, U. of Pennsylvania, U. of Western Ontario, Yale, and the Science/Industry/Business Library of New York Public Library.
- A former BRASS chair has a database that she built which is a merged list of annual reports
- Links were added to the chat transcript regarding who has what:
 - <https://apps.lib.purdue.edu/abldars/>
 - <http://library.columbia.edu/locations/business/corpreports.html>
 - <http://www.library.upenn.edu/cgi-bin/corprep/recordList>
- Discussion about Lexis Nexis being dropped by various institutions- and that Nexis Uni is not good- LN only used for Company Dossier
- What to use instead?- Westlaw, NewsBank, HeinOnline, and Demographics Now were all mentioned as good alternatives and Factiva for foreign newspapers

“RavenPack” was mentioned as being a really good (albeit expensive) analytics tool

New topic

New funding sources- asking the Business School to contribute to library resources- has anybody done this?

- Various responses
- Our business school added a trading room a few years ago, so they pay for some stuff that the library normally would have. There might be an opportunity there for some institutions who might have duplicate subscriptions with their trading rooms.
- Our B-school pays for and makes all the decisions about WRDS
- At ours it's WRDS & Compustat
- The college contributes to Business source Complete and a number of other databases in WRDS
- Mention of how much they hate trials especially when arranged by faculty- just a teaser
- Mention of Emerald's eCase collection trial- not great quality
- Someone mentioned Emarketer which was funded by 3 different parties at their institution, one dropped out so they had to cancel it campus wide – burned by consortial partners
- Mention of MOU's- Memorandum of Understanding
- Ask faculty if they will actually use things like cases before buying them

Public Business Libraries

- Anyone doing job fairs, career seekers? (not so much for academic libraries)
- Are public libraries reaching out to immigrant communities for job seekers?
- Some academic librarians doing interview prep consults for industry and company research in conjunction with career centers
- We have an Undergraduate Experience Librarian who serves as the main contact with our career development center. Career services also sends undergrad and grad students to me directly for both co-op and career research
- Libraries are doing outreach with MBAs and Engineers
- Career counseling and entrepreneurship- 2 different animals
- First Research has nice canned questions for interviewing.
- Also recently used Uniworld to find foreign companies with job listings.
 - It's good for international students looking for positions: ex. what corps from my country are in the USA?
 - Or, what US or UK companies have operations in my home country? Assuming the international students have strong English skills as selling points
- Recommendations for Vault as a good resource for job seekers

Other topics

- An FYI that at ALA Midwinter BRASS has no official meetings but the Discussion group meets on the Sunday morning
- Mention of "hidden gems" that anyone would like to share
- Used to get Media Market Guides for tv and radio rates, but can't get them in print anymore and online license isn't acceptable. What alternatives are folks using?
- Mention of Ad Dollar Spender- can go to EBSCO and get summaries in print- called AdDollar Spender
- Ad\$spender YouTube <https://www.youtube.com/watch?v=6XVvy5x90QU>
 - Can get ad summaries for advertising budgets by product lines, industry, format, etc. Also ad spending for political campaigns and nonprofits (link provided in chat transcript)
- Also SAI books (link also provided) <http://saibooks.com/>
- One of the next ALA Annual topics as being the Business of Sports database SMA (Sports Market Analytics) - (used to be SBR Net)- good addon is called SMA Interactive
 - <http://www.sportsmarketanalytics.com/home.aspx?rs=nf>
 - <http://www.sportsmarketanalytics.com/SMA-Interactive2/Non-Subscribers.aspx>
 - Good for all sports, even minor ones - ticket sales, etc.
 - Relatively inexpensive but specialized and more US centric
- Gossip- Passport will soon have a new interface- are revamping their stats
- Brief discussion of new S&P Global Market Intelligence NetAdvantage trial
- BRASS "best of the year" writeup for free resources (link provided)- winners announced at the end of the year <https://www.rusaupdate.org/awards/brass-best-of-the-best-business-web-resources-award/>
 - It was discussed at RUSA Education Committee meeting at Annual but haven't seen anything published yet
 - Published in RUSQ

Business Research Competencies update- will be more information at ALA Annual

Next discussion- October 20th