BRASS ONLINE SYMPOSIUM SPRING 2024

RUSA's Business Reference and Services Section

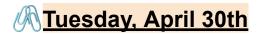*SPONSORED BY THE BRASS BUSINESS REFERENCE IN ACADEMIC LIBRARIES COMMITTEE*

Recordings:

https://www.youtube.com/playlist?list=PLFSW12ScpHZDuElTql1QlDCob4HAH9-A1

Tuesday, April 30th	**Wednesday, May 1st**
1:00-1:45 AI Trends in Finance Databases: A Collection Focus	**1:00-1:45** Back in Business: Teaching Students to Overcome Complexities and Dead Ends in Business Research
2:00-2:45 AI for Academic Business Research: Potential, Limitations, and Considerations	**2:00-2:45** Re-Engineering Business Librarianship: Supporting Business Research Across Disciplines
3:00-3:45 AI Literacy: A Primer for Curricular Planning	**3:00-3:30** Fostering Inclusivity and Innovation: Transformative Practices in Business Librarianship

*All times are in EST, and after the first two sessions, there will be 15-minute breaks.

📎Tuesday, April 30th

AI Trends in Finance Databases: A Collection Focus

Michael Deike, University of Notre Dame

Over the past year, developments in generative artificial intelligence (AI) have exploded in the business data vendor landscape. While the novelty of generative AI chat services dominates the AI conversation, major finance data vendors, such as S&P Capital IQ and Bloomberg, are experimenting with AI and machine learning developments in their own database software platforms. AI integrations show potential to radically alter the collection management landscape for business librarians who support the finance disciplines. This session seeks to draw attention to the AI integrations of finance data providers as a component of business library collections.

AI for Academic Business Research: Potential, Limitations, and Considerations

Kelly LaVoice and Mark Williams, Vanderbilt University

The hot topic on every academic's mind in 2024 has been AI. What is artificial intelligence? What are the ethical and moral implications of this technology? How have students and faculty embraced these technologies in higher education? In libraries, many of our vendors are proactively sharing how AI is helping them improve the products and services they deliver to us. However, there is increasingly a great challenge with vendors attempting to prevent academics from using these same AI language models and tools to enhance their own research. When licenses forbid the use of AI, without clearly defining what they mean, it creates a very gray landscape for librarians try to support research processes on their campuses. The presenters will share examples of different AI tools that can be used to conduct business research on topics of interest to academic faculty, including finance, ESG, and text mining business new publications. They will then show examples of language being used by vendors in contracts to attempt to limit these methods. Mark will offer his perspective, as a lawyer, librarian, and Co-Founder of the Vanderbilt AI Legal Lab (VAILL), on intellectual property and legal considerations, including engaging with vendors in a deeper dialog about contract clauses that attempt to completely ban or limit a user's ability to engage content in AI tools. Kelly will offer suggestions for working with vendors, with the ultimate goal of increasing access to data and the tools availability to make meaning from it.

AI Literacy: A Primer for Curricular Planning

Benjamin Hall, University of Southern California and Jimmy McKee, Carnegie Mellon University

For better and for worse, algorithms and artificial intelligence (AI) are omnipresent in our daily lives. Algorithmic literacy is a relatively new concept, and it has been classified by many researchers as part of AI literacy. So what does this mean for educators? This presentation aims to summarize existing pedagogical approaches for teaching algorithmic literacy. Discussion, in part, is based on SG Archambault's dissertation, which provides a roadmap for exploring algorithmic literacy instruction in higher education. Our aim is to provide valuable instruction examples in-practice for business librarians who may be conceptualizing their own

AI Literacy instruction. We also highlight resources, tutorials, and emerging trends in AI Literacy instruction.

🖇️ **Wednesday, May 1st**

Back in Business: Teaching Students to Overcome Complexities and Dead Ends in Business Research

Ryan Yoakum, Belmont University

It can be challenging to both engage students in active learning opportunities when it comes to classroom instruction as well as build confidence to deviate from the business faculty members' assumptions that your role is specifically to just demonstrate databases and library resources. This interactive session will recount the story of how a failed marketing class database demonstration at Belmont University created an opportunity to restructure itself to engage students with business information literacy and the trial-and-error aspects of business research. The session will also share tips about how to move towards best practices in library instruction for business courses as well as receive faculty support to provide more hands-on learning opportunities in teaching business information literacy to students.

Re-Engineering Business Librarianship: Supporting Business Research Across Disciplines

Liz Grauel and Erik Ziedses des Plantes, University of Dayton

Business is not an industry-specific discipline. Entrepreneurs who visit public libraries come from all walks of life, and university students of all majors - professional and liberal - are expected to enter a workforce where business acumen is part of the standard skillset. How do we, as business librarians, support both our business professionals, faculty, and students while also helping those from other fields develop core skills and literacies?   Librarians Liz Grauel and Erik Ziedses des Plantes, who serve as liaisons to the University of Dayton's schools of business and engineering, will share their experiences in cross-curricular engagements across business and engineering programs. We discuss our developing approaches to cross-curricular library instruction and engagements with teaching faculty of different disciplines, and invite attendees to share their experiences within their own institutions, highlighting challenges to adapting business reference services for students and faculty who are new to business

research. This session explores the cross-curricular student engagements that may be expanded and supported through the consultative and collaborative position of academic libraries on college campuses, building on the growing interest in such activities within our own institution and a workforce that requires transdisciplinary competencies.

Fostering Inclusivity and Innovation: Transformative Practices in Business Librarianship

Essraa Nawar, Chapman University

In the realm of academic librarianship, the role of business librarians is undergoing a significant evolution, expanding to include a holistic approach that integrates diversity, equity, and inclusion (DEI) principles, fosters collaborative partnerships, leverages advanced technology, and employs innovative strategies to boost educational quality and prepare students for the complexities of the global economy. At Chapman University, this evolution is exemplified by a series of groundbreaking initiatives that seamlessly blend business artificial intelligence, data and information literacy, and DEI practices into the core library services and programming. A focal point of these initiatives is the creation of specialized information literacy rubrics, particularly designed for students in fields such as economics, accounting, and marketing. These rubrics aim to refine students' analytical and decision-making prowess. Moreover, the university has significantly broadened access to pivotal business databases, enriching both research capabilities and literacy. An illustration of this commitment is the successful acquisition of a notable grant for the Accelerate California: Inclusive Innovation Hub initiative, demonstrating a steadfast dedication to utilizing DEI as a catalyst for entrepreneurship and economic prosperity, with a focus on uplifting underrepresented communities. Among the notable projects are the implementation of an AI-powered data analytics tool that enhances students' ability to interpret complex datasets, and a partnership with local businesses to integrate real-world case studies into the curriculum, providing practical experience and exposure to current industry challenges. These efforts are complemented by a series of workshops and seminars designed to address societal issues, thereby affirming the library's pivotal role as a force for social change and a champion of embedded librarianship.This presentation will delve into the array of strategies and initiatives that highlight the pivotal role of business librarianship in fostering inclusive innovation, driving economic growth, and empowering diverse communities within the academic landscape.