



MARCIVE® INC.

ENHANCED GPO DATABASE SERVICES

Postal Mail..... P.O. Box 47508
Shipments Only 12100 Crownpoint, Suite 160
E-mail info@marcive.com

San Antonio TX 78265-7508
San Antonio TX 78233-5367

Toll-free Voice..... 1-800-531-7678
Voice..... (210) 646-6161
FAX (210) 646-0167

Web Site <http://www.marcive.com>



A wealth of information is distributed to libraries and never finds its way into the hands of those who need it.

Why?

Library administration has sometimes undervalued the information distributed by governmental bodies because it is distributed at little or no cost to the institution. In the past, the only available cataloging was problematic. And so, few institutions invested any effort or money into incorporating government documents in the library. Library users did not realize government documents might contain information pertinent to their areas of research.

However, more administrators are realizing the advantages of providing access to the library's documents, either through the public catalog or in a separate file.

MARCIVE Enhanced GPO Database Service provides depository libraries a convenient and economical way to obtain cataloging for publications distributed through the US Government Printing Office. Automatic receipt of these publications is driven by the library's depository item number list. This list, optionally supplemented by Superintendent of Documents Numbers (SuDoc Number stems) and modified by date range, can be used by MARCIVE to provide cataloging records automatically for just those publications received by the library.

Quality of the Database

The Database Project

MARCIVE had offered libraries a convenient way to obtain cataloging in the past, using data from the Government Printing Office. The GPO file contains all records made available by GPO from the beginning of

MARCIVE Enhanced GPO Database Services

- Most accurate database
- Most current names and subject headings
- Matching MARC authorities records and/or smart barcodes
- Most detailed profiling options
- Most responsive customer service
- For regional or selective depositories
- Retrospective and ongoing service available via FTP
- Widest selection of US depository library management products

its program in June 1976 to the present. These data were not originally created with library catalogs in mind. As a result, the professional literature of years past contains detailed examinations of the problems with loading such data into library catalogs.

In 1987, MARCIVE entered into a several year project with Louisiana State University, Texas A & M University, and Rice University to make the GPO file more appropriate to the needs of libraries. Judy Myers, the author of articles which enumerated the problems, served as consultant to the project. Smittie Bolner at LSU, Jan Swanbeck and later Laura Tull at A&M, and Barbara Kile at Rice and their staffs worked with the MARCIVE staff to clean up the GPO tapes. The result is that the MARCIVE Enhanced GPO Database is the most accurate and usable version anywhere. The database is not available from any other source.

Among the enhancements made to the GPO file:

- Corrections and changes as posted in the Monthly Catalog were applied.
- Item numbers previously tagged as 500 fields were retagged as 074 fields.
- Stock numbers previously tagged as 500 fields were retagged as 037.
- Incorrect prefixes in 037 and 074 fields were corrected.
- OCLC numbers were added to records which lacked them.
- Technical Report Numbers tagged as 500 fields were copied into 088 fields.
- The government publication element of the fixed field (008/28) was set to "F", denoting a federal government publication.
- SuDoc numbers were checked for proper coding. Multiple SuDoc numbers for materials issued by successive agencies were placed in separate 086 fields in chronological order and an explanatory 500 note added.
- Linking fields were added to serials records which had had title changes, corporate author changes, mergers, etc.
- Typographical errors were corrected when possible.
- Duplicate records appearing in the "Annual Serials Supplement" were deleted. (Consolidated from 19,000 records to 2,500)
- Duplicate records for infrequent serials were deleted. (Consolidated from 15,000 records to 1,400)
- Duplicate preprint records were deleted.
- Dead serials were examined for proper Pub st, dates, 260/c, 300, 362, and 785 fields.
- Name headings were flipped using the most current version of the LC Names Authorities Files.
- Uniform titles and series headings were flipped using the most current version of the LC Names Authorities Files.
- Subject headings were brought up to current practice using the LC Subject Headings (LCSH) authorities file.

Continuing Efforts

In addition, a general ongoing review of the records means that errors are continuing to be corrected. The quality of the Enhanced GPO Database is very important to MARCIVE and members of the depository library community. To safeguard its accuracy, MARCIVE solicits users to submit error reports. These error reports are evaluated and appropriate action taken.

All Formats

The database includes records for all formats of the materials: AV, charts, posters, maps, computer files, as well as books and serials.

Constant Authorities Processing

GPO is a National Coordinated Cataloging Operations (NACO) participant. But of course their catalogers do not reissue a record just because a heading has changed since they originally created the cataloging. So headings become out-of-date.

All GPO records distributed by MARCIVE have been compared to the most current authorities file and all name, subject, series, and uniform title headings verified. How current? As part of its regular authorities service, MARCIVE loads Library of Congress authorities files weekly and maintains its authorities files to be completely up-to-date.

Project Participants Honored

From a news article in Documents to the People (DttP), Volume 8, No. 2, June 1990, p. 75:
Documents to the People Award

The Government Documents Round Table of the American Library Association bestows the 1990 CIS/GODORT/ALA "Documents to the People" Award jointly to **Myrtle Smith Bolner** (Louisiana State University), **Barbara Kile** (Rice University), **Laura Tull** (Texas A & M University), and **Jan Swanbeck** (University of Florida at Gainesville).

...the CIS/GODORT/ALA "Documents to the People" Award annually honors an individual, a library, an institution, or any other non-commercial group that has most effectively encouraged the use of Federal documents in support of library service...

The 1990 Award goes to these four librarians for their revision of the Government Printing Office MARC tapes to create a new and unique bibliographic tool for Federal documents... [They] led their staffs in a total revision of over a quarter of a million MARC records. For this extra effort, involving many late nights and weekends, neither they nor their staffs received extra compensation. Their professional dedication to the creation of vastly improved bibliographic access to Federal information epitomizes GODORT's motto and the Award's name, "Documents to the People".

Convenience of the Process

Retrospective Extraction

When most librarians think of retrospective conversion, they visualize a manual process of piece-by-piece identification of titles. Such a process often takes months or years, and requires considerable resources.

The MARCIVE *Retrospective Extraction* process is quite different. Except for the library preferring to receive cataloging for all items (e.g., a regional depository), the first step is automation of the library's item number list. After receipt of the library's processing instructions (a completed Retrospective Extraction Profile), MARCIVE sends the library a file representing all of the item numbers in the GPO database. Each line in the file contains a symbol representing the library's default holding code, a beginning and ending date, and the item number.

The library simply deletes any item numbers for which it does not wish to receive cataloging. It can make the date ranges of each item number correspond to the years for which the library received materials according to that item number. The earliest possible date is 1976, the initiation of the GPO cataloging distribution program. The library can modify the holdings codes for those items which are received in different locations. It adds new item numbers and SuDoc stems for any additional materials desired. Once the file has been suitably modified, the library sends it back to MARCIVE for processing.

The length of time required for item profiling process is dependent on how much refinement of the profile the library feels is required. The amount of staff time required to use MARCIVE's retrospective extraction process is extremely short in comparison to a piece-by-piece conversion.

At MARCIVE the item file is used to select appropriate cataloging. A test file is provided to the library for loading on its local system. Once the library has approved the test file, the entire file is shipped. Often the library has its retrospective file and all accompanying products within two or three weeks.

Ongoing Service

This same profile can be used to extract new records on a monthly basis. If the library is only profiling for ongoing service (no retrospective extraction was performed), it may be easier to use a file which contains item numbers from the current GPO ItemLister. This reflects just those numbers currently being distributed to the library and should reduce the length of time needed for modifying the file.

Once the item profile is established, the library is automatically notified of monthly files available for FTP pickup. These files contain current MARC records for materials just cataloged by GPO, specific to that library's MARCIVE profile. Depository librarians report receipt of cataloging usually within one to two months of receipt of the material, and rarely more than four to six months.

Ongoing conversion involves virtually no effort by library staff except for occasional changes to the item or SuDoc number lists which are used by MARCIVE to select the desired records. "Spin-off" numbers that GPO adds to a library's item profile will be added to a customer's profile automatically at no additional cost.

Changes to the library's item numbers are made easily, quickly, and at a low cost.

Profiling Options

MARCIVE permits the library to customize its conversion in several ways:

- multiple holding codes per record.
- exclusion of records by SuDoc Number Stem.
- extraction of records by SuDoc Number Stem.
- generation of an electronic report representing each title on the monthly file (GPO Electronic Catalog).
- holdings files suitable for loading into OCLC.
- tailoring the files to meet the needs of the library's local system, such as the creation of local fields or deletion of undesirable fields.
- opt to receive only new records (default) or to include records that GPO has changed, either interfiled with new records or as a separate file.
- output records in either MARC-8 or UTF-8 (Unicode).

The MARCIVE Ongoing Subscription Profile is a flexible document designed to help the library specify its needs. MARCIVE offers more options than any other GPO data source vendor.

Authorities Processing Options

Authorities With Retrospective Extraction

As a standard part of the service, MARCIVE looks at the traceable headings on the bibliographic records and upgrades them to current LC practice.

As an optional but highly recommended service, MARCIVE can supply a file of just those MARC authorities records that pertain to the library's GPO file. These matching authorities records can be loaded into any local system capable of handling MARC authorities records, such as Endeavor, Ex Libris, and Innovative Interfaces. The local system then uses these records to control the headings and provide cross-references in the public catalog.

MARCIVE can also perform authorities processing against the library's entire file of MARC bibliographic records, regardless of source. This alternative ensures perfect consistency between the authorities work done for the GPO and non-GPO portions of the library's database.

These records represent a subset snapshot of the authorities file as it existed at the time the library performed its conversion.

Authorities Records to Match New Ongoing Cataloging & Report Changes

To help the library keep its local file of matching authorities records up-to-date, MARCIVE offers two levels of service.

For ongoing cataloging, the library can receive matching authorities records with each file of bibliographic records it receives. This is referred to as *Overnight Authorities* if the library obtains both the bibs and authorities via FTP. All authority records are deduplicated to save the library's time. Electronic activity reports are available.

In addition to receiving new authorities, the library can select *Notification Service* which advises the library of changes made to previously distributed headings. The changed records can be distributed in print (if the library wishes to make the changes manually) or electronically (if the local system has the ability to replace existing MARC authorities records with incoming MARC authorities records) or in both formats.

Quality of the Service

MARCIVE has a reputation for excellent customer support and considers its products to be user-driven. With MARCIVE, the library

knows its representative and can count on a timely response to its inquiries.

MARCIVE technical and marketing staff are librarians and attend Federal Depository Council meetings, all of the major library meetings such as American Library Association and Association of College and Research Libraries, and many of the meetings specifically designed for documents librarians. The company often hosts update sessions at both ALA MidWinter and Annual conferences, as well as at FDC and other meetings when requested, offering its customers a forum for the exchange of concerns and suggestions and an opportunity to learn of recent service enhancements. The customer feedback is essential to MARCIVE's success since it is through the implementation of users' suggestions that the company's products and services have achieved such popularity.

MARCIVE also confers with GPO and CDS (Cataloging Distribution Service, the division of LC that distributes the cataloging). The company has helped set standards for data output and makes recommendations for cataloging practices based on customer ideas. The purpose of this cooperation is the mutual goal of increased access to US government documents.

Technical staff also stay abreast of issues of importance to depository librarians through electronic discussion lists such as GOVDOC-L, DOCTECH-L, and GPO-FDLP-L.

Reading the lists and conventional professional literature is also a mechanism for the company to learn how its service interacts with libraries' local systems.

The company also hosts its own discussion list, Marcive_GPO for customers of any MARCIVE GPO service to post questions and discuss various issues.

Shipping List Service (SLS)

An example of a service developed purely in response to customer requests is the MARCIVE *Shipping List Service*.

This service assists the library in managing depository receipts through timely provision of labels of SuDoc numbers, MARC records via FTP, and smart barcode labels. It is designed to work with Ongoing Service.

SLS descriptive literature and samples provide a more detailed picture of the services available.

MarciveWeb DOCS



This essential reference tool allows users to find citations—and hotlink to full text documents on the Web—quickly and easily. *MarciveWeb DOCS*, the Web version of the MARCIVE Enhanced GPO Database is updated weekly with new shipping list records. Ongoing Service customers receive a discount.

Documents Without Shelves

Even nondepository libraries can take advantage of this service. A subscription to *Documents Without Shelves* supplies a library with new cataloging records for electronic government documents on the web, automatically, every month. These records, when loaded into a system which allows launching from the catalog to the web, put documents on a wide variety of topics into the hands of patrons. Customers of MARCIVE's *Enhanced GPO Database Ongoing Subscription* can receive these records as part of their subscription and do not need to subscribe to both.

References and Prices

Existing customers are the best source of information about the experience of doing business with MARCIVE. A list of libraries which have already performed a MARCIVE conversion will be provided to you. We encourage you to contact any of our customers.

Pricing is exceptionally straightforward and a detailed estimate will be gladly provided for your particular situation. Ongoing pricing is generally a flat fee to make it easy for the library to budget. Small selective depositories are eligible for a special discount, so be sure to supply the marketing representative with the library's depository percentage when requesting a quotation.

MARCIVE, The Logical Choice

To summarize why MARCIVE alone is the library's logical choice:

1. **Sole source.** MARCIVE is the only supplier of the uniquely accurate Enhanced GPO Database. The company maintains an unparalleled reputation as the premier source of GPO products.
2. **Cleanup project.** No other vendor has worked—and continues to work—with such a group of dedicated librarians committed to raising the quality of the database for all depository librarians.
3. **Customer service and profiling.** The company offers better service and more flexible profiling options than its competitors because it is convinced that outstanding service to libraries is at the root of its success. Both technical and marketing representatives are librarians and actively participate in conferences, discussion lists, and update sessions. No other vendor offers as many ways to customize the MARC records to the library's local system.
4. **Convenience and economy.** MARCIVE offers the best combination of a labor-saving method with clear, low prices.
5. **Completeness and accuracy.** Records for all bibliographic formats are distributed. Every heading in every GPO record distributed by MARCIVE has been compared to the most recent LC authorities (updated weekly).
6. **Elimination of duplicates.** Duplicate records confuse users, waste money, and consume valuable disk storage. OCLC dedupes only within a single month's worth of data, not on a database of records previously distributed.
7. **Widest variety of useful GPO products.** Only MARCIVE offers the depository library a full array of depository management tools: retrospective conversion; ongoing conversion; matching authorities processing; authorities notification service; labels, and electronic files based on the depository shipping lists; a web version of the Enhanced GPO Database (*MarciveWeb DOCS*); cataloging of electronic documents (*Documents Without Shelves*) and the promise that MARCIVE listens when you suggest enhancements of new products and services. Users of multiple services are entitled to certain discounts.

The company offers many products, intended for both depository and other libraries, but its most important product has always been outstanding customer service.

There may be other reasons why MARCIVE is especially appropriate for your library. To discuss your library's needs and how MARCIVE services and products can satisfy them, please send us an e-mail or call us.