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MARC RECORD ENRICHMENT SERVICES

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OVERVIEW

MARCIVE MARC Record Enrichment Service will improve your patrons' ability to find desirable items in your online public access catalog. The service is available as a standalone service and also in conjunction with ***Overnight Authorities***, backfile authorities processing, retrospective conversion from shelflists, and ***Brief Record Upgrade***. This document describes our standard service in detail; our MARC Record Enrichment Service profile outlines your choices. However, every database is unique, so we look forward to discussing the specifics of your enrichment requirements.

There are three ways in which your records can be upgraded:

- Table of Contents**
- Book summaries or annotations**
- Fiction/Biography Enrichment**

MARCIVE obtains its data from Syndetic Solutions, Inc., a company with high standards for the accuracy and timeliness of its records. You benefit from our partnership by receiving excellent quality at a reasonable cost, and your patrons benefit most of all by having easier access to your collection.

- Competitive prices, oftentimes without minimum charges**
- Convenience, especially if you also obtain other MARCIVE services**
- Timeliness, with most records being available before the library has even received the book**
- Excellent coverage of a wide range of publishers, including academic, trade, and medical**

TABLE OF CONTENTS

HOW DOES ADDING TOC DATA MAKE YOUR COLLECTION MORE ACCESSIBLE?

Patrons are now accustomed to searching the web using keywords and very specific terminology. They become disillusioned with the resources in your library because their searches do not result in hits. You will increase the likelihood that they will find relevant material by adding the author's own vocabulary. These and other benefits accrue to your patrons when you enrich your MARC records.

- Acronyms and terms related to business, science, medicine, technology, software, vocational training.**
- New terminology for which Library of Congress may not have developed a subject heading yet.**
- Titles of poems, short stories, and plays in anthologies, for which there are no added entries.**
- Information about the suitability of a book which can be inferred from seeing the chapter and subchapter titles before going to the shelves.**

FORMAT OPTIONS

Three enrichment formats are available for Table of Contents data.

Basic MARC21 505 field

Table of Contents data can be added to subfield \$a of the 505 field in conformity with current MARC21 standards. If a 505 field already exists in the library's record, the field can be left untouched. Libraries with local system field size limitations can specify the maximum allowed; once that limit is reached, the remaining data are placed in a second 505, and so on.

For the 505 field, the first indicator tells the local system what display constant to use, e.g.

The second indicator of the 505 is set:

- ↳ Basic 505
- 0 Enhanced 505

Enhanced MARC21 505 field

MARCIVE can supply TOC data in \$r (author statement) and \$t (title) of the 505 field in conformity with MARC21 standards. Additional information such as the chapter name and starting page number of each chapter is output in \$g. Enrichment with enhanced 505 fields allows for more selective indexing of data than basic 505 fields. If a 505 field already exists in the library's record, the field can be deleted and the MARC record enriched with our data, or the record can be left untouched. Libraries with local system field size limitations can specify the maximum allowed; once that limit is reached, the remaining data are placed in a second 505, and so on.

Locally defined field

MARCIVE can also supply TOC data in a 9xx field defined by the library's local system, with one 9xx field for each chapter-level author and title. Providing chapter-level TOC data in separate 9xx fields allows the local system to display the data online as if it were a reproduction of the Table of Contents in the book, even including chapter and section labels and starting page numbers.

Fields

Here are the fields currently supported:

Delimiter	Subfield	Repeatable/Not repeatable
\$c	Personal name author	Repeatable
\$d	Non-personal name author	Repeatable
\$e	Editor name	Repeatable
\$l	Section/chapter label	Not repeatable
\$p	Page number	Not repeatable
\$t	Section/chapter title	Not repeatable

Indicators

9xx indicators are defined as follows:

The first indicator assists in determining whether and how to index the chapter level title:

- 0 Do not index (non-distinctive title, for example, "Introduction")
- 1 Index the full title (for example, chapter title/author, conference paper, poem, etc.)

The second indicator contains the hierarchical level for displaying the data online (level 1, 2, 3, or 4)

SAMPLE RECORD: TABLE OF CONTENTS

000 02435cam 2200313 a 4500
001 00265440
003 DLC
005 20000327103104.0
008 000303s1999 nyu b 001 0 eng
010 \$a 00265440
020 \$a 0465071430
040 \$a DLC \$c DLC \$d DLC
043 \$a n-us---
050 00 \$a GV716 \$b .R67 1999
082 00 \$a 338.4/7796/0973 \$2 21
100 1 \$a Rosentraub, Mark S., \$d 1950-
245 10 \$a Major league losers : \$b the real cost of sports and who's paying for it / \$c Mark S. Rosentraub.
250 \$a Rev. ed.
260 \$a New York, NY : \$b Basic Books, \$c c1999.
300 \$a xi, 364 p. ; \$c 21 cm.
504 \$a Includes bibliographical references (p. 339-352) and index.

Basic 505 format

505 0 \$a Why Are Sports So Important to So Many People? -- The Courts, Congress, and Development of the Sports Welfare System -- What Do Teams Really Mean for Cities? -- Indianapolis's and Cleveland's Efforts to Change Their Images and Downtown Areas -- Cities, Sports, and Imagery / Mark S. Rosentraub, Donald Phares, Robert Whelan -- Fights within the Family: Suburbs and Center Cities in a Battle for the Intangible Benefits from Sports / Sam Nunn, Mark S. Rosentraub -- Can Small Regions Afford Professional Sports? Who Is Responsible for the Viability of Small-Market Teams? -- Ending the Great Sports Welfare System.

Enhanced 505 format

505 00 \$g 2 \$t Why Are Sports So Important to So Many People? \$g 33 -- \$g 3 \$t The Courts, Congress, and Development of the Sports Welfare System \$g 73 -- \$g 4 \$t What Do Teams Really Mean for Cities? \$g 129 -- \$g 5 \$t Indianapolis's and Cleveland's Efforts to Change Their Images and Downtown Areas \$g 171 -- \$g 6 \$t Cities, Sports, and Imagery / \$r Mark S. Rosentraub, Donald Phares, Robert Whelan \$g 215 -- \$g 7 \$t Fights within the Family: Suburbs and Center Cities in a Battle for the Intangible Benefits from Sports / \$r Sam Nunn, Mark S. Rosentraub \$g 257 -- \$g 8 \$t Can Small Regions Afford Professional Sports? Who Is Responsible for the Viability of Small-Market Teams? \$g 289 -- \$g 9 \$t Ending the Great Sports Welfare System \$g 317.

520 \$a Why should Americans shell out millions in tax dollars to subsidize the expenses of the wealthy owners of professional sports teams? Major League Losers explores how this unfair practice came into being, reveals the

surprising fact that cities gain very little from hosting major league sports, and provides government officials and taxpayers with a clearer understanding of how a city can, and should, negotiate with sports franchises. This newly revised edition has been updated to include recent efforts by a series of teams, including the New York Yankees, to gain new stadiums by threatening to move.

650 0 \$a Sports \$x Economic aspects \$z United States.
 650 0 \$a Sports teams \$z United States \$x Costs.
 650 0 \$a Sports teams \$z United States \$x Finance.
 650 0 \$a Cities and towns \$x Economic aspects \$z United States.
 650 0 \$a Sports team owners \$z United States.
 905 \$a Mark S. Rosentraub is Professor and Associate Dean of the school of Public and Environmental Affairs at Indiana University, Indianapolis.

In the example above the data and subfielding differences between a Basic 505 formatted record and an Enhanced 505 formatted record are illustrated.

Note that the Basic 505 does not subfield the various components of the TOC data. It includes the chapter titles and the authors when available, but not the page on which the chapter begins.

By way of contrast the Enhanced 505 includes the page on which the chapter begins and subfields each piece of information separately. This permits greater flexibility in the display of the information, dependent on the software into which you are loading the records.

The greatest flexibility comes when the data are output in individual fields, as in the following display output for an Innovative Interfaces, Inc., system. They specify the 970 field and then display the data more like it would appear on the printed page. However we can output the data in any field your local vendor requires.

970 format

000 02435cam 2200313 a 4500
 001 00265440
 003 DLC
 005 20000327103104.0
 008 000303s1999 nyu b 001 0 eng
 010 \$a 00265440
 020 \$a 0465071430
 040 \$a DLC \$c DLC \$d DLC
 043 \$a n-us---
 050 00 \$a GV716 \$b .R67 1999
 082 00 \$a 338.4/7796/0973 \$2 21
 100 1 \$a Rosentraub, Mark S., \$d 1950-
 245 10 \$a Major league losers : \$b the real cost of sports and who's paying for it / \$c Mark S. Rosentraub.
 250 \$a Rev. ed.
 260 \$a New York, NY : \$b Basic Books, \$c c1999.
 300 \$a xi, 364 p. ; \$c 21 cm.
 504 \$a Includes bibliographical references (p. 339-352) and index.
 520 \$a Why should Americans shell out millions in tax dollars to subsidize the expenses of the wealthy owners of professional sports teams? Major League Losers explores how this unfair practice came into being, reveals the surprising fact that cities gain very little from hosting major league sports, and provides government officials and taxpayers with a clearer understanding of how a city can, and should, negotiate with sports franchises. This newly revised edition has been updated to include recent efforts by a series of teams, including the New York Yankees, to gain new stadiums by threatening to move.
 650 0 \$a Sports \$x Economic aspects \$z United States.
 650 0 \$a Sports teams \$z United States \$x Costs.
 650 0 \$a Sports teams \$z United States \$x Finance.
 650 0 \$a Cities and towns \$x Economic aspects \$z United States.

- 650 0 \$a Sports team owners \$z United States.
- 970 11 \$l 2 \$t Why Are Sports So Important to So Many People? \$p 33
- 970 11 \$l 3 \$t The Courts, Congress, and Development of the Sports Welfare System \$p 73
- 970 11 \$l 4 \$t What Do Teams Really Mean for Cities? \$p 129
- 970 11 \$l 5 \$t Indianapolis's and Cleveland's Efforts to Change Their Images and Downtown Areas \$p 171
- 970 11 \$l 6 \$t Cities, Sports, and Imagery \$c Mark S. Rosentraub \$c Donald Phares \$c Robert Whelan \$p 215
- 970 11 \$l 7 \$t Fights within the Family: Suburbs and Center Cities in a Battle for the Intangible Benefits from Sports \$c Sam Nunn \$c Mark S. Rosentraub \$p 257
- 970 11 \$l 8 \$t Can Small Regions Afford Professional Sports? Who Is Responsible for the Viability of Small-Market Teams? \$p 289
- 905 \$a Mark S. Rosentraub is Professor and Associate Dean of the school of Public and Environmental Affairs at Indiana University, Indianapolis.

BOOK SUMMARIES OR ANNOTATIONS

Libraries can optionally receive book summaries in the 520 field which is the MARC-defined field for this information. Summaries are provided in logical paragraphs with multiple 520 fields which includes setting the first indicator to value 8 on second and subsequent 520 fields in accordance with MARC21 standards.

Some libraries create their own annotations, which is admirable but time-consuming. Using the MARCIVE service

- Speeds cataloging the book, so that it can be accessible faster.**
- Increases the patron's understanding of what the book is about, before going to the shelves.**

In the example below, note that the summary is broken up in multiple 520 fields. As defined in the MARC format, subsequent 520 fields have a first indicator of 8.

SAMPLE RECORD: SUMMARIES

000 03098pam 2200265 a 4500
 001 8812852
 008 881110s1989 xxua b 00100 eng d
 010 \$a 88-46076
 020 \$a 0801838118 (pbk.)
 035 \$a (DNLM)8812852
 040 \$a DNLM \$c DNLM
 060 0 \$a WM 420 \$b L431p 1989
 100 10 \$a Lazarus, Arnold A.
 245 14 \$a The practice of multimodal therapy : \$b systematic, comprehensive, and effective psychotherapy / \$c Arnold A. Lazarus.
 250 \$a Johns Hopkins paperbacks ed.
 260 0 \$a Baltimore : \$b Johns Hopkins University Press, \$c c1989.
 300 \$a xii, 286 p. : \$b ill.
 500 \$a Reprint, with new pref. and epilogue. Originally published: New York : McGraw-Hill, c1981.
 504 \$a Includes bibliographical references (p. 259-269).
 520 **\$a Most patients in psychotherapy suffer from a multitude of specific problems. Effective treatment calls for a wide yet focused range of specific approaches. Arnold A. Lazarus, originator of multimodal therapy, shows how a variety of strategies and techniques are more likely to bring lasting change. Whether evaluating therapist-patient compatibility or choosing an appropriate technique, he stresses the need to fit the treatment to the patient.**
 520 8 **\$a The Practice of Multimodal Therapy offers a practical, step-by-step guide to every phase of assessment and therapy, from the initial interview to follow-up treatments aimed at preventing relapse once formal treatment is over. Transcripts of actual sessions and vignettes of crucial**

transactions illustrate specific strategies. Also included is a glossary of thirty-seven separate therapeutic techniques.

650 2
905

\$a Psychotherapy.

\$a Arnold A. Lazarus is a Distinguished Professor in the Graduate School of Applied and Professional Psychology at Rutgers University. The recipient of many professional honors and awards, Dr. Lazarus is the author of more than 150 scientific articles. His many books include Behavior Therapy and Beyond, Multimodal Behavior Therapy, Marital Myths, In the Mind's Eye, and Casebook of Multimodal Therapy. He has a private practice in Princeton, New Jersey.

FICTION AND BIOGRAPHY ENRICHMENT

Locating appropriate works of fiction and biography can be quite difficult, for both staff and patrons. Both are benefited by the enrichment of the library's MARC records for these formats.

- ☑ **Brings readers advisory into the library's own catalog, with access to those titles actually held by the library.**
- ☑ **Overcomes traditional lack of subject headings for fiction.**
- ☑ **Improves patron satisfaction with both on-site and remote search sessions.**
- ☑ **Has the potential to increase circulation of fiction by lesser known authors.**
- ☑ **Utilizes more fully the biographies owned by the library, but previously underutilized due to lack of access points.**
- ☑ **Assists library staff with user requests for specialized reading interests using existing collections, without unnecessary interlibrary loan.**

To accomplish these goals, the library's MARC records can be augmented with the following fields.

Fiction enhancements:

Genre

Sub-genre (e.g., culinary mystery)

Geographic setting (e.g., Great Britain)

Non-geographic setting (e.g., coastal resort)

Topics/Subjects

Time period

Characters & their attributes (includes names, profession, and personal characteristics)

Awards (both nominees and winners)

Sequel and series information

Annotations

Notes (e.g., Oprah Book Club Selection)

Biography enhancements: Significant personal information such as

Awards and honors

Ethnic background

Birthplace

Current residence

Profession

LOCAL FIELDS WHICH CAN BE ADDED TO WORKS OF FICTION	DEFINITION	EXAMPLE	FROM BOOK
CHARACTER/ATTRIBUTES	Each of the main characters of the book is given an added entry. Multiple attributes are listed for each character.		<i>Blood shot</i>
PERSON'S NAME		Warshawski, V. I. "Vic"	
GENDER		Female	
AGE			
INDEXABLE CHARACTERISTICS		Polish American	
SEARCHABLE/DISPLAYABLE CHARACTERISTICS		Divorced Ex-lawyer Tough	
PROFESSION		Private investigator	
TOPIC/SUBJECT	Subject headings from Syndetic Solutions are added to give many more access points to works of fiction.	Artifacts Search for truth Quest for knowledge Church politics Post-apocalyptic society Survival	<i>Canticle for Leibowitz</i>
GEOGRAPHIC SETTING	The place or places where the story occurred are recorded.	Los Angeles, California West (U.S.)	<i>The Big sleep</i>
NON-GEOGRAPHIC SETTING	If relevant, a non-geographic setting is also recorded.	Castle	<i>Sweet revenge</i>
TIME PERIOD	Multiple time periods are recorded, if applicable		<i>A Small death in Lisbon</i>
YEAR	The year or decade in which the story takes place.	1941	
CENTURY	A broader time period.	20 th century	
DESCRIPTION	If appropriate, the name given to that time period.	World War II	
GENRE AND SUB-GENRE			
SSI GENRE	Main genre headings are assigned from the Syndetic Solutions expanded genre list.	Mystery Fiction	<i>In a dry season</i>
SSI SUB-GENRE	More specific genre headings are also assigned, if appropriate.	Police procedural British	
GSAFD GENRE CATEGORIES	Genre headings as they appear in the American Library Association publication <i>Guidelines on subject access to individual works of fiction, drama, etc.</i>	Detective and mystery stories	
SERIES INFORMATION			
TITLE	When a book is part of a series, the title of the series is also given.	Lord Peter Wimsey/Harriet Vane mystery	<i>Gaudy night</i>
SEQUENCE	The book's place in a numbered series	11	
AWARD	When the book has won an award, or has been nominated, this information is recorded.	National Book Award for Fiction	<i>Waiting</i>
YEAR	This is the award year for which the book won or was nominated (not necessarily the year of publication).	1999	
NOTE	Informational notes are added to assist the reader.	Prequel trilogy to Frank Herbert's six-volume Dune series	<i>Dune : House Atreides</i>

LOCAL FIELDS WHICH CAN BE ADDED TO BIOGRAPHIES	DEFINITION	EXAMPLE	FROM BOOK
BIOGRAPHEE	The name of the person about whom the book is written, as well as significant personal information, including her or his significant awards and honors. If the book is a biography of more than one person, each biographee is given his or her own added entry.		<i>Fire and air</i>
PERSON'S NAME		Wagstaff, Patty	
GENDER		Female	
BIRTH/DEATH DATE		1951-	
INDEXABLE PERSONAL INFORMATION		Winner of the Sword of Excellence	
SEARCHABLE/DISPLAYABLE PERSONAL INFORMATION		Member of the U.S. Aerobatic Team	
PROFESSION		Pilot	
BIRTHPLACE		Missouri	
BIOGRAPHEE QUOTE	A brief, famous quotation from the person about whom the book is written may sometimes be available.	I have a dream that one day this nation will rise up and live out the true meaning of its creed.	<i>The Autobiography of Martin Luther King, Jr.</i>
<input type="checkbox"/> TOPIC/SUBJECT	Biographies are about more than just the person. Added entries help retrieve books on a particular topic or other biographies of people in a particular area.	Celebrities Sports Basketball Professional sports Chicago Bulls (Basketball team) Businessmen	<i>Playing for keeps : Michael Jordan and world he made</i>
<input type="checkbox"/> TIME PERIOD GEOGRAPHIC SETTING	This represents the main places where the action of the biographee's life took place.	Chicago, Illinois, Midwest (U.S.)	<i>Left for dead</i>
<input type="checkbox"/> NON-GEOGRAPHIC SETTING	A non-geographic location may have framed the story of the biographee's life.	Mountains	<i>Regions of the heart</i>
TIME PERIOD			<i>Hiding place</i>
YEAR	The year or decade in which the action occurred.	1940's	
CENTURY	A broader time period.	20 th century	
DESCRIPTION	If appropriate, the name given to that time period.	World War II	
AWARD	Coverage of awards for biographies includes both nominees and winners. This field is not for awards won by the biographee but by the book or its author.		
AWARD	The name of the award the book won or for which it was nominated.	Pulitzer Prize for Biography winner	<i>Personal history</i>
YEAR	The year of the award for which the book won or was nominated.	1998	
BIOGRAPHY, AUTOBIOGRAPHY OR MEMOIR DESIGNATION	This designates whether the book is a biography, an autobiography, or a memoir. Sometimes a book can be more than one.	Memoir Autobiography	<i>Duty : a father, his son, and the man who won the war</i>

SAMPLE RECORD: FICTION

Fiction-enriched MARC record example

000 02303cam 2200493 a 4500
001 96052525
003 DLC
005 20000425172235.0
008 961211r1997 nyu 000 1 eng
010 \$a 96052525
020 \$a 0805051031 (alk. paper)
040 \$a DLC \$c DLC \$d OCoLC \$d DLC
043 \$a n-us-ny
050 00 \$a PS3554.O2 \$b C48 1997
082 00 \$a 813/.54 \$2 21
100 1 \$a Dobyns, Stephen, \$d 1941-
245 14 \$a The church of dead girls : \$b a novel / \$c Stephen Dobyns.
250 \$a 1st American ed.
260 \$a New York : \$b Metropolitan Books, \$c 1997.
300 \$a 388 p. ; \$c 24 cm.
520 \$a One by one, three young girls vanish in a small town in upstate New York. With the first disappearance, the towns-people begin to mistrust outsiders. When the second girl goes missing, neighbors and childhood friends start to eye each other warily. And with the third disappearance, the sleepy little town awakens to a full-blown nightmare. In The Church of Dead Girls, Stephen Dobyns probes the ruinous effects of suspicion. As panic mounts and citizens take the law into their own hands, no one is immune as old rumors, old angers, and old hungers come to the surface to reveal the secret history of this seemingly genteel town and the dark impulses of its inhabitants.
650 0 \$a Missing persons \$x Fiction.
650 4 \$a Serial killings
650 4 \$a Suspicion
650 4 \$a Small town secrets
650 4 \$a Missing persons
650 4 \$a Fear
650 4 \$a Paranoia
651 0 \$a New York (State) \$x Fiction.
651 4 \$a Small town
655 7 \$a Psychological fiction. \$2 lcsh
655 7 \$a Thriller \$2 ssi
655 7 \$a Psychological \$2 ssi
655 7 \$a Mystery \$2 ssi
655 7 \$a Detective and mystery stories \$2 gsafd
655 7 \$a Fiction \$2 ssi
690 \$a Unnamed \$g Teacher
691 \$a Aurelius, New York
693 \$a 1990s \$b 20th century
696 0 \$a Bram Stoker Award for Best Novel nominee \$y 1998
696 0 \$a CWA Macallan Dagger Award for Crime Fiction nominee \$y 1997

905 \$a Stephen Dobyns is the author of sixteen novels, including the best-selling Saratoga mystery series, and several collections of poetry. He lives in Boston with his wife and three children.

Example of the same enriched record in the library's Online Public Access Catalog
with the additional access points **bolded**

Author Dobyns, Stephen, 1941-
Title The church of dead girls : a novel / Stephen Dobyns.
Edition 1st American ed.
Publish info New York : Metropolitan Books, 1997.
Description 388 p. ; 24 cm.
Summary One by one, three young girls vanish in a small town in upstate New York. With the first disappearance, the towns-people begin to mistrust outsiders. When the second girl goes missing, neighbors and childhood friends start to eye each other warily. And with the third disappearance, the sleepy little town awakens to a full-blown nightmare. In The Church of Dead Girls, Stephen Dobyns probes the ruinous effects of suspicion. As panic mounts and citizens take the law into their own hands, no one is immune as old rumors, old angers, and old hungers come to the surface to reveal the secret history of this seemingly genteel town and the dark impulses of its inhabitants.

Subjects Missing persons--Fiction.
Serial killings.
Suspicion.
Small town secrets.
Missing persons.
Fear.
Paranoia.
New York (State)--Fiction.
Small town.

Genre/form Psychological fiction. lcs
Thriller ssi
Psychological ssi
Mystery ssi
Detective and mystery stories gsafd
Fiction ssi

Character/Attributes **Unnamed Teacher**
Geographic setting **Aurelius, New York**
Time period **1990s 20th century**
Award **Bram Stoker Award for Best Novel nominee 1998**
CWA Macallan Dagger Award for Crime Fiction nominee 1997

Author notes **Stephen Dobyns is the author of sixteen novels, including the best-selling Saratoga mystery series, and several collections of poetry. He lives in Boston with his wife and three children.**

LCCN 96052525
ISBN 0805051031 (alk. paper)
Dewey number 813/.54 \$2 21

SAMPLE RECORD: BIOGRAPHY

MARC record example before Biography enrichment

000 01426pam 22004214a 4500
001 00035612
003 DLC
005 20000807132519.0
008 000314s2000 nyua 000 0aeng
010 \$a 00035612
020 \$a 0399146113
040 \$a DLC \$c DLC \$d DLC
042 \$a pcc
043 \$a n-us---
050 00 \$a GV1051.A76 \$b A3 2000
082 00 \$a 796.6/2/092\$a B \$2 21
100 1 \$a Armstrong, Lance.
245 10 \$a It's not about the bike : \$b my journey back to life / \$c Lance Armstrong with Sally Jenkins.
260 \$a New York : \$b Putnam, \$c c2000.
300 \$a 275 p. : \$b ill. ; \$c 24 cm.
600 10 \$a Armstrong, Lance.
650 0 \$a Cyclists \$z United States\$vBiography.
650 0 \$a Cancer patients \$z United States\$vBiography.
650 4 \$a Sports
650 4 \$a Cyclists
650 4 \$a Cycling
650 4 \$a Testicular cancer
650 4 \$a Cancer patients
650 4 \$a Cancer survivors
650 4 \$a Professional sports
650 4 \$a Tour de France
692 \$a Armstrong, Lance \$c Male \$d 1971- \$e American \$f Survivor of advanced testicular cancer; Olympic cyclist (1992, 1996); World Professional Road Race champion (1993); Tour de France winner (1999); rides for the United States Postal Service \$g Cyclist\$hPlano, Texas
697 \$a I am a survivor, not a victim.
691 \$c United States
691 \$a France \$c Europe
691 \$a International
693 \$b 20th century
700 1 \$a Jenkins, Sally.

Example of the same enriched record in the library's Online Public Access Catalog

with the additional access points **bolded**

<i>Author</i>	Armstrong, Lance.
<i>Title</i>	It's not about the bike : my journey back to life / Lance Armstrong with Sally Jenkins.
<i>Publish info</i>	New York : Putnam, c2000.
<i>Description</i>	275 p. : ill. ; 24 cm.
<i>Subjects</i>	Armstrong, Lance. Cyclists--United States--Biography. Cancer patients--United States--Biography. Sports. Cyclists. Cycling. Testicular cancer. Cancer patients. Cancer survivors. Professional sports. Tour de France.
<i>Biographee</i>	Armstrong, Lance Male 1971- American Survivor of advanced testicular cancer; Olympic cyclist (1992, 1996); World Professional Road Race champion (1993); Tour de France winner (1999); rides for the United States Postal Service Cyclist Plano, Texas
<i>Biographee quote</i>	I am a survivor, not a victim.
<i>Geographic setting</i>	United States France Europe International
<i>Time period</i>	20th century
<i>Alt name</i>	Jenkins, Sally.
<i>LCCN</i>	00035612
<i>ISBN</i>	0399146113
<i>Dewey number</i>	796.6/2/092B

TYPES OF LIBRARIES

WHAT KINDS OF LIBRARIES SIGN UP FOR THIS SERVICE?

Academic libraries have added TOC enrichment to their **Overnight Authorities** profiles. They FTP their MARC records to us, we perform authority control on the records, add TOC data, and make the records available for FTP pickup the next morning. Other academic libraries choose to have their entire MARC databases examined and, for any matches in our database, enriched with TOC data and author notes at the same time that we perform authority control.

TOC enrichment has also been requested by special libraries such as those at art museums and high tech companies.

Public libraries and schools are interested in the TOC data and also request the added entries for biography and fiction.

COMPARISON BETWEEN MARCIVE SERVICES AND OTHER VENDORS

BLACKWELL'S

There are some differences in the types of enrichment available from Blackwell and from us. We can add Table of Contents (TOC) data, Fiction/Biography added entries, summaries, and author notes to your MARC records. As we understand it, Blackwell's offers TOC data, summaries, and author affiliations.

Our TOC data enrichment is priced lower than Blackwell's.

We are also able to offer it in conjunction with authorities processing, which is a service they no longer offer.

We offer overnight turnaround for **MARC Record Enrichment** in conjunction with **Overnight Authorities** or **MarciveWeb SELECT**.

SYNDETTIC SOLUTIONS

We obtain our enrichment data from Syndetic Solutions so a natural question is why a library would choose our services rather than theirs.

Our service is more convenient for your library if you are having any other processing done. Syndetic Solutions does not offer **MARC Record Enrichment** as part of authorities processing, deduplication, retrospective conversion, or Brief Record Upgrade.

We do not charge a minimum if you have chosen us to do other processing for your database. Even for standalone processing our minimums are very low.

And we offer overnight turnaround when you get **MARC Record Enrichment** in conjunction with **Overnight Authorities** or **MarciveWeb SELECT**.

OTHER CONSIDERATIONS

When you use our services in conjunction with Authorities Processing, we can also verify the genre terms coded as LC or GSAFD. The latest version of the *Guidelines on Subject Access to Individual Works of Fiction, Drama, etc.* (Chicago : Resources and Technical Services Division, American Library Association), commonly referred to as gsaft and the newly developing Library of Congress Genre/Form Terms for Library and Archival Materials are the primary genre terms used. You may specify if you want to give priority to a specific thesaurus (LCGFT or GSAFD) or if you want to process the genre terms as coded.

COVERAGE

WHAT IS THE SOURCE OF THE DATA?

All of our data comes from Syndetic Solutions (a ProQuest company).

Table of Contents information is taken from publisher catalogs, advance information, and the book itself. New records are received weekly.

For the Fiction and Biography enrichment files, we receive records every week. More than half of these records are for new novels and biographies soon to be released. The remaining titles are drawn from previously published top-sellers, literary classics, and titles in series. At a minimum, you should expect coverage of every new title appearing on the

New York Times and *USA Today* bestseller lists, as well as every title appearing in any of the following review sources: *Publishers Weekly*, *Library Journal*, *Booklist*, *Kirkus Reviews*, *Independent Publisher*, *Romantic Times*, *Mystery Review*.

Summary and review information is gathered from either catalog descriptions or book jackets. Author notes are captured from publisher catalogs, book jackets or publishers' files.

WHAT KIND OF HIT RATE IS OUR LIBRARY GOING TO GET?

Our strength is in current English language, high distribution, monographic titles from trade, university, science/technology and some specialty publishers. Based on our experience, we would assume 10-30% of your titles to be candidates for enrichment. Some of the titles you send us will probably be government documents, music, serials, foreign language, overseas publishers, or older titles. Some of your MARC records might be candidates for enrichment but lack an ISBN which is our primary key for finding enrichment data for you.

The beauty of working with MARCIVE is that, if you request enrichment in conjunction with any other processing (such as authorities or retrospective conversion), there is no minimum charge, so the hit rate is not so important. Even if you get standalone ongoing processing, the minimum is quite low. Every hit that you do get enhances the catalog for your patrons.

REPORTS

STATISTICAL REPORT

Libraries can receive a statistical report in electronic form at no charge.

Statistics include how many bibliographic records were examined and how many were enriched, broken down by category.

All categories for which we offer enrichment are listed, regardless of whether the library is profiled for them.

```
MARC Record Enrichment Report
MARCIVE Library ID: ABCD
Process date: Thursday, March 01, 2001 at
09:31:50
Number bib records processed: 2186
Number records enriched: 387
Number enriched with TOC: 387
Number enriched with F/B: 0
Number enriched with summaries: 0
```

LIST OF TITLES IN INPUT ORDER

There is a set-up fee of \$35 to begin receiving electronically a list of titles in the order the MARC records appeared in the file. There is no ongoing per record charge. The report lists only those records which were enriched.

```
MARCIVE, Inc.
MARC Record Enrichment: Input Order

44627471    RJ 2001  When your child has a disability :
37594598    RC 1997  Addictive behaviors :
42882942    PS 2000  Plain and ugly Janes :
40545021          1998  Barbarian lens :
39951693    HF 1999  Act like an owner :
39756568    HD 1999  Listening to conflict :
39615643    HD 1999  Strategies for better thinking :
40668213    HD 1999  3 keys to empowerment :
```

LIST OF TITLES IN PUBLICATION DATE ORDER

There is a set-up fee of \$35 to begin receiving electronically a list of titles sorted by the first four digits of the publication date (MARC tag 260 \$a). There is no ongoing per record charge. The report lists only those records which were enriched.

MARCIVE, Inc.

MARC Record Enrichment: Date Order

35128174	R7 1996	Final exit :
37594598	RC 1997	Addictive behaviors :
36621879	TR 1997	basic book of photography /
40545021	1998	Barbarian lens :
39907316	TX 1998	business of conferences :
38602512	KF 1998	Cameras in the courtroom :
38832523	GV 1998	Sports :
40668213	HD 1999	3 keys to empowerment :
39951693	HF 1999	Act like an owner :
41385127	1999	Barbershops, bullets, and ballads :
41157921	NX 1999	Beginning postmodernism /

LIST OF TITLES IN LC CLASS ORDER

There is a set-up fee of \$35 to begin receiving electronically a list of titles sorted by the first two digits of the LC classification (MARC tag 050 \$a). There is no ongoing per record charge. The report lists only those records which were enriched.

MARCIVE, Inc.

MARC Record Enrichment: LC Class Order

45659070	2000	Tales of tour /
40716179	B1 1999	Bertrand Russell on modality and logical relevance /
36045972	BQ 2000	study of Nāagāarjuna's twenty verses on the Great vehicl
44039447	BX 2000	Irish Protestant churches in the twentieth century /
43977545	CT 2000	Fighting for social justice :
43286925	D1 2000	Euro-Mediterranean partnership for the 21st century /
43567454	D1 2000	Russia and Europe :
42935744	DA 2000	British Republic, 1649-1660 /

ESTABLISHING AN ACCOUNT

HOW DO I ESTABLISH AN ACCOUNT?

Please contact a MARCIVE representative to discuss your database enrichment requirements.

We will want to know whether you just want standalone enrichment or if this is to be in conjunction with another MARCIVE service.

Standalone

Or with

Backfile authorities

Overnight Authorities

Deduplication

Smart barcode creation

Retrospective conversion from shelflist

Brief Record Upgrade

MarciveWeb SELECT (or other cataloging ordering method)

We will also want to know if your bibliographic data are loaded into a shared database so that we can determine if consortium pricing is applicable.

We will send you pricing and a profile form. To establish an account we need:

- Completed profile
- Purchase order or other instructions for payment

We assign your library a billing and processing ID code and provide you with instructions for FTPing your data to us. A test will be created for your approval before we complete the project.

Once you load and index your newly enriched records, your patrons will be able to discover more books and assess the relevancy of the books they find.

HOW DO I FILL OUT THE MARC RECORD ENRICHMENT PROFILE?

Many of you have said that you do not know which MARC tags you want us to place the information in. When you contact your Integrated Library System (ILS) vendor reps, they may not know how to answer either. (The exception is Innovative Interfaces, Inc., which has defined some of these fields.)

We have defined default local fields for each of the tags. For example, we arbitrarily place the TIME PERIOD information in the 693 field.

Please keep in mind that your ILS has either never heard of a 693 field or has it defined as something else. Before you send us your completed profile, check your ILS tag tables for three things:

1. Will all of these arbitrarily-defined fields load? If not, add them to the table or change the MARCIVE default to a field that will load.
2. Will all of these fields index? If not, figure out which index is appropriate (probably "words" or "keywords") and update your indexing table.
3. How will these fields display? If your system uses labels to display (for example, 245 = Title), you need to type in the labels that are appropriate. The advantage of defining each field separately is that you can label each field separately (e.g., CHARACTER/ATTRIBUTES, BIOGRAPHEE, BIOGRAPHEE QUOTE, TOPIC, GEOGRAPHIC SETTING, NON-GEOGRAPHIC SETTING, TIME PERIOD, GENRE, AWARD). Be sure to pay attention to your ILS's label length limit when creating labels.

If you are contemplating accepting the defaults, let your MARCIVE representative know. We will send you a small sample file to load *before* you mail us your profile.

There is currently no charge for adjusting your profile once it has been established, however if we have to re-output the data to new specifications, you will be charged a re-output fee.

PRICING

MARC Record Enrichment Only

Pricing for **BACKFILE PROJECTS**

Table of Contents, per hit	\$0.50
Fiction/Biography enrichment, per hit	\$0.50
Summaries or annotations, per hit	\$0.30

There is a minimum project charge depending on the number of incoming records:

Up to 10,000 incoming records	\$35 minimum
10,001-100,000 incoming records	\$100 minimum
100,001-500,000 incoming records	\$200 minimum
Over 500,000 records	\$0.0004 per record loading fee

Pricing for **ONGOING** customers

Table of Contents, per hit	\$0.50	\$35 minimum, per batch
Fiction/Biography enrichment, per hit	\$0.50	\$35 minimum, per batch
Summaries or annotations, per hit	\$0.30	\$35 minimum, per batch

MARC Record Enrichment + Overnight Authorities

Supplemental pricing for **OVERNIGHT AUTHORITIES** customers

Table of Contents, per hit	\$0.50	no minimum
Fiction/Biography enrichment, per hit	\$0.50	no minimum
Summaries or annotations, per hit	\$0.30	no minimum

MARC Record Enrichment + Backfile Authorities Processing

Supplemental pricing for **AUTHORITIES PROCESSING** customers

Table of Contents, per hit	\$0.50	no minimum
Fiction/Biography enrichment, per hit	\$0.50	no minimum
Summaries or annotations, per hit	\$0.30	no minimum

MARC Record Enrichment + Retrospective Conversion or Brief Record Upgrade

Supplemental pricing for **CONVERSION** customers

Table of Contents, per hit	\$0.50	no minimum
Fiction/Biography enrichment, per hit	\$0.50	no minimum
Summaries or annotations, per hit	\$0.30	no minimum