



MARCIVE® INC.

BRIEF RECORD UPGRADE SERVICE

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You need good MARC records if you are implementing an online catalog. A library just starting out can send its shelflist to MARCIVE and have an excellent keyed retrospective conversion performed. But what about a library which already has a circulation system with short records?

That library can get an excellent conversion, too! MARCIVE offers *Brief Record Upgrade Service* to machine-match short records against full MARC records from the Library of Congress and other recognized sources. We replace the matched records with the full records, apply authority control to both the full and any remaining short records, and perform any other agreed-upon enhancement, resulting in a database of which the library can be proud.

The Library's Predicament: Less Than Full Records

Perhaps your library automated its circulation functions several years ago. The system may not be fully MARC-compatible. Or perhaps the system could have loaded MARC records, but the library did not have money for a professional conversion.

Now you want the benefits of the latest generation of library automation software. To function properly the new systems require:

- up-to-date records
- complete cataloging
- MARC21 format

The Answer: MARCIVE Brief Record Upgrade Service

Send your brief records to MARCIVE!

We do not have to have LCCNs or ISBNs to find a good record. Our match rates are best if your record contains one of those numbers, but our smart programs also look at title, author, publisher, and date information.

Checking the Best Databases

We take the short record you send us, create a key, and search our databases for the best possible match. We can look in databases from any of the following excellent sources:

- **Library of Congress**, as distributed by LC
- **pre-1968 Library of Congress** records keyed by MARCIVE staff
- **National Library of Medicine**
- **US Government Printing Office**, as enhanced by MARCIVE
- **National Library of Canada**
- **A/V Access** audiovisual cataloging records from Baker & Taylor

Our representatives work with you to determine which databases are going to provide the best results.

To Receive a Custom Quotation

We will ask you to fill out a short **questionnaire** and send us a **sample** file of MARC records so that we can provide you with an accurate price quotation and delivery schedule.

Look at the Difference!

Here is an example of what a *Brief Record Upgrade* could do for your own brief records.

Incoming Brief Record

Outgoing MARC21 Record

```
000 00221nam 2200085 a
4500
100 \aTINKLE
245 \aAmerican Original
260 \b Little, \c 1978
852 \p37021\hGR
      55.D62/AB
      TIN\9p10.00usd
      \xFSC@aR @b52
      @b41@gHPL
900 \aGR 55.D62 \b
      TIN
```

```
000 00795cam 2200229 I 4500
008 780615s1978 mauaf b 00110beng
010 $a 78016500 //r852
020 $a 0316848875
050 0 $a GR55.D62 $b T56
082 $a 818/.5/209 $a B
100 1 $a Tinkle, Lon.
245 13 $a An American original :$b the life of J. Frank Dobie / $c by Lon Tinkle.
250 $a 1st ed.
260 $a Boston : $b Little, Brown, $c c1978.
300 $a 264 p., [6] leaves of plates : $b ill. ;$c 24 cm.
504 $a Bibliography: p. [251]-255.
500 $a Includes index.
600 10 $a Dobie, J. Frank $q (James Frank), $d 1888-1964.
650 0 $a Folklorists $z United States $v Biography.
650 0 $a Authors, American $y 20th century $v Biography.
852 $p 37021 $h GR 55.D62 $9 p10.00usd $x FSC@aR@b52@b41@gHPL
900 $a GR 55.D62 $b TIN
```

BECOMES



Finding the Best Possible Match

The MARCIVE computer program searches for a match using the elements described in the next paragraph. As soon as it finds a match, it goes on to the next record and does not look for any more matching points.

First, the computer checks to see if it obtains a match on an LCCN and a number of words from the title. This kind of **verified searching** gives much higher accuracy than "blind matching".

If it cannot find a match, it tries ISBN or ISSN in the same manner.

If our database contains more than one record with the same numeric key, the program looks at publisher to determine the correct record.

If none of the numeric searches results in a match, it looks at the title, author, publisher, and date of publication, first trying an exact match and then varying up to five years in either direction. Libraries looking for fuller cataloging generally consider such small variations in publication dates acceptable. However the amount of variation can be profiled.

Sequence of searching used by our computer software:

1. LCCN + words from the title
 2. ISBN + words from the title
 3. ISSN + words from the title
- If more than one record matches, publisher is checked.
4. Title + First word of the author's name + Publisher word(s) + Date of Publication (exact)
 5. Title + First word of the author's name + Publisher word(s) + Date of Publication (can vary by 5 years either direction)

These criteria are designed for retrieval of the greatest number of accurate records possible, even for very poor databases.

Making the Records Suitable for Your System

We can copy the holdings information exactly from your input records, or we can rearrange it to suit your new system. What was appropriate for your old system may not work in your new system, so we customize the holdings information to its specifications.

The Latest Name and Subject Headings

Free authorities processing is included in every *Brief Record Upgrade* (BRU) project! All names and subject headings are examined and brought up to current practice for both the upgraded records and ones that could not be upgraded.

Authority records (the basis for cross-references) are available for a nominal charge.

For topical access, you have your choice of Library of Congress Subject Headings or Sears (or MeSH if you have a medical collection).

Results

The brief records that were found, "hits", will be output in full MARC format.

The brief records that were not found, "no-hits", can also be output in MARC format, considerably improved by the process.

Hits and no-hits are passed through authorities processing to bring all of the names and subject headings up to current practice.

MARCIVE also gives you one-stop shopping with many of the auxiliary products and services you need:

- "Smart" barcode labels
- Excel listings of records found
- Excel listings of records *not* found
- Matching authority records
- Reclassification from Dewey to LC
- Spine labels
- MARC Record Enrichment (insertion of Table of Contents, additional Fiction and Biography access points, or Summaries to make your records especially useful)
- Addition of Reading Notes (Accelerated Reader and Lexile Framework[®] for Reading).

Fast Turnaround Time

The length of time we need to turn your database into full MARC records averages eight to ten weeks for small projects, ten to twelve for

larger projects. The exact time depends on the nature of the data and your specifications.

Affordable Pricing

The MARCIVE *Brief Record Upgrade Service* is the most economical because of the quality of the results. We sometimes talk to librarians who thought they were saving money by choosing a service that used "blind matching" on LCCN or ISBN. They then call us to see if we can clean up the resulting disaster of a database, at additional expense. It is more economical and simpler to choose MARCIVE initially and get a properly done project the first time around.

Evaluating Your File

A BRU project is designed for libraries with brief records for which matching to a full record will be beneficial. It may be that your records are already complete, but need some other type of upgrade. MARCIVE has a wide range of tools to assist you. Our representative will advise you once we see your sample file and understand your specifications.

Custom Projects

MARC records are the easiest for us to read. However, if your system does not have an option to output your brief-record database in MARC format, we may be able to write a program to read your **non-MARC records**. Once we have a sample file, we can give you a quotation on the programming to read in nonstandard files.

Selective upgrades are also possible if some of the records have already been upgraded or were already full records. Just list the criteria that will identify records that do not need upgrading when you request a quotation. Also, we ask that your sample file contain examples of both records to be upgraded and to be skipped.

The best option for handling no-hits may be for the library to search them in our web-based cataloging database, *MarciveWeb SELECT*. You can see the record before choosing it, and add any local data desired. This is also the best way to continue with new cataloging after the *Brief Record Upgrade* has been completed.

Special Processing of No-Hits for Non-MARC Records

We can work from records in word-processing files, spreadsheets, and files extracted from non-MARC systems.

If the library sends us non-MARC records, we create a key and try to find as many MARC records in our database as possible. Any local fields that the library identified in the profile will be copied into the matching record (or "hit").

There will be some "no-hits", brief records that could not match a MARCIVE record.

In most cases we can take the data fields in the library's brief record and map them to MARC-tagged fields. To determine the costs for this custom processing, we need to have the library's specifications for mapping while we are evaluating the sample file.

Alternatively, we can provide a printout of the no-hits so the library can search those records individually on **MarciveWeb SELECT**.

MARCIVE, The Logical Choice

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

1. Highest hit rate. MARCIVE's intelligent computer programs give you the highest number of accurate matches. No other machine method is as effective.

2. Quality of the data. All of the records we supply are from authoritative sources, such as Library of Congress. A Brief Record Upgrade only makes sense if the data you receive are a significant improvement over the data you sent.

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 success.

No other vendor offers as many ways to customize the MARC records to your library's local system.

4. Choice of subject headings and authority control. The majority of our customers obtain Library of Congress subject headings and authority control. However, you have options.

MARCIVE offers you more flexibility than other vendors in the choice of subject headings.

If the matching records contain Genre headings from the GSAFD (Guidelines on Subject Access to Individual Works of Fiction, Drama, etc.) or LC, we bring them up-to-date and can supply matching Genre authority records.

If your library uses Sears, you should know that MARCIVE has 10 million records with Sears subject headings, far more than any other vendor. We also offer Sears authority control.

If your library uses MeSH, you may already be aware that MARCIVE has long been a leader in the provision of National Library of Medicine records, with over 1 million NLM records in our database. Moreover, we provide MeSH authority control.

5. Convenience and economy. MARCIVE offers the best combination of a laborsaving method with clear, low prices.

6. One-stop shopping. MARCIVE also provides traditional keyed-from-shelflist retrospective conversions.

This is especially important to know if you are making decisions for a school district or a library that is only partially converted. When you choose MARCIVE to handle BRU for your automated collections and keyed retrospective conversion for your non-automated collections, you can coordinate such important aspects of the project as authority control and billing.

7. Best selection of adjunct services. Only MARCIVE offers you Accelerated Reader, Reading Counts! and Lexile, MARC Record Enrichment, "smart" barcode labels, matching authority records, Dewey-LC reclassification, spine & pocket labels, electronic lists, processing of other vendor's records, and other services and products to meet your particular situation.

8. Independence of target system. MARCIVE does not sell an integrated system; our service is designed to work with whichever library automation system you choose. This flexibility means you select a new system based on your needs, not on which vendor offers a path for reading your records.