

1. Describe your services.

MARCIVE Products and Services <http://www.marcive.com/HOMEPAGE/prodserv.htm>

Our products and services include anything that assists you in building and improving your cataloging database to help your library achieve its mission of providing stellar service to your library users. In other words, MARCIVE works with you as a satellite cataloging team to make your database more user-friendly and enable the best use of your collection.

A database is like your home. You build it, you improve or enhance it, and you clean it. Unless all three of these steps are done, and done well, you do not have a place where you or anyone else wants to spend much time. The daily running of the library keeps you very busy so we assist you in building and maintaining a richer, cleaner database that people enjoy spending time in.

Build: MARC records, GPO documents, Barcodes, Labels, Catalog Cards ;

Improve: Lexile®, Accelerated Reader™, Summaries, Table of Contents, Fiction, Biography;

Clean: correct and update MARC coding and access points.

Since this presentation is an overview of MARCIVE authority services we will focus on details that relate to cleaning and improving a database.

MARCIVE, INC. AUTHORITY SERVICES:

MARCIVE has five levels of cleaning and enriching services to give databases the best presentation to the public. Keeping with the home / database picture we do the following: Disaster recovery, Spring cleaning, Spot Cleaning, Preventive maintenance, and Value-added improvements. This brief overview will give you an idea of what we do in relation to authority control. If you don't hear something today, either stop by booth 2207, look up information on our website (<http://www.marcive.com/HOMEPAGE/prodserv.htm>), or contact us at info@marcive.com. We may already do what you have in mind and if not, we specialize in customization.

Disaster Recovery—Someone or something has trashed the home/database. This work is usually done as part of the Backfile service and may include:

Non-MARC records

Retrospective conversion from shelflist cards or computer records to MARC.

Pseudo-MARC or Anemic MARC records need upgrading to true MARC

Mangled MARC records needing global changes

Spring Cleaning—Removal of built-up dirt in neglected areas may be done through Backfile services or periodic updates and include:

Deduplication

Record upgrade

Accurate processing of your LC (Name, Subject, Genre), MeSH, GSAFD, Children's headings, Canadian, and Sears headings.

Spot Cleaning—On-going, daily/weekly/monthly touch-up to keep it clean is done through Overnight Authorities

Preventive Maintenance—Preventive measures to resist dirty data is the provision of Authority records to assist catalogers in selecting the current term and avoid typing errors.

We provide:

Authority records for LC (Name, Subject, Genre), MeSH, GSAFD, LC Children's Canadian, Sears, and are working on making NASA headings available soon.

Notification Service [LC, LC Children's, Canadian]

New Match [LC, LC Children's, Canadian]

Value-added Improvements—Extras added to your MARC records to draw attention to areas of the collection and make your catalog more accessible.

MARC Record Enrichment options are: Table of Contents, Fiction,

Biography, Summary, Lexile®, or Accelerated Reader™.

2. How frequently do your files represent updates (that is, are you in sync with the LC authority files)?

MARCIVE's files are updated as soon as we receive the files from the originating source. There is a weekly file from LC. Authority records from Canada come twice a month. MeSH and Sears files are refreshed or updated annually. The NASA file will be updated monthly.

3. What authority records besides LC do you check against?

MARCIVE uses LCAF (Name, LCSH, ACP, Genre), LAC Name and Subject authority files, MeSH, Sears, GSAFD, and we have just acquired NASA (which we are converting to MARC and will implement). We are open to and are investigating the possibility of adding other popular thesaurus. Unfortunately, the licensing cost to for-profit companies sometimes make them cost prohibitive.

4. Do you bring records up to the current MARC 21 standard?

We have an extensive list of unambiguous obsolete MARC coding that are changed during authority processing unless requested not to do so.

Examples:

400, 410, 411 changed to 490/8xx (800,810,811);

008/15-17 place of publication, production, execution vn (Vietnam, North) and vs

(Vietnam, South) are now vm (Vietnam); "v" (United States) is now "u" (008/17);

655_7\$2lcsH is now 655_0 [subfield \$2 deleted].

5. How are you handling records in Unicode?

We convert records to MARC-8 according to MARBI guidance for internal loss-less processing (Proposal 2006-9) and then reconstruct them as Unicode for output.

6. How are you dealing with non-roman characters?

They are retained in the bib record as received.

7. How are you dealing with or offering services related to discontinued series authority by LC?

Series headings marked as not traced (tag 490, 1st indicator of "0") will be reviewed, at no extra cost, if a library chooses this option. When the bib heading matches the authorized form (1xx), the heading will be marked as 440. If the bib heading matches an unauthorized form (4xx), the bib heading will be coded 490(1) and an appropriate 8xx will be created for the authorized form.

Unless specifically requested not to be reviewed, obsolete fields 400, 410, and 411 will be updated to the current 490(1)/8xx tags or possibly 440 when the 490 and 8xx fields are identical.

8. How do you handle errors from LC?

- a. When we see errors in LC authority records or bib records we report these to CPSO and they are corrected by LC, often by the next update or two.
- b. If the problem is not really an error but a less than helpful tracing, like 430 "Selections" on a name/title authority record we suppress these ambiguous tracings to prevent them from causing incorrect flips.
- c. DLC bib records (many of which are BIBCO/PCC records) need authority work and updating just like any library's records so they receive the same authority processing as records from any other library when authority processing is requested.

9. If you enhance records, how do you use your enhanced records?

- a. MARCIVE uses an auxiliary file to enhance our authority matching process. This picks up spelling errors as well as former authorized forms which were changed but not retained in a 4xx and points to the authorized form. These records are not supplied to the library.
- b. MARCIVE has databases with data used to enhance bib records. We actually update the MARC record with the enhancement data, rather than having a link to a database. This has several advantages to you: your patrons can retrieve the record using keyword searching and you have no worries about maintaining a subscription, as you own the data. You send your MARC records to us and we insert Table of Contents (TOC) data, Fiction/Biography added entries, Summaries, Lexile® and Accelerated Reader™ into the appropriate fields at a nominal cost. This has been very well received by our authority processing customers, as it is available during authorities processing, even overnight.

10. Do you do manual review? If so, how do you do it and what fields do you do it on (6xx? 7xx?).

MARCIVE does limited manual review as part of standard authority processing.

- a. A test is run on the data to provide a more accurate picture of the unique problems in the data. During this stage any pattern that is observed that can be corrected with a global change will be recommended to be added to the clean-up process. This is primarily on authorized fields but could be other fields also.

- b. Reviewers scan all unrecognized headings for obvious, unambiguous corrections. What can be corrected within the time-frame will be done for the final clean-up. Unrecognized headings not reviewed within that time frame are reviewed after the project to both help with future processing and to provide the library with additional authority records through NewMatch, for libraries getting Notification.

11. How do you train your manual reviewers (workflow, steps)?

Primarily we rely on staff who have been doing manual review for years so no training is necessary. We have recently trained additional staff to do manual review but all have been working with MARC bib records for years so are familiar with MARC coding. They are taught the relationship of MARC authority records to MARC bib records and critical fields and coding that must be observed. [Example: 008/14-16 is it valid for name, subject, series use.]

12. What are your criteria for automated flips?

MARCIVE has an exhaustive list of criteria for determining when to flip terms and tags, that cannot be covered in a short overview. Basically we use the NACO normalization standard and look for the fullest match of a bib heading to a 1xx or 4xx in an authority record; this list of matches is greatly enhanced through our auxiliary database. Each tag has a specific algorithm that takes cataloging rules into account to determine when flipping is allowed.

For example, if the incoming record was

```
100_1 $aWatkins, Bill.  
245_2$aA Celtic childhood.
```

MARCIVE authority processing would look at the matching authority records for the bib main entry. Normalization looks for an exact match and then a check is made for the existence of close matches and matching bib titles to authority record 670 titles. In this example there are multiple authority records with “Watkins, Bill” in subfield \$a.

Although normalization and exact matching directs to the first authority record for “E.J. Watkins” our processing recognizes several close matches. The bib record 245 is searched and since it matches the 670 in the authority record for the Bill Watkins born in 1950, that is the authority record that will be supplied to the library and used to flip the bib heading.

```
000 00000nz 2200000n 4500  
001 nr 95033855  
003 DLC  
005 19950928051738.7  
008 030821n| acannaab| |a aaa ||| c  
010 anr 95033855  
040 aNICcNIC  
100 10aWatkins, E. J.  
400 10aWatkins, Bill  
670 aDyslexia: a teaching handbook, 1990:bt.p. (E.J. Watkins) pref. (Bill Watkins)
```

```

000 00000nz 2200000n 4500
001 no 99070714
003 DLC
005 19991005071936.0
008 030821n| acannaabn      |n aaa ||| c
010 ano 99070714
035 a(OCOLC)oca05072291
040 aOClbengcOCl
100 1 |aWatkins, Bill,|d1950-
670 |aA Celtic childhood, c1999:| bt.p. (Bill Watkins) jkt. (b. 1950 in Birmingham,
    England; Welsh/Irish poet and musician; worked as radio operator and on theater and
    film lighting; lives in Minneapolis)

```

The outgoing bib record will be:

```

100_1 $aWatkins, Bill, $d1950-
245_2$aA Celtic childhood.

```

- 13. How do you use/not use 781 to insure correct form of 65x \$z; what fixed fields are you using to insure authority? Do you use any fixed fields in the authority record to help verify the subject string? An example would be do you use the 008 bite 6 to verify if a heading can be subdivided geographically?**

Like many useful MARC fields, the 781 tag in geographic authority records was significantly underused until recently so MARCIVE developed additional processing to handle the direct and indirect geographic name construction of 65X\$z. In 2006 LC/PCC pushed to add the geographic subdivision information in the 781 so its use will be more reliable in the future.

MARCIVE does look at the 008/06 code to see if the heading may be subdivided geographically.

- 14. Do you do a string search match when creating a master file?**

As with most aspects of authority work it is necessary to define terms to be sure the library and vendor have the same outcome in mind. As explained in #12 above, MARCIVE looks first at the full bib heading string. However, many bib headings employ free-floating subdivisions and add subfields like \$e (Relator term) or \$4 (Relator code) and \$v (volume number) which do not appear in authority records. These and other appropriate subfields are removed in an established pattern to allow appropriate matches with authority records. The matching authority record is supplied to the library for their master authority file. For libraries with systems that require an authority record for the full bib heading string, MARCIVE can provide a brief authority record. However, most systems now automatically create an in-house authority record so libraries do not request this option.

15. What reports are standard, what customized reports are available (or, what comes ‘out of the box’, what is available at an additional cost)?

We provide every customer with a complete set of statistical reports to show how much good was accomplished. Ongoing customers also receive two additional reports for free. The ones they usually choose are the report of Unrecognized main headings and the report of Multiple matches.

However, the library can instruct us to substitute any other report at no additional charge. We also offer at a per-record cost the following reports:

Undifferentiated/conditionally authorized personal names

Heading changes (transaction activity report)

Unrecognized geographic subdivisions

Unrecognized MeSH headings.

We often tell librarians that the report of unrecognized headings is superfluous if they are getting NewMatch which is free with Notification. The vast majority of unmatched headings are ones for which no LC authority record currently exists, so the report of them won't prompt them to any action. And NewMatch service automatically supplies the new authority records when they are made available.

Most ongoing customers also subscribe to our Notification Service, which is available with either just the appropriate new, changed, and deleted authority records, or with an accompanying report explaining what changed.

Backfile customers have a variety of reports to choose from at a nominal cost. The statistical report is always provided free of charge.

16. What automation can you do on these reports?

These reports are all available electronically. The library can import them into various applications, if they wish to manipulate the information.

17. Describe your pricing models

We base our pricing on the number of bibliographic records loaded and the number of records examined. The only reason the number of records loaded would differ from the number of records examined is if the library had requested the elimination of duplicate bibliographic records, commonly referred to as deduplication. We discount the price based on volume, with very large libraries paying a lower per record price to examine the records.

The only other charges are dependent on what profile options the library selects, such as reports or enrichment with Lexile®, Accelerated Reader™, Table of Contents, Fiction and Biography added entries. Some libraries use the occasion of authority processing as an opportunity to perform cleanup of sets of substandard records, using our Brief Record Upgrade service. We can do a lot of customized cleanup, and we ask the library to send us a file to evaluate so that we can provide a quotation and explanation of what we can do.

Retrospective conversion includes free authority checking of every name and subject heading!

18. Do you have a minimum charge per tape load? And if so what is the charge and how many records are required to equal this amount?

There is no minimum charge or file size for ongoing work, which makes it cost-effective for libraries to send records whenever they want and as few as they want and still get overnight service. Files much larger than 25,000 may require longer than overnight, possibly 48 hours depending on file size.

For backfile processing, there is a load minimum of \$350, but again that is just a one-time charge when the library sends us their retrospective file.

19. Do you participate in NACO/SACO? Other professional involvement?

MARCIVE as a company contributes to ACIG and other Library associations. Individually, librarians from MARCIVE belong to and participate in a variety of national, state, and local library association organizations and Listservs.

MARCIVE would like to participate in NACO and SACO but currently we have been told that participants can only contribute through OCLC, and that is cost prohibitive. If PCC, LC, and OCLC can allow others to participate we are open to it.

20. How do your services compare with what an ILS vendor offers (example given: AACP from Innovative)?

Each vendor is different so we cannot list specifics; however, the primary difference is that an ILS vendor is a library systems vendor which means focusing on library data storage and retrieval. It is expected that the authority function and service they offer is one component of a large system related to all aspects of library management within their proprietary system. MARCIVE, as an Authority vendor, focuses specifically on the data as it relates to unique authority problems and MARC coding changes. MARCIVE has focused on authority work for over 25 years so we have developed many processing functions that are much broader than just supplying an authorized heading and linking it to a bibliographic record.

MARCIVE authority processing is designed to:

- a.) be generic, based on MARC21 & AACR2R, not limited to a local system's design, and
- b.) automate much of the process of authority maintenance (both review and updating). Notification and New Match automatically update your authority file with newly created authority records, for bib headings in your database, and supply updated authority records you already own, and
- c.) provide standard cleanups of MARC coding and some other errors as part of authority processing.

21. What do you expect from your customers?

Customers work with MARCIVE and their ILS vendor in a partnership:

- a.) Dialogue with us about the library's concerns and needs, to enable us to better advise the library as to what options are available and to customize the authority processing profile to meet those needs;
- b.) Supply the data in a timely fashion so we can properly analyze and process it;
- c.) Load and review the sample file so any questions or concerns may be expressed up-front and addressed during the test stage, before the final processing is done;
- d.) Libraries should have a clear understanding of how their ILS is profiled and designed to use Authority records to better evaluate the authority processing.

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