



MARCIVE® INC.

RETROSPECTIVE CONVERSION SERVICES

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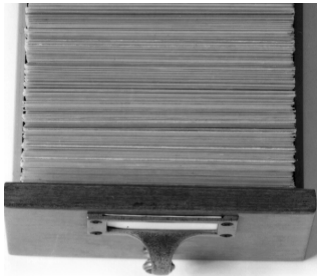
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The foundation of your library system is your bibliographic database. Adherence to standards, accuracy in the identification of bibliographic and item information, consistency in application of access points, and completeness of content are crucial elements in the success of your retrospective conversion project. Dependable bibliographic processing has been our only business for over 25 years. We would be proud to put our experience to work for your library.

Three Approaches to Your Retrospective Conversion Project



- **Shelflist Conversion.** MARCIVE will work directly from your shelflist cards. For a finished, consistent database, we recommend the 100% solution in which the cards are first searched for a match and then non-matches are keyed into MARC format. Alternatively, we can send you just the matches. Bibliographic data keyed by MARCIVE conform to MARC21 and AACR2 standards.
- **Brief Record Upgrade.** Your existing computer records can be used to find full MARC records. We offer the most complete service—even if you do not have LCCNs or ISBNs. For more information about this option, please ask for "*Brief Record Upgrade Service*" description and the BRU estimate questionnaire.
- **MarciveWeb SELECT.** You and your staff can find MARC records on MARCIVE's web site and add your local data. We sometimes recommend this approach for very small libraries and for libraries which have never had a shelflist or do not wish to use the information that appears on their shelflist. To learn more about this option, please request a complete *MarciveWeb SELECT* packet.

This is also an excellent way to obtain current cataloging. There is no license fee or per-search fee.

The following pages describe our shelflist conversion procedures. We encourage you to contact a MARCIVE representative to determine the best approach for your library.

Accurate Shelflist Conversion: How We Do It

Upon receipt of a completed profile, the library's purchase order, and shelflist from the library, our conversion services manager examines the shelflist and prepares detailed specifications for the keying staff. If the librarian has pulled a subset of the shelflist to be used as a test (highly recommended), we key this first and send the results to the library.

Each card is then searched in our database. When a good match, or "hit", is found, the local data are keyed:

- Call number, included for all projects
- Location, included for all projects
- Optional data, such as copy/volume, preassigned barcode numbers, price, fund

Then as part of MARCIVE's quality control procedures, all of the searches and local data are keyed a second time and the results immediately compared. Any discrepancies are resolved, yielding a highly accurate result.

Searching the Best Databases ...to Provide You with the Best Record

MARCIVE has developed an authoritative database of over 10 million MARC records for books, serials, music, maps, and audiovisual materials.

- **Library of Congress**, all distributed by LC (over 6.5 million records)
- **pre-1968 Library of Congress** records keyed by MARCIVE staff
- **PMSC** audiovisual records from the A/V Access® database
- **National Library of Medicine**
- **US Government Printing Office**, as enhanced by MARCIVE
- **National Library of Canada**
- **supplemental database** (from other libraries' cataloging)

To make sure we pick the best record and key your local data correctly, every search is verified by a second keyer. MARCIVE's unique quality control procedures are designed to ensure your satisfaction.

Improving the Records Even Further

Once a record has been identified as the best possible match, a number of enhancements make the record even better:

- **authority control on all name headings.** All personal and corporate names are examined and upgraded to current practice. Old conference names are brought into conformity with AACR2. Series are examined and made consistent with LC practice.
- **authority control for subject headings.** The library has its choice of subject heading scheme (Library of Congress, Sears, or MeSH). The appropriate subject headings are carefully checked and obsolete headings are brought up-to-date.
- **GMD subfield (245 \$h).** The title is examined for the presence of missing or unbalanced brackets around the medium designator, and corrected.
- **ending punctuation.** We examine the ending punctuation in selected fields for consistency. This makes indexing cleaner in systems which differentiate traceable fields by punctuation.
- **non-filing indicators.** We fix the non-filing indicators in all appropriate title fields.
- **title subfields beginning with "The".** The title subfields (\$t) of certain added entries are checked for the presence of the initial article "The"; if found, it is removed and the subsequent word capitalized where appropriate.
- **normalization of locations.** If the library has used a variety of location prefixes, such as R, Ref, and REF, we can adopt a standard representation (for example, Ref) throughout the keying of your shelflist.
- **normalization of call numbers.** For Dewey libraries which have interfiled cards with a variety of call number rules (such as a varying number of letters of the main entry), we work with you to regularize the keyed call number.

These are just a few of the many tasks MARCIVE undertakes automatically to provide you with the best possible database.

Sample Shelflist Card

Location in this library	Ref	
	021	Katz, William A.
Local call #	KAT	Your library: a reference guide, by William Katz. Holt, Rinehart & Winston [c1979] 253 p.
Preassigned barcode #	12454	\$6.50
Price paid by this library		1. Libraries--Handbooks, manuals, etc. 2. Reference books. I. T
	ISBN 0-03-043801-2	78-21993

MARC Record with Local Holdings Information

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LDR 0000nam 2200000 i 4500
001 78021993
005 19980722090304.0
008 980722s1979 nyua b 00110 eng
010 $a 78021993
020 $a 0030438012
040 $a DLC $c DLC
050 $a Z710 $b .K38
082 $a 021
100 1 $a Katz, William A., $d 1924-
245 10 $a Your library : $b a reference guide / $c William Katz.
260 $a New York : $b Holt, Rinehart and Winston, $c c1979.
300 $a xiii, 253 p. : $b ill. ; $c 24 cm.
500 $a Includes indexes.
650 0 $a Libraries $v Handbooks, manuals, etc.
650 0 $a Reference books.
852 $b Ref $h 021 KAT $p 12454 $9 6.50
  
```

Local data in the above example were output in the 852 field; however MARCIVE customizes holdings information to make loading the records into your system as easy as possible.

For 100% conversion, the no-hits are examined by MARC-proficient staff. All of the information from the card is then keyed into MARC format.

Easy One-Stop Shopping for a Complete Retrospective Conversion

- MARC bib records, with holdings information, for both hits and no-hits
- FTP, Diskette, or CD-ROM
- Printed listings
- Smart barcode labels
- Generic barcode labels
- Barcode label protectors
- Spine and pocket labels for reclass
- MARC authority records, for cross references
- MARC Record Enrichment
- Specialized database processing

Affordable Authority Control

At no cost to you, we examine the name, series, and subject headings in every retro record, and replace obsolete forms with the most current practice.

To create cross references easily in your new system, we can identify and output all of the appropriate authorities records at a nominal cost. If your retro file needs to be merged with files of your current cataloging or with files from other libraries, we can also provide authorities processing for those records.

Custom Database Processing

Before we begin your retrospective conversion, we work closely with you to determine exactly what will make your project a success.

- **tailoring the resulting MARC records to your local system.** Holding field formatting and other requirements of your new system.
- **merging and/or deduplicating records from a variety of sources.** Combining records with different origins into a coherent database. If some records are substandard, a brief record upgrade can elevate the quality of the final database.
- **enhancing MARC records** with Table of Contents, added entries for fiction and biography, and summaries (*MARC Record Enrichment Service*).
- **reclassification from Dewey to Library of Congress.** Changing the MARC record and printing new spine and pocket labels.
- **custom programming.** Made-to-order solutions for unique database problems.

Why Is MARCIVE Your Best Choice?

We have converted over 38 million records to the specifications of academic, public, school, medical, and special libraries all over the world. *You can depend on our experience.*

We offer the most complete suite of services including MARC records, authority control, smart and generic barcodes, reclassification, and database merging/deduplication. *Your project will be tailored to exactly what you need.*

We perform more quality control during every conversion and yet our prices are extremely competitive. *You receive more value from MARCIVE.*

Let's get started!

Checklist for Conversion from Start to Finish...and Into the Future

- ☑ Complete the Retrospective Conversion Estimate Questionnaire. Photocopy a representative sample of your shelflist (50-100 cards) so that we can evaluate the hit rate and any special keying which you require. Send the questionnaire and the photocopies to MARCIVE for a quotation.
- ☑ Use the quotation to obtain a purchase order, or write us a letter of intent if your institution does not require purchase orders.
- ☑ Complete our Retrospective Conversion Profile. If you have any questions, our representative will be happy to work with you.
- ☑ Bundle the cards and pack your shelflist according to our instruction sheet. Extract 100-200 cards from your shelflist that illustrate different aspects of your collection. This will be the first bundle in your shelflist (batch 001). This "test bundle" will be processed first and sent back to you with all products, exactly as the whole shelflist will be done.
- ☑ Ship your shelflist (including the test bundle) by reliable carrier to MARCIVE.
- ☑ You will be contacted by our conversion services manager as she establishes specifications for your project. She may have general questions or require clarification of instructions for individual cards.
- ☑ You will receive a test package. Load the records and, if any problems arise, use this opportunity to fine-tune the specifications. Examine all of the contents of the package (smart barcode labels and any other products ordered) to ensure that our staff fully understands your requirements.
- ☑ Your project will be completed within the time frame promised by the manager of conversion services.
- ☑ You will receive your records ready to load into the local system you have chosen. If you have any questions, our conversion services manager is available by toll-free phone, e-mail, or fax to assist you.
- ☑ Once your retrospective conversion is complete, we hope you will use *MarciveWeb SELECT* to get your current cataloging.