MARC 101 to 210:
Your Key to Circulation

A Patron Can't Read

What A Patron Can't Find

MITINET
LIBRARY SERVICES

ARSL Conference 2023
Wichita, Kansas

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TOPICS

- What Makes a Good MARC Record Great – Brief MARC vs Full MARC vs SuperbMARC
- Improving Your Records – Find Issues and Opportunities in Your Catalog
- Tools That Facilitate Cataloging
- Searching and Finding Records
- Copy Catalog a Record in Less Than Three Minutes
- Batch Editing and Updating Multiple Records at Once

- Automate Cataloging Processes for Different Material Types
- Keeping Subject Headings Up-to-Date
- Increase Discoverability – Expand Subject Terms to Match Topics and Ever-Changing Lexicon That Support Today's Topics (i.e. DEI – Diversity, Equity and Inclusion)
- Outsource Cataloging When Needed

WHAT IS MARC

MARC =
Machine Readable
Cataloging
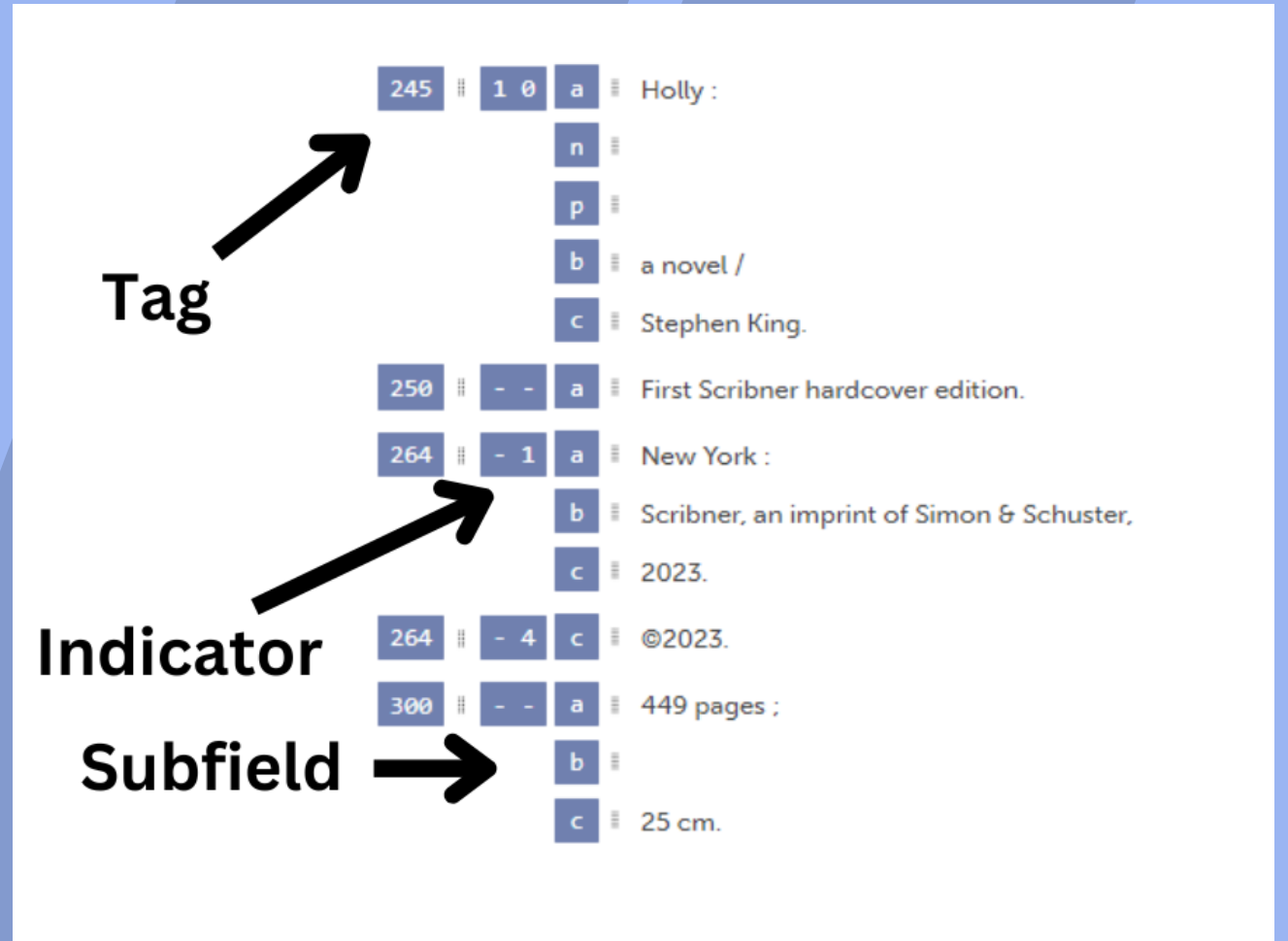
CONTROL FIELDS

```
001      0000019405

005      20230906170640.0

007      t||.

008      221028t20232023nyu....e......000.1.eng..
```

- Fixed length
- Each position has a meaning
- Used by the computer to process the MARC record
- Hard to read

```
000 01165cam a2200277 a 450
001 53048
005 20150721110931.0
008 920514s1991 dcua bc 000 0 eng d
```

DISCLAIMER

Be Consistent

VOCAB

- *Librarian:* You or one who works in a library.
- *ILS (Integrated Library System):* Catalog software that circulates your collection, manages your collection and makes your collection discoverable to patrons.
- *Catalog:* Your library's collection of MARC records.

A GREAT MARC RECORD

Complete & Accurate

- An ILS can't search what isn't there

MARC Comparison

Standard MARC — SuperbMARC™

Standard MARC:
```
000  00699nam a2200181ua 4500
005  20201021120439.2
006  m·······d········
007  cr··n·········
008  200913s2016····|||||||||o||||||||·|
     |eng·d
040  $a WaSeSS $c WaSeSS $d WaSeSS
100  $a McAneney, Caitie.
240  $a America's oddest legends (Online)
245  $a America's oddest legends / $c McAneney,
     Caitie.
260  $a s.l. : $b Gareth Stevens Publishing, $c
     2016.
500  $a Title from content provider.
506  $a Access limited to University of Wyoming-
     affiliated patrons.
710  $a ProQuest Ebooks.
856  $z VIEW FULL TEXT
     $u https://img1.od-cdn.com/ImageType-200/0017-
     1/%7BC328E012-CF61-420D-A5C1-52184BF2D
     D87%7DImg200.jpg
```

SuperbMARC™:
```
000  02555nam a2200529 a 4500
001  257038
003  WiMaMI
005  202010201411148.9
006  m···|o··d·······
007  cr·cnu---uuuuu
008  160126s2016····nyua···co······01·0·eng·d
010  $a 2015027026
020  $a 9781482440348 $q electronic bk.
040  $a WiMaMI
043  $a n-us---
044  $a nyu
050  $a GR105 $b .M384 2016
072  $a JNF016000 $2 bisacsh
072  $a JNF038100 $2 bisacsh
072  $a JNF052030 $2 bisacsh
072  $a SOC011000 $2 bisacsh
082  $a 398.20973 $2 23
100  $a McAneney, Caitie, $e author. $4 aut
245  $a America's oddest legends $h [electronic resource] / $c by
     Caitie McAneney.
250  $a 1st ed.
250  $a Electronic ed.
260  $a New York, NY : $b Gareth Stevens Publishing, $c c2016.
300  $a 1 online resource (32 p.) : $b col. ill.
490  $a Weird America
500  $a Electronic book
504  $a Includes bibliographical references and index.
505  $a Great American legends -- Monsters and cryptids -- The
     Jersey Devil -- American ghost legends -- Blackbeard's ghost -- The
     Legend of Sleepy Hollow -- Wild Wisconsin -- A man larger than life --
     Pecos Bill and Slue-Foot Sue -- Legends on the rails -- Creepy
     creature legends -- Keeping legends alive.
520  $a America isn't old when compared to other countries, but it
     has its fair share of odd myths and legends. From the myths of Pecos
     Bill to the Legend of Sleepy Hollow, our history has quirks and stories
     spanning all 50 states in the union. Readers explore the dark depths
     of storytelling in this exciting book filled with high-interest tales of
     American legends. Full-color photographs and freaky graphics help
     tell the tales that terrified—or just plain weirded out—American
     children for generations in certain cities or states.
521  $a 4 $b Gareth Stevens Publishing.
521  $a 3-6 $b Gareth Stevens Publishing.
526  $a Accelerated Reader $b MG $c 5.5 $d 0.5 $z 180053
533  $a Electronic reproduction. Available via World Wide Web
538  $a Mode of Access: Internet
588  $a Description based on print version
650  $a Legends $z United States. $2 sears
650  $a Tall tales. $2 sears
650  $a Monsters. $2 sears
650  $a Ghosts. $2 sears
651  $a United States $x Folklore. $2 sears
830  $a Weird America!
852  $h 398.2 $i McA $9 p0.00usd
856  $u
     http://www.epointplus.com/embed/9781482440348/?login=
     hvmsbook
     $y Click here to read this eBook
```

Annotations:
- BISAC codes
- Relator terms & codes for RDA
- Complete physical description
- Summary description
- Enhanced reading level information
- Additional subject headings in LoC, LoC Childrens, Sears and Mitinet exclusive Kid-Friendly™ terminology (where applicable)
- Allows easy 1-click access to eBooks through circulation software remotely or on site

WHY IMPROVE MARC RECORDS

A patron can't read what a patron can't find.

Great records:
- Expand the life of your collection
- Make the collection easier to evaluate
- Increase Discoverability

EFFORT REQUIRED TO IMPROVE MARC RECORDS
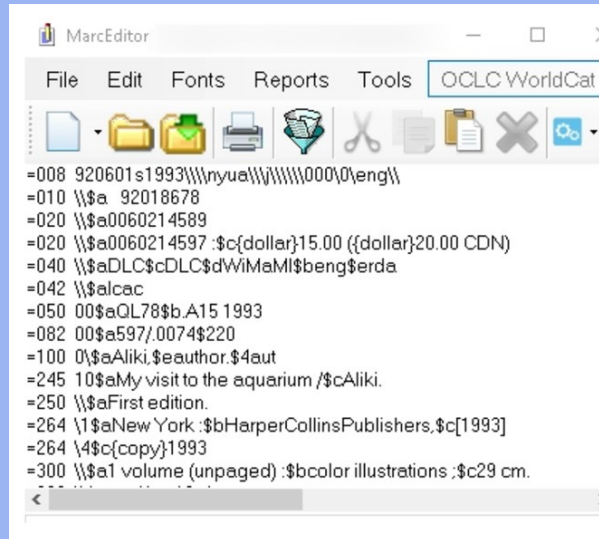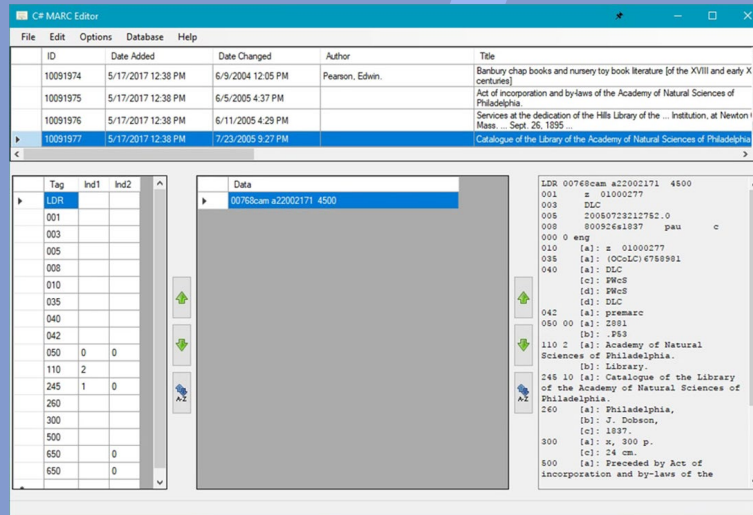
Diagnose and use tools

Do Nothing

Manually fix each record
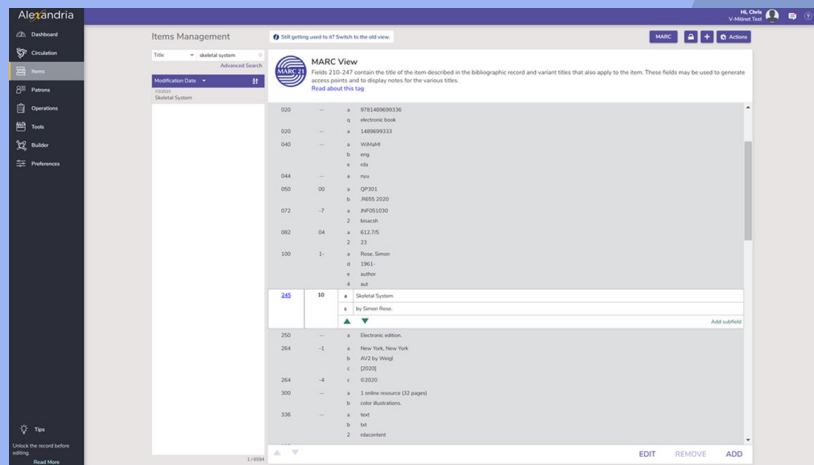
TOOLS THAT FACILITATE CATALOGING

- Circulation Software (typically offer Z39.50 access and basic MARC editor)
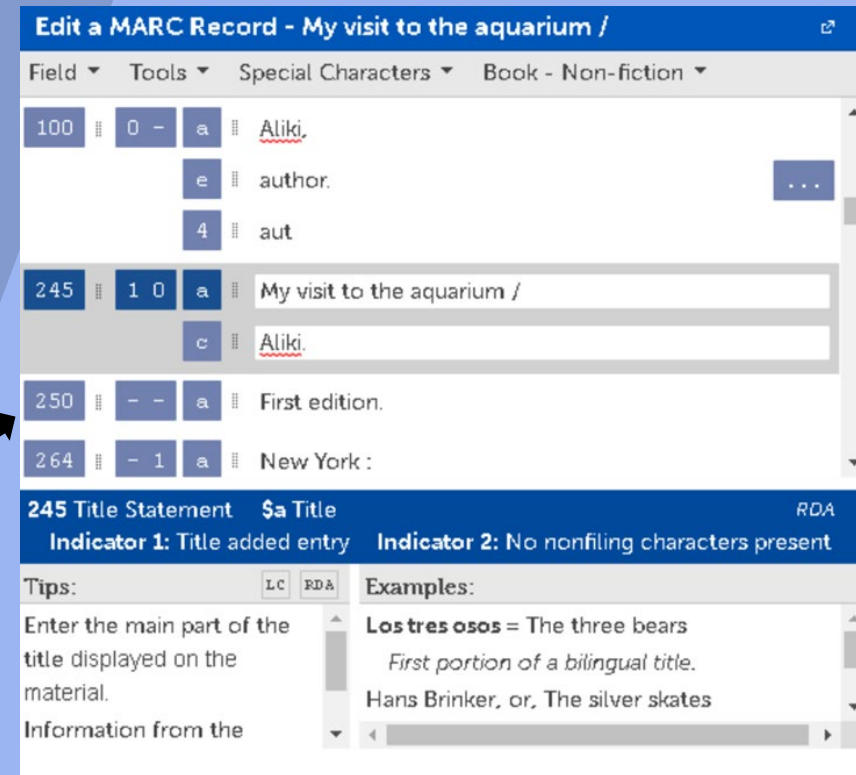- C# (C Sharp) MARC Editor

- MARCEdit
- BestMARC Metadata Management Software

C# (C Sharp) MARC Editor

MARCEdit

MARC Editor in Alexandria Circulation Software

BestMARC Metadata Management Software

CIRCULATION SOFTWARE

Pros:
- Easy to use because it's familiar
- Z39.50 already set up

Cons:
- Bad for changing multiple records at once
- Working with live data

KEYBOARD SHORTCUTS

Example: QuickTextPaste

Pros:
- Saves you from typing the same thing over and over
- Free

Con:
- Takes time to set up

MARCEdit

Pros:
- Free
- Recorded trainings available online
- Powerful - can edit multiple records at once

Cons:
- Steep Learning Curve
- Difficult to know what was changed in your records
- Slow
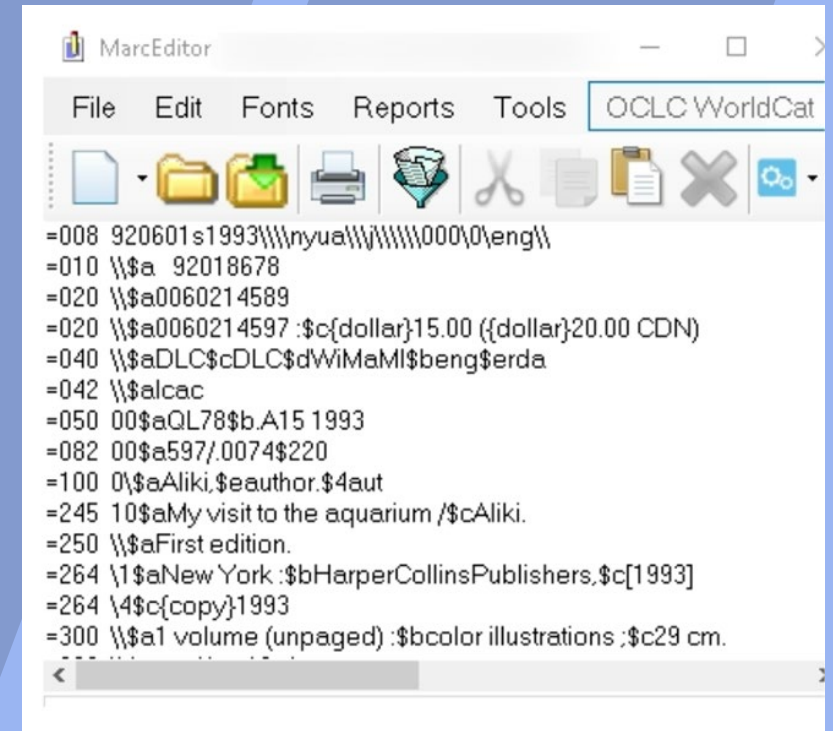
What can you do?
- Find records using Z39.50
- Change single records
- Batch edit and update
- Update to RDA

MARCEdit

MarcEdit Z39.50/SRU Client

Actions

Query Database:

University of Virginia,Rockland CC

Search:

| Subject ⌄ | king, stephen | | AND ⌄ | Search |
| Title ⌄ | carrie | | ⌄ | Clear |

☐ Batch Search
Set Search Options

Results

4 were retrieved.

Position	Main Entry	Database
0	The films of Stephen King :$bfrom Carrie ...	University of Virginia
1	Stephen King$h[electronic resource] :$bt...	University of Virginia
2	Stephen King :$bthe first decade, Carrie t...	University of Virginia
3	Stephen King$h[electronic resource] :$bt...	Rockland CC

Get Next 20

Download All Items

C# MARC Editor

- Free
- Hasn't been updated since 2018
- If you learn one free software, learn MARCEdit.

FULL-SERVICE CATALOGING COMPANIES

(i.e. OCLC Cataloging Service, MARCive and Backstage)

Pros

- Fast
- Easy – someone else does all the work

Cons

- Becomes expensive if doing more than a few records
- Usually priced on the complexity of the fix or per record

This Photo by Unknown Author is licensed under CC BY-ND

BestMARC

Pros:

- Can use for initial cataloging
- Great for fixing problems in catalog
- Can quickly update records from AACR2 to RDA
- Can fix or update multiple records at one time (batch editing)
- It's prettier than the free options
- Has a free diagnosis to evaluate catalog

Cons:

- The software itself is not free
- Once you know about the problems, you'll want to fix them

AnalyzeMARC

AnalyzeMARC – service that analyzes MARC Record metadata and provides a Data Diagnostic Report

Actual multi-site (union catalog) data diagnostic report

https://www.best-marc.com/Library/Reports/DatabaseDiagnostic.aspx?rg=21c9108b-4665-4637-9a8a-260e09d54b69

Cataloging Standard by Record
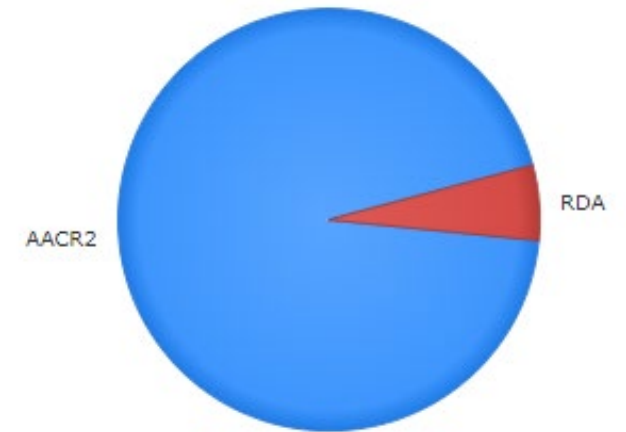
Subject Heading Counts and Missing Subject Types

Mitinet Library Services™ recommends at least three up-to-date subject headings per MARC record.

# of Records	17,145	
0 Subject Headings	854	5% of records
1 Subject Heading	4,867	28% of records
2 Subject Headings	3,941	23% of records
3+ Subject Headings	7,483	44% of records
No Sears	16,698	97% of records
No LC	13,552	79% of records
No LCAC	16,441	96% of records

Number of Subjects per record

3+ subject headings: 7,483 records

The number of records without a particular Subject Heading Type (Sears, Library of Congress, Library of Congress Childrens) varies according to the subject heading type your library uses. A large number of records missing a particular subject heading type is only a problem if that is the type you require.
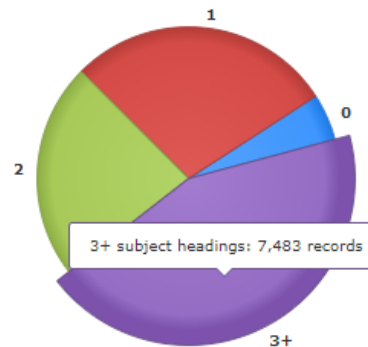
Incorrect Date of Publication control field	13,677
Incorrect Place of Publication control field	11,690
Incorrect Running Time control field	5
Incorrect Language control field	0
Incorrect Title non-filing indicator	16,301
Invalid or missing indicators	86,694
Invalid characters	0
Punctuation/ISBD Errors	107,209
Extraneous leading blanks	37

BATCH EDITING

Batch editing (updating multiple records at once)…

- Add, remove or change information in similar records

- Saves time

- Great for making small changes that affect a lot of records

SUBJECT HEADING UPDATES

KEEPING SUBJECT HEADINGS UP-TO-DATE

- Impossible to do manually – use a tool
  - DEI
  - Regular changes

Tulsa Race Riot

→

Tulsa Race Massacre

Aliens

→

Noncitizens

Illegal Aliens

→

Illegal Immigration
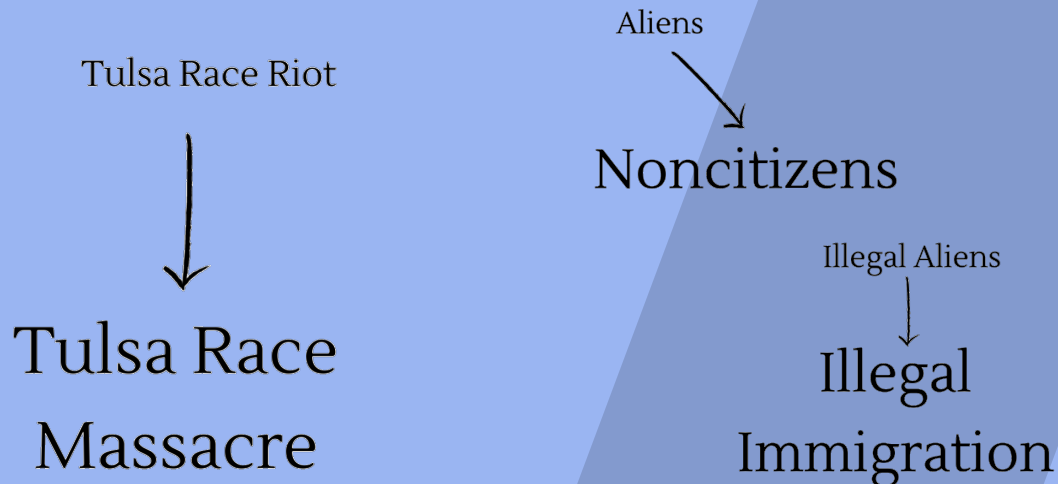
```
110    55 White Street (New York, N.Y.)    [sp2023000765]
410    UF 55-57 White Street (New York, N.Y.)
410    UF 55 White Street Condominium (New York, N.Y.)
410    UF 1861 Condict Building (New York, N.Y.)
410    UF Condict Store (New York, N.Y. : Building)
410    UF Fifty-five White Street (New York, N.Y.)
550    BT Apartment houses--New York (State)
550    BT Commercial buildings--New York (State)

110    8200 Narrows Avenue House (New York, N.Y.)    [sp2023000754]
410    UF 8200 Narrows Avenue (New York, N.Y.)
410    UF Gingerbread House (New York, N.Y.)
410    UF Howard E. and Jessie Jones House (New York, N.Y.)
410    UF Jones House (New York, N.Y.)
550    BT Dwellings--New York (State)

100    Abell family    [Not Subd Geog]    [sp 85000131 ]
072    H 1120 ADD FIELD
500    RT Abeln family ADD FIELD

100    Abeln family    [Not Subd Geog]    [sp2023000912]
072    H 1120
400    UF Abelen family
500    RT Abell family

150    Action and adventure television programs    [May Subd Geog]    [sp2001003407]
550    RT Swashbuckler television programs ADD FIELD
```
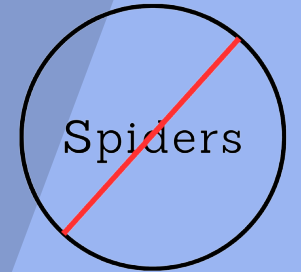
EXPAND SUBJECT TERMS

- Increase discoverability
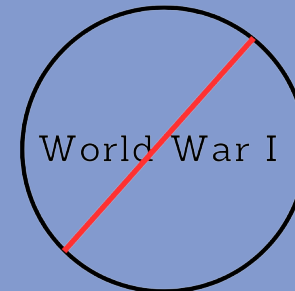- Make searching easier
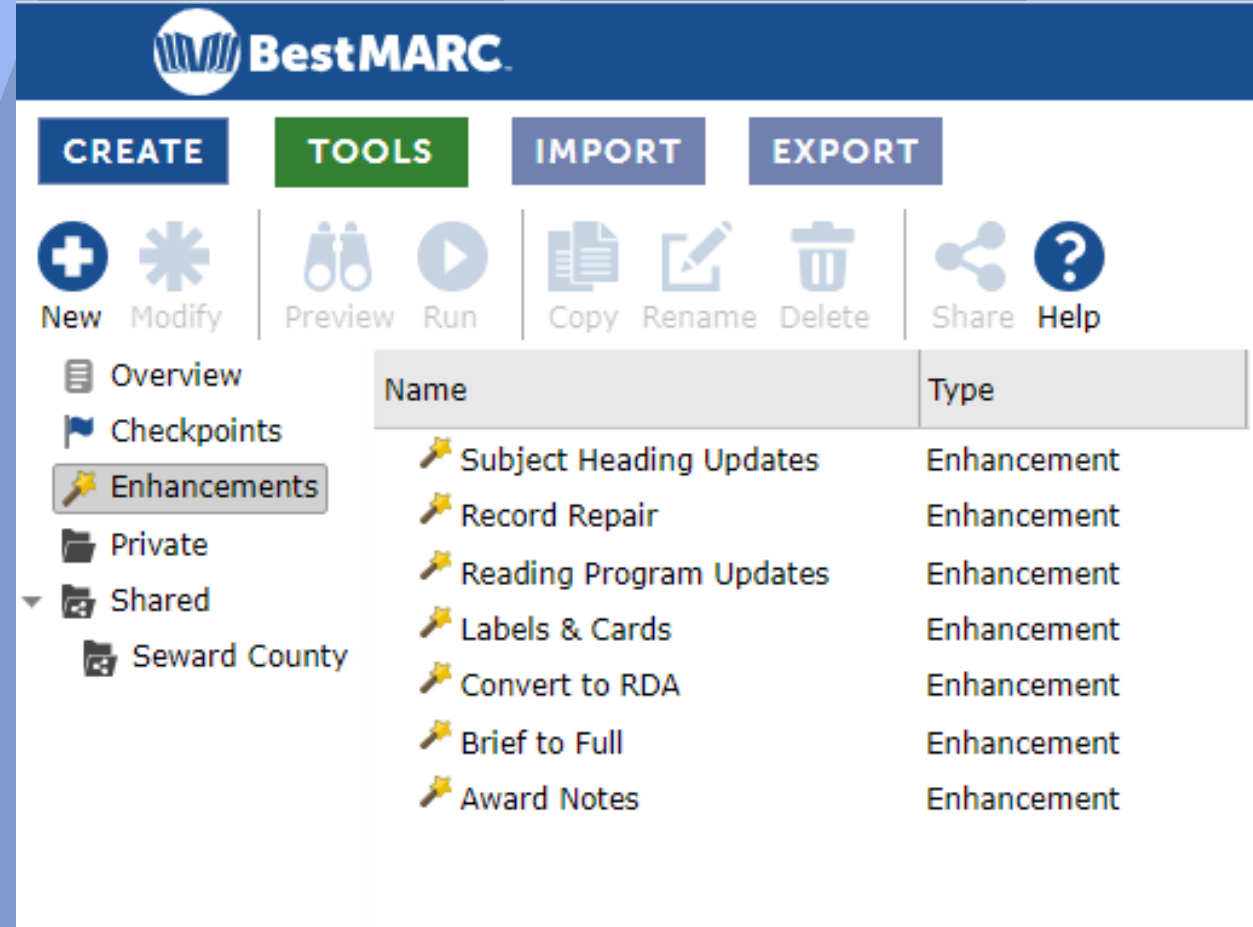- Match patrons' vocabulary

Automobiles

Cars
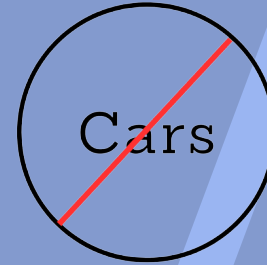
Arachnids

Spiders

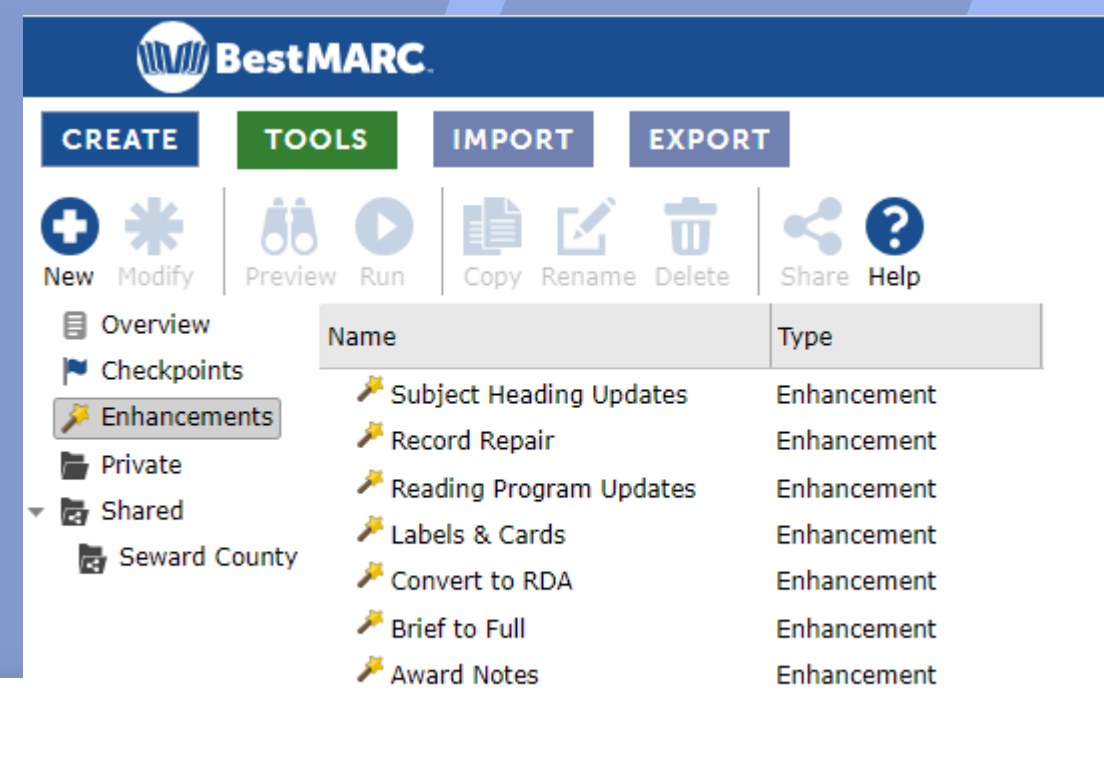WORLD WAR - 1914-1918

World War I

BATCH EDITING IN BestMARC

AUTOMATE CATALOGING PROCESSES

Create workflows to automate cataloging….

Save those workflows for later use…

Example of an automation:

- Having a workflow that checks RDA compliance and then updates award records

BestMARC

CREATE | TOOLS | IMPORT | EXPORT

New Modify Preview Run Copy Rename Delete Share Help

- Overview
- Checkpoints
- Enhancements
- Private
- Shared
  - Seward County

Name	Type
Subject Heading Updates	Enhancement
Record Repair	Enhancement
Reading Program Updates	Enhancement
Labels & Cards	Enhancement
Convert to RDA	Enhancement
Brief to Full	Enhancement
Award Notes	Enhancement

Workflow

🌐 260 TO 264

🪄 Enhancements
- Brief to Full
- Award Notes
- Convert to RDA
- Record Repair
- Subject Heading Updates

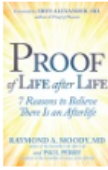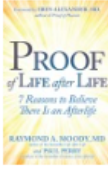# COPY CATALOGING

Copy cataloging records in BestMARC

MAKE PROGRESS

- Evaluate your catalog
- Start on Monday with the first change
- Get help
- Ask questions

"THE SECRET OF MAKING PROGRESS IS TO GET STARTED
-MARK TWAIN"

THANK YOU!

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MITINET
LIBRARY SERVICES

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