

MARC 101 to 210: Your Key to Circulation



*A Patron Can't Read
What A Patron Can't Find*

**ARSL Conference 2023
Wichita, Kansas**



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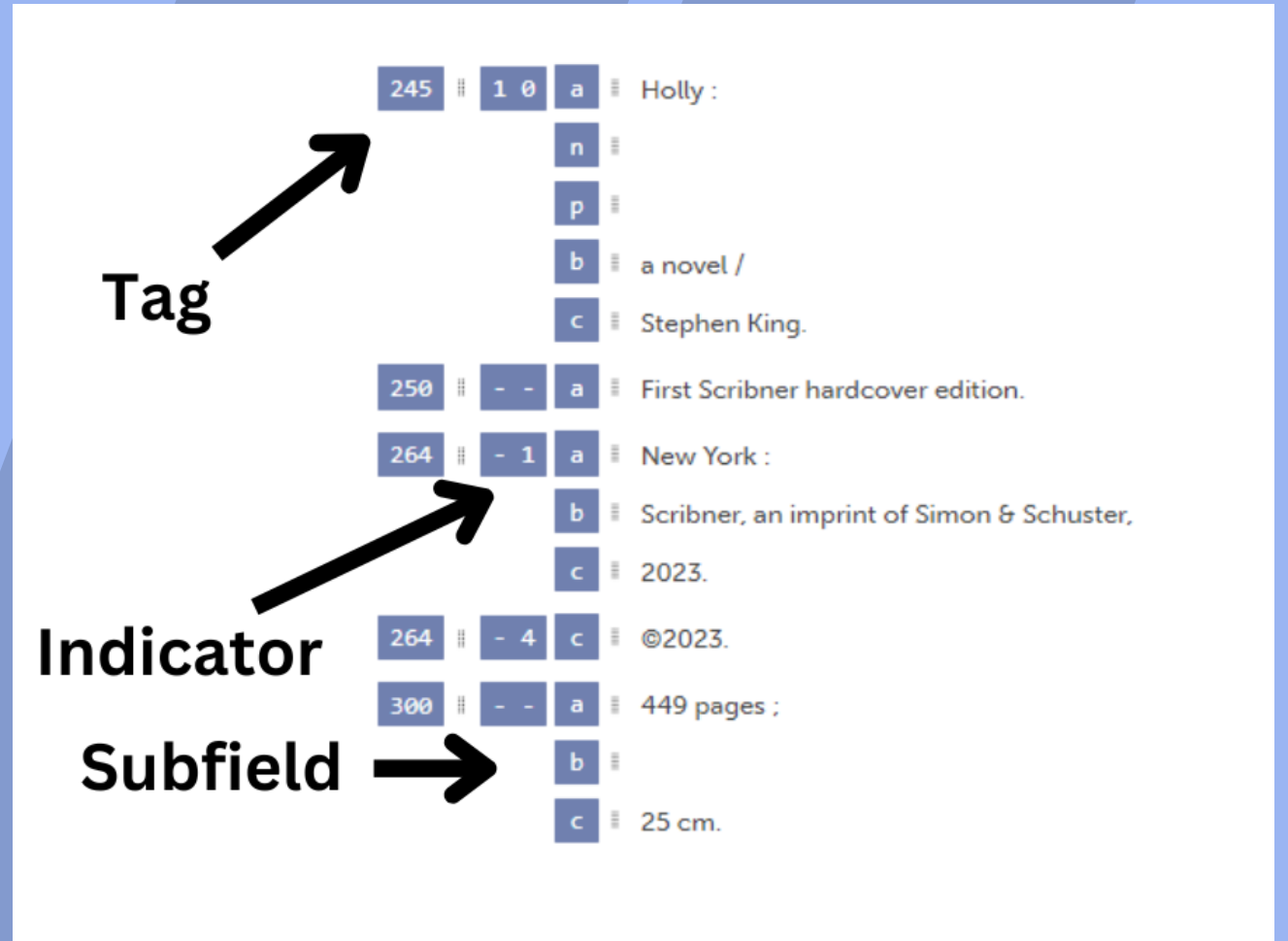


TOPICS

- 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™
000 00699nam a2200181ua 4500	000 02555nam a2200529 a 4500
005 20201021120439.2	001 257038
006 m.....d.....	003 WiMaMI
007 cr..n.....	005 20201020141148.9
008	006 m..... o..d.....
200913s2016..... o eng:d	007 cr..cnu---uuuuu
040 \$a WaSeSS \$c WaSeSS \$d WaSeSS	008 160126s2016.....nyua....co.....01+0+eng:d
100 \$a McAnaney, Caitie.	010 \$a 2015027026
240 \$a America's oddest legends (Online)	020 \$a 9781482440348 \$q electronic bk.
245 \$a America's oddest legends / \$c McAnaney, Caitie.	040 \$a WiMaMI
260 \$a s.l. : \$b Gareth Stevens Publishing, \$c 2016.	043 \$a n-us---
500 \$a Title from content provider.	044 \$a nyu
506 \$a Access limited to University of Wyoming-affiliated patrons.	050 \$a GR105 \$b .M384 2016
710 \$a ProQuest Ebooks.	072 \$a JNF016000 \$2 bisacsh
856 \$z VIEW FULL TEXT	072 \$a JNF038100 \$2 bisacsh
\$u https://img1.od-cdn.com/ImageType-200/0017-1/%7BC328E012-CF61-420D-A5C1-52184BF2D87%7Dlmg200.jpg	072 \$a JNF052030 \$2 bisacsh
	072 \$a SOC011000 \$2 bisacsh
	082 \$a 398.20973 \$2 23
	100 \$a McAnaney, Caitie. \$e author \$4 aut
	245 \$a America's oddest legends \$h [electronic resource] / \$c by Caitie McAnaney.
	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 Blue-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

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

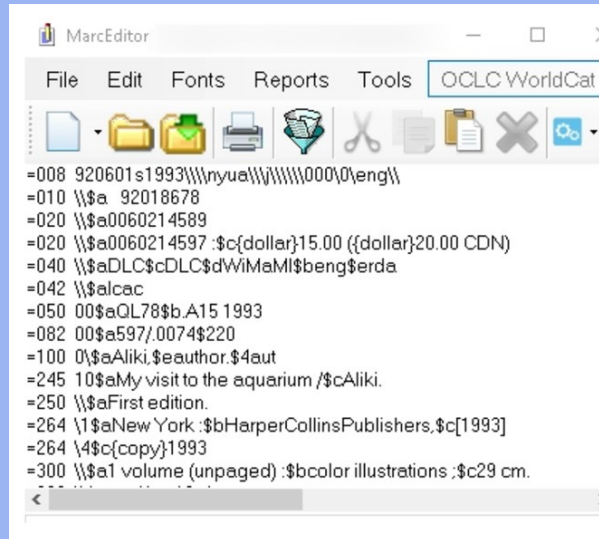
Do Nothing



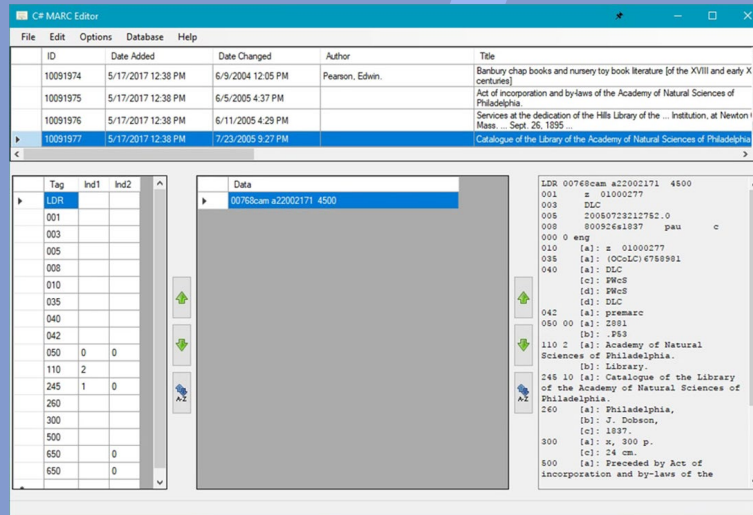
Manually fix each record

TOOLS THAT FACILITATE CATALOGING

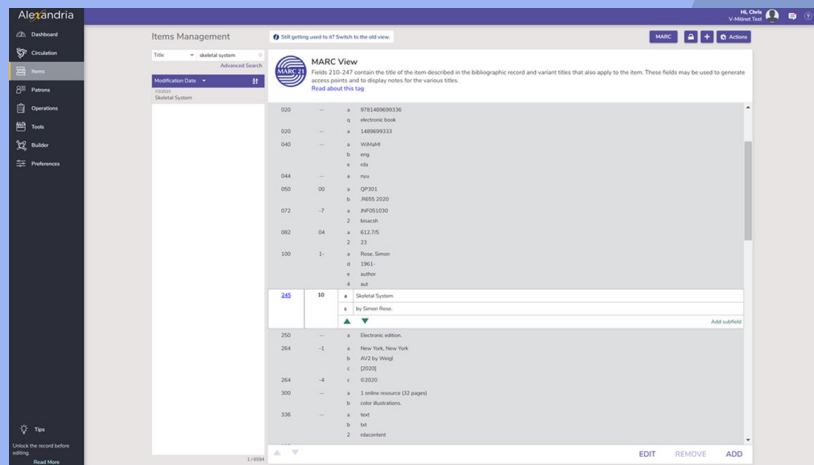
- Circulation Software (typically offer Z39.50 access and basic MARC editor)
- C# (C Sharp) MARC Editor
- MARCEdit
- BestMARC Metadata Management Software



MARCEdit

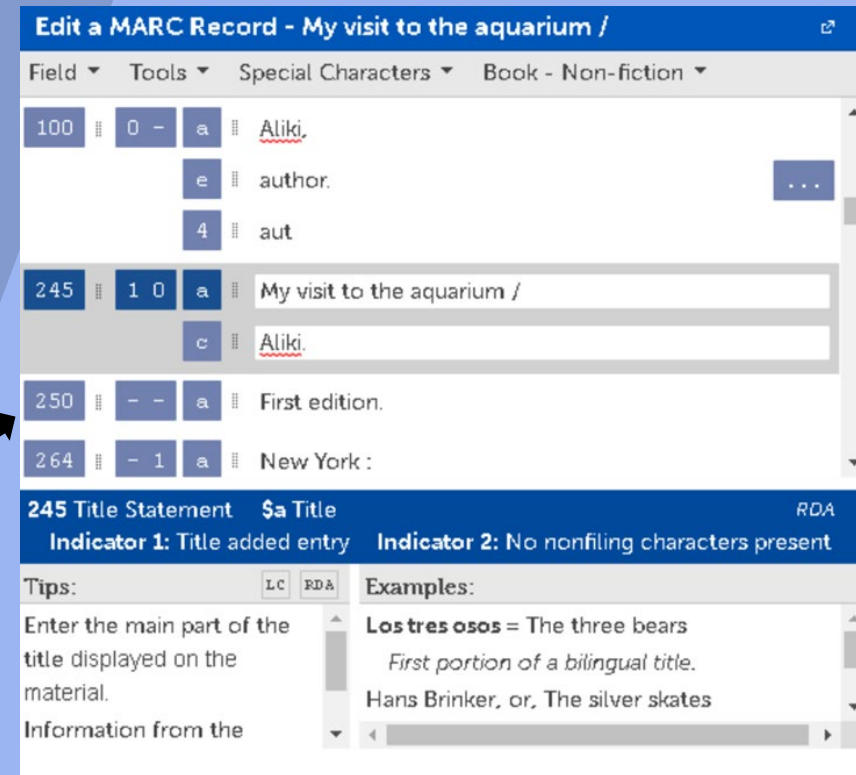


C# (C Sharp) MARC Editor



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

082	i1	0=Full edition
	i2	0=Assigned by LC
	a	813/.54
	2	23/eng/20221031
100	i1	1=Surname
	i2	
	a	King, Stephen,
	d	1947-,
	e	author.
	4	aut.
245	i1	1=Title added entry
	i2	0
	a	Holly :
	b	a novel /
	c	Stephen King.

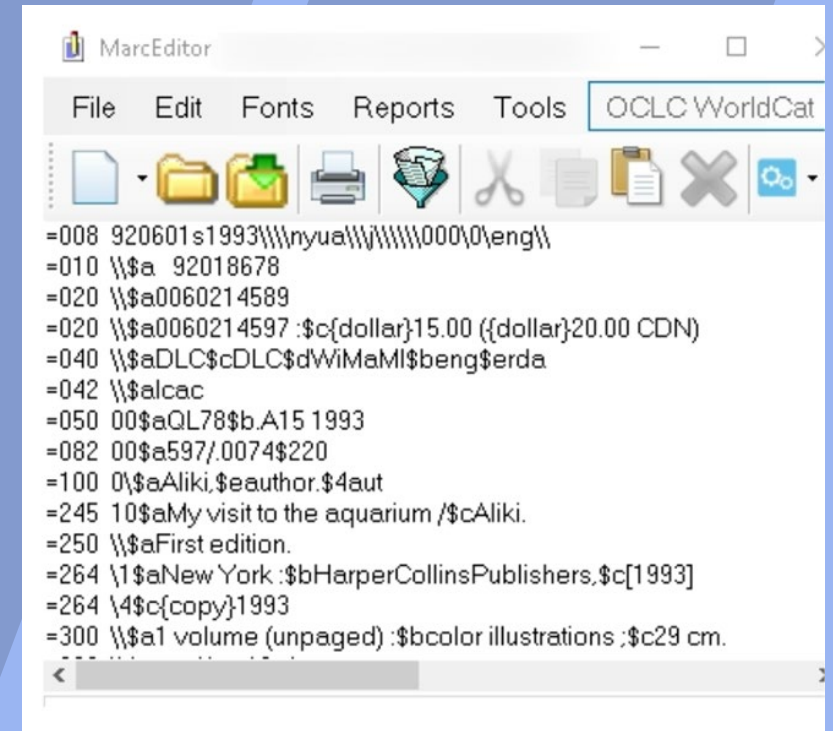
MARCEdit

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 AND Search

Title + 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.

The screenshot displays the C# MARC Editor application window. The main window title is "C# MARC Editor". The menu bar includes "File", "Edit", "Options", "Database", and "Help".

The main area contains a table with the following columns: ID, Date Added, Date Changed, Author, and Title. The selected record (ID 10091977) is highlighted in blue.

ID	Date Added	Date Changed	Author	Title
10091974	5/17/2017 12:38 PM	6/9/2004 12:05 PM	Pearson, Edwin.	Banbury chap books and nursery toy book literature [of the XVIII and early X centuries]
10091975	5/17/2017 12:38 PM	6/5/2005 4:37 PM		Act of incorporation and by-laws of the Academy of Natural Sciences of Philadelphia.
10091976	5/17/2017 12:38 PM	6/11/2005 4:29 PM		Services at the dedication of the Hills Library of the ... Institution, at Newton Mass. ... Sept. 26, 1895 ...
10091977	5/17/2017 12:38 PM	7/23/2005 9:27 PM		Catalogue of the Library of the Academy of Natural Sciences of Philadelphia

Below the table, there are three panels:

- Tag List:** A list of MARC tags (LDR, 001, 003, 005, 008, 010, 035, 040, 042, 050, 110, 245, 260, 300, 500, 650) with columns for Ind1 and Ind2. The LDR tag is selected.
- Data View:** A large text area showing the selected record's data: "00768cam a22002171 4500".
- Field View:** A text area showing the full MARC record in a standard format, including fields like "001 z 01000277", "003 DLC", "005 20050723212752.0", "008 800926s1837 pau c", "010 [a]: z 01000277", "035 [a]: (OCoLC)6758981", "040 [a]: DLC", "042 [a]: premarc", "050 00 [a]: Z881", "110 2 [a]: Academy of Natural Sciences of Philadelphia.", "245 10 [a]: Catalogue of the Library of the Academy of Natural Sciences of Philadelphia.", "260 [a]: Philadelphia, [b]: J. Dobson, [c]: 1837.", "300 [a]: x, 300 p. [c]: 24 cm.", "500 [a]: Preceded by Act of incorporation and by-laws of the".

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



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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

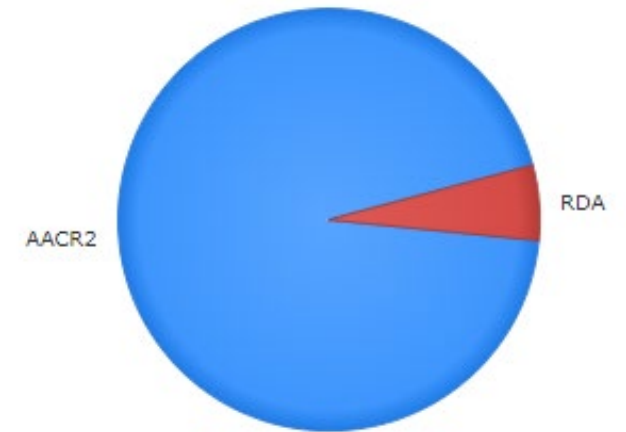
AnalyzeMARC

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

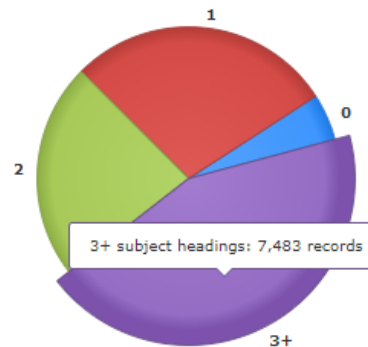
Mitinet Library Services™ recommends at least three up-to-date subject headings per MARC record.

Subject Heading Type	# of Records	Percentage
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

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.

Number of Subjects per record



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

New Global Edit

Select a command...

Select a command from the menu above or click a button below:

- Add or change field/subfields**
Add or change field tags, indicators, subfields, or subfield text
- Find and Update**
Search for text and replace it with other text, copy it, or move it to another place
- Delete**
Delete fields or subfields when certain conditions are met
- Update Record**
Update a record's leader, material type (i.e. change Books into eBooks), or ISBD Punctuation

CREATE TOOLS IMPORT EXPORT

New Modify Preview Run Copy Rename Delete Share Help

Overview Checkpoints Enhancements Private Shared Seward Count

Private Global Edit - 500 to 590 selection

Find and Update

Find Options

Search 010-999

Search specific fields or subfields

500 [BROWSE...](#)

Example: 600, 650a, 900-999

Type: Regular expressions

Regex Find: `^\d+.*\d+\.S`

Match case

Update Options

Action: Move to start of...

Location: 590 Sa - Local note [EDIT](#)

Combine with:

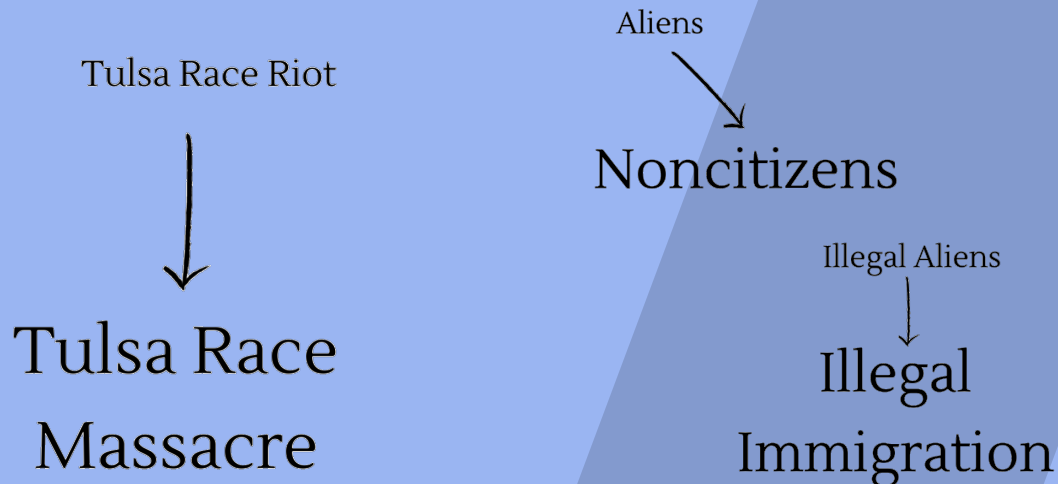
If destination already exists, put this text between found text and destination

File	Records
Status	ISBN
	97801431
	97815827
	97815985
	97816416
	97804410
	0780316135581

SUBJECT HEADING UPDATES

KEEPING SUBJECT HEADINGS UP-TO-DATE

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



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

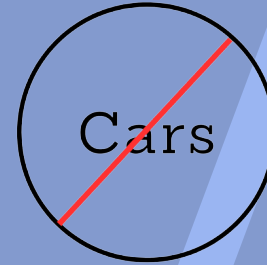
100 Abeln family [Not Subd Geog] [sp2023000912]
072 H 1120
400 UF Abelen family
500 RT Abell family

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

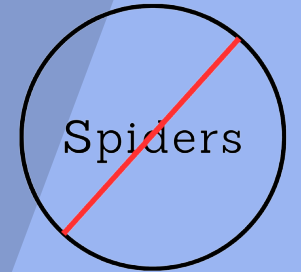
EXPAND SUBJECT TERMS

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

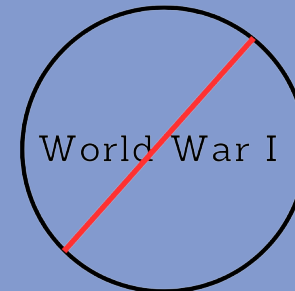
Automobiles



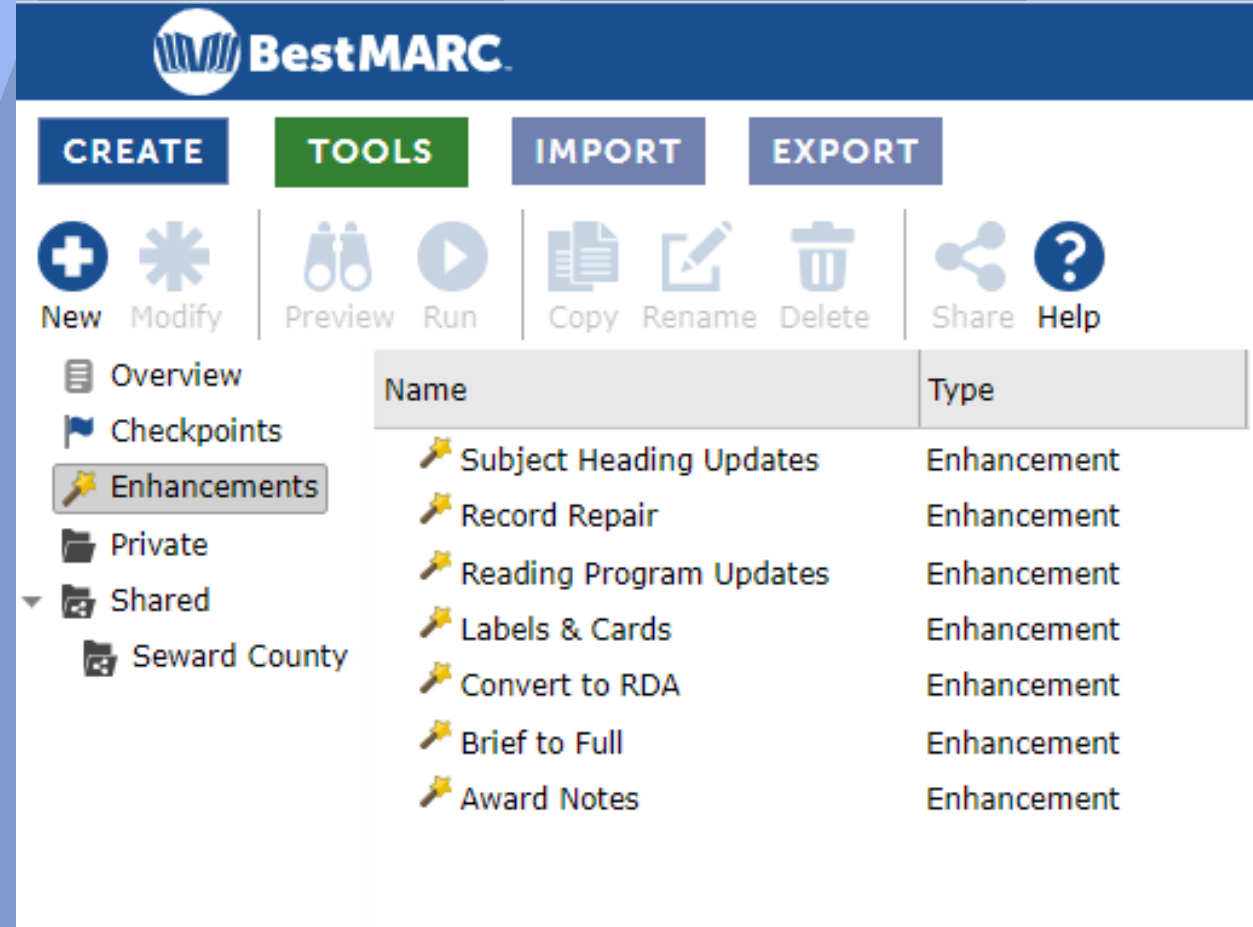
Arachnids



WORLD WAR - 1914-1918



BATCH EDITING IN BestMARC



The screenshot displays the BestMARC web application interface. At the top, the BestMARC logo is visible. Below the logo, there are four main menu categories: CREATE, TOOLS (highlighted in green), IMPORT, and EXPORT. Under the TOOLS menu, there are several icons representing different actions: New (plus sign), Modify (gear), Preview (binoculars), Run (play button), Copy (document), Rename (pencil), Delete (trash), Share (network), and Help (question mark).

Below the icons, there is a sidebar menu with the following items: Overview, Checkpoints, Enhancements (highlighted), Private, Shared, and Seward County. The main content area shows a table of enhancement tasks.

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

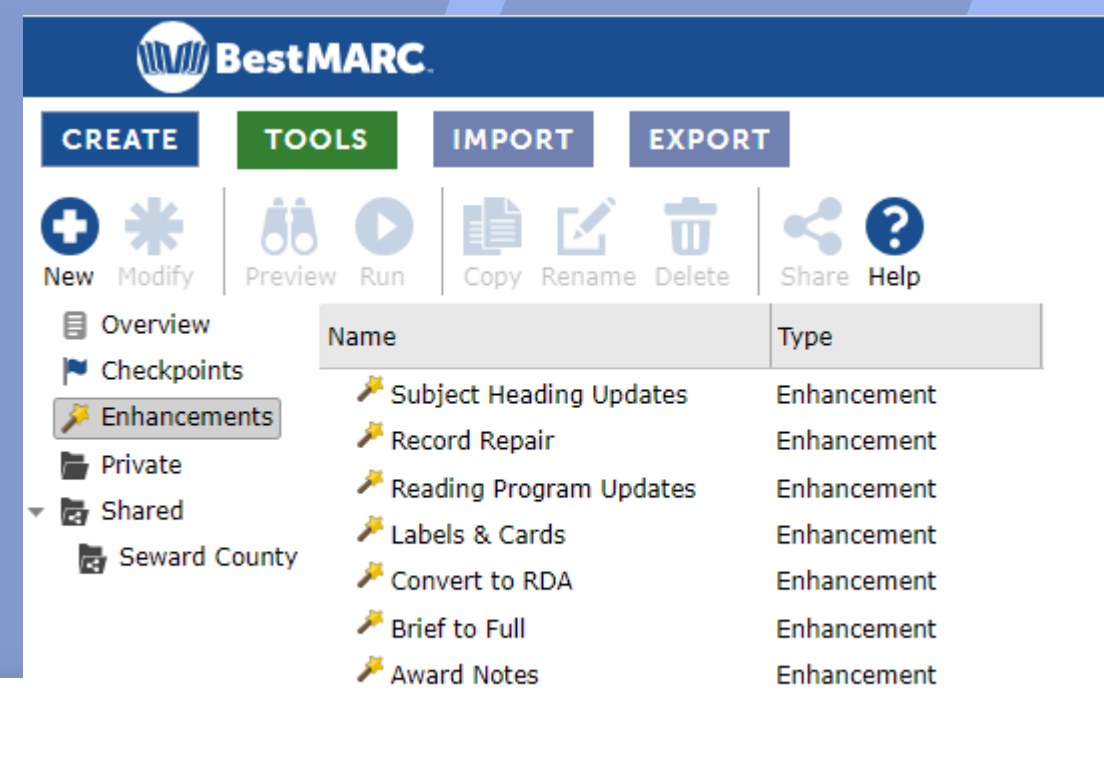
AUTOMATE CATALOGING PROCESSES

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



The screenshot shows the BestMARC interface. At the top, there are navigation buttons: CREATE, TOOLS (highlighted in green), IMPORT, and EXPORT. Below these are icons for New, Modify, Preview, Run, Copy, Rename, Delete, Share, and Help. A sidebar on the left contains a menu with items: Overview, Checkpoints, Enhancements (highlighted), Private, Shared, and Seward County. The main area displays a table of workflows.

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

BestMARC

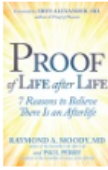
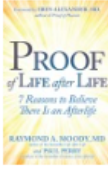
CREATE TOOLS IMPORT EXPORT

Material Type: Book - Fiction
ISBN: 9781582709208
Author:
Title:
Publisher:
Publication Date:
Extent (i.e. pages):

RELATED TERMS (Click to add to your search)
1554531837 1594200904 2006 2008 2023
search for scientific proof of life after death Kids Ca
proof of my fuzzed-up life pages cm Penguin F

ADVANCED SEARCH or CATALOG RESET

MY RECORDS DOWNLOADS SEARCH RESULTS x

INFO	MATCH ?	QUALITY ?	
 Book - Non-fiction Z-server	11	88	Proof of life after life : 7 reasons to believe there is an afterlife / Moody, Raymond A., Atria Books ;
 Book - Non-fiction Z-server	11	66	Proof of life after life : 7 reasons to believe there is an afterlife / Moody, Raymond, Beyond Words.

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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Email: bart@mitnet.com

