Section 1: What are MARC Records?

Vendor Supplied MARC Records for Online Collections

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Outline

Section 1: What are MARC records?
Section 2: Vendor supplied MARC records
Section 3: Assessing MARC records and planning record loads

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What are MARC records?

MAchine Readable Catalogue records

Online Catalogue Card catalogue prior to MARC

Biggest difference between cards and online catalogues:
- Cards are interpreted once by humans
- Online catalogues interpreted once by humans and once by the system

What are MARC records?

MAchine Readable Catalogue records

Encoding vs. content standards

MARC: Encoding standard, Meets machine needs

AACR2 / RDA: Content rules, Meets human needs
- We write post code with upper case letters
- We can abbreviate the word "Drive"/"Province"

Information in MARC

Encoded data
- Title
- Classification
- Physical description
- Notes

Transcribed data
- Author
- Sub title
- Location

These rules relate to human interpretation, much like - AACR2 / RDA

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What MARC records represent

- **Bibliographic records**
  - Represent resources

- **Authority records**
  - Represent people/subjects/series
  - Ensure works are consistently grouped together

File extensions

MARC files can be saved as:

- Notepad
- Spreadsheet software
- Web browser (viewing) / XML editor (editing)
- Integrated library system (ILS)
- MarcEdit

MARC online

MARC is maintained by the Library of Congress
http://www.loc.gov/marc/

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Section 2: Vendor Supplied MARC Records

What are vendor supplied MARC records?
Vendor supplied record sets for large, online collections of content
- Library vendors sometimes provide sets of MARC records for loading into catalogues

- Increases the chances of users finding content
- Allows library to draw more value from resources

What to do with record sets
- Load records into catalogue
- Don’t load the records

<table>
<thead>
<tr>
<th>Title-level record</th>
<th>Database-level record</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Field</strong></td>
<td><strong>Field</strong></td>
</tr>
<tr>
<td><strong>Subfield</strong></td>
<td><strong>Subfield</strong></td>
</tr>
<tr>
<td><strong>Example</strong></td>
<td><strong>Example</strong></td>
</tr>
</tbody>
</table>

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Why use record sets?
Reasons for using vendor supplied MARC record sets

- Provides title-level access to content
- Possibility to increase citation counts for faculty
- Enhances discoverability for known item searches
- Improves discovery for subject and topic searches
- Cataloguing responsibility not on the library

Why use record sets?
Reasons for not using vendor supplied MARC record sets

- Access may be available through electronic resource and access management system (ERAMS)
- Vendors maintain their own update schedules
- Requirements for global additions to records
- No guarantee on record quality
- Requires some technical expertise

Section 3:
Assessing MARC Records and Planning Record Loads

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MarcEdit
Download MarcEdit software
http://marcedit.reeset.net/

Allows you to edit single and batch records and run reports

Assessing and planning
1. Find and download the records

E-mail subscription

Vendor websites

Assessing and planning
2. Open the MARC records in MarcEdit

Double click on the .mrc file

Click “Execute” then “Edit Records”

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Assessing and planning

3 Open the MARC records in MarcEdit
   • Clicking “Execute” converted the files from the .mrc format to .mrk format
   • Now you can view or edit the records in MarcEdit

Why assess the quality of MARC records?
Records need to provide context in order to be truly useful

Assessing MARC record quality

Record granularity
Database, collection, series or title level
- Most sets will be offered at the title level

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Assessing MARC record quality

2 Content standards
AACR2 or RDA? (MARC 040$e; MARC 336, 337, 338)

The old way
More common
Best practice is to prefer RDA record

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Assessing MARC record quality

3 Do the records contain subject headings (MARC 6XX) and classification numbers (MARC 050/052/082)

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Assessing MARC record quality

4 How fulsome are the records?
- Do they include tables of contents?
- Do they indicate bibliographies?

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Assessing MARC record quality

Do the records follow a specific set of policy guidelines?

- 250: aMazur, Dan. $d1959-

You have to decide which policy statements are important/unimportant to follow.

Assessing record quality

Using MarcEdit reports to analyze records:

Deciding whether to use the MARC record set

- Does your library have the human capacity to maintain record loads?
- How many vendor record sets do you have to consider?
- Other options for your users to access the material without loading the records?
- Are the records of good quality?
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Planning record loads
Which fields need to be added, removed, changed?

- System compatibility
- Proxy information
- Why change?
- Add internal notes

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Planning record loads
Common fields to change:
Add proxy information or display note to the 856 field

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Planning record loads
Common fields to change:
Add general notes in the 5XX fields

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Planning record loads
Common fields to change:
Remove Dewey Decimal Classification Numbers

Planning record loads
Common fields to change:
Other fields that are required for compatibility with the integrated library system (ILS)

Summary
MARC records represent information to be interpreted by computers and humans
Vendor supplied MARC records – one way for libraries to facilitate access to content
Vendor supplied MARC records need some manipulation and assessment

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Next steps
Learn more about MARC and MarcEdit
• http://www.loc.gov/marc/
• http://marcedit.reeset.net/
Investigate record sets available to your library
• http://hstalks.com/main/lib_marc.php
Ask for help from the library community
• Conferences
• Social media

Thank you!