

## DVD and VHS titles hit the shelves faster using OCLC cataloging services

*New Mexico's largest public library system streamlines acquisition and cataloging of new titles so users get access sooner*

### Situation

The Albuquerque/Bernalillo County Library System supports more than 750,000 residents through its 16 branch locations, making it New Mexico's largest public library system. Through the years, the libraries have enjoyed strong public support and, in return, have continually looked for ways to offer more to their users. One such proposal in 2003 was to increase the number of DVD and VHS titles at all branch locations. **The only problem: there was just one professional cataloger on staff.**

"At the volume we were planning to buy, we wouldn't be able to keep up," says Pamela Smith, Technical Services Manager. "Media is unique, with lots of specific information included in each record. We knew we'd have to look at outsourcing to support the volume of new titles." This was especially clear to her since she was the single staff cataloger.

### Solution

Midwest Tape, a leading library supplier of DVDs and VHS tapes in many languages, offered the library system an attractive approach to handling its new acquisitions. As an OCLC Cataloging Partner, Midwest Tape could process orders and deliver the materials along with the catalog records. More specifically, they could **provide OCLC MARC records tailored to the library system's local practice** — 538 tags, 099 local call number fields, 007 fields, and more — and still be cost-effective and quick. Additionally, the new holdings would be set in WorldCat for broader access.

What started as a pilot program with a few branches is now the standard collection acquisition process for the entire

### AT A GLANCE

- Largest public library system in New Mexico
- 16 branch locations
- 414,433 library card holders
- 3,271 VHS titles
- 2,167 DVD titles

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library system. "We go to the Midwest Tape Web site and set up carts with the titles we want," says Smith. Once the order is placed, OCLC starts preparing the records to accompany the new titles. The OCLC catalogers modify the records to meet the library system's catalog requirements, including entering branch location codes, barcodes and price information to create each item record. Next, the completed records are sent to Smith via e-mail to coincide with the delivery of the DVDs and VHS tapes. **Smith simply opens the file and loads the records directly into their Interpac system.**

### Results

What makes it work so well, says Smith, is the **very high accuracy level of the records and the responsiveness** if additional changes are needed. "I wish we could do this with every vendor," she adds. "Our branches are thrilled with the titles," says Smith. All the staff has to do is unpack the newly arrived titles and place them on the shelves. Since the catalog records are already in place in the OPAC,

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*Continued*



**users have immediate access to the new materials.** They can search for the DVD and VHS titles they want and locate which branches have them and how many copies are available.

In addition to saving staff time and money, the libraries are able to get the most recent releases on the shelves and into users' hands faster. **"They have a good turnaround time"** from the point of order to delivery, says Smith. That's good news for users who no longer have to deal with "Coming Soon" promises.

For more information about WorldCat Cataloging Partners, see [www.oclc.org/catalogingpartners](http://www.oclc.org/catalogingpartners) or contact OCLC Library Services at [libservices@oclc.org](mailto:libservices@oclc.org).