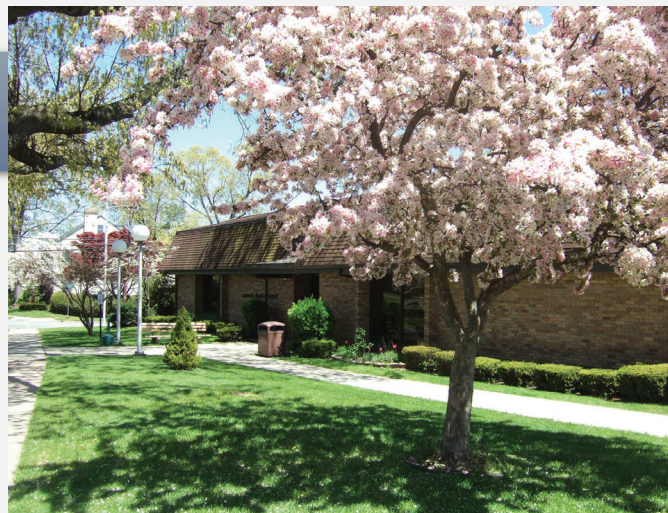


Client: Clifton Public Library

Location: Clifton, N.J.

Library Type: Public



Brodart Support:

- Online ordering
- Custom call numbers
- Standing order programs
- Processing
- Cataloging

Client Benefits:

- ✓ Accurate processing based on type of material
- ✓ Complete bibliographic records
- ✓ Timely deliveries
- ✓ Easy online ordering
- ✓ Responsive customer service

Clifton Public Library needed a new source for purchasing Juvenile titles. High on their list of requirements were competitive pricing, timely deliveries, adequate MARC records, and accurate processing. While they hadn't previously worked with Brodart, the library's director had heard positive feedback from other library associates. So in 2014, Clifton approached Brodart to improve its Juvenile collection for the benefit of patrons.

Clifton was pleased to learn that Brodart was able to process all titles to required specifications and deliver them by the street date. Following an initial trial run with collection development lists and standing orders for Juvenile materials, they added Continuations plans for travel guides and study guides.

Later on, Clifton added standing orders for Adult and YA materials – taking advantage of lists for both authors and series. Clifton Public Library's staff appreciates the fact that Brodart's FASTips (frequent author and series standing orders) program ensures on-time delivery of popular titles and bestsellers.

They don't have to worry about placing orders because once the lists are selected, the rest happens automatically.

Clifton's director mandates that every title must arrive already processed. The library has certain unique standards: how the spine labels look, style and placement of pocket labels, and precise positional requirements for individual pieces of information. In addition, Clifton employs multiple processing profiles and often uses custom call numbers. Specifically, they designate series and author cutting as part of their ordering. For example, all Disney books are marked "DIS" instead of being classified by author, so that all Disney books appear together in one section. If there's a book that the library wants to earmark for custom call numbers due to the material, the librarian specifies the cataloging and processing parameters for that title upon ordering.

To build and manage collection lists and order titles, the library uses Bibz, Brodart's online ordering and collection development tool. While online ordering systems for books can be complex, due to the vast



BOOKS SERVICES CASE STUDY

amount of information and ordering criteria they must accommodate, the staff at Clifton Public Library has found Bibz both convenient and easy to work with.

Clifton Public Library also values Brodart's on order bibliographic records. Not only are the records accurate and contain the required level of detail, but they are available for download as soon as an order is placed – even for titles that are not yet published. What happens in practice is that Clifton places an order for future titles, which are assigned an "on order" status. The library then downloads the on

order bibliographic records to their system and the titles are immediately visible to patrons and librarians searching the catalog. This enables patrons to place requests for and holds on future titles.

Thanks to Clifton Public Library's engagement with Brodart, patrons have access to the titles they want as soon as they're available, and the library gets accurate shelf-ready materials — all to exact specifications.

“When I need something I either call (Brodart Customer Service) or send a quick email saying, 'Help,' and help is on the way. Even when they don't have an answer or resolution right away, they confirm that they're working on the issue and will get back to us. I get status updates so I know that we haven't been forgotten and I'm not wondering what's going on. I know that I'm going to get an answer to my question.”

Carol Loden

*Supervisor, Library Technical Services Department
Clifton Public Library*