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Throw Out Those Paper Bookplates! The Digital Bookplate Program at The University of Western Ontario

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What We Did Before:

1. Paper bookplates, pasted in the front of each book



2. 592 in record (local MARC tag to indicate source of the donation)

017879152		Last Updated: 1999-08-17		Created: 1996-04-22		Revisions: 4	
LANG	eng English	CAT DATE	1996-01-01				
SKIP	0	BIB LVL	m BOOKS				
LOCATION	r RDL	MAT TYPE	a PRINTED MATL				
MARC Leader #####nam 22##### a 4500							
m	001	CaOLU008483946					
y	008	830624s1884	enk	000	0	eng d	
y	035	831078910					
y	039	eMHL/MA.Jr99					
y	040	beng dCaOLU					
y	095	PR4785.H3U5 nRecat					
c	099	PS3515.O43U53 1884					
a	100	1	Holmes, Daniel Henry, d1851-1908.				
t	245	1	0	Under a fool's cap : bsongs / cby Daniel Henry, Jun.			
p	260	London : bK. Paul, Trench & Co., c1884.					
r	300	vi, 139 [2] p. ; c19 cm.					
n	500	Printed on hand-made paper.					
n	592	J. Davis Barnett donation: DBWSTK copy 1.					
d	653	J. Davis Barnett donation					

3. Fund codes for endowed funds, to track purchases in the Acquisitions system

What Changed?

Presentation by Brown University at the Innovative Users Group on their digital bookplate program

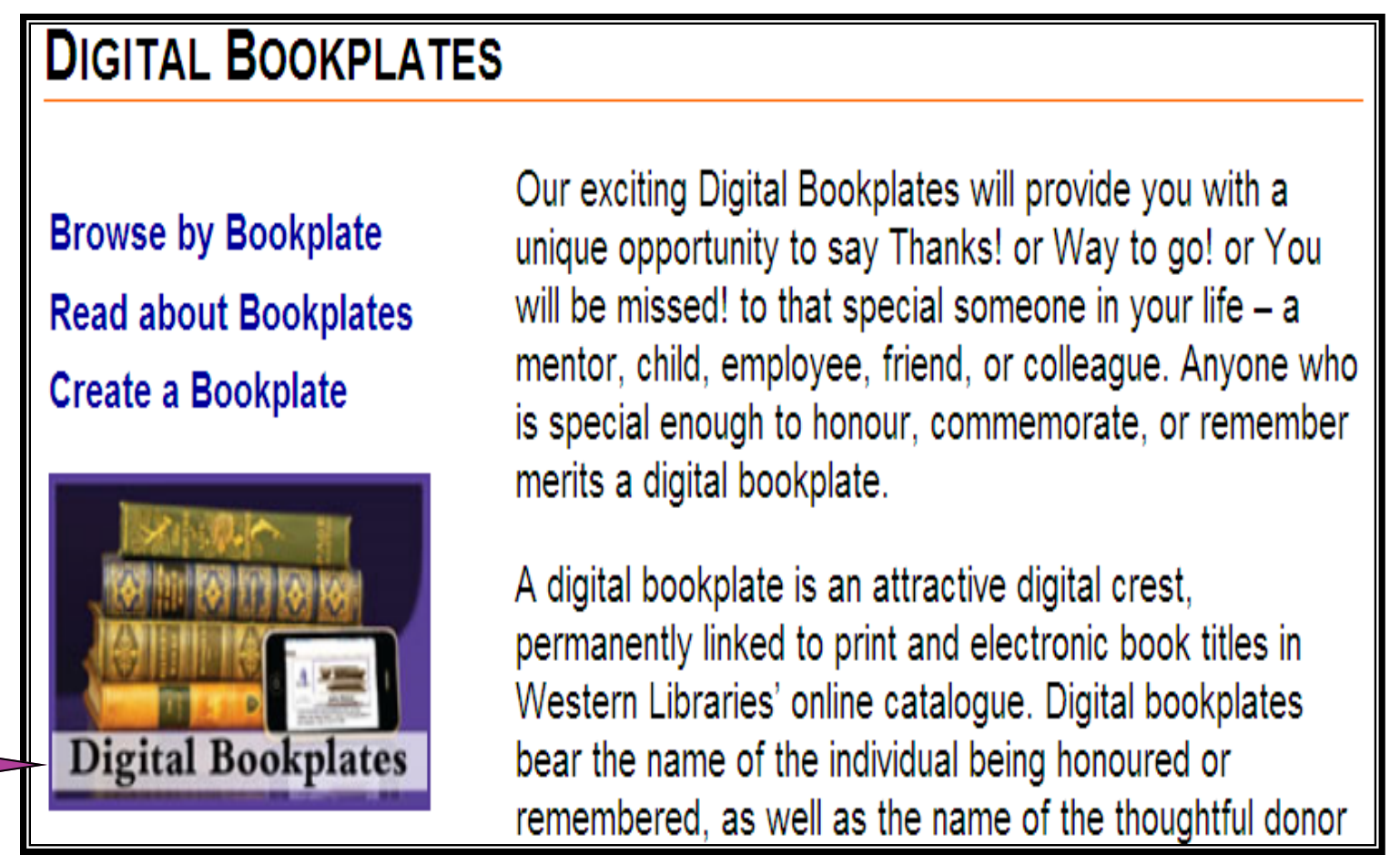
Western Libraries Executive decided that we could use a digital bookplate program as a development tool, and also use it to streamline technical services processes

Who Implemented the Change?

Team of Knowledge Management Librarians, Web Manager, Alumni & Development Officer, Graphics Technician formed to implement the changed process; others added to the team as needed

How Did We Do It?

Public web page for donations, linked from the main library page:



Staff use a form to enter donation information:

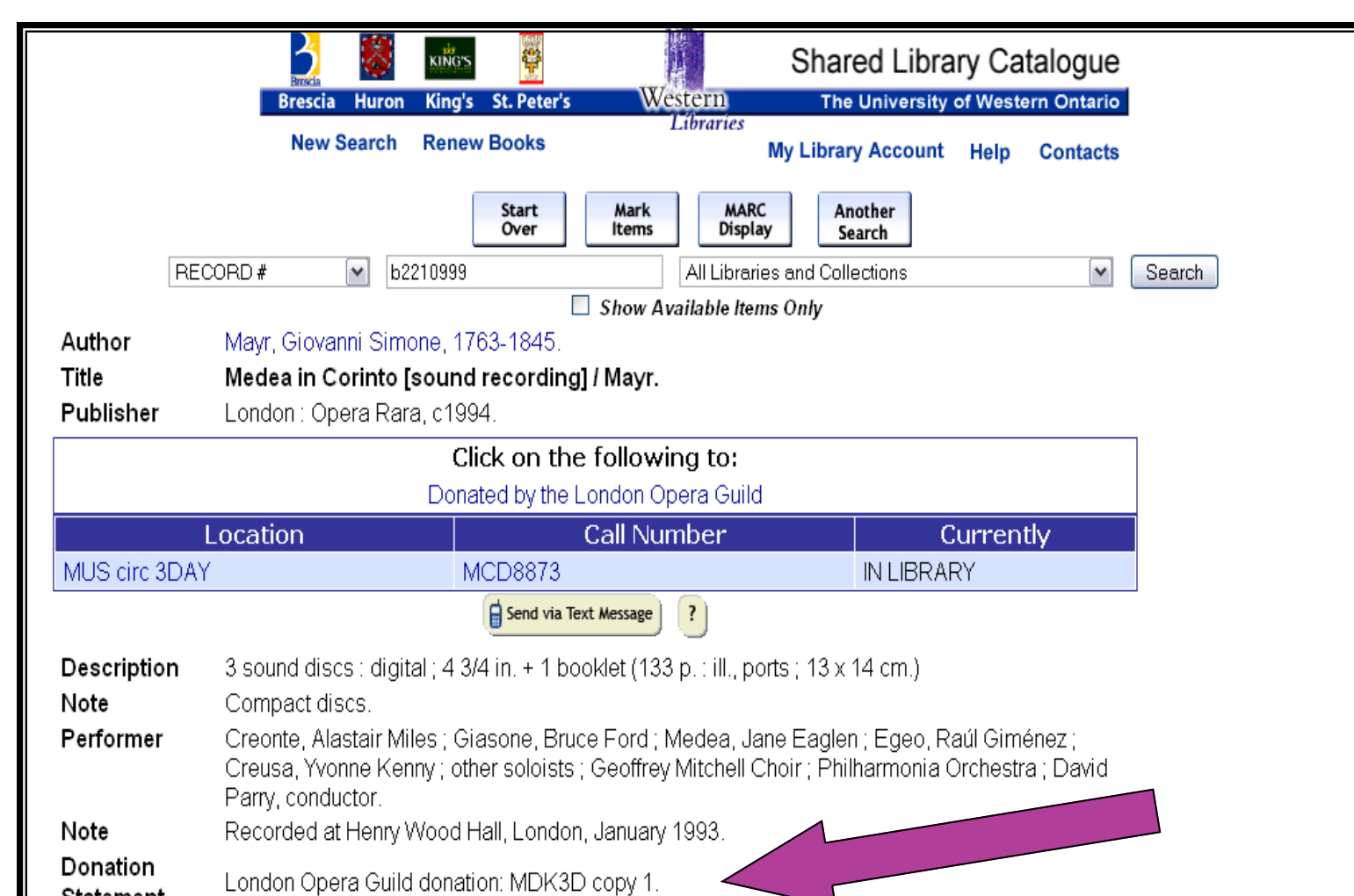


Macromedia Fireworks used to create bookplates, using a template

Search from web page using donation statement (592 MARC tag):

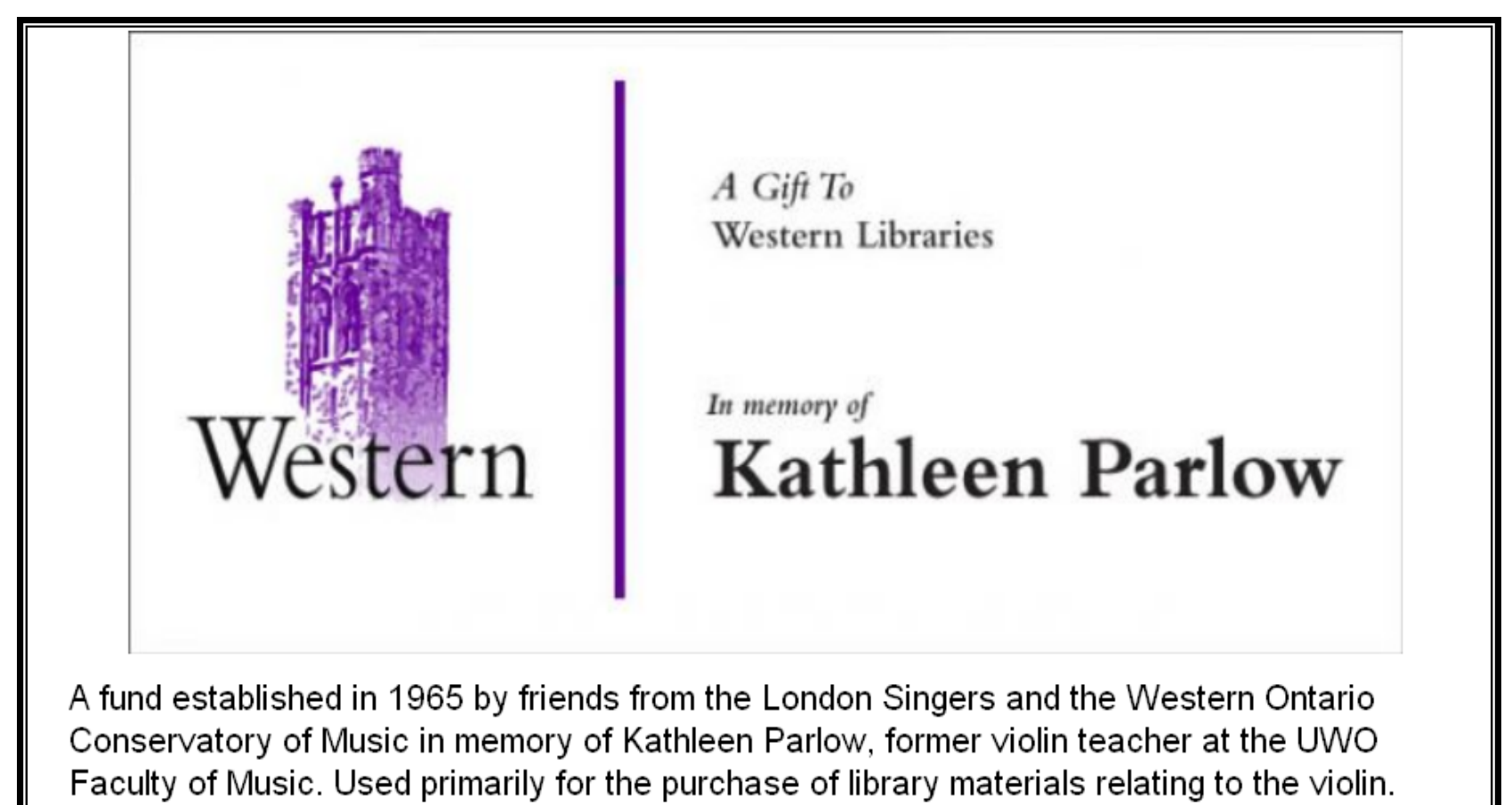
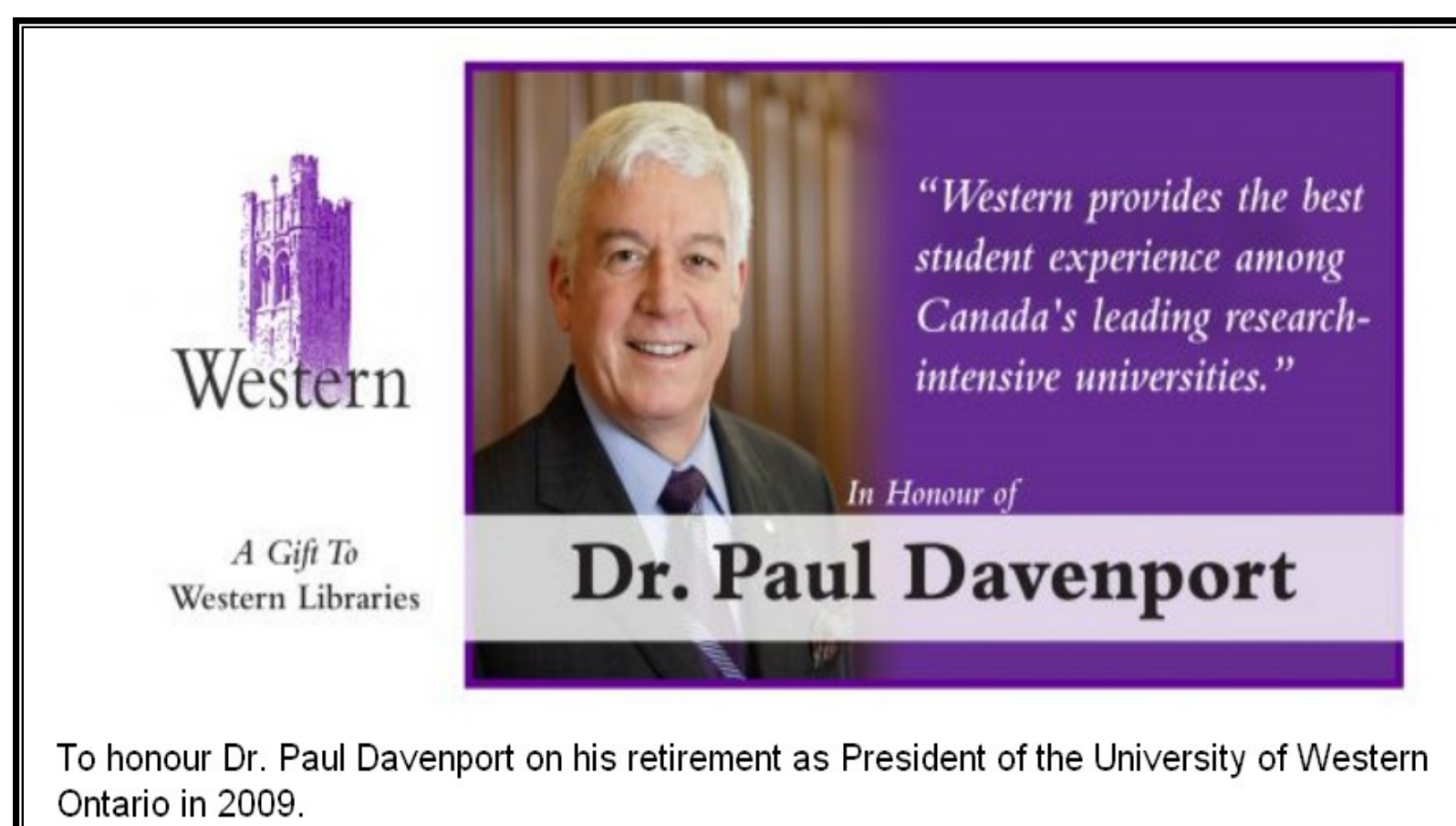


Search from catalogue record using URL, which links to the public web page for that donation:



Development/Fundraising

Four levels of donation, tied to bookplate designs



Bookplates can be used for gifts-in-kind, endowments, and donations to the bookplate program.

What's Next?

Expand the bookplate program to other donors (parents can honour graduates, use to attract more high-level donors, etc.)

Research the cost-effectiveness of the bookplate program, and document the increase in donations to the library

Recycle filing cabinets full of paper bookplates



URL: <http://www.lib.uwo.ca/catalogue/bookplates>