3-1-2010

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

![Image of bookplates]

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

![MARC record image]

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