

Throw Out Those Paper Bookplates!

The Digital Bookplate Program at The University of Western Ontario

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Western Libraries (The University of Western Ontario) has recently developed a digital bookplate program. We create a digital bookplate in Fireworks (a graphics design program) using a set of standard templates. Then we link a web page with information about the bookplate to a search, which displays all of the material purchased for that donation in the catalogue. The donor is provided with the web-link and can view the bookplate and the catalogue records for the material that was purchased or donated. We no longer use paper bookplates. The digital bookplates are used for endowed funds and for gifts-in-kind, as well as financial donations to Western Libraries. A digital bookplate can be used for materials that usually do not receive paper bookplates, such as CDs, DVDs and rare material. We implemented the digital bookplate program as a development tool to recognize new donations to Western Libraries campaign priority projects and to make past contributions more visible in our catalogue.

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

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)
3. Individual fund codes for each endowed fund permits tracking of 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 Assistant University Librarian, 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 web 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, serves as an incentive 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

LONDON OPERA GUILD DONATION



Opera scores and librettos donated by the London Opera Guild.

[View all materials for this gift](#)

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