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# NEW

## School Services



**Year in, year out,  
Mackin provides over  
50% of all the new school  
openings in the nation.**

Opening a new media center takes an enormous amount of time and energy and procuring the most appropriate collection your budget will allow is the most critical component.

For over 34 years, Mackin has been a reliable and integral partner, successfully compiling printed and digital materials for opening day collections. Assessing budgets and needs and custom crafting a collection based on those requirements is what has made us the recognized experts in this field.

# HAPPY CUSTOMERS

“ It has been our good fortune and great pleasure to have been in partnership with Mackin as the Cheney School District opened three new school libraries in the last four years. After 24 years as a media specialist in K-12 schools, I can confidently say that my experience with Mackin far surpasses any vendor to date. I continue to rely on Mackin for my collection needs and consider them my go-to source for my libraries. ”

John B.,  
Library Media Specialist  
Cheney, WA

“ The Bakersfield City School District recently selected Mackin Educational Resources to provide our two new libraries; an elementary school and a middle school, with their opening day collections. Mackin provided a Coordinator, along with a questionnaire to determine our needs. They customized the lists for us and were flexible with our changes. We received both physical and digital copies of the proposed collection, and they followed up with additional clarification for processing. Most impressive of all is that Mackin provided a team of workers to unload and stock the two new facilities. Mackin is a professional organization in every aspect. I highly recommend them. ”

Pamela F.,  
Coordinator, Library Media Services  
Bakersfield, CA



# DIGITAL CONTENT MANAGEMENT

MackinVIA™ is a complete digital content management system providing easy access to over 1.5 million eBooks, educational databases, audiobooks and videos available through Mackin.

With just one login, users can view, utilize and manage all their digital materials in one location. MackinVIA is a free resource to all Mackin customers and allows simultaneous, unlimited access to multiple users, is mobile friendly, and is designed for your new one-to-one school as well as a BYOD world.

## How Can You Use MackinVIA in Your Classroom?

- Assignments
- Student Backpack
- Highlighting, note-taking and Merriam-Webster™ Dictionary
- Groups
- EasyBib citations
- Text-to-speech with adjustable speed
- Deep Discovery search feature

A woman with long dark hair is seen in profile, reading a book in a library. The background is softly blurred, showing bookshelves and bright light from windows. The text is overlaid on the left side of the image.

# STEP 1 DEVELOPING YOUR COLLECTION

The most important step to creating your library and your classroom collection of books is Collection Development.

We use this opportunity to assess your present and future needs and determine the optimal balance of titles to make your new installation completely successful.

Whether it is printed material or digital material, we begin with solid, fully custom designed recommendations that will fit your requirements as well as your budget.

## **Mackin Will:**

- Assign a New School Coordinator who will communicate and collaborate with you on your project.
- Create a customized list aligned to your students, your curriculum, and your budget.
- Provide access to more than 2.5 million titles from more than 18,000 publishers.
- Give you choices from a growing list of more than 1.5 million eBooks, educational databases, audiobooks and videos.
- Prepare lists and suggestions for classroom novel sets, classroom libraries, curriculum projects, and even guided reading libraries.
- Stand behind our recommendations with our “full-confidence” guarantee.

# STEP 2 FINALIZING YOUR COLLECTION LIST

Our remarkable turn-key program can be put in motion with just one phone call.

## You Can:

- View your list on your Mackin.com account or have a printed copy sent to you.
- Easily add and subtract from your lists or build additional lists.
- Read reviews and full annotations for each title and see cover photos.
- Work on specific parts of the collection through our advanced filtering feature.
- Use our automated TitleMatch feature to avoid duplications.
- Call your coordinator anytime you need help or additional information.



# STEP 3 MACKIN **PREPARES** YOUR ORDER

## Your Coordinator Will:

- Make sure we understand and address your individual cataloging and processing specifications.
- Send you a complete, fully processed sample for your final approval.
- Identify your target delivery and shelving dates for “exact day” delivery.
- Oversee the process of filling your order and getting it processed perfectly.
- Ensure that your books will be completely shelf ready to your exact specifications including mylar covers, barcode labels, spine labels, and property labels.
- Arrange for customized processing of classroom kits, novel sets, or leveled libraries.
- Provide full support for traditional or “genre-based” cataloging.

# STEP 4

## WE SORT, SHIP & SHELVE

As the nation's leader in opening day collections, Mackin has created the benchmark for how thorough, high-quality installations are facilitated, quickly and easily.

### Our Staff Will:

- Create your actual library collection here at Mackin in perfect shelf order.
- Double check your order before we ship to make sure it's all correct.
- Sort and ship in Dewey order fully genrefied to your specifications.
- Ship the books in color-coded boxes for easy identification.
- Deliver right on schedule.
- Schedule a time for your Mackin Consultant and crew to shelve every book perfectly.
- Bag all the packing material, break down and stack all boxes for easy recycling.
- Arrange for staff development to help you maximize use of your new resources.





# STEP 5 LOAD YOUR RECORDS

## We Ensure:

- Flawlessly loaded MARC records.
- Neatly arranged books on your shelves.
- Your classroom novel sets and curriculum titles are on site and ready for the first day of school.
- You are ready for checkout!



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