

Polaris Community Profiles

With Polaris Community Profiles, Marigold member libraries can distribute community information and resources using the library catalog (TRACPac). Using Community Profiles, libraries can create records for local community groups that can be accessed by patrons through TRACPac by clicking on the “Community” search tab.

Polaris Community Profiles: FAQ

Who may have a record in TRAC’s Community Profile database?

The focus of Community Profiles is to increase the visibility of charitable or non-profit community organizations. Though anyone may request a record, it is recommended to focus on **non-profit initiatives**.

Will my patrons see records for non-local organizations?

Searching the “Community” tab in TRACPac will return results for organizations across TRAC. It is important to indicate the municipality/county the organization serves in the “Areas Served” section of the Community Record. This way, patrons can keyword search for local information.

How will my patrons find local community records?

As long as the municipality/county information has been entered in the Community Record either under “Areas Served” or in the description of the organization, patrons will be able to find local organizations by performing a keyword search for their municipality or county.

How do I create a Community Record?

In the Polaris Staff Client, select File → New → Community Record*. Complete the Community Record workflow. Once saved, the record will be available in TRACPac under the Community Tab.

*You must have Community Profiles activated by Marigold Headquarters before you can create a profile. To request access, submit a ticket to support@marigold.ab.ca.

What information must be provided in a Community Record?

Organizations must provide a name, contact information (including a website, if available) and one or more keywords under the services tab.

What information goes in the “Subject” field of a Community Record?

When creating a Community Record, you may enter Library of Congress Subject Headings in the “Subjects” tab of the Community Record workflow. However, it is recommended that the “Subjects” tab be kept blank and that library staff enter descriptive subjects/keywords under the “Services” tab of the Community Record workflow.

Who updates Community Records?

Library staff may choose to take responsibility for updating Community Records or may designate a representative from the organization to undertake this task. Once given access organizational designates may access the Community Record through their account in TRACPac (under “Community” in the drop-down menu).

How do Patrons search Community Records?

Once Community Profiles has been activated for your library, patrons can use TRACPac to search Community Records. From TRACPac, patrons must select your library from the “Choose your library” drop-down menu. Then, they may select the “Community” tab and search for records.

Tips for Making an Effective Community Record

- Keep records short**
 Records should include enough information to be “findable” but brief enough to prevent information from becoming out-dated. Refer patrons to the organization’s website where possible (e.g., instead of writing out the address of the organization in the Community Record, provide a link to the contact information on the organization’s website).
- Use descriptive keywords to increase the “visibility” of records**
 To increase the chance that a community organization will be found, use a variety of keywords and language to describe the functions of the organization (e.g., to describe an organization which serves children use keywords like “children,” “kids,” “preschoolers,” “toddlers,” and “infants”).
- Use consistent keywords to increase connections between similar community organizations**
 Community Records links keywords together in TRACPac. To help patrons find similar organizations, use consistent keywords in similar records (e.g., if one Community Record uses the keyword “early literacy,” ensure that you use that same phrasing for other, similar organizations).
- Describe the areas served in the record**
 Community Records provides a space to indicate the “Areas Served” by community organizations. Enter the municipalities and counties served in the record to ensure that patrons can perform a keyword search for services in their local area.

Creating and Editing Community Records in Polaris Community Profiles

To begin a new community record in the Polaris Staff Client, select **File → New → Community Record***

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For a full overview please see the **Community Records in the Staff Client** in the Polaris Staff Help Menu (). Under contents, browse “Community Records in the staff client” or user search terms such as “Community profiles.”



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If the library has a license for both Community Prof records are featured, they appear when PAC users c and the conditions under which the resources will c

In the Polaris staff client, the Community Record st store and display information about community eve

Types of Community Organization Records

- Individual** - An individual with a particular ex

Key information is entered in the Profile, More Info, Social and Services tabs.

Community Records are composed of tabs, where different information can be entered. Below is an explanation of what is contained in each tab.

Profile Tab

The profile tab contains the main information about the organization. You must enter an organization name, address and description in order to save the record. **If a record is incomplete, uncheck “Display in PAC” to prevent the record from being published to TRACPac.** Recommended fields:

- Logo URL - right click on the image you want to use (on the organization’s website) and select “Copy Image URL.” Paste the URL into this field.
- Description (take from organization’s website or Community Resource Book; write a short description if necessary).

More Info Tab

The information entered here is not mandatory. Enter information in any applicable fields; any information entered will be visible in the record and keyword searchable. Recommended fields:

- Target Group - can be used to indicate ages/demographics.
- Area served – enter names of municipalities and counties served (use wording from Polaris Client “Where they live”).

Events Tab

If community organizations are hosting special events, they can be entered here by selecting “New Event.” A community record can have multiple events. You must enter an event name, description and event date in order to save the event. You may select a date to remove the event from TRACPac. **Note that events are automatically removed 7 days after the end date.**

Services

Use keywords to list the services provided by the organization. Community Profiles creates links between community records with identical keywords. Keywords should be simple, relatively general (e.g., 5 service words) and written as plurals (e.g., toddlers not toddler).

Social Tab

Add info for any Social Media networks the community organization uses (Twitter, Facebook, Google Plus, etc). You may incorporate a book carousel on the community record by linking to a record set. Record sets must have already been created prior to adding them here and they must be bibliographic record sets.

Subjects

Leave this tab blank.

Organization Rep

Can be used to give access to the record to a representative of the organization. The representative must be a library member. Once invited, the representative can access the record from their TRACPac Account, under “Community.”

Preview

Use this to see what the profile will look like in the TracPac. Save your edits to show the most up to date profile.

Statistics

Can be used to see creation date of the profile, also the date it was last modified, any linked patrons, and event information.

To access existing community profiles:

- Use the Find tool in the Polaris Staff Client. Cataloguing → Community Records

For help, please contact your Library Services Consultant.