

To: ALSC Executive Committee
Subject: Web Activities Report
Submitted by: Laura Schulte-Cooper, Program Officer, Communications
Date submitted: September 24, 2018

ALSC Website Updates

The ALSC website will undergo a theming (cosmetic) update to incorporate the new division logo and colors. ALA's ITTS office has been notified of the needed changes, and the ALSC office is awaiting a tentative timeline from ITTS for completing the work.

ALA Institutional Repository

The following materials have been uploaded to the [ALA Institutional Repository](#) (IR).

| Materials | Collection Title | Uploaded to IR |
|--|--------------------------------------|----------------|
| 2016 & 2018 Award Acceptance Speeches (PDFs) | Award Speeches | August 2018 |
| ALSC Matters , Volumes 14 & 15 | ALSC Matters Newsletter | August 2018 |
| Everyday Advocacy Matters , Volumes 4 & 5 | Everyday Advocacy Matters Newsletter | August 2018 |

Website Statistics

User: Users that have had at least one session within the selected date range. Includes both new and returning users.

Session: A session is a group of interactions that take place on your website within a given time frame. For example a single session can contain multiple screen or page views, events, social interactions, and ecommerce transactions. A session ends after 30 minutes of inactivity.

Page View: Pageviews is the total number of pages viewed. Repeated views of a single page are counted.

ALSC website (www.ala.org/alsc)

| | August 2018 | July 2018 | June 2018 | May 2018 | April 2018 | 2017 |
|------------------------|-------------|-----------|-----------|----------|------------|-----------|
| Users | 71,396 | 68,442 | 105,910 | 94,509 | 85,663 | 944,837 |
| Sessions | 89,880 | 85,997 | 131,322 | 118,442 | 109,843 | 1,337,436 |
| # of Page Views | 193,950 | 183,563 | 279,534 | 257,468 | 246,618 | 3,004,574 |

Fall EC Meeting 2018
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Día (dia.ala.org)

| | August 2018 | July 2018 | June 2018 | May 2018 | April 2018 | 2017 |
|------------------------|--------------------|------------------|------------------|-----------------|-------------------|-------------|
| Users | 897 | 676 | 969 | 1,716 | 6,691 | 21,973 |
| Sessions | 1,004 | 776 | 1,102 | 1,942 | 8,461 | 28,552 |
| # of Page Views | 1,985 | 1,471 | 2,111 | 3,654 | 18,983 | 61,890 |

Every Child Ready to Read (www.everychildreadytoread.org)

| | August 2018 | July 2018 | June 2018 | May 2018 | April 2018 | 2017 |
|------------------------|--------------------|------------------|------------------|-----------------|-------------------|-------------|
| Users | 3,615 | 2,952 | 2,009 | 2,532 | 2,776 | 28,310 |
| Sessions | 4,368 | 3,576 | 2,438 | 3,095 | 3,408 | 35,545 |
| # of Page Views | 7,848 | 6,649 | 4,953 | 6,218 | 6,929 | 80,175 |

Everyday Advocacy (www.ala.org/everyday-advocacy)

| | August 2018 | July 2018 | June 2018 | May 2018 | April 2018 | 2017 |
|------------------------|--------------------|------------------|------------------|-----------------|-------------------|-------------|
| Users | 1,072 | 1,409 | 1,194 | 1,261 | 1,840 | 17,516 |
| Sessions | 1,207 | 1,560 | 1,307 | 1,409 | 2,112 | 20,214 |
| # of Page Views | 1,858 | 2,354 | 2,314 | 2,314 | 3,976 | 32,959 |