

# **RBMS Web Team**

## **Report for ALA Midwinter 2012**

*The Web Team functions under the auspices of the Publications Committee of the Rare Books and Manuscripts Section (RBMS) of the Association of College and Research Libraries (ACRL). This report was written by Web Team members and compiled by Jason Kovari, Web Editor (2011-2012)*

### **WEB TEAM MEMBERS**

#### **Editors:**

Jason Kovari – Web Editor (2011-2012)  
Shannon K. Supple – Senior Web Editor (2011-2012)  
Christopher Thomas Smith – Senior Web Editor (2011-2012)  
Melissa Hubbard – Assistant Web Editor (2011-2012)

#### **Liaisons:**

Randal Brandt (2009--) – Bibliographic Standards Committee Liaison  
Eva Rose Guggemos (2009--) – Membership and Professional Development Committee Liaison  
Melissa Hubbard (2010--) – Publications Committee Liaison and Preconference media coordinator  
Christine Megowan (2010--) – Exhibition Awards and Seminars Committees Liaison, digress.it project  
Kate Moriarty (2010--) – Executive Committee Liaison  
Jessica Pigza (2011--) – Membership and Professional Development and Security Committees Liaison  
Lynne M. Thomas (2009--) – Social Media Liaison

#### **Web Editors Emeriti:**

James P. Ascher  
Christian Yves Dupont  
John Pull

# REPORT

## I. Overall Website Statistics

Since the website statistics were last reported (19 May 2011) until 14 January 2012, [rbms.info](http://rbms.info) has had 84,562 visits, and 156,702 page views with an average of 1.85 pages per visit. Once again, a substantial percentage of the views were for “Your Old Books” (50,638 page views, 32.31%), followed by the main page (14,976 page views, 9.56%), the Membership & Professional Development Educational Opportunities Directory (8,152 page views, 5.20%), the Controlled Vocabularies (7,575 views, 4.83%), and the preconference index page.

Most of our website’s traffic continues to stem from search engines (67.35% of visits), and the top five keywords are “rbms” (5.00% of visits), “value of old books” (1.75%), “old books” (1.25%), “valuable books” (1.15%), and “sell old books” (0.86%). Most visitors have IP addresses located in the United States (64,105 visits) and report their language as English-US (75,308 visits). The dominant browsers continue to be Internet Explorer (38.95% of visits) and Firefox (32.30%), though Chrome (13.10%) and Safari (11.94%) continue to steadily increase. Similarly, the dominant operating systems remain Windows (78.49% of visits) and Mac (13.97%), but there continues to be a smattering of mobile platforms used (including iPhone, iPad, and Android, devices, &c.) which has increased since the last report (6.18% as compared to 2.55% previously).

## II. Website Future Plans

The Web Team continues to follow-up last year's survey of RBMS members about their needs for and uses of the web site. In the past 6 months, the web team has begun work on migrating hosting services and overhauling site navigational. Further, the team has started the process of transferring the site's domain registration and hosting account from being a burden on individual members to accounts directly paid by and registered to ACRL-RBMS.

In preparation for the impending migration between hosting services and possible large-scale overhaul into a Content Management System, the web team inventoried the pages on the site. Jason Kovari created an XML site map with the inclusion of the site's directory structure. From this, the Web Editors began brainstorming a suggested new navigation structure.

The site contains many legacy working files; in the coming months, the Web Team will request that committees review these legacy working files to determine whether they can be moved off RBMS.info to ALAConnect or the RBMS archive at UIU-C.

The migration and redesign process will take substantial effort for the Web Team and may mean new ways of accessing content for users; however, this process is crucial for the long-term sustainability of the site. Further, regardless of the effort and potential short-term hiccups, this migration and redesign directly addresses RBMS members' concerns as outlined in the RBMS Website Survey Report, submitted ALA Midwinter 2011 (<http://rbms.info/committees/website/RBMSWebsiteSurveyReport.pdf>).

## **II. Website Content**

The Web Editors would also like to remind RBMS committees that committees are responsible for updating the information on the webpages within their purview and can update links by following these link-checking procedures: <http://rbms.info/committees/website/linkchecking.shtml>. Web Team members have neither the content expertise nor time to complete research for this extensive task. The Web Team relies on our fellow RBMS members to keep the content current. Committee members and other users of the site can always send updates to [editor@rbms.info](mailto:editor@rbms.info) and the Web Team will respond as swiftly as possible.

## **IV. Individual Project Reports**

### **A. Thesaurus Migration:**

The Web Team has worked with the BSC Controlled Vocabularies Team to facilitate migrating the RBMS thesauri. Lead by James Ascher and Jason Kovari, the Web Team installed an instance of TemaTres, allowing the CV Team to experiment with Relator Terms vocabulary migration and subsequent editing. Possible future plans include aiding the migration of the additional RBMS thesauri.

### **B. Exhibition Awards Gallery Project:**

The web team is building an online gallery for the Exhibition Awards Committee. Lead by Jason Kovari, this endeavor will supplement the currently hosted 10th-anniversary site and allow for annual updates. Although initial completion of the project was set for Annual 2011, Web Team and the Exhibition Awards Committee schedule complexities have postponed the project. Planned completion of this project is scheduled for Annual 2012.

### **C. Collaborative Editing with [digress.it](http://digress.it):**

Currently, there are seven Digress.it sites being used by the section: DCRM(B) Examples, DCRM(S) Examples, DCRM(G) Review, Controlled Vocabularies Scope Notes Project, Leab Exhibition Awards Criteria, an online seminar about creating Electronic Exhibits, and DCRM(MSS) Review. The Standard Citation Forms review team has inquired about the possibility of setting up a Digress.it site in the future, but will continue to use a wiki for the time being.

The sites for DCRM(B) Examples, DCRM(G) Review, and Controlled Vocabularies Scope Notes are being used to solicit public comment, with DCRM(S) Examples, DCRM(MSS) Review still in the process of generating content. Due to licensing restrictions, the online seminar on Electronic Exhibits is accessible only to individuals who registered during an initial sign-up period. The Leab Awards discussion page is accessible by invitation only to Exhibition Awards Committee members. As of January 17th, there are 97 registered users across all 7 sites. Comments and posts total 822 comments on 139 posts (up from 604 comments on 109 posts on May 25, 2011), breaking down by project as:

DCRM(B) Examples: 270 comments on 86 posts (up from 160 comments on 66 posts)

DCRM(S) Examples: 1 comment on 2 posts (no increase since Annual 2011)

DCRM(G) Review: 297 comments on 21 posts (no increase since Annual 2011)

CV Scope Notes: 55 comments on 18 posts (up from 2 comments on 9 posts)  
Leab Exhibition Awards Criteria: 2 comments on 3 posts (up from 0 comments on 3 posts)  
Electronic Exhibit Online Seminar: 166 comments on 8 posts (up from 143 comments on 7 posts)  
DCRM(MSS) Review: 31 comments on 1 post (up from 1 comment on 1 post)

DCRM(B) Examples and CV Scope Notes continue to be the most active pages. The Electronic Exhibit Online Seminar has ended, and is unlikely to generate new content unless the seminar is repeated at some point for a new group of users.

Based on the low usage by DCRM(S) Examples, Leab Awards, and DCRM(G) Review, it may be worth contacting those teams to ask whether Digress.it is still serving their needs, or whether there's another platform that would work better.

#### **D. Social Media Projects:**

As RBMS members and committees have expressed a strong desire to explore social media tools, Lynne Thomas and Shannon Supple continue experimenting with an RBMS Twitter feed and Facebook page.

The official RBMS stream was started on 21 January 2010 at <http://twitter.com/RBMSinfo>. As of 12 January 2012, we have 605 followers (compared to 345 in May 2011 and 120 in July 2010) and have been added to 65 lists by Twitter users. Our policy is to follow anyone who follows us as long as they are at least vaguely related to libraries, archives, the book trade, or special collections. We have tweeted 2178 times since launch and are regularly retweeted and "tweeted at" by various ALA groups as well as SAA groups and individuals, so we are considered a reasonably good network of special collections professionals for sharing information. In April 2011, we added an automatic feed using dlvr.it, allowing each post created by the RBMS News Editor to feed directly into our Twitter stream.

RBMS's official Facebook page was created on 19 July 2010. As of 12 January 2012, we have 262 "likes" (compared to 178 in May 2011). From 1 June 2011 to 12 January 2012, the RBMS Facebook page (and its varied posts) have been viewed 13,930 times.

The Web Team began using AddThis, a linking service that allows users to transmit web pages on various services, on 13 March 2010. For the period 19 May 2011 through 12 January 2012, we have had 66 total shares, including 17 for *Your Old Books*, 11 for the RBMS.INFO homepage, and 8 for M&PD's list of ALA-accredited library schools. (The other shares are spread throughout the website with 1-5 shares per page.) The character of the services used to share our website are as follows: 30.19% print, 16.98% email, 10.61% Facebook, 9.09% LinkedIn, and 7.55% Google. These numbers continue to be small but AddThis is an easy service to keep running.

These results show that our social media presence continues to gain ground. We plan to continue our current approach but are also open to suggestions from RBMS members and others who use these services.

### **E. Posting Agendas, Minutes, and Resolutions to the Website:**

The Conference Agendas & Minutes page continues to be maintained by the Executive Committee liaison, Kate Moriarty. She is consulting with the RBMS archivist, Chatham Ewing, regarding the provision of online access to pre-2009 documents, either by RBMS or the ALA Archives.

In addition to the three resolutions posted on the Executive Committee page, Kate Moriarty has obtained the text to six resolutions from past Executive Committee minutes and found mention of 12 others. She will contact the RBMS archivist, Chatham Ewing, regarding obtaining access to those 12 resolutions.

### **F. 2011 Preconference Documentation:**

Lead by Melissa Hubbard, the Web Team created a page documenting the 2011 RBMS Preconference, which contains audio recordings, session descriptions and photographs. The web team plans to add session documents to this page as they become available. The page is available:

<http://rbms.info/conferences/preconfdocs/2011/2011docs.shtml>